

Northumberland

A scenic landscape of Northumberland at sunset. The foreground shows a rocky coastline with a pebble beach. In the middle ground, a long, flat-topped cliff extends into the sea. On the right, a castle ruin sits atop a grassy hill. The sky is a mix of orange, pink, and blue, with some clouds. The water is calm, reflecting the sunset colors.

Endless experiences

#VNConf25

Keynote 1

Visit England – National Update



Paul Szomoru
Visit England Regional Development
Lead, North East & Yorkshire

#VNConf25

VisitEngland Update; Rebuilding Visitor Spend and Supporting destinations

Paul Szomoru, Regional Development Lead, North East & Yorkshire

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



Visitor Economy – what is the new government saying?

Sir Chris Bryant MP, Tourism Minister

“We had 41 million visitors before the pandemic, 38 million last year - I want to reach 50 million by 2030”

“We need to complement London and Edinburgh with stronger regional destinations - where people visit in their own right and stay and spend money because they know about the full range of attractions at those destinations - the heritage, the arts, the music, the pubs and restaurants”

“The Local Visitor Economy Partnerships have been doing some great work and I’d like to roll them out further. We can build on the Destination Development Pilots too.”

Positioning the visitor economy

Positioning LVEPs to deliver on DCMS priorities;

- Growth and good jobs in every place
- Richer lives with choices and opportunities for all
- A more socially cohesive country with an inclusive national story

Developing a new visitor economy strategy for England will demonstrate how we can do this;

- Regenerative tourism at the heart of it – tourism contributes to social and environmental as well as economic impacts
- At the heart of it a resilient, innovative, year-round industry that helps catalyse positive growth.
- Supported by a respected workforce with exciting career prospects.

Devolution and the visitor economy – White paper highlights

The Government's ambition is for all parts of England to ultimately have a **Mayoral Strategic Authority**.

The paper states that *"the UK's culture, heritage, sport, and **tourism** are vital anchors in regional economies and among the fastest growing industries with huge potential to drive local economic growth and create opportunities for people in every part of the UK."* and will work with Mayors and Local Authorities to "devolve the levers of growth" in these sectors.

The Government wants *"to ensure that all of the **Department for Culture, Media and Sport's Arm's Length Bodies** – including arts, sports, and heritage organisations – do their bit in supporting local areas to grow and **develop their culture, sports, heritage, and tourism offer**, partnering with Strategic Authorities to help deliver their Local Growth Plans."*

*"The Department and its Arm's Length Bodies will also explore the potential for deeper, collaborative partnerships with Strategic Authorities to share expertise across culture, heritage, sport, communities, and the **visitor economy**, opening up opportunities for joint working and alignment between organisations."*

