

Coastal
Tourism
Forum

16

Shore Potential: Addressing the Coastal Tourism Challenge

17th October 2016

Coastal
Tourism
Forum

16

Samantha Richardson
Academy Director
National Coastal Tourism Academy

@SamCRichardson / @nctacademy

Welcome & Setting the scene – Coastal tourism in 2016

17 October 2016

Samantha Richardson
Academy Director

Welcome

Background and introduction

Coastal Communities Fund project

Set up to understand the nature of coastal tourism and identify opportunities for growth.

- ✓ Improving the visitor experience
- ✓ Supporting industry
- ✓ Bridging gaps in coastal tourism research
- ✓ Sharing lessons learnt and best practice

Working with industry, academia and the public sector

Job creation

Economic Growth

Best practice

Resource Hub

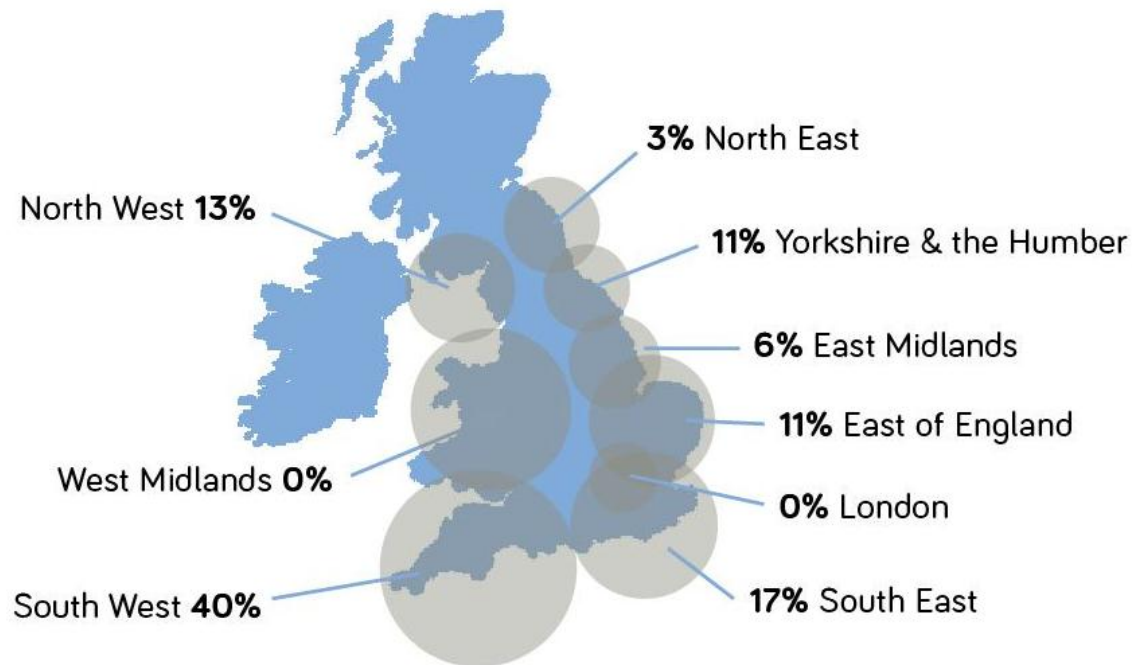


Coastal tourism overview

Coastal tourism

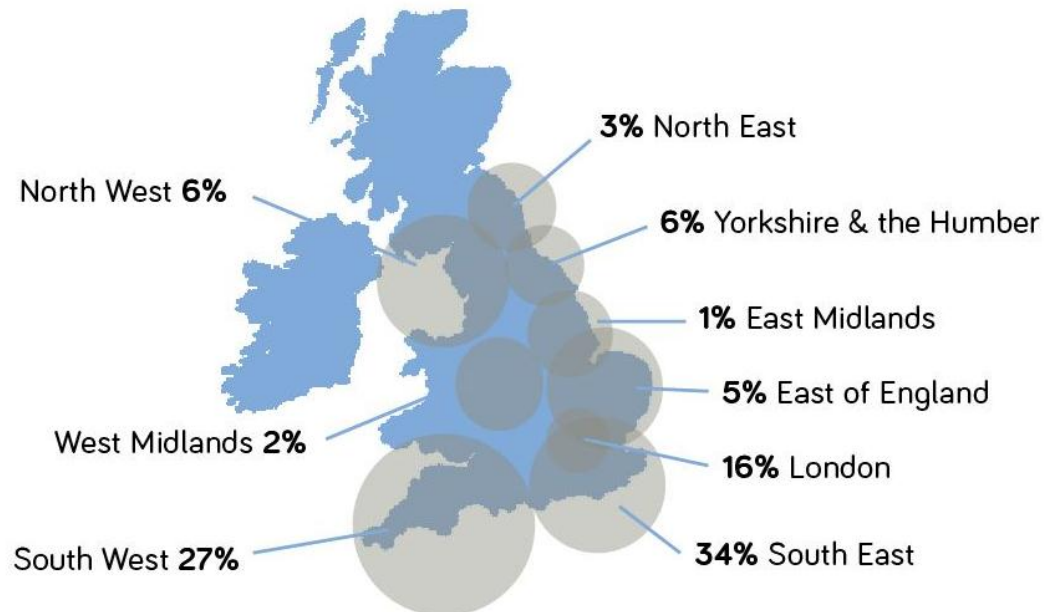
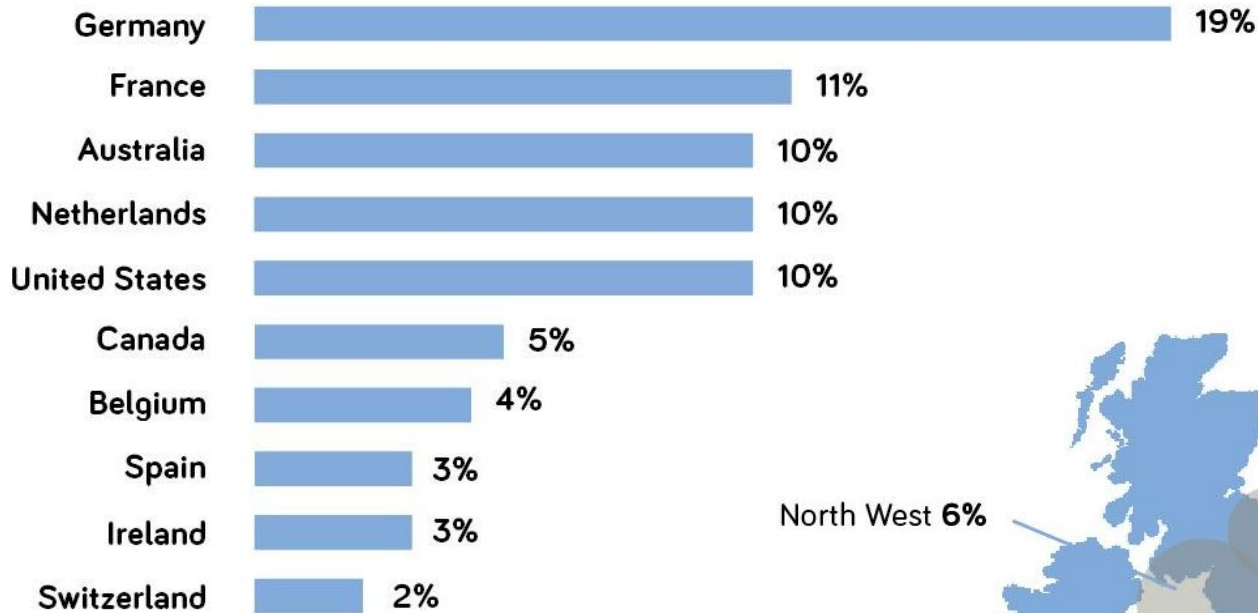
A growing industry with untapped potential

- £8 billion domestic overnight and day trip spend
- 210,000 jobs valued at £3.6bn (1% growth)
- Very high rate of SMEs (less than 3% corporate representation)



