



VisitEngland™

VisitEngland: Priorities and Focus for 2024

Lyndsey Turner Swift, Deputy VisitEngland Director

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
- TXGB, a platform enabling suppliers to sell internationally
- Sustainability, Accessibility and Welcome advice and guidance
- Winning business events



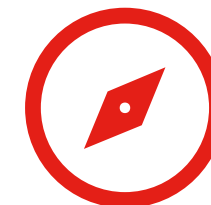
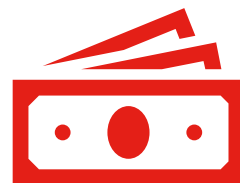


Latest research and findings

Domestic Day Visits – Q3 2023



Between July – Sept 2023:



Tourism Day Visits within England reached 272 million in Q3 2023, on par with Q3 2022, with visits peaking at 102 million in August.

Visitors **spent a total of £11.9bn** during the 3 months, up 10% vs Q3 2022 (with the largest value attributed to August). In real terms, visitor spending was up 3% vs Q3 2022.

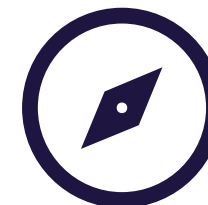
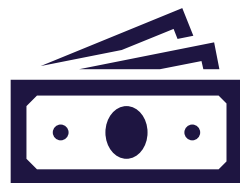
The **average spend per visit** was £44, up 10% vs the previous year, for visits within England. Taking inflation into account, spend per visit was up 3% vs Q3 2022.

In Q3 2023, the **South East** received the highest volume of day visits (49 million), overtaking London (48 million). **The South West** was 4th

Domestic Overnight Trips – Q2 2023



Between April – June 2023:



There were **25.1 million overnight trips** in England (up 7% vs Q2 2022) made by British residents.

There were in total **69.8m nights away** and they spent **£6.7bn** on their trips (up 12% vs Q2 2022).

Great Britain residents spent on average **£269 per trip** in England (up 5% vs Q2 2022) and **£97 per night** (up 14% vs Q2 2022).

Regions with the largest shares of trips in England were **South West** (17%), North West (14%), South East (14%) and London (14%).

Domestic Sentiment Tracker – Jan 2024



January 2024 (in comparison to December 2023):



Inbound Tourism Forecast 2024



2024 Inbound tourism forecast Overseas visits to the UK



2024 Inbound tourism forecast Spending by overseas visitors in the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.
(m = millions)

Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.
All spending is in nominal terms (bn = billions)



#2024forecast





Strategic direction for VB/VE





Our global work to re-build and strengthen tourism

Rebuilding Inbound Value

Position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.

Connect & Distribute

Linking buyers and suppliers through familiarisation visits, and Destination Britain North America.

Inspire

Launch of 'Welcome to Another Side of Britain' campaign in 2022, and 'See Things Differently' in early 2023.

Convert

Working with British Airways, Trip Advisor, LastMinute.com, and Wego to convert inspiration into bookings.



Developing Innovative Partnerships

VisitBritain and British Film Commission sign Memorandum of Understanding to boost screen tourism across the UK.

Screen Tourism

Set-jetting is a booming trend in travel. Inbound tourists spent an estimated **£892.6 million** in film-related screen tourism in the UK in 2019 alone.

Putting the spotlight on UK's film-and-TV-inspired experiences encourages more visitors to come and explore our amazing destinations for themselves, driving immediacy to visit and boosting tourism across the nations and regions, benefitting local economies.

Upcoming Programme

'Starring GB' GREAT Campaign due to launch later in 2024.



The Guardian
Newspaper of the year

Seen the show? Now visit the location:
Britain embraces surge in 'set-jetter'
tourists



How VisitEngland supports industry

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.