Latest research and findings

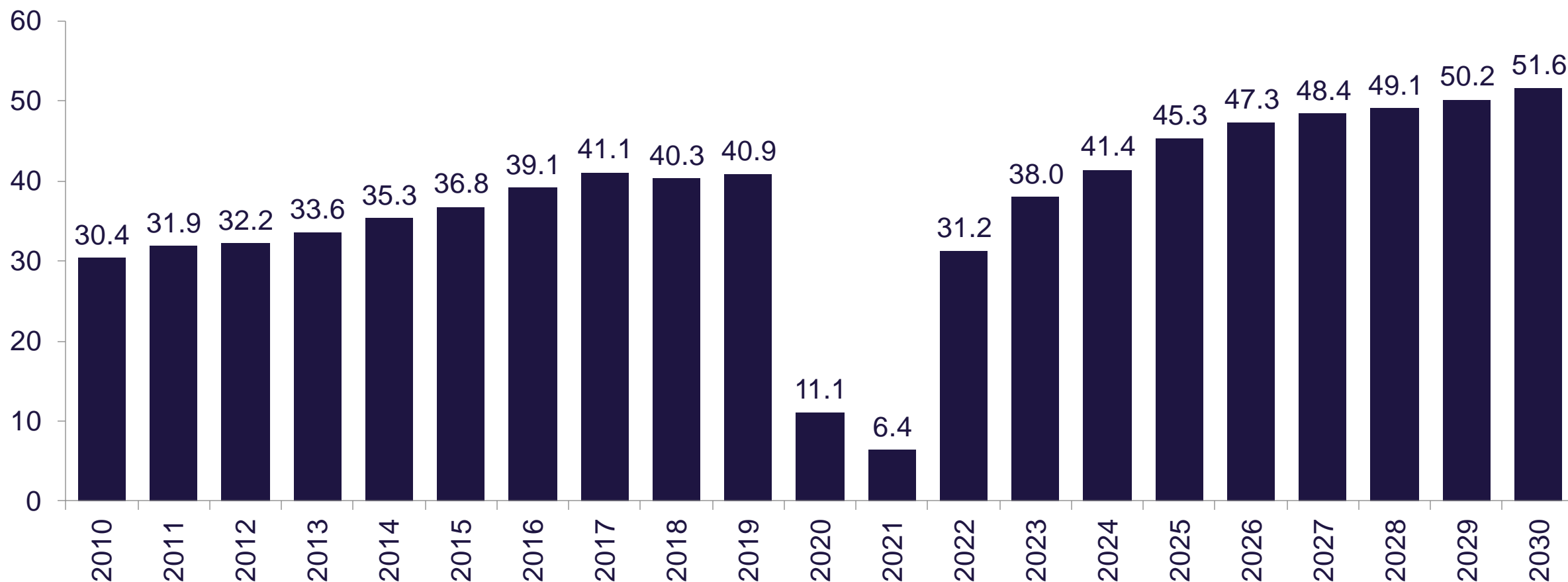


Andrew Douglas

Serenity Farne Island Boat Tours

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 Sentiment Tracker – December 2024