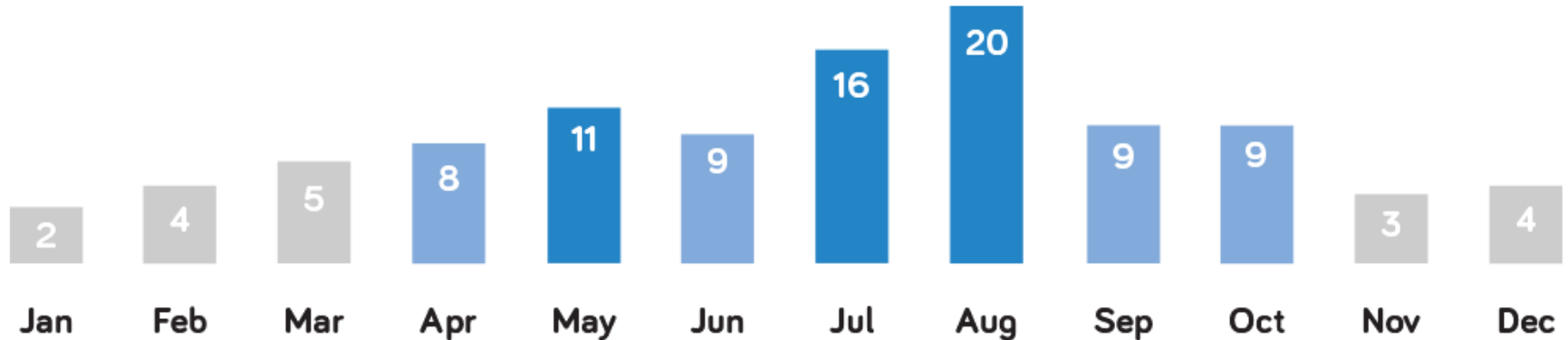
International visitors

15% of all international visitors go to the coast (c.1.8 million)



Reducing seasonality

Little change since 2008



- Empty nesters (over 55s)
- Under 35s:
 - pre-family
 - Young families
- Health and Wellness
- Business Events
- Active Experiences

- Challenging perceptions
- Open for business year round
- Encouraging more local and regional visitors in winter

Challenges

Understanding barriers to unlock potential



- Growing industry but not as fast as visitor economy nationally
 - Lack of awareness
 - Perception issue
-
- High number of SMEs
 - Pace of change is slow
 - Staffing:
 - Recruitment, engagement and retention
 - Funding



2016 Coastal Tourism

Summary report of opportunities
and challenges to growth

Available at
www.coastaltourismacademy.co.uk/resource-hub

tweet @nctacademy
visit coastaltourismacademy.co.uk

Coastal Business Monitor

Real time snapshot of performance on the coast



Hotels, 21%



B&Bs and Guest Houses, 55%



Self-catering cottages, 12%



Caravan & camping sites, 7%



Visitor attractions, 5%

40% report performance was better



49% report performance was the same



11% report performance was worse



- June to end of August 2016
 - 409 tourism businesses
-
- 89% business same or better
 - + Weather biggest impact
 - - Fewer visitors in the area
 - 91% say next 3 months look same or better than last year
 - 30% said visitor profile is changing =
 - more demanding and higher expectations

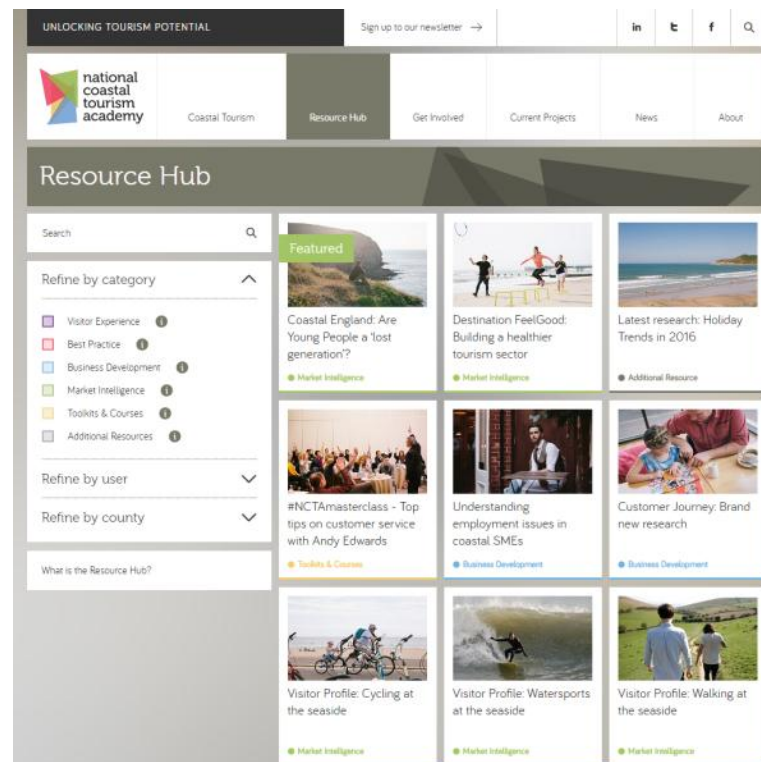
Resource hub

Online resource for industry

Sharing:

