

northumberland

Endless experiences

#VNConf24

Keynote 1

Visit England – National Update



Lyndsey Turner-Swift
Deputy Director, Visit England

#VNConf24



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



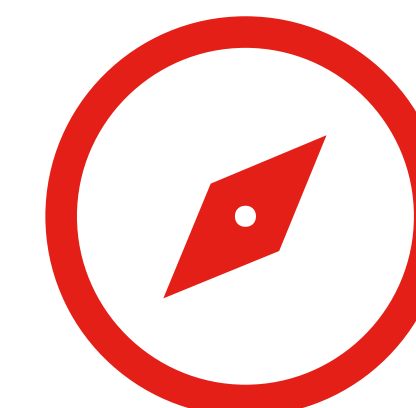
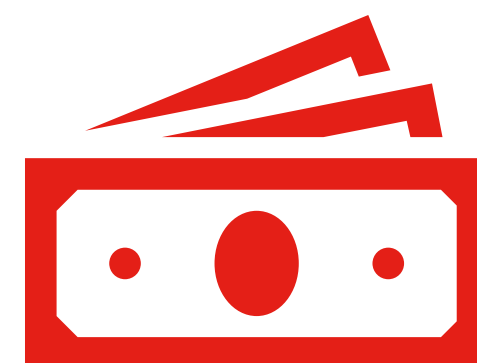


Latest research and findings

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.

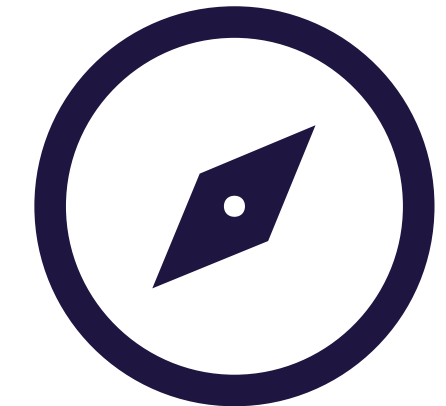
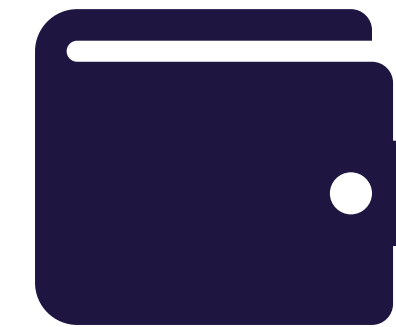
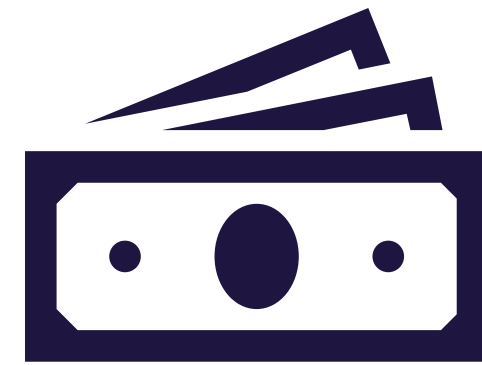
The **average spend per visit** was £44, up 10% vs the previous year, for visits within England. Taking inflation into account, spend per visit was up 3% vs Q3 2022.

In Q3 2023, the **North East** received 10 million day visits, 4% of the England share.

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).

The **North East** received 1 million overnight trips (4% of the England share)

Domestic Sentiment Tracker – Jan 2024



January 2024 (in comparison to December 2023):



Inbound Tourism – Q3 2023

ENGLAND



July to September 2023 (in comparison to Q3 2019):

9.4m

-10%

£8.2bn

+7%

North East England

184k

+1%

£134m

+21%

Number of visits Inbound spend

LONDON

5.4m

-12%

£4.7bn

+7%

Number of visits Inbound spend

REST OF ENGLAND

4.7m

-13%

£3.5bn

+10%

Number of visits Inbound spend

Inbound Tourism Forecast 2024



2024 Inbound tourism forecast Overseas visits to the UK



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

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.
All spending is in nominal terms (bn = billions)



#2024forecast



VisitEngland



Strategic direction for VB/VE



VisitBritain/Thomas Heaton: Tyne and Wear, England



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.



