



VisitEngland™

VisitEngland Update

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VisitEngland overview: Who we are

Supporting the English tourism industry and landscape and encouraging domestic trips.

- Implementation of the new accreditation of Local Visitor Economy Partnerships (LVEPs) and our Destination Development Partnership (DDP) Pilot
- Support for SMEs, building digital skills
- Sustainability, Accessibility and Welcome advice and guidance
- Winning business events



Overview

- Latest research and findings
- How VisitEngland is supporting the industry and developing our destination
- Starring Great Britain
- Questions

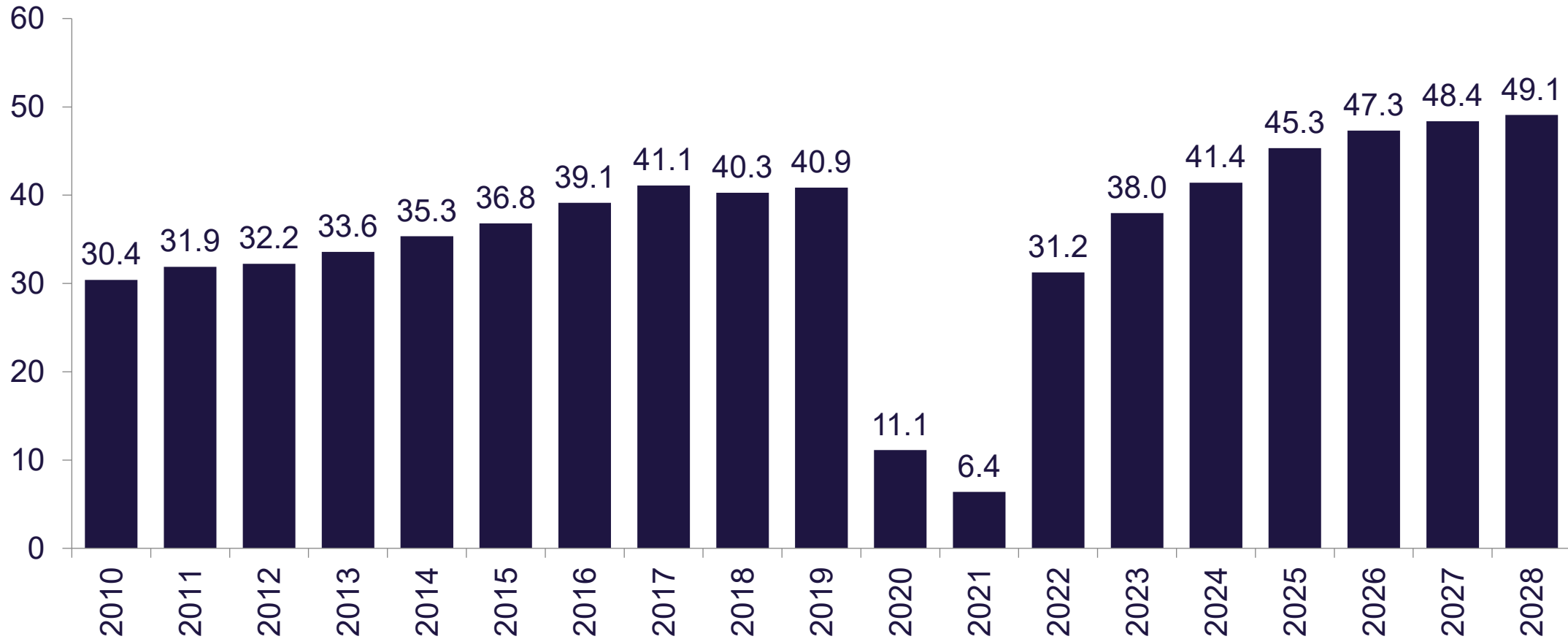


Latest research and findings



Rapid recovery in inbound visits expected in 2025/26, followed by steady growth up to 2030

Inbound tourism to the UK – visits (millions), trend and forecast

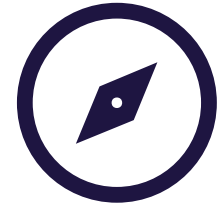
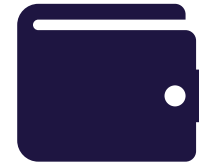
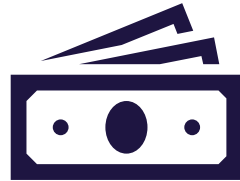


Source: International Passenger Survey to 2023; Oxford Economics forecast from 2024. Oxford forecast for 2024 shown for consistency and as it is more recent than VB forecast; VB forecasts visits below this for 2024

Domestic Overnight Trips – Q3 2024



Between July and September 2024:



There were **27.6 million overnight trips** in England (down 6% vs Q3 2023) made by British residents.