- Best practice
- Market intelligence
- Product development guides
- Toolkits
- Courses
- Case studies and lessons learnt

Predominantly NCTA resources but also links to .gov business support, VisitEngland and other resources



The screenshot shows the 'Resource Hub' page of the National Coastal Tourism Academy. The page features a navigation menu with options like 'Coastal Tourism', 'Resource Hub', 'Get Involved', 'Current Projects', 'News', and 'About'. A search bar is located at the top left. Below the search bar, there are filters for 'Refine by category' (Visitor Experience, Best Practice, Business Development, Market Intelligence, Toolkits & Courses, Additional Resources) and 'Refine by user' and 'Refine by county'. The main content area displays a grid of featured resources, including 'Coastal England: Are Young People a 'lost generation'?', 'Destination FeelGood: Building a healthier tourism sector', 'Latest research: Holiday Trends in 2016', '#NCTA masterclass - Top tips on customer service with Andy Edwards', 'Understanding employment issues in coastal SMEs', 'Customer Journey: Brand new research', 'Visitor Profile: Cycling at the seaside', 'Visitor Profile: Watersports at the seaside', and 'Visitor Profile: Walking at the seaside'. Each resource card includes a thumbnail image, a title, a brief description, and a category tag.

Raising awareness of coastal issues

National focus for the coast

Engaging with Industry, Government and Destinations

Raising awareness of the coast

Supported by:

- DCMS Select Committee Inquiry in to Tourism
- Tourism Minister
- Coastal Communities Minister
- Tourism Industry Council



National Coastal Tourism Academy



Key messages:

- Understand coastal tourism and identified opportunities for growth
- Supporting industry

Please get involved...

- Vast collection of resources available to support you via Resource Hub
- Collaborative working and partnership

Job creation

Economic Growth

Best practice

Resource Hub

Thank you

Coastal
Tourism
Forum

16

Coastal Tourism in 2016

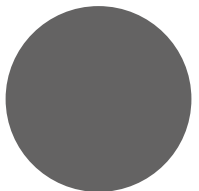
The Big Picture



Coastal Tourism 2016 – The Big Picture

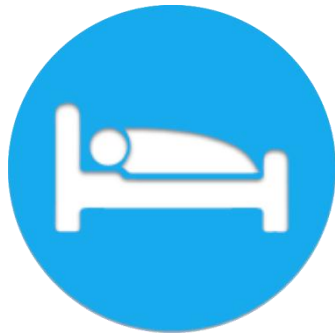
Sally Balcombe, CEO, VisitBritain/VisitEngland