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



**Awards for
Excellence
2023 - 2024**

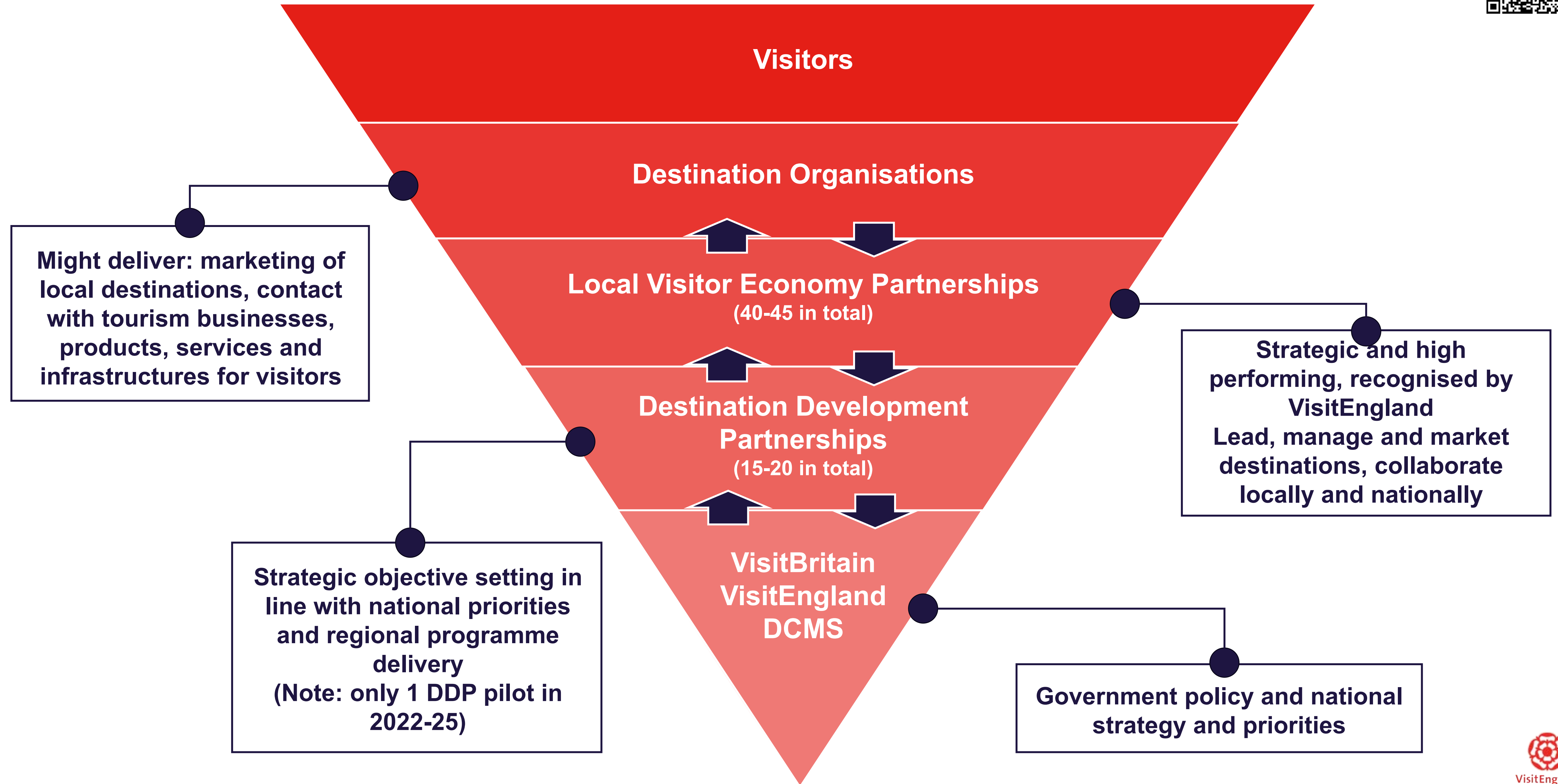
**VEAE event w/c
3 June 2024**

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



Diane Makepeace

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

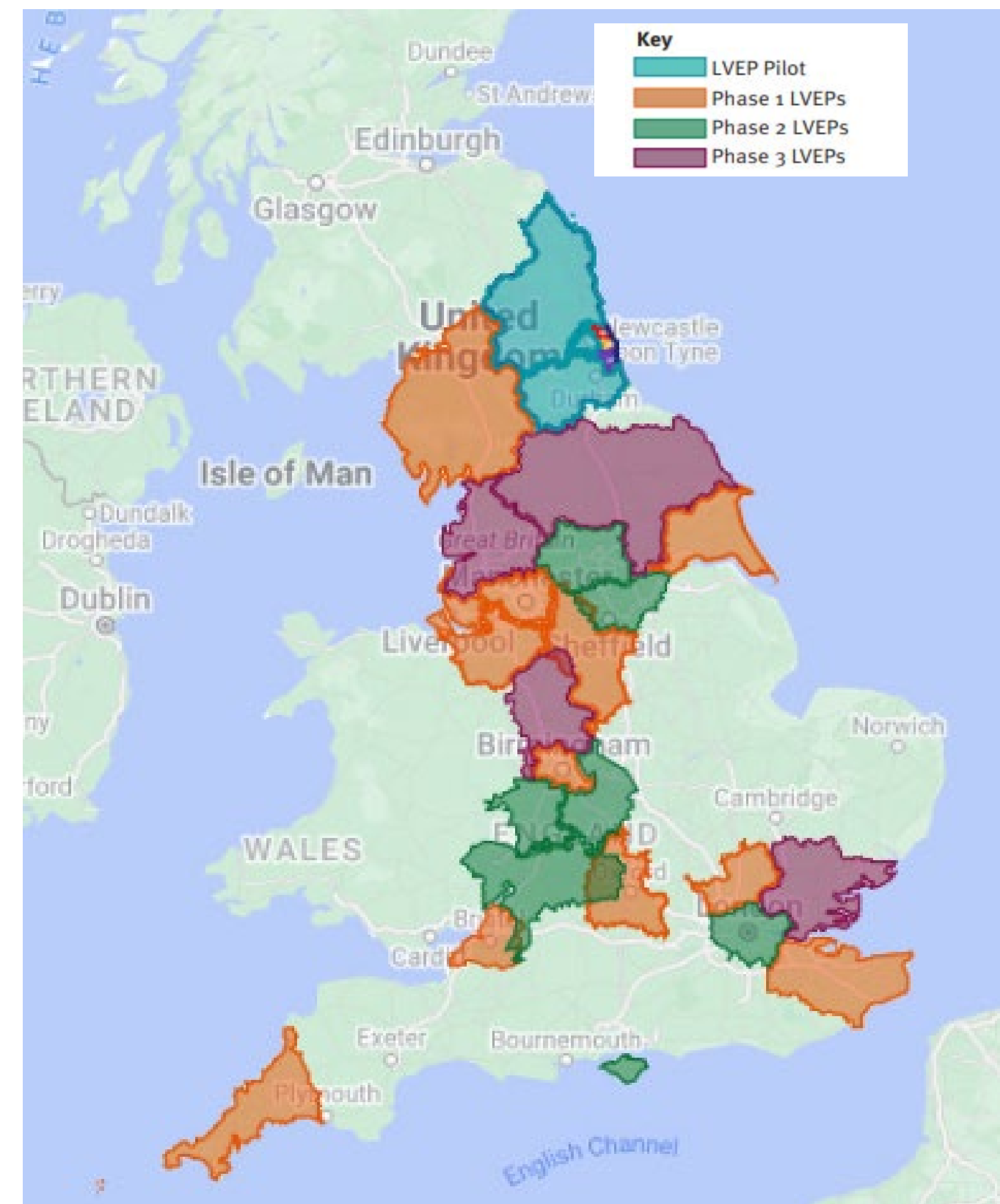
London & Partners	Cotswolds Plus	Isle of Wight
Coventry & Warwickshire	Visit Worcestershire	South Yorkshire
West Yorkshire		

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)