15-24 MARCH 2024
**ENGLISH
TOURISM
WEEK**
#EnglishTourismWeek24 VisitEngland

15-24 March 2024

- Tourism Superstar
- MP engagement
- Industry & comms toolkits


VisitEngland™ | **Awards for
Excellence
2023 - 2024**

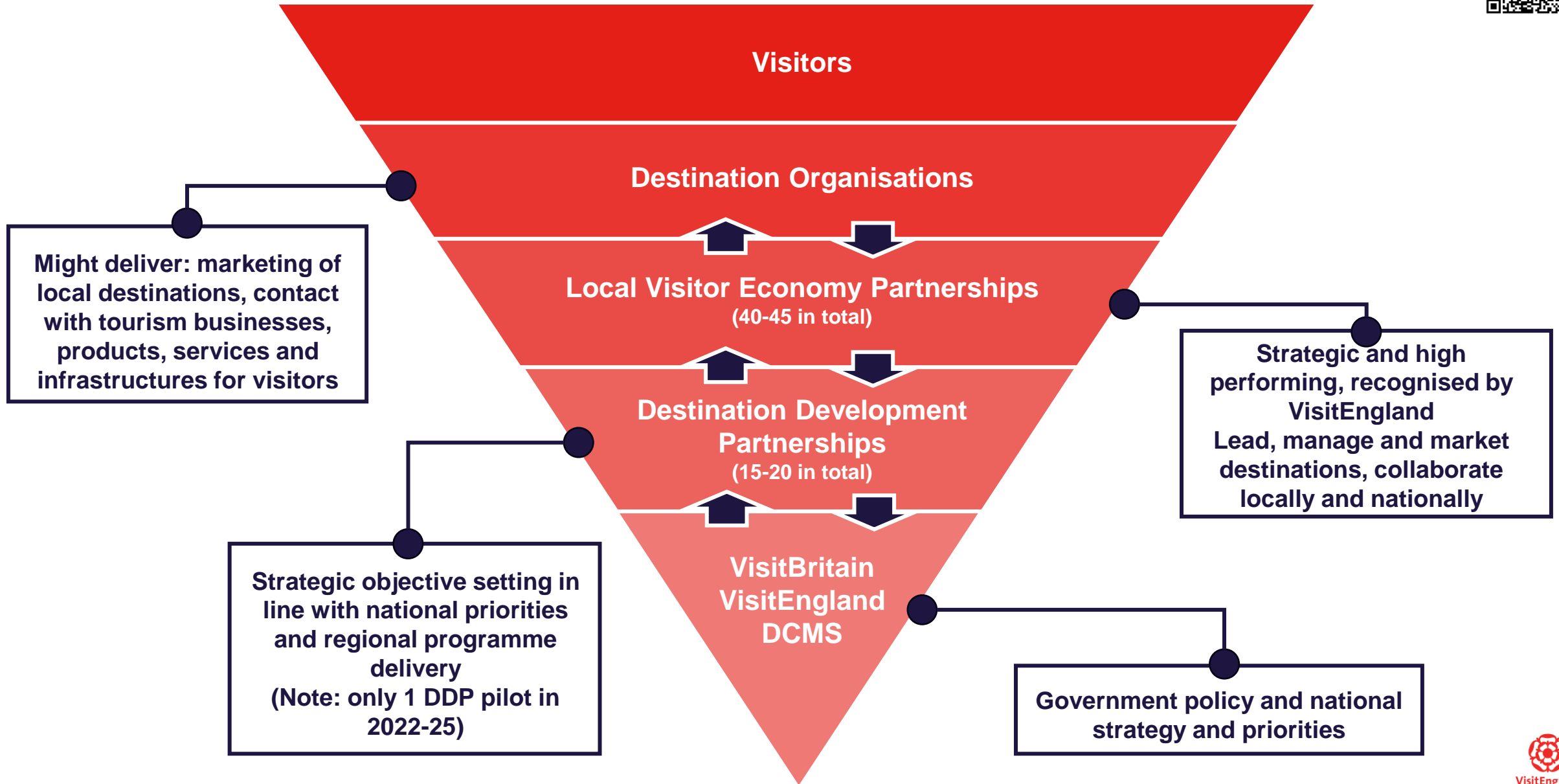
**VEAE event w/c
3 June 2024**

**Local competitions
for 24/25 opening
Feb 24**



Getty Images/ Peter Cade

The New Destination Landscape



LVEPs to date

Phase one: 15 LVEP awards – April 2023

Cumbria Tourism	NewcastleGateshead Initiative	Visit Hertfordshire
Marketing Manchester	Visit Northumberland	Visit Kent
Liverpool City Region	Visit County Durham	Experience Oxfordshire
Marketing Cheshire	Visit Peak District, Derbyshire & Derby	Visit West
Visit Hull & East Yorkshire	Birmingham, Solihull & Black Country	Cornwall & Isles of Scilly