Released December 2024

80%

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

33%

Preference for UK
over overseas in
the next 12
months

30%

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

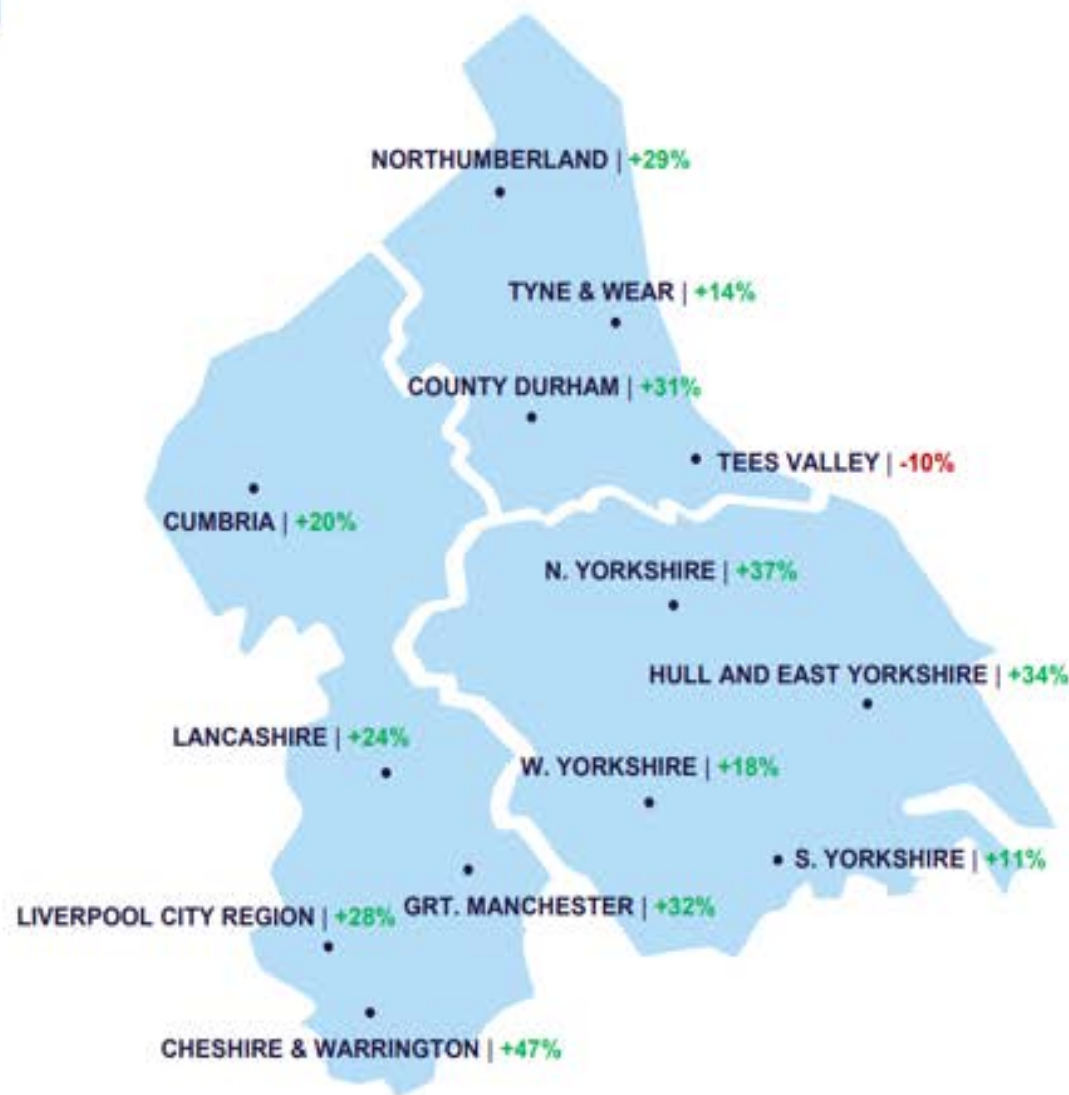
26%

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

Spend growth | Northern England destinations seeing 27% across the region

Spend growth (2023 vs. 2022)

- Across Northern England, we can mainly see growth when comparing 2023 with 2022. In fact, a total growth of 27% can be seen across the region year on year (19% in real terms).
- The strongest growth within the region can be seen from Cheshire & Warrington (47%), followed by North Yorkshire (37%) and East Yorkshire (34%).
- In contrast, Tees Valley saw a decline of 10% in spend from inbound visitors year on year.



VisitBritain - 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 trade events like, 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.