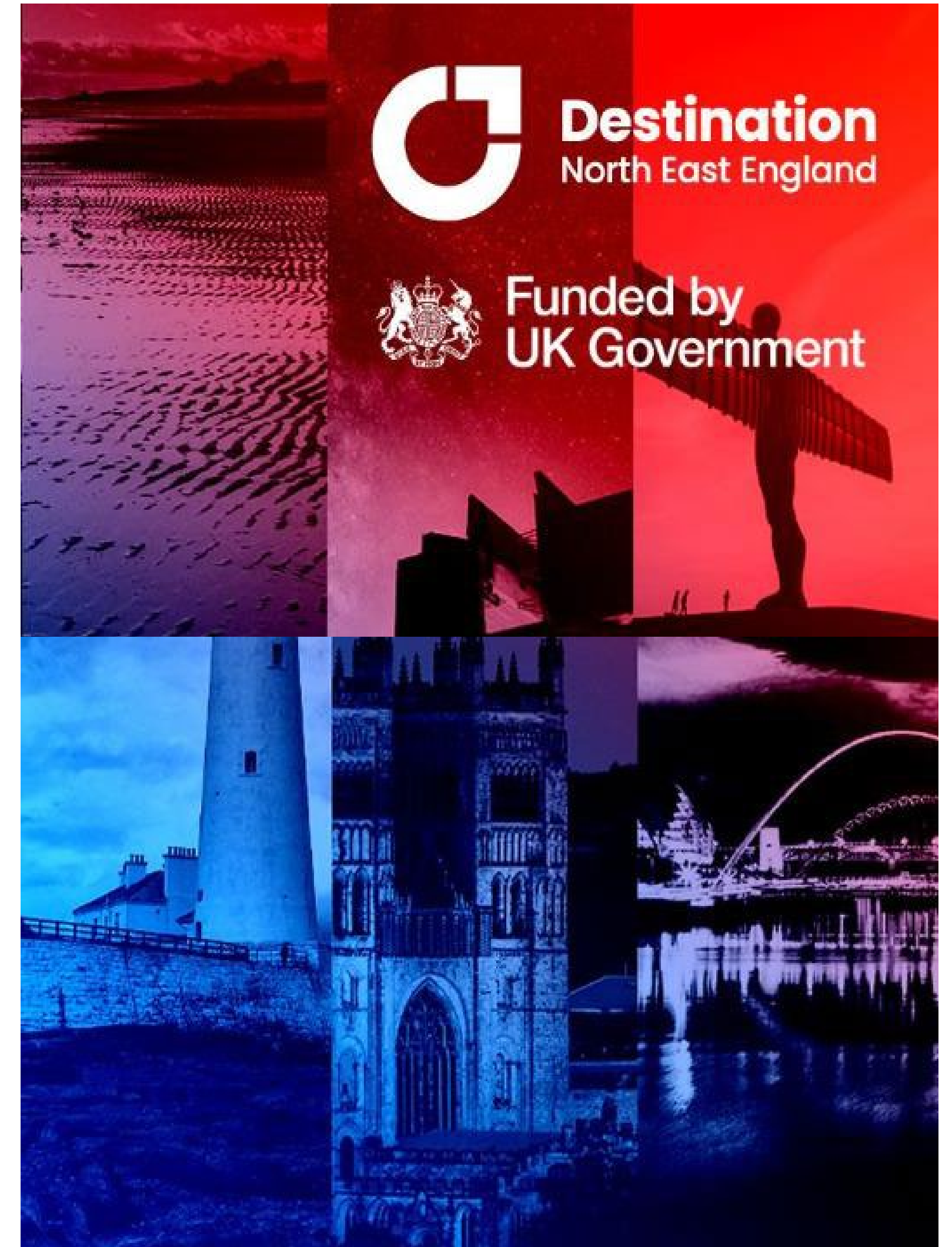
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The Destination Development Partnership (DDP) pilot

- 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



DDP Domestic Amplification

Training

GCC Welcome & piloting of LVEP training content

Accessibility

Support for businesses to gain new accessibility guides

PR & Press Trips

Comms and Advocacy
(English Tourism Week; MP engagement)

Commercial / product development:

TXGB and VB Shop

Domestic influencer campaign

Content (inc. Photo shoots; VE/VB consumer website)

VE Owned and Earned channels support (e.g. Social Media)



DDP International Amplification

**North East
featured in VB
paid partnership
campaigns with
Trip Advisor**

**Britain & Ireland
Marketplace
2024**
BIM – 26th January

**Showcase
Britain
educationals**
27th and 28th January

**Tour Operator
educationals**
Spain – February
Nordics – March

**Advertorial in
WINGS
magazine
featuring the
North East**

**North East
focussed travel
trade webinar**
Germany – March

**GREAT Futures
Event**
Saudi Arabia - May

**ITB Berlin
(destination
spotlight)**
Germany – March



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



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

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

Aim: Positive transformation for people and places

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 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



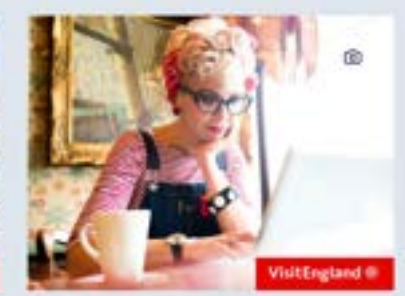
Get quality assessed

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

✉ Lyndsey.Turner-Swift@VisitEngland.org



Andrew Douglas

For latest updates,
subscribe to our
industry newsletter here:



Connect to our socials:



Destination Development Partnership

Ian Thomas
Director of Visitor Economy, NGI

#VNConf24



Funded by
UK Government



Destination
North East England

Delivering England's first Destination Development Partnership Ian Thomas Director of Visitor Economy

DDP by strategic themes of Tourism Recovery Plan

To unlock the potential in the North-East of England Visitor Economy delivering 6% growth per annum for the period of the pilot DDP and a 10-year growth target from £5.2 billion to £10.3 billion, using 2019 economic performance figures as the baseline

1. To recover visitor volume & spend

- Enhanced research – volume, value, perceptions
- Product Development – Sport, F&D, Active Travel, Nighttime economy, Winter, Sunday – Wed.
- Trade travel strategy

2. To ensure tourism benefits every region & nation

- Work across government – tackling market failure re lack of awareness of VE offer outside London
- DDP extension to all 7 LAs with pilot project in each LA

3. To build back better – productivity, resilience, innovation

- Digital strategy
- Business support hub
- Skills strategy
- Accommodation strategy

4. Contributes to enhancement of natural, historic & cultural environment & does no damage

- Sustainable Destinations Index leading to sustainability plans
- Part of Our Culture NE Mayoral Authority workstream with interdependencies defined
- Hadrian's Wall

5. Deliver accessibility & inclusivity

- EDi strategy – Accessibility adaptation, Inclusivity Training

6. Leading European nation for delivering business events

- Business events strategy
- Renewed Ambassador activity linked to Investment Narrative



Huge opportunity to grow visitor economy – despite 30% growth (2014–2019) still lowest number of visitors and spend



Region	Inbound Visitor Numbers (2022)	Inbound Spend (2022)	Domestic Visitor Numbers (2022)	Domestic Spend (2022)
London	16.12m	£14.13bn	15.4m	£5.09bn
South East	3.64m	£2.29bn	15.8m	£3.52bn
North West	2.67m	£1.68bn	14.7m	£4.19bn
South West	2.10m	£1.28bn	17.6m	£4.98bn
East of England	2.05m	£1.02bn	10.4m	£2.29bn
West Midlands	1.64m	£867m	8.4m	£1.68bn
Yorkshire	1.06m	£533m	10.1m	£2.54bn
East Midlands	0.96m	£515m	8.5m	£1.93bn
North East	0.48m	£311m	3.8m	£932m

United Kingdom Tourism Survey and International Passenger survey, 2022 – ranked by inbound spend.

