

Promoting Broadland and the Broads

Pete Waters, Executive Director

VISIT
EAST OF
ENGLAND

Visit
Norfolk
The official visitor website for Norfolk

Who are Visit East of England?

- Filled vacuum after demise of RDAs
- Private sector-led, not-for-profit
- Manage Visit Norfolk and Visit Suffolk
- Relationship with local authorities, DMOs and partners
- Sector group for New Anglia LEP
- Increasingly reasons to be outward-facing – if we work together

Norfolk Volume & Value 2018

- Visitor economy grown to a record 3.38bn
- Employment up 3% to 67,188 – 18.9% of all jobs
- Day trips up 10% - 47.8m
- Day trip spend up 4%
- Overnight trips down -4% - 3.13m
- Overnight trip spend up 6.4%
- 15% growth since 2012

Visit Norfolk

- DMO discounted listing
- Website achieving record views and users
- Top pages for views are Home Page, What's On, Things to Do, Explore the Broads
- Broads top for queries
- More than 250 blogs on Inspire section
- 20 new 30 second films commissioned
- Digital campaigns
- Trav Media
- New research commissioned

Views of Broadland...



<https://www.youtube.com/watch?v=Zumm0WRZ1ZM>

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The challenge...

1. Making this region more top of mind
2. Poor perception of the sector – we're seasonal, low-skilled and low-paid
3. Sector can't communicate with itself – it's fragmented, dominated by SMEs
4. Data not updated since demise of TICs
5. OTAs dominate the accommodation market
6. Develop the year-round visitor economy and convert day trippers to stay visitors

New East of England website

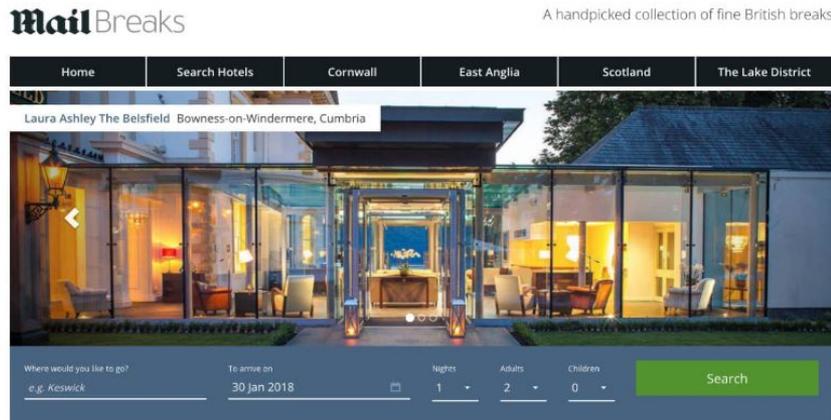
- Linked to LEP Culture & Arts group
- Strong 'calls to action' – come for this event or festival
- Differentiation from DMO websites
- Create conversions – book accommodation
- Enticing and exciting content – what else to do?
- July 2019 launch
- But... it relies on data!

Populating the database

- The most ambitious data capture in a decade
- FREE ‘bells and whistles’ listing for every visitor economy-related business and service
- Simple online form to fill in
- Data stewards to keep updated
- Work with local authorities on their assets
- But... website will only be as good as the information on it

Online Travel Agents

- Working with Staylists in Ipswich
- Already a leading player
- Free booking mechanic that plugs into any other
- Charge 10% commission – unlike OTAs



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OFFICIAL VISITOR WEBSITE

VISIT EAST OF ENGLAND IT HAS IT ALL...

📍 Norwich Castle Museum & Art Gallery



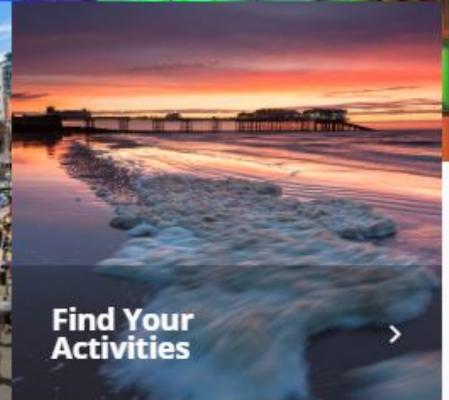
Find Your Accommodation >



Find Out What's On >



Find Your Destination >



Find Your Activities >

Tourism Sector Deal/Tourism Zones

- Develop from stakeholder collaboration
- Address market failures/barriers to productivity
- Be an easily-marketed geography overseas
- Already have a strong tourism economy
- Have options to extend the season
- Make the visitor offering more accessible
- Plan to improve skills and retention
- Sustainable development plan

Creating the virtuous circle

- Build the year-round visitor economy
- Give businesses confidence to invest in skills and training
- Businesses employ full-time – not just seasonal
- Businesses can pay better
- Raise the overall tide towards high water mark of Summer

The result...