17th October 2016



2015 – Another record breaking year

Domestic



102.7m

Overnight Visits

11% higher than 2014



£19.6bn

Spent

8% higher than 2014



2015 – Another record breaking year

Inbound



36.1m
Visits

5% higher than 2014



£22bn
Spent

1% higher than 2014



2016 so far

Inbound

July

3.8m visits – 2% increase on 2015 and a new record for any month in Britain

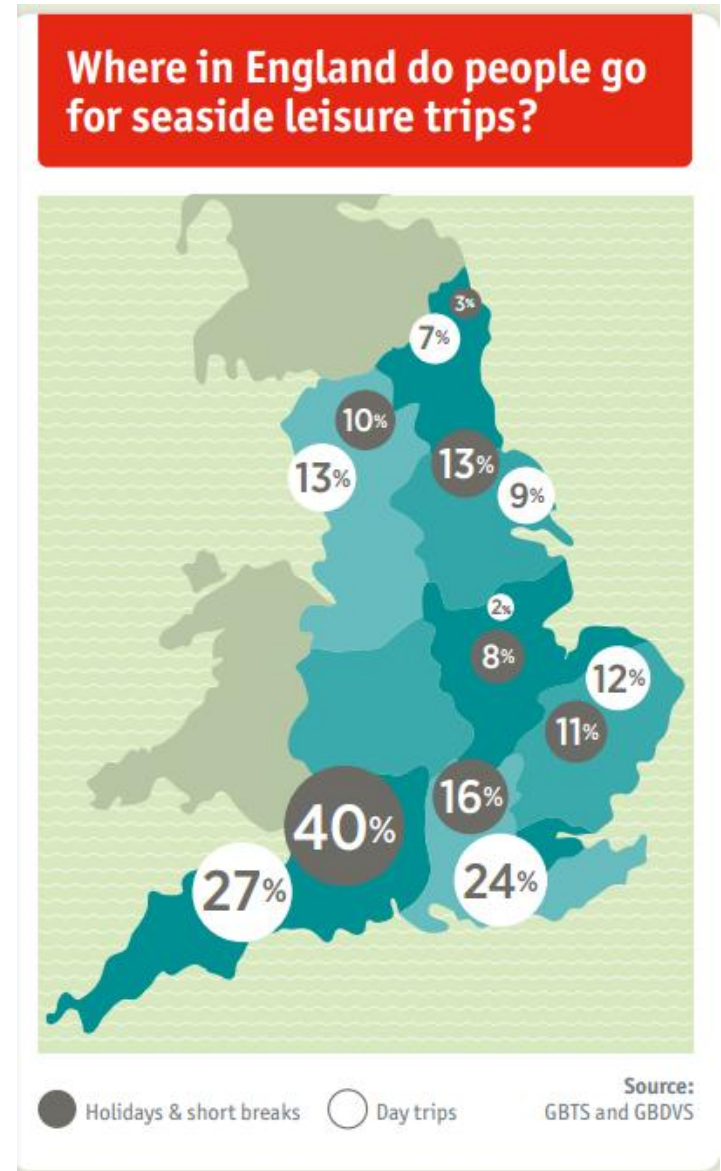
Domestic

August

Highest spend (£5.5bn) and volume (151m) of day trips since 2012

Where is the coast strong?

- Holidays
- Longer overnight stays
- Visitor attractions and outdoor activities
- South West, South East and Yorkshire are the most popular



Where is the coast weak?

- Day trips
- Business travel
- History and heritage



Coastal Success Stories

Brighton – a story of innovation

- BA i360 opened this summer
- Pride a consistent attraction



Coastal Success Stories

Scarborough – a model of consistency

- Second only to London in domestic holiday towns (2013-15)



Coastal Success Stories

South West – an inbound attraction



The Cornishman THU 15 °C Partly Sunny

News Sport What's On Jobs Property Motoring Directory Offers

Rosamunde Pilcher draws German film crew to Cornwall

By CMJacqui | Posted: September 20, 2014

g+ Share Tweet f Share Email 0 COMMENTS 0 SHA



Filming the Rosamunde Pilcher novel *The Shell Seekers* at Fistral in Newquay.

#OMGB – Home of Amazing Moments

#OMGB HOME OF AMAZING MOMENTS GREAT

HOME | OFFERS | BOOK A BREAK | COMPETITION | TV AD LOCATIONS

FIND YOUR AMAZING MOMENT

CITY BREAK | COUNTRYSIDE | SEASIDE | COUPLE | FAMILY | GROUP

RESET

<p>Break in the North West 4 nights £131 per caravan</p>	<p>Weston-super-Mare and Longleat 4 nights from £319pp</p>	<p>Norfolk Caravan Breaks 4 nights £106 per caravan</p>
<p>Luxe spa break in Carnoustie 2 nights From £99pp</p>	<p>Explore Yorkshire Coast 4 nights £112 per caravan</p>	<p>Short Northumberland Break 4 nights £111 per caravan</p>
<p>Blackpool Pleasure Beach day Day trip from £35 per adult</p>	<p>Sandown and Osborne House 7 nights from £429pp</p>	<p>The stunning west coast of Wales 5 nights From £459</p>

LOAD MORE

WELCOME TO GREAT BRITAIN

#OMGB HOME OF AMAZING MOMENTS

EXPLORE OUR COLLECTION OF UNIQUE EXPERIENCES FROM ALL OVER GREAT BRITAIN.