The North East remains bottom for both domestic and international visits and spend. In 2022, the next closest region, the East Midlands, generated £214m more in international revenue while London attracted 4.5 times more.

(Population size will play some part in this. North East population 2.7m, Yorkshire 5.4m, London 9.0m.)

Improving our knowledge



Developing knowledge

- ✓ Accommodation study
- ✓ Volume and value research
- ✓ Sustainability rankings
- ✓ Business events strategy
- ✓ Perceptions of the region
- ✓ National and local data collection



International visitors spend four times domestic visitor



Country of residence	Visits (000s)	Visits Rank	Nights (000s)	Nights Rank	Spend (£m)	Spend Rank
Irish Republic	708	1	4,059	5	£294	4
France	679	2	7,368	2	£428	2
USA	663	3	10,674	1	£783	1
Spain	528	4	7,035	3	£298	3
Germany	390	5	4,321	4	£235	5

- Newcastle has direct flights to Germany, Ireland, France and Spain and the ferry from Netherlands offers access for drivers and cyclists from Germany and Benelux.
- American Airlines route between Newcastle and New York cancelled in 2006.

NB. The top inbound markets for visits to the UK in 2021 (a year still strongly affected by Covid-19) were still the Irish Republic, France, USA, Spain and Germany.

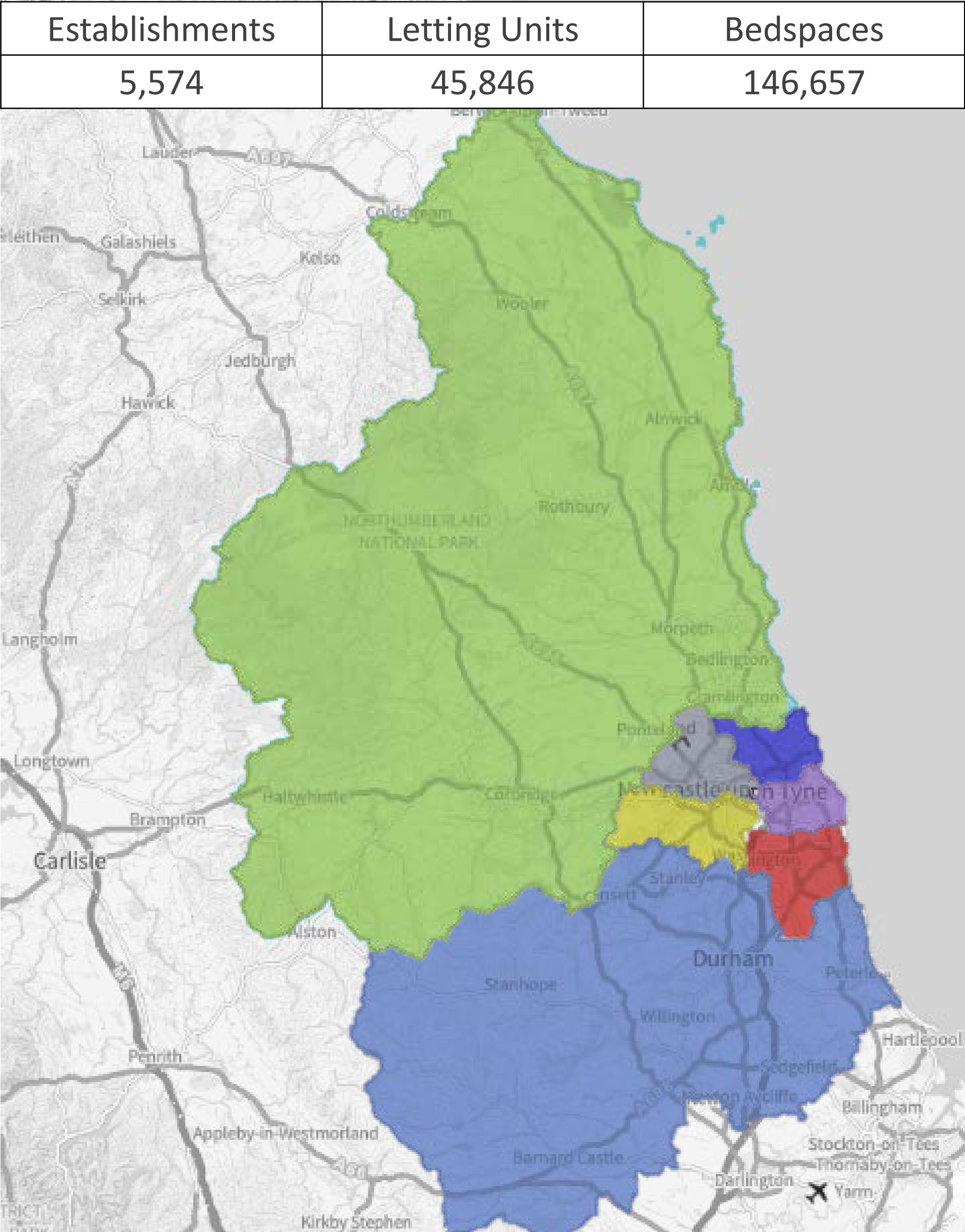
More international and more business events drives a need for more accomodation

NORTHUMBERLAND	BEDSPACES	% of REGION
SERVICED	8,588 (11%)	23%
SELF-CATERING	20,630 (25%)	56%
CARAVAN & CAMPING	50,876 (62%)	72%
GROUP	1,483 (2%)	59%
TOTAL	81,577	56%

CO. DURHAM	BEDSPACES	% of REGION
SERVICED	6,149 (22%)	17%
SELF-CATERING	6,485 (24%)	18%
CARAVAN & CAMPING	14,644 (53%)	21%
GROUP	313 (1%)	12%
TOTAL	27,591	19%

NEWCASTLE	BEDSPACES	% of REGION
SERVICED	11,511 (71%)	31%
SELF-CATERING	4,028 (25%)	11%
CARAVAN & CAMPING	0	0%
GROUP	711 (4%)	28%
TOTAL	16,250	11%

GATESHEAD	BEDSPACES	% of REGION
SERVICED	3,442 (47%)	9%
SELF-CATERING	1,693 (23%)	5%
CARAVAN & CAMPING	2,204 (30%)	3%
GROUP	0	0%
TOTAL	7,339	5%