A joined-up sector with a collective voice to grow the year-round visitor economy

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Tourism Volume & Value Report 2018

Nationally

Inbound tourists (from overseas):

The number of visits in 2018 fell by 3% to 38 million, after several years of growth since 2010. Nights spent by visitors fell by 7% and the value of spending decreased by 7% to £22.9 billion.

Average length of stay: 7.0 Nights

Average spend per visit: £601

The top ten inbound markets in 2018 by volume:

USA, France, Germany, Irish Republic, Spain, Netherlands, Poland, Italy, Belgium, Australia

The top ten inbound markets in 2018 by value:

USA, Germany, France, Spain, Australia, Irish Republic, Italy, Netherlands, Canada, China

Domestic tourists (from within the UK):

The number of visitors has decreased up to 3% since 2017 and the number of nights stayed by visitors increased by up to 1%, and spend increased by 26% from £19 billion to £24 billion.

Average length of stay: 3.1 Nights

Average spend per visit: £202.10



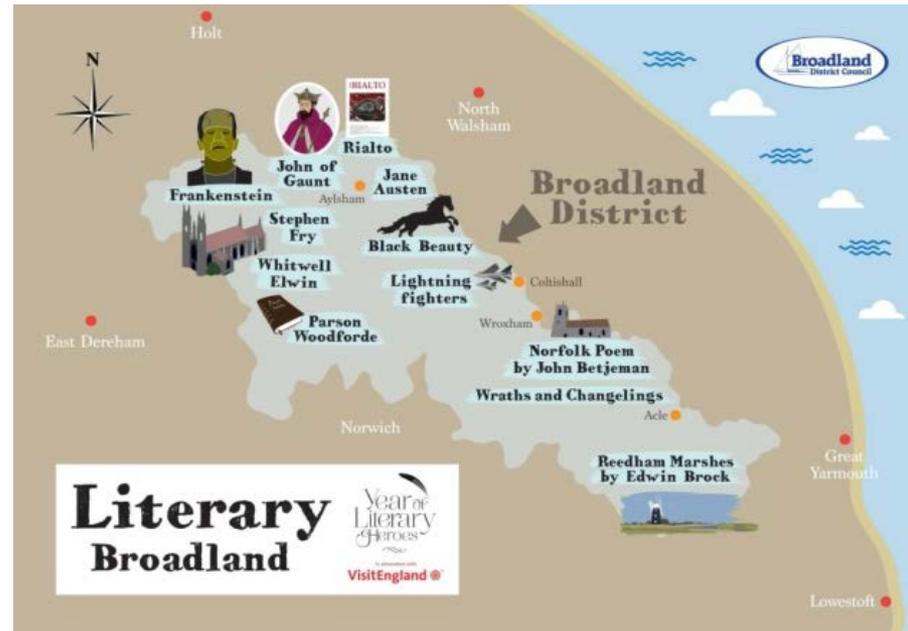
Regionally & County wide

- The East of England region experienced a 12% drop in overnight trips from domestic visitors, and a 9% drop in overseas visitors during 2018.
- Bed nights were also down by 14% on 2017 and expenditure was down by 13%.
- 50 Million trips taken in Norfolk (day & staying)
This is an increase of 10% on 2017
- 3,130,000 overnight visits. This is a drop of 4%
- 47,776,000 day visits. This is an increase of 10%
- 12,560,000 nights spent in Norfolk. A decrease of 7%.

