

# Durham Destination Management Plan 2023-2030

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# Durham Destination Management Plan 2023-2030

The Destination Management Plan (DMP) is:

- the destination's plan which converts county, regional and national market research and strategies into a county-based plan to grow the county's visitor economy
- for all organisations and individuals in County Durham, and national bodies to help them understand what is being done, what needs to be done and how they can contribute to our success
- compiled and managed by Visit County Durham in collaboration with the county's tourism industry and a broad range of stakeholders and partners

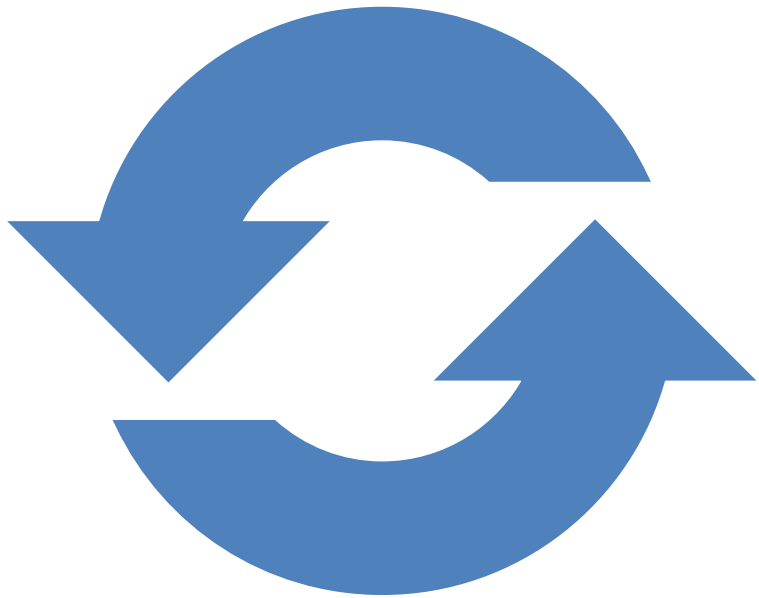
# Durham Destination Management Plan 2023-2030

- The county has had a Destination Management Plan since 2006. Two major revisions since, in 2012 & 2016
- 4<sup>th</sup> edition delayed due to Covid (2021-2025), the next revision will span 2023-2030
- Identifies destination priorities and specific actions for up to 5 years with longer term ambitions up to 10+ years ahead
- Monitored by the VCD Board. Reviewed annually and refreshed as needed. The Visit County Durham team manages the plan in collaboration with key stakeholders and partners.



Destination Management Plan 2016-2020 refresh

# Time to refresh



## COVID-19 global impact

- The political, funding and stakeholder environment has changed significantly since the plan was last produced in 2016.
- Some of the ambition in the previous plan has been realized.
- Stakeholders have changed and more are now involved in supporting the visitor economy.
- The national framework has been refreshed so the time is right to reassess Durham's plans.



# Development and consultation

- The Destination Management Plan is developed using the principles of a sustainable development model known as **VERB**  
(**V**isitor, **E**nvironment, **R**esident, **B**usiness)
- In partnership with key partners and stakeholders:
  - Visit County Durham Board
  - Regeneration, Economy & Growth Management Team
  - DCC Tourism Internal Working Group
  - E&SC/E&E Scrutiny Committees
  - Visitor economy businesses
  - Local, regional and national stakeholders/partners inc. Visit England
  - County Durham residents (surveys and consultations)

# 2016-2020 priorities

1. Lengthen the amount of time that visitors spend in the county
2. Improve the quality of the visitor experience post arrival
3. Differentiate Durham for external audiences
4. Attract new staying visitors to the county
5. Retain existing day visitors to the county
6. Address seasonality
7. Develop new product and support existing product strengths
8. Improve SME and micro business performance



# Five priority pillars

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County Durham provides an end-to-end experience which is high quality welcoming and inclusive



County Durham is better promoted with a compelling narrative for external audiences



County Durham offers extended season products and experiences



County Durham offers eye-catching authentic product that meets the needs of consumers



County Durham's business are supported to develop performance resilience and profit