Establishments	Letting Units	Bedspaces
5,574	45,846	146,657

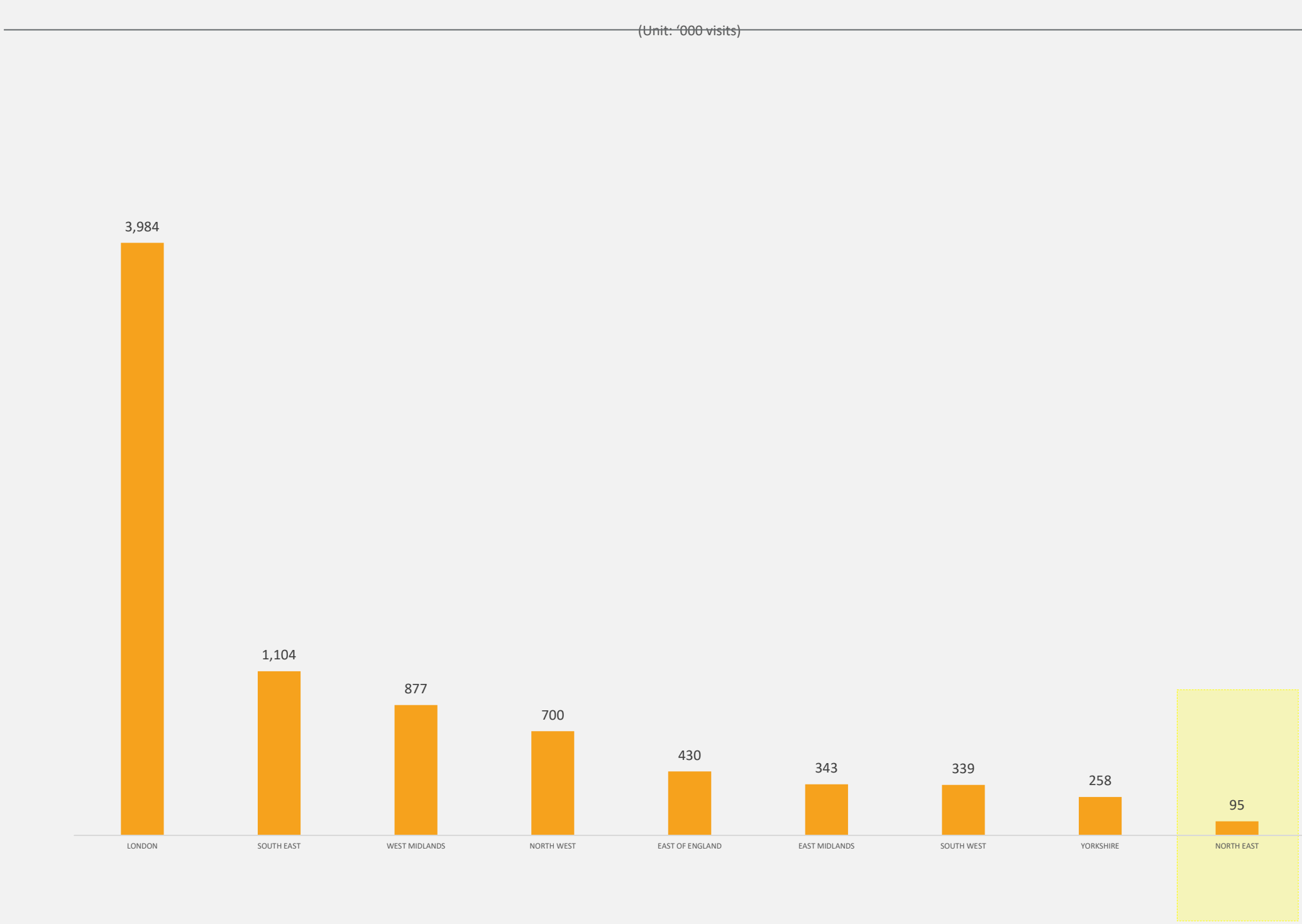
NTH TYNESIDE	BEDSPACES	% of REGION
SERVICED	2,289 (53%)	6%
SELF-CATERING	1,746 (40%)	5%
CARAVAN & CAMPING	288 (7%)	0%
GROUP	0	0%
TOTAL	4,323	3%

STH TYNESIDE	BEDSPACES	% of REGION
SERVICED	1,100 (40%)	3%
SELF-CATERING	828 (30%)	2%
CARAVAN & CAMPING	804 (29%)	1%
GROUP	0	0%
TOTAL	2,732	2%

SUNDERLAND	BEDSPACES	% of REGION
SERVICED	3,495 (72%)	10%
SELF-CATERING	1,350 (28%)	4%
CARAVAN & CAMPING	0	0%
GROUP	0	0%
TOTAL	4,845	3%

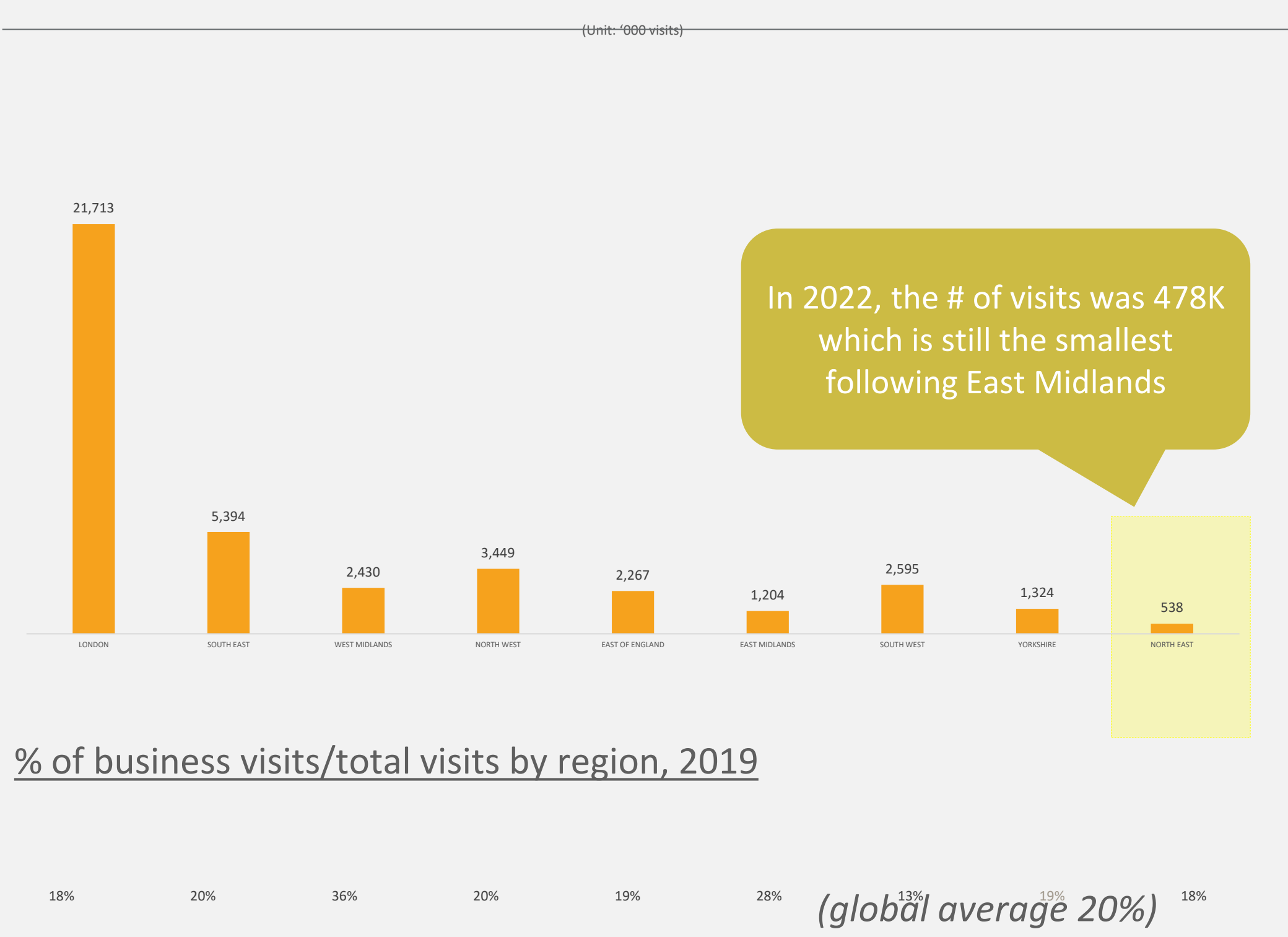
Business Events drive higher expenditure but significant room to grow