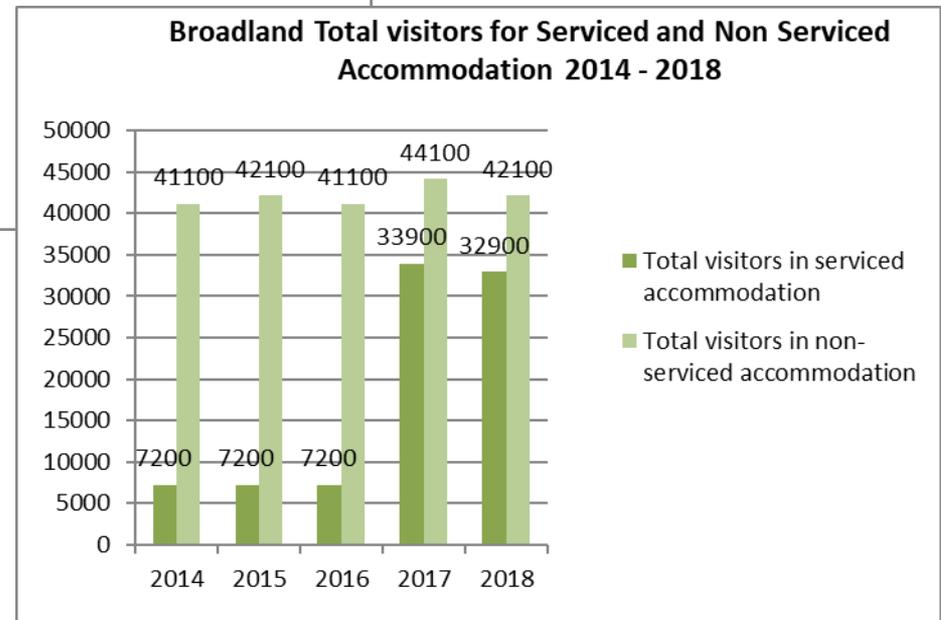
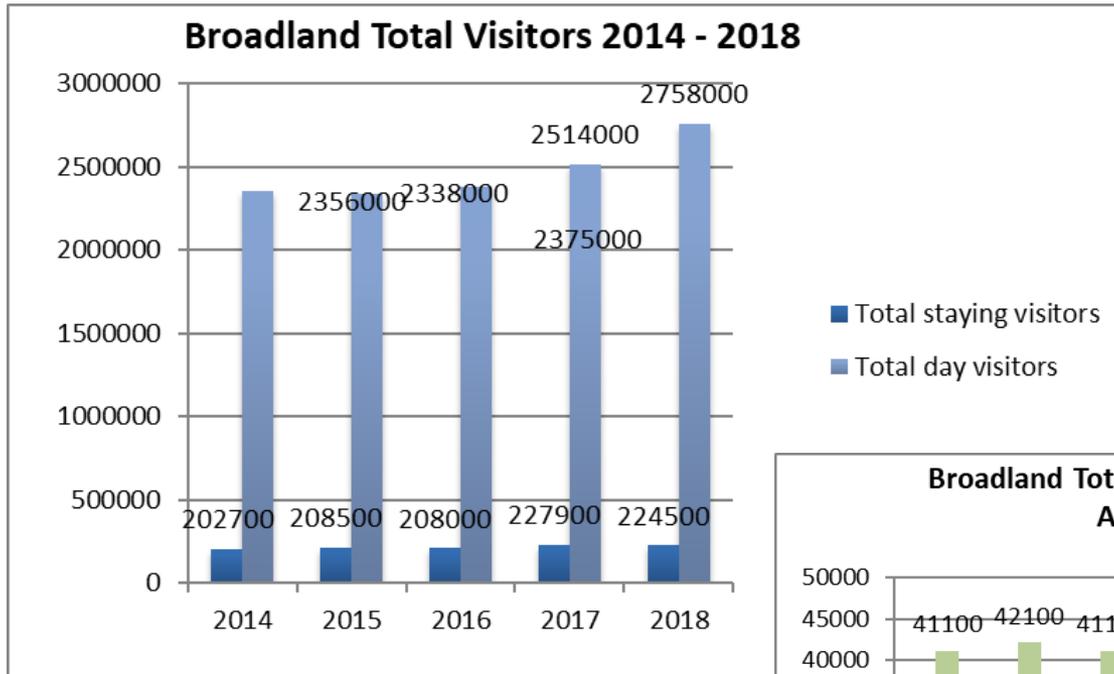


Broadland Headlines

- Total number of visitors: 2,982,500 (8.7% increase from 2017)
- Total nights stayed: 850,000 (7% decrease from 2017)
- Total visitor spend: £146,611,640 (2.6% increase from 2017)
- Total tourism value: £177,563,640 (2.5% increase from 2017)