Introducing... Starring Great Britain

A GREAT BRITAIN PRODUCTION WITH



STUDIOCANAL

EON
PRODUCTIONS

SONY

Disney

Paramount



NETFLIX

HBO

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



Visit Northumberland

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

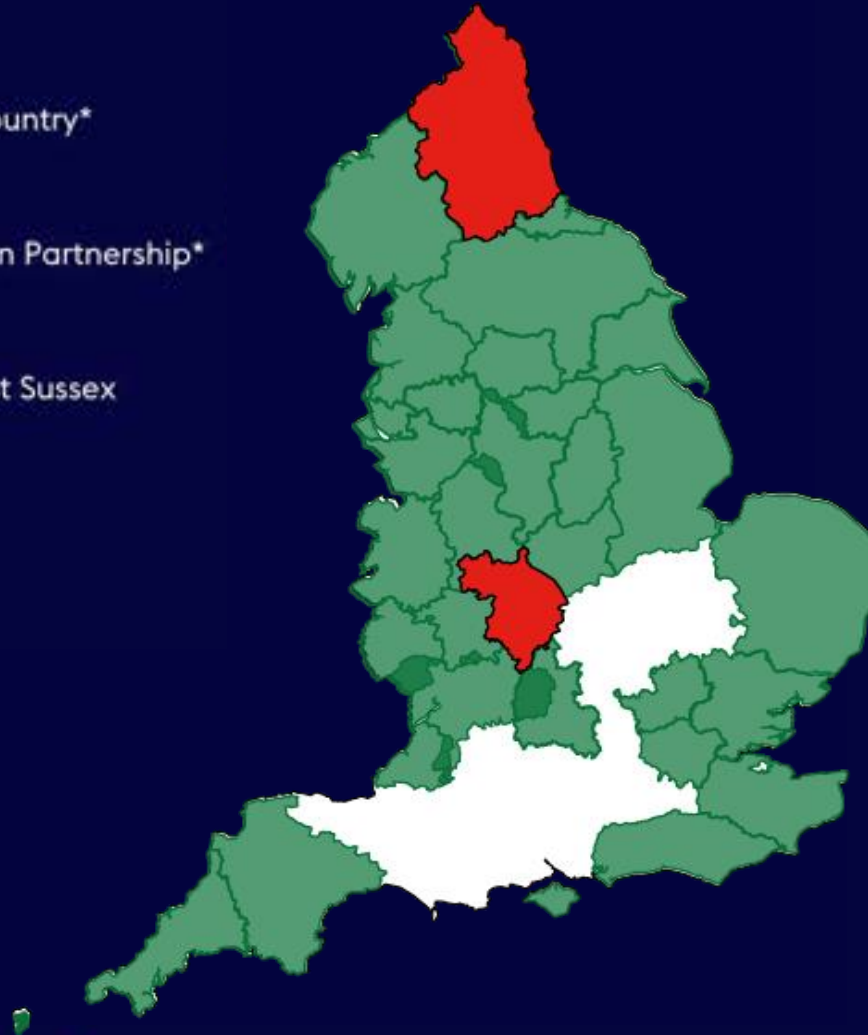


VisitEngland

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

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

The resources
Plan for success
Answer your questions
Setting up your business



Find funding

The resources
Finding funding
Managing your money
Securing financial support



The Pink Book

The resources
Government resources
European
Self



Understand health and safety

The resources
Complete your first Risk Assessment
Fire safety measures
Health safety



Make your business accessible and inclusive

The resources
Why be inclusive?
Accessibility and inclusive tourism
Accessibility routes



Step up your sustainability

The resources
Market your sustainability
Water
Waste



Employ and manage staff

The resources
Hiring staff
Recruitment support schemes
Apprenticeships



Find training

The resources
Customer service training
Development courses and training
Digital skills training



Get quality assessed

The resources
Achieving excellence
Apply for accreditation
BQSA Awards



VisitEngland Awards for Excellence

The resources
How to apply
Award categories
Entry



How to market your business

The resources
Introduction to M marketing
Digital marketing masterclass
Sell your product with the 'Trade-In' app



How to attract international visitors

The resources
International visitor market
Use social media to attract visitors
Promote your business overseas

Thank You

For latest updates,
subscribe to our
industry newsletter here:



Connect to our socials:



Keynote 2 – Northumberland County Council



Maria Antoniou
Head of Economic Development and Growth

#VNConf25

The key facts

- **Northumberland's visitor economy is worth £1.262 billion, an increase of 7.9% over 2022.**
 - Nearly 50% of this is spent on food and drink
 - 14,655 jobs are supported by the Northumberland visitor economy
- **Sustainable growth by increasing the impact of staying visitors and encouraging them to do more is a priority**
 - Staying visitors account for 18% of visits, 65% of spend and 48% of all visitor days.
- **We welcomed 10.12million visitors.**
 - Growth is driven by buoyant day visitor numbers to new attractions and events.

1.855 million
overnight visitors
18% of total visits



817 million overnight
visitor expenditure



Overnight visitor spend
pp £327.98 +8.2%



8.261 million
day visitors
82% of total visits

445 million day visitor
expenditure



Day visitor spend pp
£39.96 +13.4%



Food and drink is the
biggest contributor to
direct economic impact
48.2% from 425m in
expenditure.