There were in total **87.6m nights away** in England Q3 2024 (down by 2% from Q3 2023) and they spent **£9bn** on their trips in Q3 2024 (up 14% vs Q3 2023).

Great Britain residents spent on average **£331 per trip** in England (up 21% vs Q3 2023) and **£104 per night** (up 17% vs Q3 2023).

The South West was the region with the largest share of trips in England (17% - 4.7m trips), followed by London (15%), North West (14%), and South East (13%).

Domestic Sentiment Tracker – January 2025



Released January 2025

80%

Proportion
intending a UK
overnight trip at
any point in the
next 12 months

32%

Preference for UK
over overseas in
the next 12
months

33%

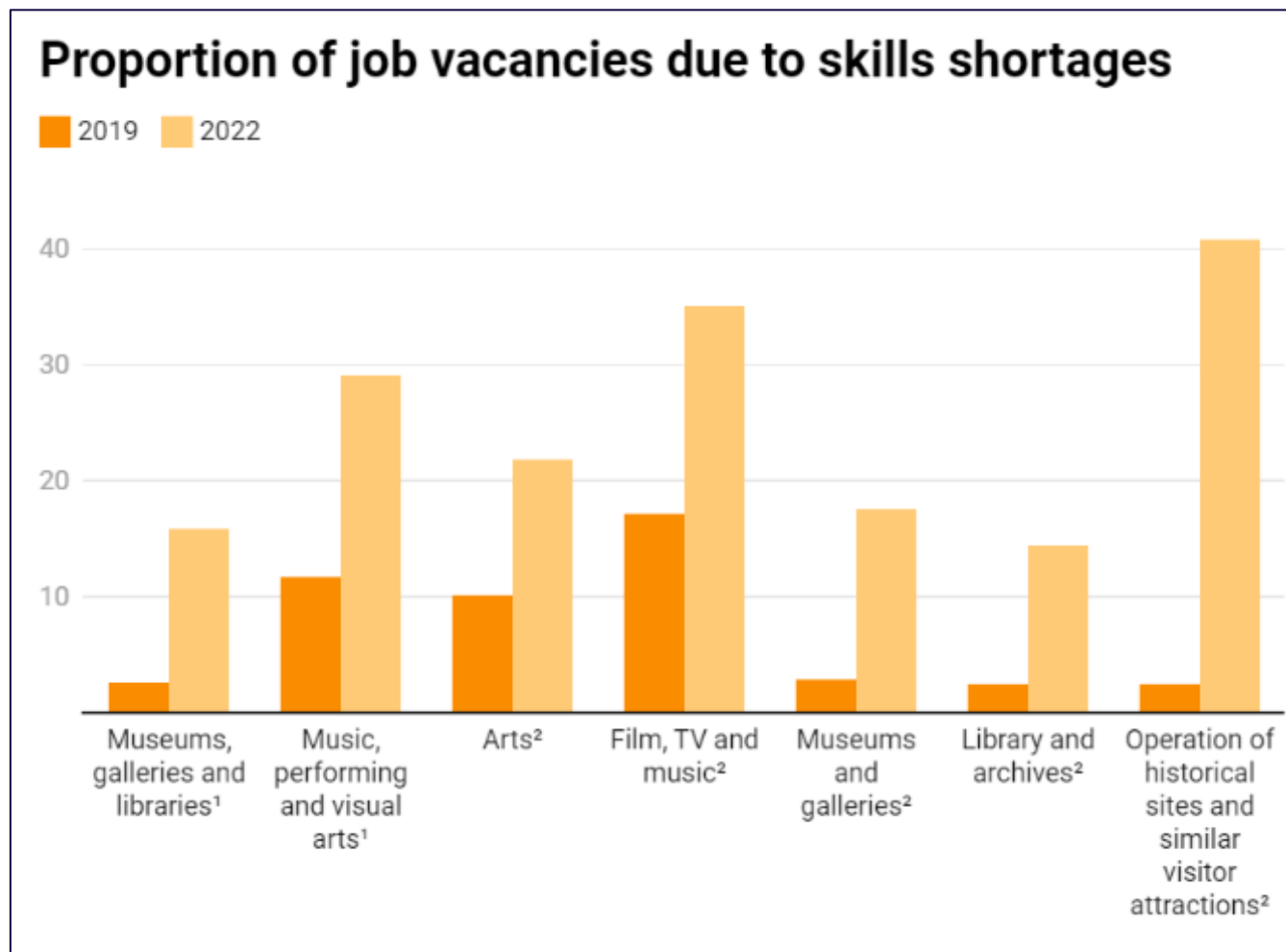
Top potential
barrier to taking
overnight trips in
the UK over next
six months is 'UK
Weather'