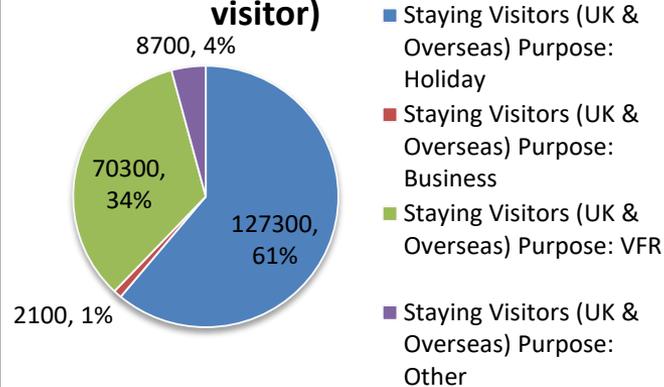


Total visitors and visitors staying

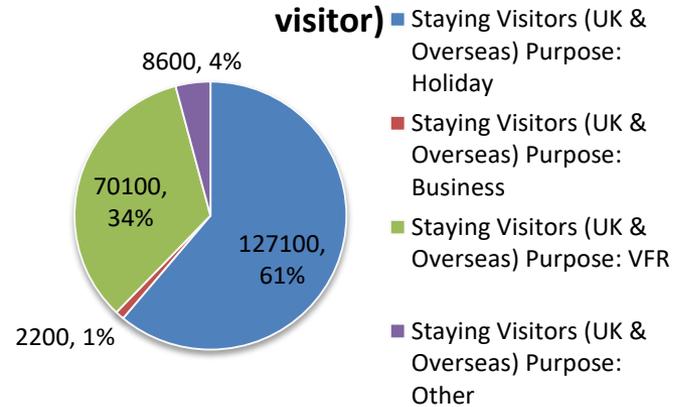


Purpose of visitors

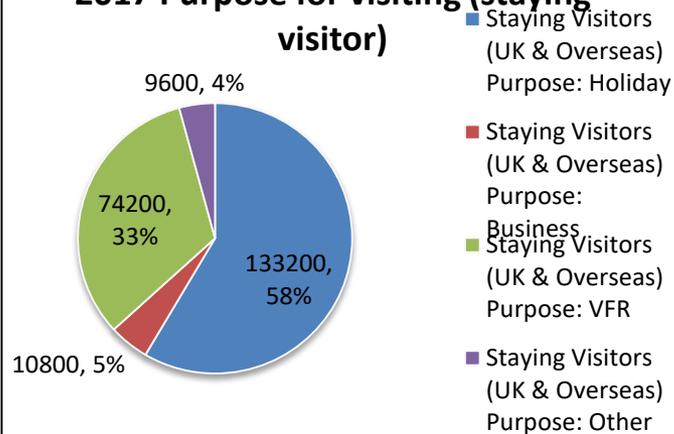
2015 Purpose for visiting (staying visitor)



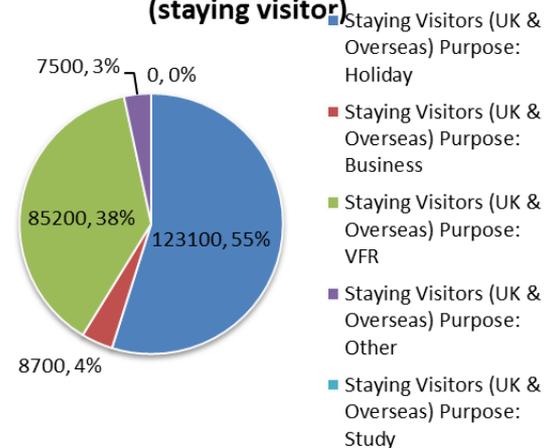
2016 Purpose for visiting (staying visitor)