Visitor Economy – a key priority

- Supporting the sustainable growth of the visitor economy across Northumberland is a key priority
- Working in partnership locally, regionally, nationally and internationally
- Investing in product development
- Place making and infrastructure
- Place based approaches
- Cultural investment
- Sector development and business support
- Jobs and skills



Keynote 2 – Visit Northumberland Update



Neil Carney
Head of Destination

#VNConf25

Visit Northumberland – Your Local Visitor Economy Partnership

- Enable the sustainable growth of tourism and the visitor economy across Northumberland.
- Drive economic growth, by engaging with, and working in partnership with YOU and all visitor economy businesses.
- Focus on growing the quality and value of visitors.
- Building YOUR profile - deliver effective marketing and awareness campaigns.
- Act as the custodian of the Northumberland Destination Management Plan



Visit Northumberland - Making a difference

Leadership

- Visit England accreditation.
- Destination Development Partnership.

Shaping

- Destination and international marketing campaigns.
- Bookable product campaigns.

Influence

- Destination Management Plan.
- Product development.
- Skills development.



Northumberland Destination Management Plan Priorities

- Published in 2022, the Northumberland Destination Management Plan guides the sustainable development of the destination.



- For 2025, the Plan is fully update to reflect:
 - new and emerging national, regional and local government landscapes
 - national, regional and Northumberland specific macro economic visitor economy performance
 - Reflect a change of emphasis, alignment and the Plan's contribution to the delivery of the North East Regenerative Visitor Economy Framework.
- Action Plans updated to reflect input from
 - Regenerative Tourism Framework Pathways
 - DMP Board and Action Planning Forum

Northumberland Destination Management Plan

- Making a difference

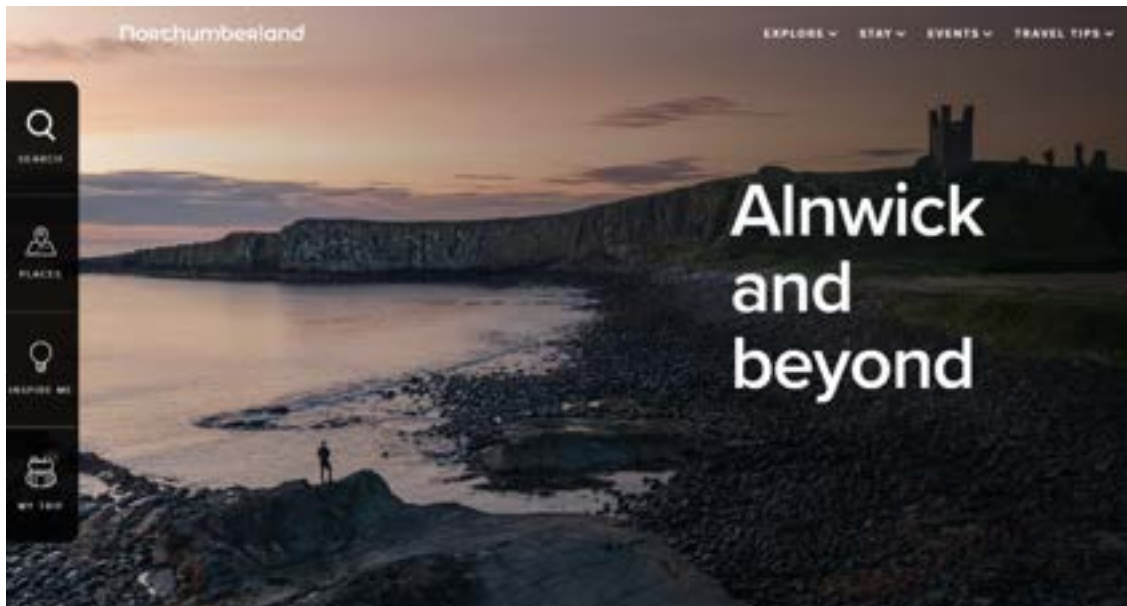
- Outcomes
 - Regenerative framework re-alignment.
 - Content marketing.
 - Thematic tourism product development.
 - Visitor engagement.
 - International promotion.
 - Business development.
 - Visitor management and stakeholder engagement.
 - Visitor information distribution.
 - Visitor experience quality improvements.