<p>Coast Road Bathford, Isle of Mull, Scotland</p>	<p>Llandudno Pier Llandudno, North Wales</p>	<p>Morning stretches Old Harry Rocks, Studland, England</p>
<p>Brighton Wheel Brighton, England</p>	<p>A window to the English Channel Durdle Door beach, Lulworth, England</p>	

Discover England Fund



£40m
three year
programme

£3 million
16 year one
awards
announced

Research
For product
development
underway

Discover England Fund – Objectives



Grow tourism in regions of England

Increase competitiveness of England's tourism offer

Products in line with market trends and demands

Discover England Fund – Coastal Bids

England's Seafood Coast



**South West Coast Path –
Amazing Experiences and Making
Memories**



Discover England Fund – Round 2 Opportunities



Discover England Fund – Round 2 Opportunities





VisitBritain®



VisitEngland™

Thank You

The background is a light blue gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance.

COASTAL TOURISM AND PUBS

BRIGID SIMMONDS OBE

CHIEF EXECUTIVE

BRITISH BEER & PUB ASSOCIATION

BEER AND PUB TOURISM FACTS

- Approximately 52,000 pubs (80% community or rural)
- In 2015 **600** million day visits to a pub by tourists
- Tourism responsible for 266,488 direct jobs in UK pubs
- Pubs a major part of overall food and beverage serving sector – single largest contributor to the tourism economy
- Pubs now serve almost 1 billion meals per annum
- British beers exported to over 100 countries worldwide (visitors to UK can continue to enjoy when they return home)

BEER AND PUB TOURISM FACTS (CONT'D)

- Holidaymakers visiting the pub spend over one third more than those who don't
- British beer and pubs integral part of UK tourism offer
- Over ONE HALF of all holiday visits to Britain include a visit to the pub (three quarters in some regions)
- Generates significant economic value and thousands of vital jobs
- Very little seasonality in data with propensity to go to the pub almost equal in all weathers for inbound tourists
- Brewery visitor centres a further major attraction – key area of growth

(BBPA preparing report specifically on coastal tourism)

PUBS ON THE COAST

- Pubs feature in almost every coastal town/village
- Over 50,000 bedrooms, provide entertainment for tourists and support local attractions
- Family friendly, accessible
- Brewers and pub owners investing in coastal pubs – refurbishments, casual dining,
- Pubs also serve their local communities (each pub £80,000/per annum)
 - Free wi-fi, shops, post offices,
 - charity fundraising



GREAT BRITISH HIGH STREETS

- PLEDGE
- COMPETITION –
 - best **city centre high street** (more than 200,000 pop)
 - best **town centre high street** (more than 30,000 pop)
 - best **market town high street (small)**(less than 10,000 pop)
 - best **market town high street (large)** (10,000 to 30,000 pop)
 - **best coastal community high street**
 - best **village high street** (500 to 2,000 residents)
 - best **local centre** – precinct or parade of shops
 - best **London high street**
 - **rising star** - to recognise towns who are turning fortunes around

COLWYN BAY – WINNER COASTAL CATEGORY 2014

- 27 listed buildings, so very much a heritage initiative and funding from the heritage lottery fund, amongst others
- regeneration and recreation of a beach – part of coastal work, but clearly supports tourists
- social enterprise with shop and bistro and upper floors which help train those with mental health issues
- pop up shop with three or four pods inside
- partnership is clearly the key



- Great events – “back to the 1940s – 1500 people, spent £64,000
- Mentoring programme connecting young entrepreneurs with successful business people
- Council partnership who are re-developing their own offices to provide retail space underneath
- Engagement with local businesses – Chairman of the town team is a chartered surveyor and hugely knowledgeable – determined to restore the town to its former glory
- Very few empty premises

BOGNOR REGIS – COASTAL COMMUNITY (FINALIST 2015)

- Reputation as downtrodden and negative, 3 or 4 wards 20% most deprived in England – surrounding areas more affluent, but do not come into town centre
- employed town centre manager through university, range of partners including Butlin's
- event, including aerial birdman, high wire through high street
- introduced footfall camera over 100,000 visitors on several days.
- customer training offered by Butlin's to local businesses
- clear up day, worked to entice students to shop in Bognor, rather than other towns