# Visitor focused outcomes

## **INCREASED VISITOR ACQUISITION**

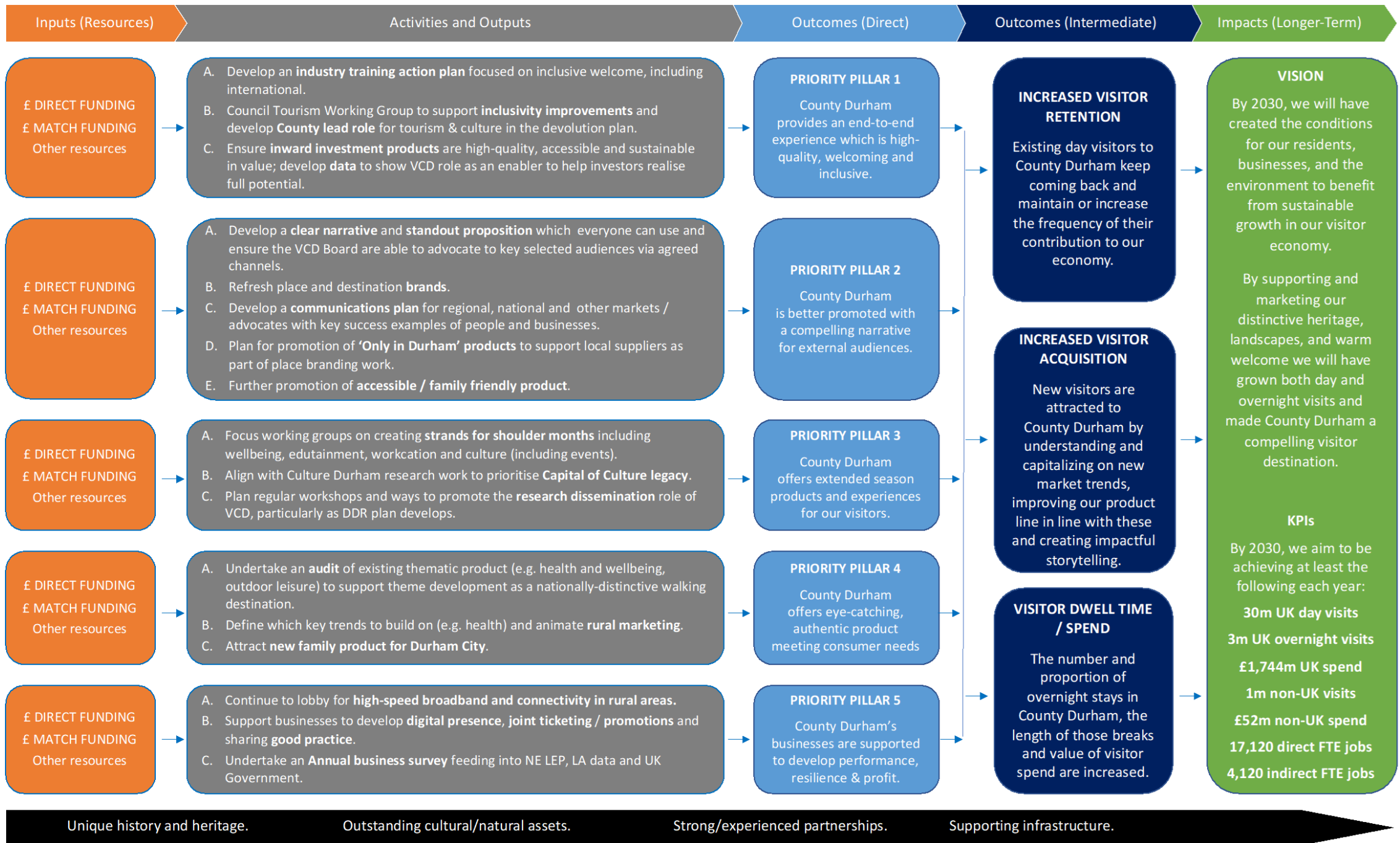
New visitors are attracted to County Durham by understanding and capitalizing on new market trends, improving our product line in line with these and creating impactful storytelling.

## **VISITOR DWELL TIME / SPEND**

The number and proportion of overnight stays in County Durham, the length of those breaks and value of visitor spend are increased.

## **INCREASED VISITOR RETENTION**

Existing day visitors to County Durham keep coming back and maintain or increase the frequency of their contribution to our economy.



Unique history and heritage.

Outstanding cultural/natural assets.

Strong/experienced partnerships.

Supporting infrastructure.

# Inclusive Economic Strategy



# 20



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We are on a journey to  
regenerative destination  
management with the

## 2023 GDS-Index

See our sustainability contributions  
on [www.gds.earth/index](http://www.gds.earth/index)



GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
INDEX



# Monitoring and Evaluation

- Approved and monitored by the VCD Board in collaboration with key stakeholders and partners.
- An annual evaluation of the plan will be undertaken to assess the effectiveness and review progress against objectives, updated as required.
- As a Local Visitor Economy Partnership, progress will be monitored through Visit England's Growth Plan process.
- Individual working groups or task groups will also be set-up to develop ideas into projects.

# Questions and feedback