Visit Northumberland successes

- Digital Marketing

- 1.6 million sessions – up 5%
- 134K outbound links to VN Partners – 13%
- 30K views for Step into Alnwick Campaign – 8K app views
- 50k Consumer Database – 34% open-rate (above industry standard)



Visit Northumberland – Discover Somewhere...

- Regional place-based promotion.
- Layered approach to profiling destinations and experiences.
- Delivery via Visit Northumberland channels.
- Partnership with third-party content creators.





Northumberland

8 cosy cottages in Northumberland for a last-minute Christmas getaway

by RACHAEL ELLIS

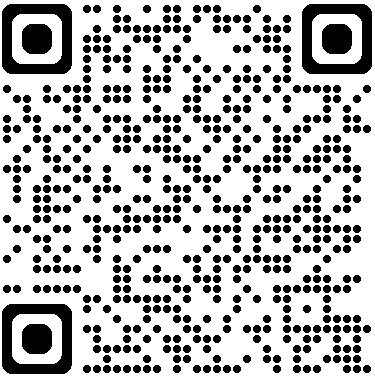


Expedia -
targeting
French
travellers in
partnership
with
Newcastle
International
Airport,
Easyjet, NGI,
Visit County
Durham and
Sunderland
City Council



Northumberland

US CO-OP Campaign -
targeting US consumers in
association with VisitBritain in
the USA in partnership with
NGI and Visit County Durham



Visit Northumberland successes

- PR 2024

- Monthly BBC Radio Newcastle slot.
- Quarterly feature in the Tyne Valley Express.
- Over 30 press trips including influencers and national features such as The Telegraph, The Guardian and The Independent.
- 50+ pieces of coverage secured directly.

The insider guide to Northumberland – the UK's most overlooked national park

Northumberland offers beautiful landscapes, ancient history and unspoiled adventure – our expert reveals how to make the most of it

Wick Rivers

Reviewed: 14/11/2024
Northumberland, England, United Kingdom

11 Nov 2024 11:00am GMT

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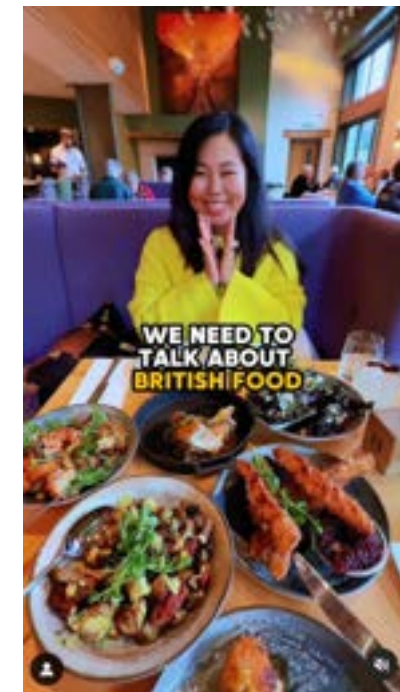


Picture: Northumberland National Park (Northumberland National Park)



This article is more than 10 months old

12 of Britain's best archaeology sites, events and family activity days



dejanhu and 2 others
Original audio

dejanhu · 9w
ad Let's talk about British food... It doesn't get the credit it deserves. I'm currently in Northumberland with my friend Viv enjoying the outdoors, dark skies and the food. I've been blown away by the warmth, hospitality and... the very hearty portions.