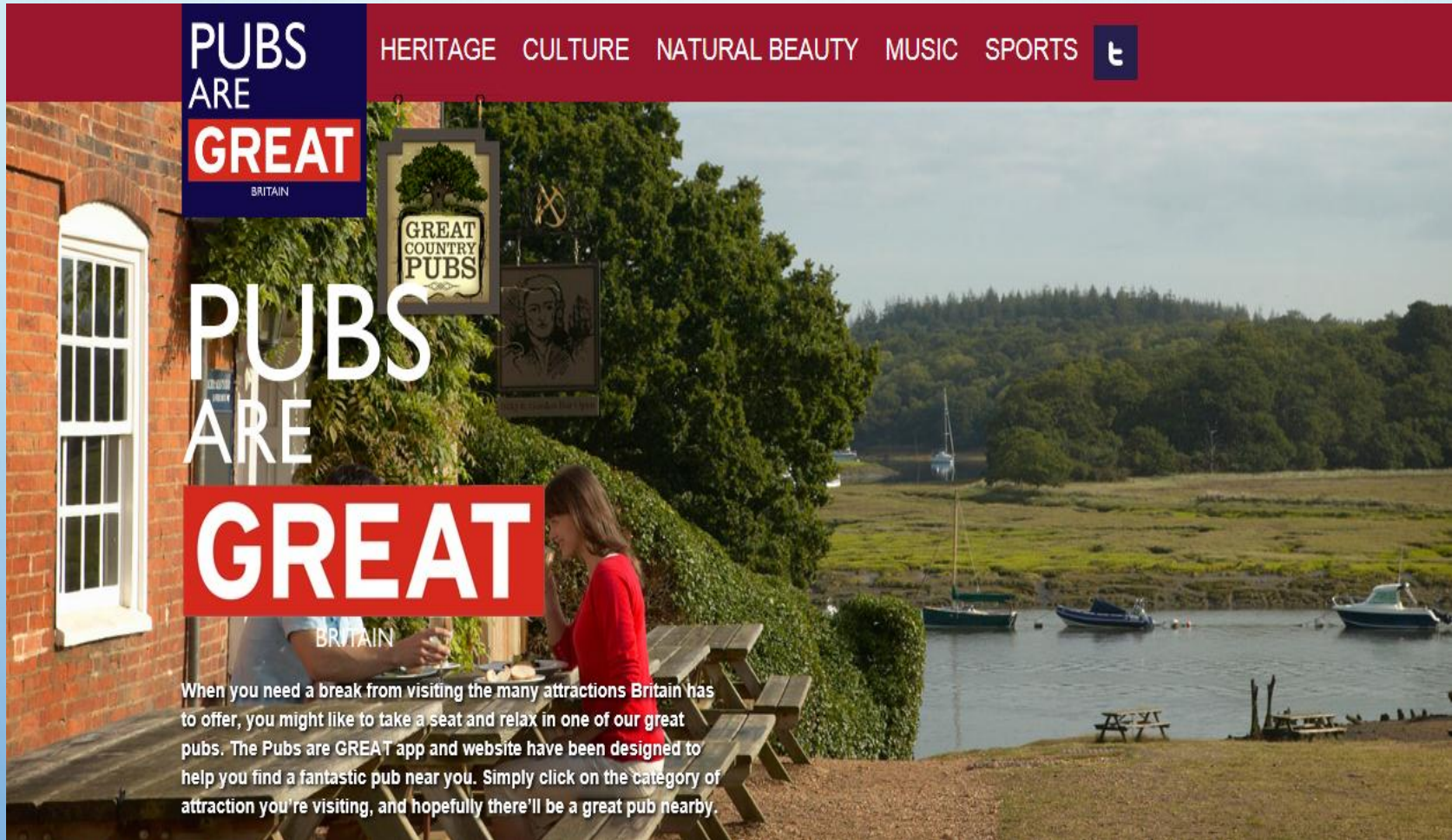
PUBS ARE GREAT WEBSITE

PUBS
ARE
GREAT
BRITAIN

HERITAGE CULTURE NATURAL BEAUTY MUSIC SPORTS 

PUBS
ARE
GREAT
BRITAIN

When you need a break from visiting the many attractions Britain has to offer, you might like to take a seat and relax in one of our great pubs. The Pubs are GREAT app and website have been designed to help you find a fantastic pub near you. Simply click on the category of attraction you're visiting, and hopefully there'll be a great pub nearby.



Coastal
Tourism
Forum

16

Fernanda Balata

Project Lead, Coastal & Marine Environment
New Economics Foundation

@FEBalata / @NEF

Coastal
Tourism
Forum

16

PRESENTATION

Coastal
Tourism
Forum

16

Coastal Tourism in 2016

The Big Picture

Coastal
Tourism
Forum

16

Shore Potential: Addressing the Coastal Tourism Challenge

17th October 2016