England Inbound Business Visits By Region in 2019



The North East is not attracting business visits internationally when compared to other regions within the UK and is attracting the lowest visits

England Inbound Total Visits By Region in 2019



The number of inbound visits is also low in which the North East could improve % of business visits to meet the country average of 20%

To drive people to stay longer and spend more we need to package our attractions, create more bookable product and look for new investment

- VisitBritain publishes lists of the Top 20 paid-for and free attractions by visitor number each year. Beamish is the only North East attraction to appear on either list for 2021 – number 11 in paid attractions. It sits at number 29 for the combined list.
- Gibside, Cragside and Durham Cathedral are the only other North East attractions that appeared in the top 100 for 2021.
- Our rural offering attracts significant visitor numbers: Kielder Forest 700k visitors; Northumberland National Park 1.5 million visitors. While numbers are high there are opportunities to drive greater spend.
- The region has two UNESCO World Heritage Sites – Durham Castle and Cathedral, and Hadrian's Wall. Hadrian's Wall is under recognised due to lack of paywall, opportunities to spend money and in part due to its geography crossing areas covered by three different DMOs
- An opportunity exists to build on our existing assets through investment and packaging to create visitor attractions that drive more visitors into the region.

Food and Drink a growing opportunity

The food and drink scene of the North East has seen significant growth

- The North East has a long history of food and drink entrepreneurs. From the launch of Lucozade in 1927 through to iconic heritage brands such as Bero, Newcastle Brown Ale, Ringtons Tea and Primula Cheese.
- Our region is recognised for its high-quality produce such as Craster Kippers, Lindisfarne Oysters and langoustines landed at North Shields.
- We have nationally acclaimed food growers, restaurants and chefs as well as some of the best cheese and organic dairy in England.
- The region is experiencing a surge of premium, entrepreneurial food and drink brands, as well as growth in categories such as organic and plant-based innovation, helping the North East rapidly become a dynamic manufacturing hub.

With more than 30% of all visitor expenditure on food and drink this is a key opportunity for growth to move from something to do when here to something that drives visits.

- Michelin Star restaurants:
 - Hjem – Northumberland
 - Pine – Northumberland
 - House of Tides Newcastle
 - Solstice – Newcastle
- Further 19 businesses listed in the Michelin Guide across the North East.