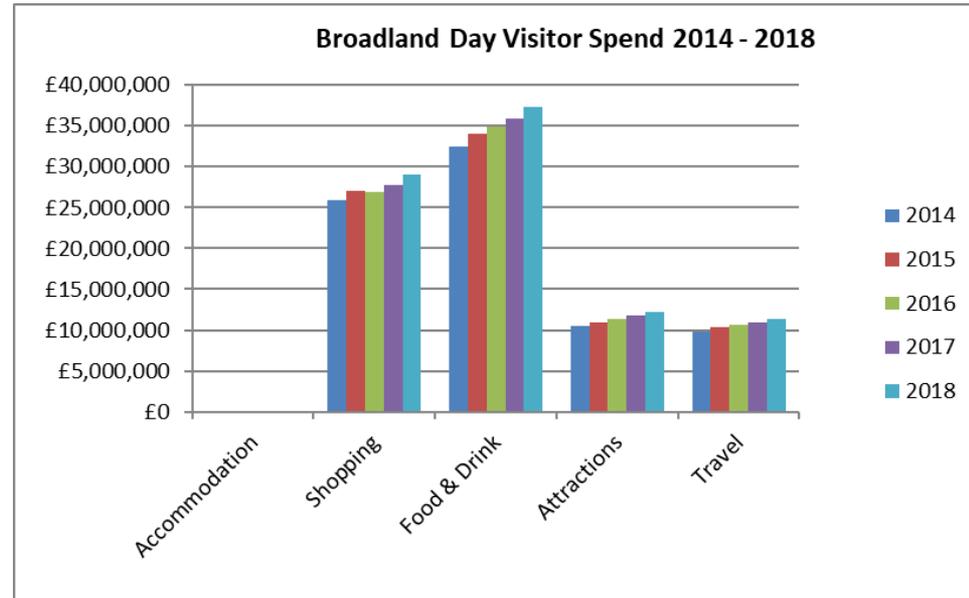
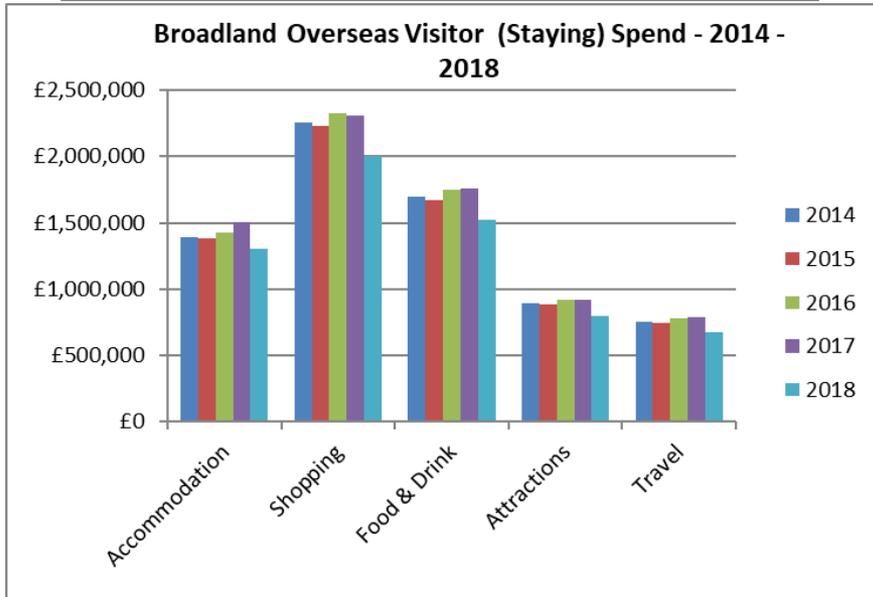
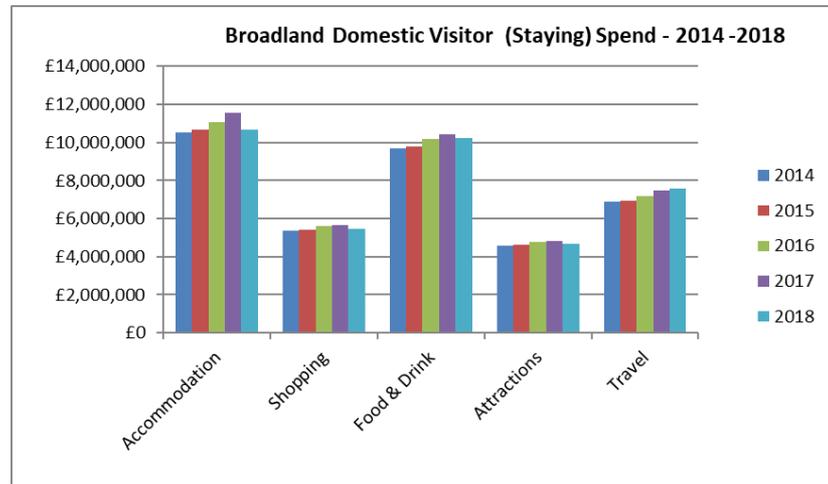
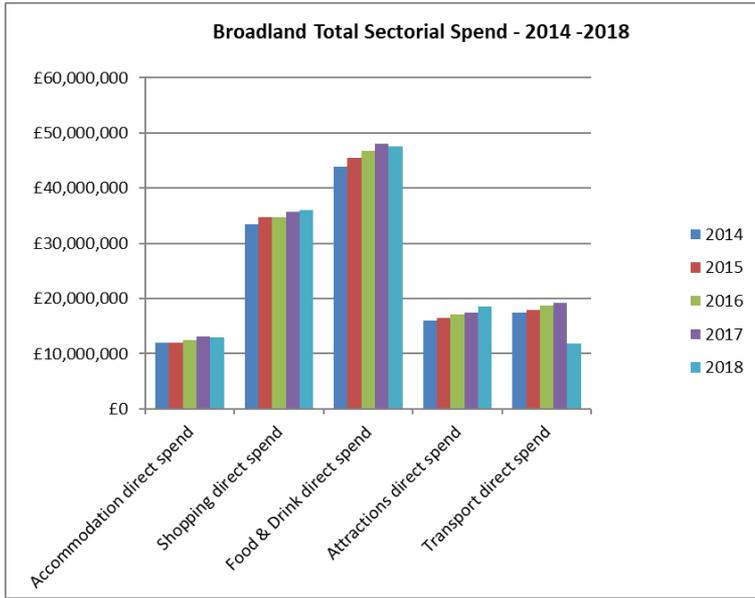
2017 Purpose for visiting (staying visitor)