27%

Reduce the
number of day
trips due to cost-
of-living crisis

Skills shortages: apparent across parts of industry

Historical sites & visitor attractions show a significant rise in skill shortages



South West Visitor Economy hub

Devon

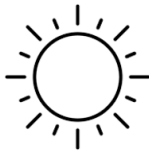
Average Length of Stay

Overnight Visitors



5.2 nights

Day Visitors



5.2 hours

Accommodation Booking



50% - Direct
29% - OTA



52%



3.3
months in
advance

Trip Research

Internet



58%

Recommendation



10%

Satisfaction

-100 ↔ +100

66

Dartmouth: 79

Visitor Profile

Accessibility



9%

No Children at Home



76%





VisitEngland™

How VisitEngland is supporting industry and destination development



VisitEngland: Our Focus

The Strategy

Development of England-wide visitor economy strategy in partnership with Local Visitor Economy Partnerships (LVEPs).

The Brand

Development of a destination brand for England.

The Structure

LVEP Programme Year 2 delivery – focused support



Credit: Andrew Allcock

Implementing the DMO review

- Great destinations are great places to live and work as well as to visit
- Strong leadership and governance means more likely to generate sustainable growth in the local visitor economy
- They can drive place-shaping agenda
- They can create value-added jobs, bring in new talent and stimulate innovation

VisitEngland is:

- Accrediting a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs)
- Implementing Destination Development Partnership (DDP) pilots in the North-East and West Midlands

**Local Visitor
Economy
Partnership**

Recognised by

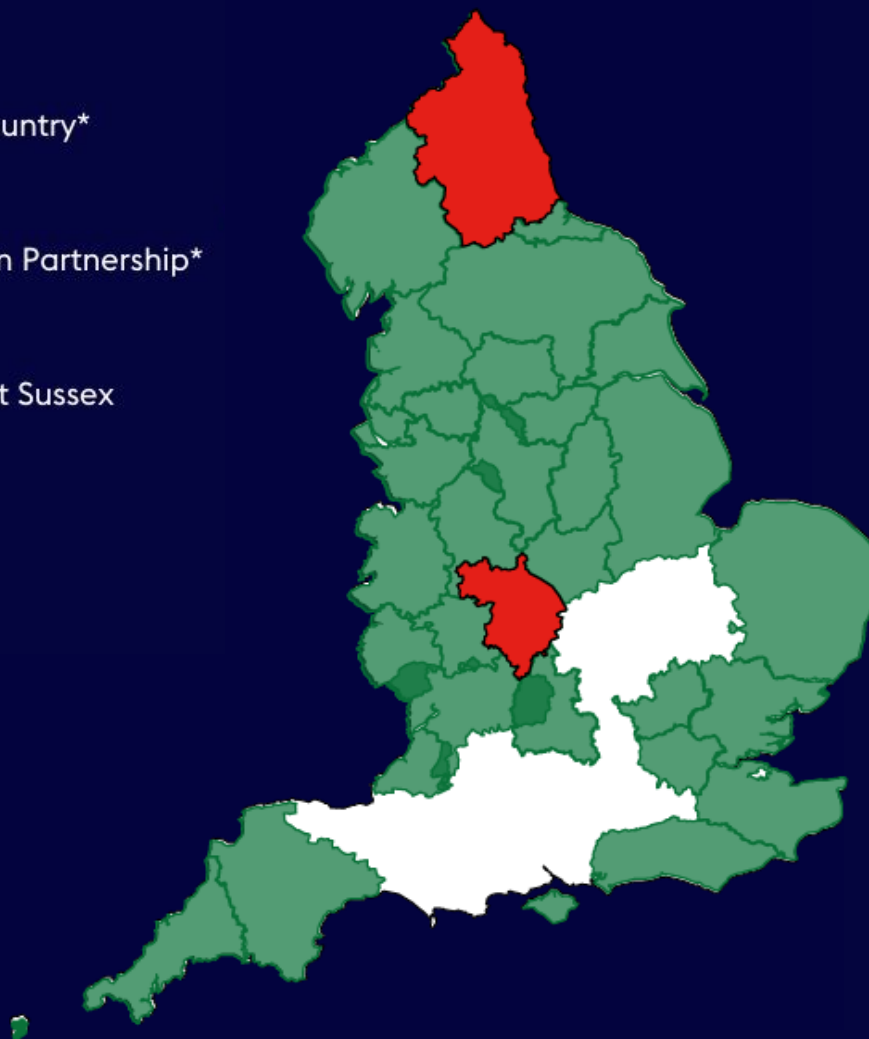


VisitEngland

Nine new Local Visitor Economy Partnerships (LVEPs) added in 2024, with 35 now up and running, covering most of England. Two Destination Development Partnerships (DDPs) are operating in the West Midlands* and the North East of England.**