Supporting you as businesses through the DDP



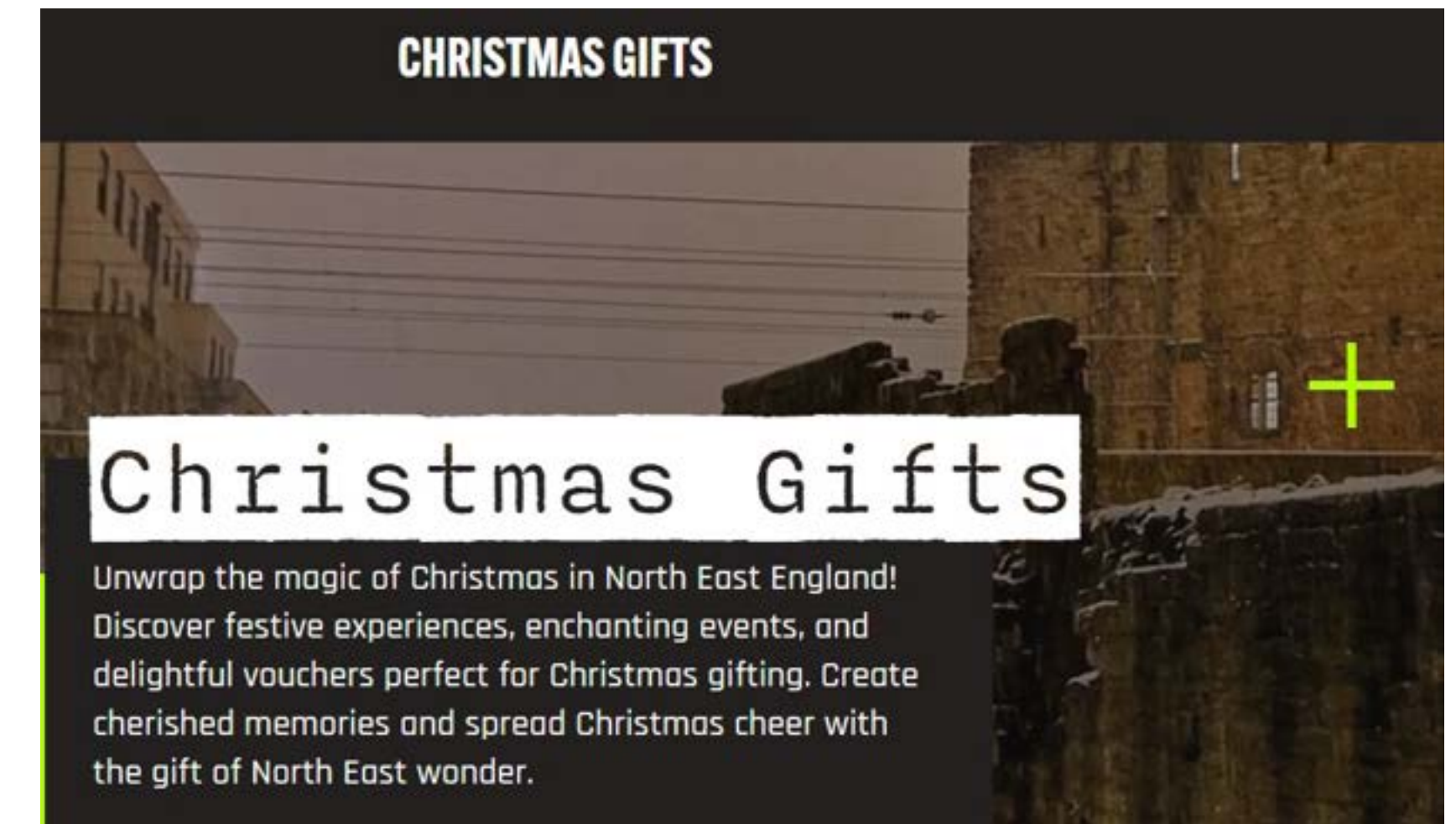
New Adventures

Help us unwrap the magic of Christmas with New Adventures

New Adventures brings together new and existing adventures and experiences in the North East of England. For the first time, visitors to the region can book a range of activities all in one place, allowing them to plan with ease and truly enjoy the best our region has to offer. Our New Adventures website now has a brand-new category for Christmas.

There are many great things to experience in the area but not all are accessible to a wide audience through online booking. There is huge potential to use the ease of online booking to increase our reach, raise our profile and stimulate our visitor economy.

If you have any events, products or experiences you are looking to promote contact lisa.Kelly@ngi.org.uk



CHRISTMAS GIFTS EXPERIENCES^T



Accessibility

29% of the region have accessibility needs, 24% of UK – people with accessibility needs stay longer and spend more on average

What are we doing?

- Offering free access to the WelcoMe App – allowing visitors personalised assistance when visiting a destination
- Producing 360-degree videos and case studies highlighting accessibility across a range of venues
- Introducing support stickers to highlight businesses participating in the Everybody Welcome campaign
- Providing additional promotional opportunities across a range of marketing channels for engaged businesses
- Supporting the government's new campaign to increase understanding <https://askdontassume.campaign.gov>.



Be ready to WelcoMe your visitors

WelcoMe

- WelcoMe is a cloud-based customer service platform solution to enable visitors to plan personalised assistance in advance of arriving at a venue
- It enables you to manage, understand and assist/meet your customers' requirements and needs
- Provides direct web chat with visitors to ensure you can support their needs and requirements in real time to ensure any changes or issues are supported
- Provides visitors with key up to date accessibility and assistance in advance information



Regenerative tourism



Degenerative



Sustainable



Regenerative

Image source: Global Destination Sustainability Movement



Action plan – regional projects

- Supporting hotels, venues and event agencies across North East England to achieve third party sustainability certification.
- Developing a visitor economy strategy that contains objectives, indicators, targets, and an action plan that aim to generate socially, environmentally and economically positive outcomes.
 - North East England regenerative tourism framework.
 - Engaging with residents on important tourism topics.
- Developing a bespoke North East England regenerative events handbook and legacy and social impact programmes for event organisers.
- Further development of the regional tourism and hospitality supply chain website buysupply.directory.



Community Support Hub



Why is it important? The best support comes from your peer group – this is an online community of North East tourism businesses to share insights and collaborate on new ideas. Aims to create two-way communication

Why sign up?

This digital community will enable you to engage and interact, innovate, keep up to date, and be more productive, profitable, and resilient.

- Network and collaborate with a trusted community of peers.
- Engage and interact with the sector.
- Seek advice, feedback, and best share practice .
- Business support all in one place.
- Access to the latest events, webinars, and intelligence.
- Ability to run polls and ask questions and advice on latest changes in policy and legislation.

<https://www.txgb.co.uk/dnee-community-sign-up>



What next?



What next?

- ✓ Development of a ten year strategy
- ✓ Creation of a film and TV strategy for the region
- ✓ Feasibility study for reinstatement of Norwegian Ferry route
- ✓ AI Visitor Information
- ✓ Roll out of Green Tourism Business Scheme certification
- ✓ Trade show attendance – Travel Trade and Business events
- ✓ Hits Expo – 13th 14th May 2024
- ✓ International Toolkit



Get involved

**Cross promote regional activity & celebrate
our industry!**

Sign up for:

- **the DNEE newsletter**
- **Community Support Hub**
- **Everybody Welcome**
- **WelcoMe app**
- **New Adventures**



Keynote – Visit Northumberland Update



Maureen McAllister
Head of Tourism

#VNConf24

Northumberland

Building a Canny Destination.

Together.