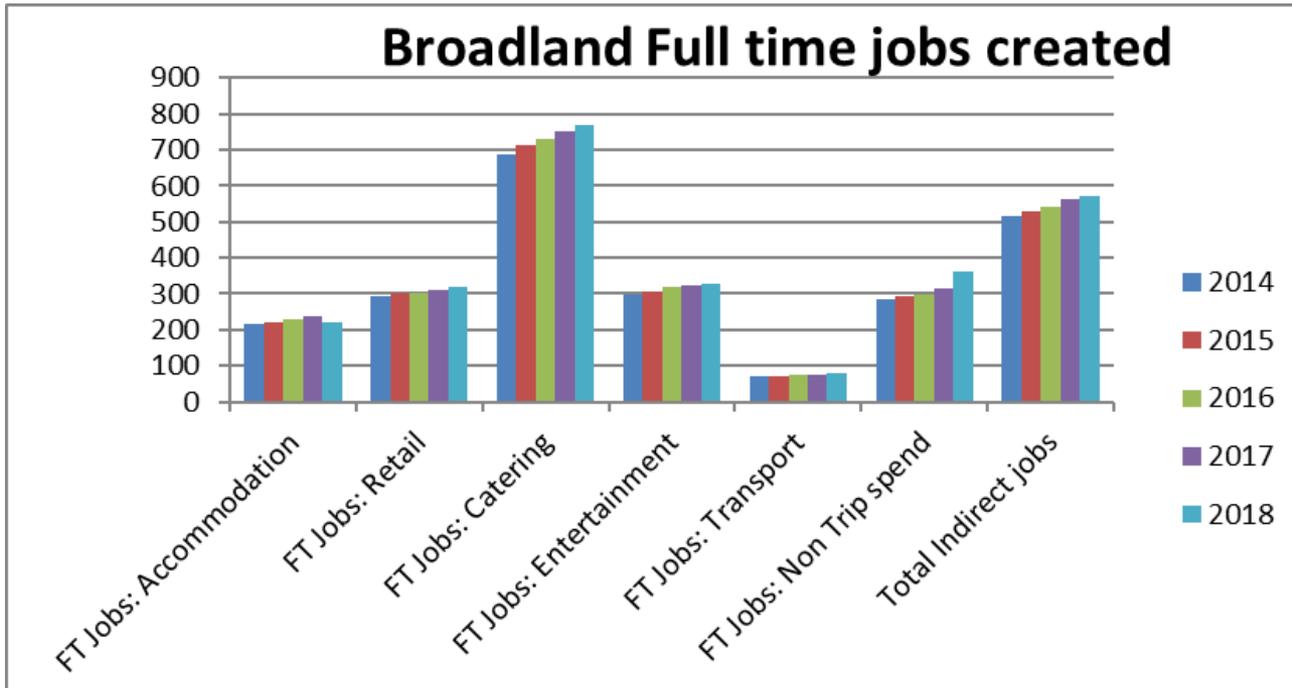
Broadland 2018 Purpose for visiting (staying visitor)



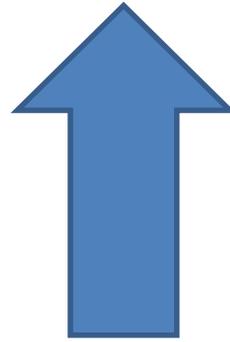
Spend



Jobs



What does this all mean?



Day visits were up,
but stay visitors were down!