PLACES FEATURED:

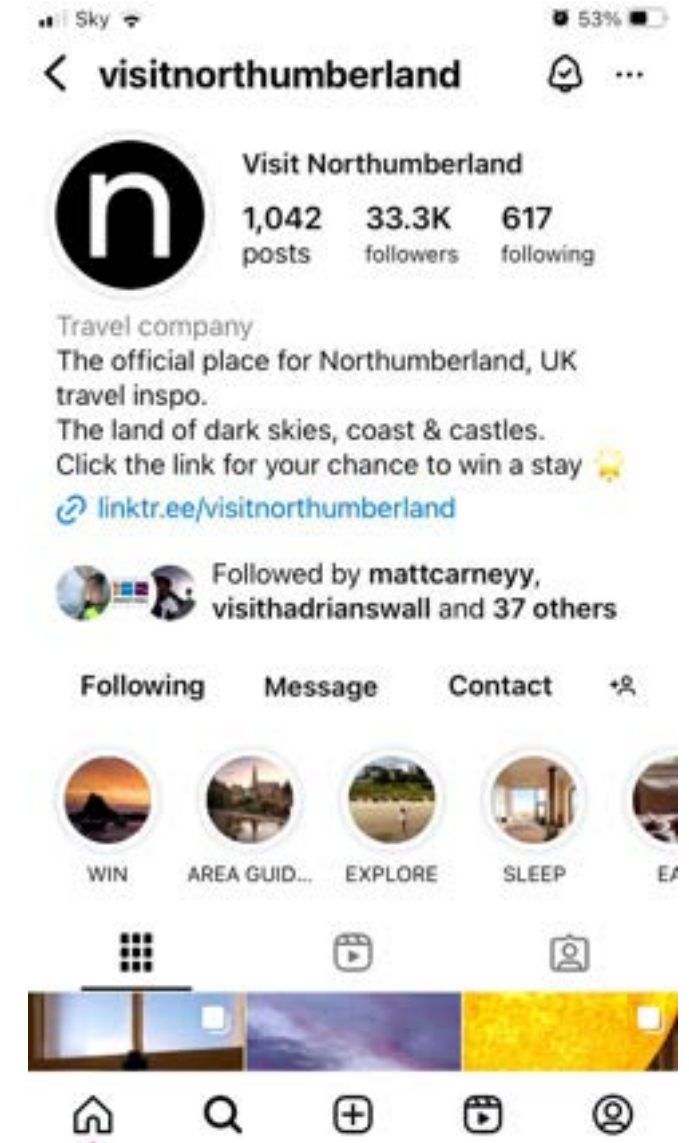
- @ThePheasantinn, Kielder Cosy pub by the fire with Northumberland cheese soufflé and pork belly with excellent crackling. Close to Kielder Observatory too!
- @TwiceBrewedInn Our accommodation with a full English fry up and traditional Sunday roasts.

824 likes
13 November 2024

Add a comment...

Visit Northumberland successes - Marketing

- 50,000 Northumberland Pocket Guides.
- Over 100,000 social media followers.



Celebrating your successes



Visit Northumberland – Building partnerships

- Introduction of sector-led Industry Roundtables.
- Regular informal partner networking events.
- Access to business and product development opportunities.
- Bespoke and affordable partner packages and add-ons.
- Here to support YOU - Engage with the team today.



Providing Engagement Opportunities - designed for you

Partner Networking

- January 2024 – Visit Northumberland Conference
- June 2024 – Summer Social at Langley Castle Hotel
- September 2024 – Tiger Flights @ Eshott Airfield
- November 2024 – Winter Social at Bamburgh Castle

2025 dates (venues TBC)

- 29th April, 25th June, 11th September, 2nd December 2025

2026

SAVE THE DATE

- 10th February 2026 – Annual Conference (TBC)



Visit Northumberland

– next 12 months

- Partner driven, place-based, content focused marketing delivery.
- Product Development – Active Travel, Film and TV, Food and Drink, and bookability.
- Travel Trade development.
- Destination Promotion – Hadrian's Wall Country, Kielder Reiver Trails, Destination Tweed.
- Know Your Northumberland 2025.
- Support for cultural events programmes
- Integrated business support with DNE and NSBS.



Northumberland

Thank you for attending!

Endless experiences

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