Phase two: 7 LVEP awards – July 2023

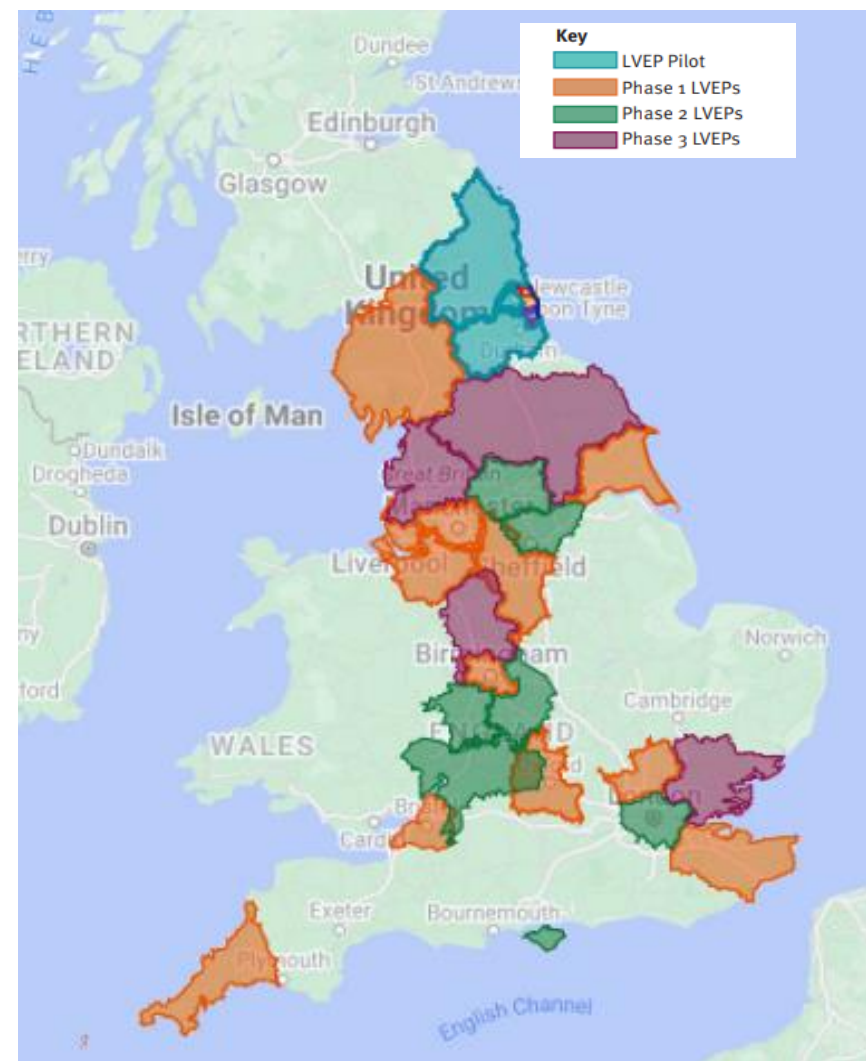
London & Partners	Cotswolds Plus	Isle of Wight
Coventry & Warwickshire	Visit Worcestershire	South Yorkshire
West Yorkshire		

Phase three: 4 LVEP awards – November 2023

Visit Essex	Marketing Lancashire (with Blackpool)	York & North Yorkshire
Stoke & Staffordshire		

Phase four: 4 LVEP awards – January 2024 (tbc)

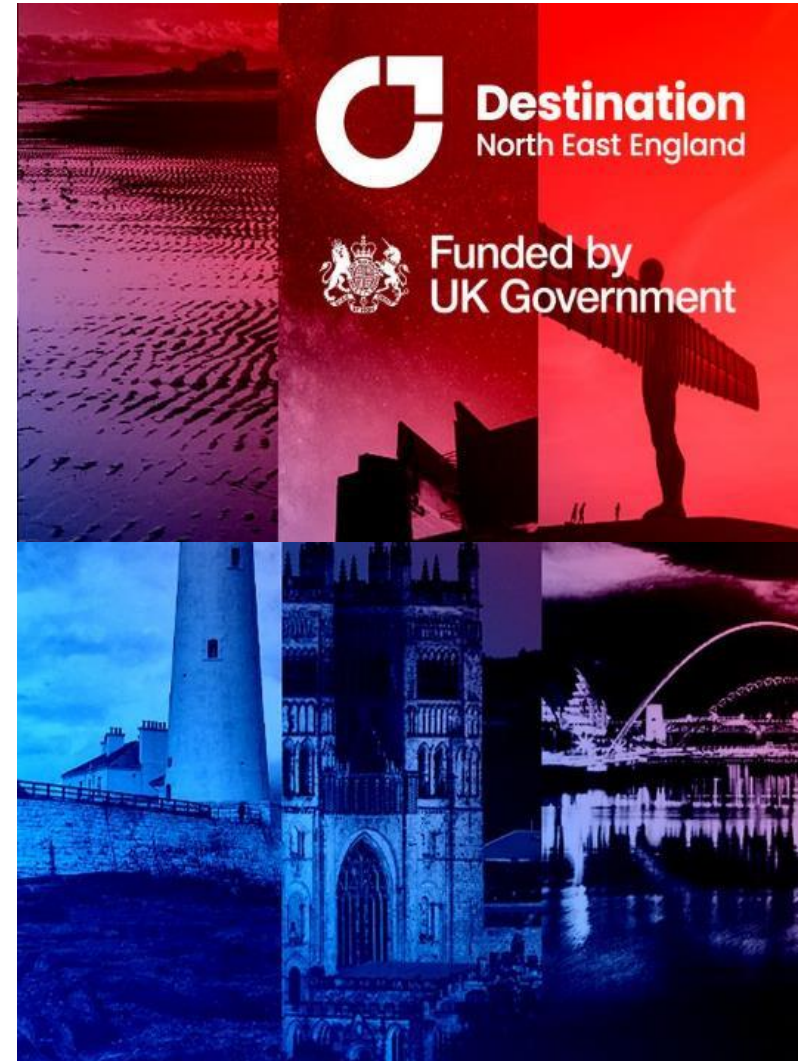
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The Destination Development Partnership (DDP) pilot