LVEPs

- Birmingham, Solihull & The Black Country*
- Cornwall & The Isles of Scilly
- Cotswold Plus
- Coventry & Warwickshire Destination Partnership*
- Cumbria Tourism
- Devon and Partners
- East Sussex, Brighton & Hove & West Sussex
- Experience Oxfordshire
- Leicester & Leicestershire
- Lincolnshire & Rutland
- Liverpool City Region
- London & Partners
- Marketing Cheshire
- Marketing Lancashire
- Marketing Manchester
- NewcastleGateshead Initiative**
- Norfolk & Suffolk
- South Yorkshire



- Staffordshire & Stoke-on-Trent
- Tees Valley
- Telford & Shropshire
- Visit Country Durham**
- Visit Essex
- Visit Herefordshire
- Visit Herts
- Visit Hull & East Yorkshire
- Visit Isle of Wight
- Visit Kent
- Visit Northumberland**
- Visit Nottinghamshire
- Visit Peak District, Derbyshire & Derby
- Visit West
- Visit Worcestershire
- West Yorkshire
- York & North Yorkshire

What does this mean for the West of England?

National strategic engagement:

- A clear **strategic link** for the region from the local to the national level (Government, VisitBritain/VisitEngland, other key national bodies)
- Access via the LVEP to **national initiatives**, and a clear port of call via the LVEP as the delivery partner for visitor economy
- Influencing role on place shaping through work with government and other arm's length bodies

Destination and business development:

- Specialist support to help LVEPs and businesses become more **sustainable** and **accessible**
- Access to a new **training and development** platforms for businesses and LVEP team members
- Support with the development of wider partnerships with other destinations or travel trade

What does this mean for the West of England?

Enhanced destination insights and intelligence:

- Participation in research and data initiatives to generate more rich data for LVEP destinations, in partnership with VisitEngland research team.
- As part of this LVEPs will be able to make use of the data provided while at the same time identifying local data sources – just like the South West Data hub

Network of peer support:

- Opportunities to collaborate with, and learn from, other destinations, businesses and organisations across the local and national visitor economy as part of a national portfolio of strategic LVEPs

Locally significant status:

- The confidence for businesses of investing in – and supporting - a nationally recognised and resilient LVEP.

VisitBritain - global work to re-build and strengthen tourism





**Set-jetting is on
the rise globally**

91%

of inbound visitors would
be interested in
visiting a film or TV
location in the UK

7 in 10

UK visitors have visited a film or TV
location in the UK

1 in 6

UK holiday visitors were
influenced by a film or TV
location to travel outside of
London

Introducing... Starring Great Britain

A GREAT BRITAIN PRODUCTION WITH



STUDIOCANAL

EON
PRODUCTIONS

SONY

Disney

Paramount



NETFLIX

HBO

Business Advice Hub



Resources to help businesses to succeed and grow.

- Digital Marketing Toolkit (including top tips on social media and email)
- Links to external resources
- Sustainability guidance
- Accessibility guidance
- TETTW Inbound Tourism Toolkit
- TXGB
- And many more!



Digital Marketing Toolkit

Learn how digital marketing can help even the smallest tourism business reach a global audience with our toolkit of resources.



Reaching your audience on social media and email

How to use social media and email for digital tourism marketing.



Start your business

Top resources
Plan for success
Know your market
Getting set up



Find funding

Top resources
Getting funding
Managing your accounts
Resolving financial disputes



The Pink Book

Top resources
Licences and consents
Customers
Staff



Understand health and safety

Top resources
Complete your Fire Risk Assessment
Fire safety resources
Guest safety



Make your business accessible and inclusive

Top resources
Why be inclusive?
Accessible and inclusive tourism toolkit
Accessibility Guides



Step up your sustainability

Top resources
Market your sustainability
Water
Waste



Employ and manage staff

Top resources
Hiring staff
Recruitment support schemes
Apprenticeships



Find training

Top resources
Customer service training
Government courses and training
Digital skills training



Get quality assessed

Top resources
Scheme benefits
Apply for accreditation
ROSE Awards



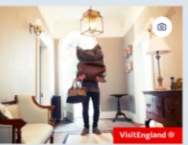
VisitEngland Awards for Excellence

Top resources
How to apply
Award categories
FAQs



How to market your business

Top resources
Introduction to PR toolkit
Digital marketing toolkit
Sell your product on the VisitBritain shop



How to attract international visitors

Top resources
Inbound tourism toolkit
Understand international visitors
Promote your business overseas

Thank You

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industry newsletter here:



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