- Set regional priorities for the visitor economy in their geography in line with England's visitor economy strategy and government policy.
- They would receive government funding to focus on strategic objectives where greater impact can be achieved through a joined-up approach e.g. driving business events; product development
- The DDP would be a partnership of LVEPs across a geography, with one taking the lead
- Government is funding the DDP pilot (2022-25) in the **North East of England led by NewcastleGateshead Initiative LVEP with Visit Northumberland and Visit County Durham LVEPs**
- The pilot will build an evidence base and learnings to prove the case for wider public funding of the new structure from 2025
- Plus develop tools and templates for LVEPs and future DDPs

VB/VE will be amplifying the pilot to support its success and drive increased impact



Accessibility - New Accessible & Inclusive Tourism Toolkit



Main Toolkit

Holistic guidance with real-life case studies

Action Checklists

Downloadable business-specific actionable checklists to plan and prioritise improvements

Top 20 Tips

Downloadable business-specific top tips

Technical Guidance

Built environment guidance for renovations, conversions, new builds

VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses

An introduction to this accessible and inclusive tourism toolkit

Section 1: What is accessibility?

Section 2: The benefits of providing an inclusive experience

Section 3: Know your customer

Section 4: An inclusive welcome

Action checklist for visitor attractions

Accessible and inclusive tourism toolkit for business

Top 20 Tips for hotels

1. Provide accessible maps for disabled customers to give feedback, acting and responding promptly to comments
2. Request information at the time of booking to establish specific requirements
3. Offer to show all guests with accessibility requirements in their rooms and help with luggage
4. Provide a step-free entrance
5. Create your website, create accessibility standards and all written content to be available to customers in accessible formats
6. Provide sufficient accessible parking spaces and drop-off/pick-up
7. Provide a step-free entrance
8. Provide accessible maps for disabled customers to give feedback, acting and responding promptly to comments
9. Request information at the time of booking to establish specific requirements
10. Offer to show all guests with accessibility requirements in their rooms and help with luggage



Sustainability – regenerative tourism as VE approach

1

Aligned with key frameworks e.g. The United Nations 17 Sustainable Development Goals (SDGs)



2

Identified core themes and defined the ambition

- Resilient year-round industry
- Regional and seasonal dispersal
- Maximising the benefits to communities
- Thriving businesses and destinations
- Low carbon transport
- Net Zero and responsible resource use
- Nature, wildlife and biodiversity

- **Regenerative tourism** is the idea that tourism should leave a place better than it was before
- **Sustainability**, in comparison, is leaving something as it is, so that it stays the same; in other words, not causing extra damage

Aim: Positive transformation for people and places

3

Pulled this together into a clear and meaningful framework

A regenerative tourism framework for England

PEOPLE

Visitors & communities

PLACE

Climate, nature & resource use

PARTNERSHIP

Governance & collaboration

PROSPERITY

Jobs, livelihoods & green growth

Positive transformation

Quality – modernisation and simplification



Strengthening the role of quality through modernisation – acting on research findings that consumers globally do not see customer reviews as the single trusted source and industry relevance.

86%

A percentage of consumers agree there is still a role for official star ratings in aiding accommodation choice, **comparable to customer reviews**.

They are even **more important to international visitors**. Both forms of guidance influence younger consumers.

Source: **Consumer research**, Strategic Research and Insight 2022

“ .. I want that scheme to continue but I want a modern scheme .. ”

There is a need for a baseline scheme to protect and reassure customers. However, relevance are of paramount importance.

Source: **Industry research**, Mustard 2022

Business Advice Hub



More 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 markets
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



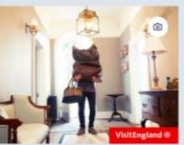
VisitEngland Awards for Excellence

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





VisitEngland™

Thank You

✉ Lyndsey.Turner-Swift@VisitEngland.org

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