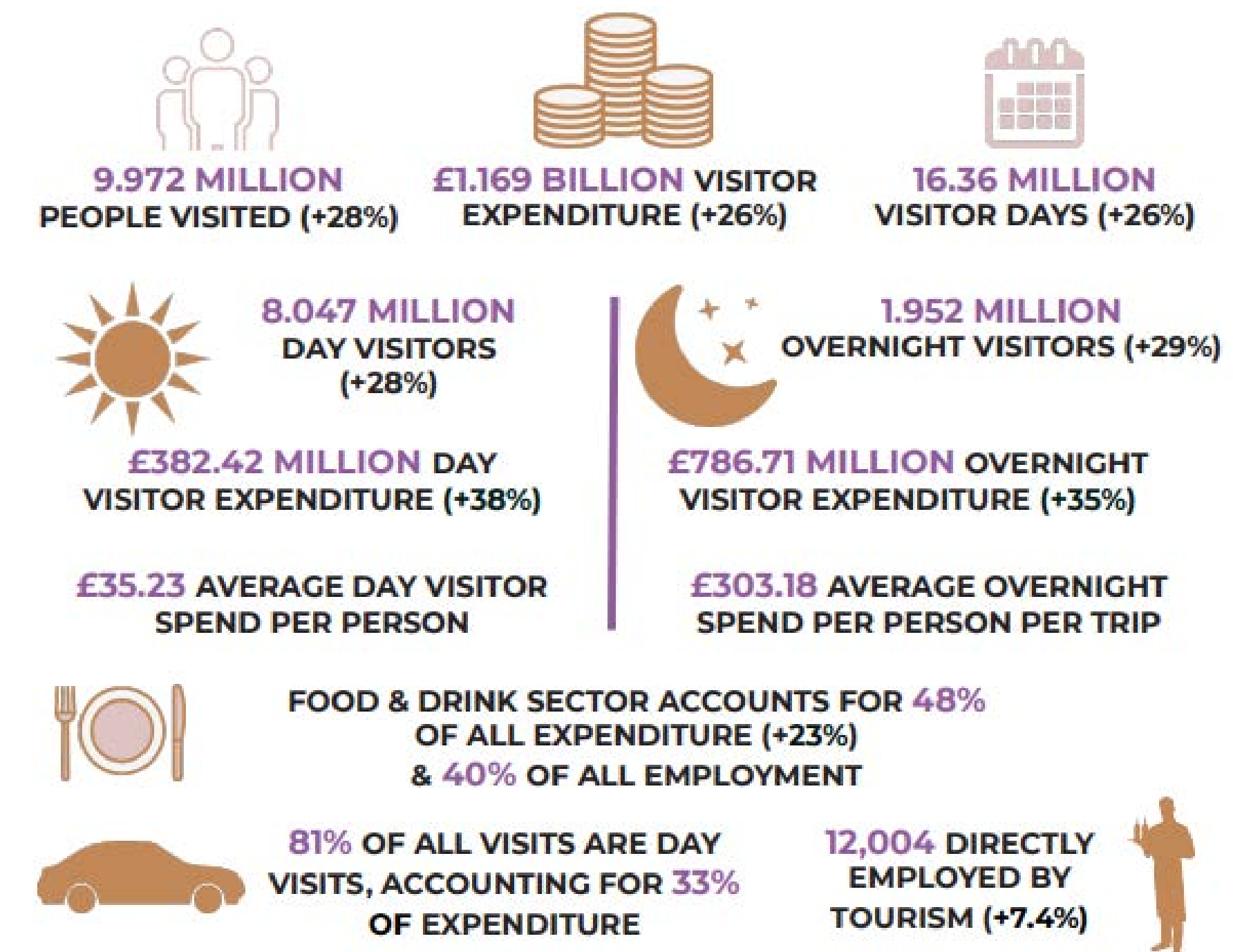
Maureen McAllister
Head of Tourism

Visit Northumberland



The key facts

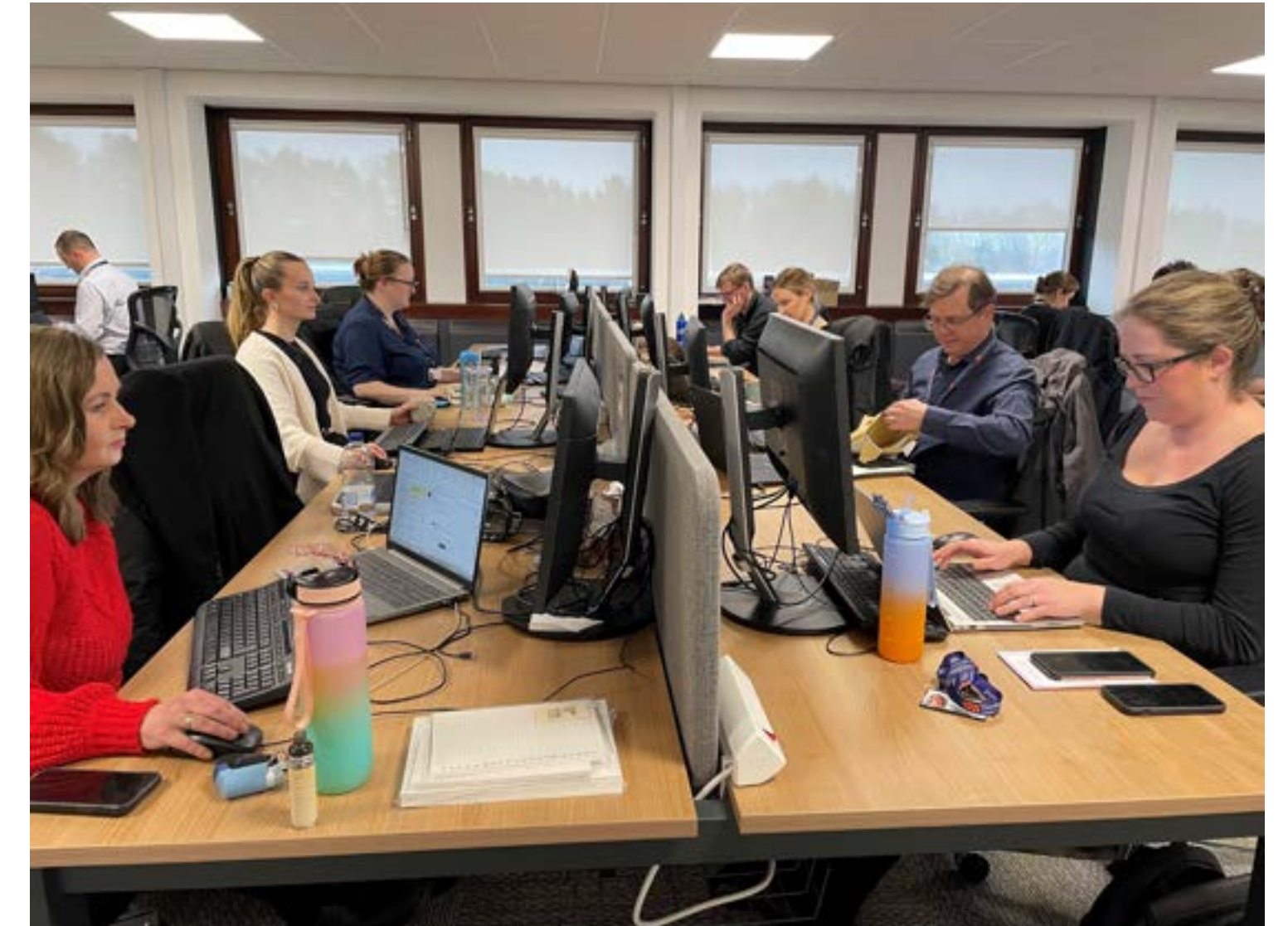
- **Northumberland's visitor economy is worth £1.169billion.**
 - Nearly 50% of this is spent on food and drink
 - Over 12,000 direct jobs and nearly 15,000 in the wider visitor economy.
- **We welcome 9.97million visitors.**
 - 19% are staying and account for 67% of spend.
- Visitors are staying longer, spending more and importantly, recommending Northumberland as the perfect place to visit.



Visit Northumberland – Building a canny destination

- Provide leadership and engagement
- Create effective marketing campaigns
- Develop businesses, people and products
- Attract longer staying visitors
- Ensure all work is sustainable and focused by data and intelligence
- Monitor and share the impact of all work

Visit Northumberland will always be known for professionalism, integrity, respect, partnership, and results.



Visit Northumberland successes

- Making a canny difference

- LVEP status.
- Destination Development Partnership.
- Destination Management Plan.
- Bookable product campaigns.
- Product development.
- Skills development.



Visit Northumberland successes

- Canny Marketing

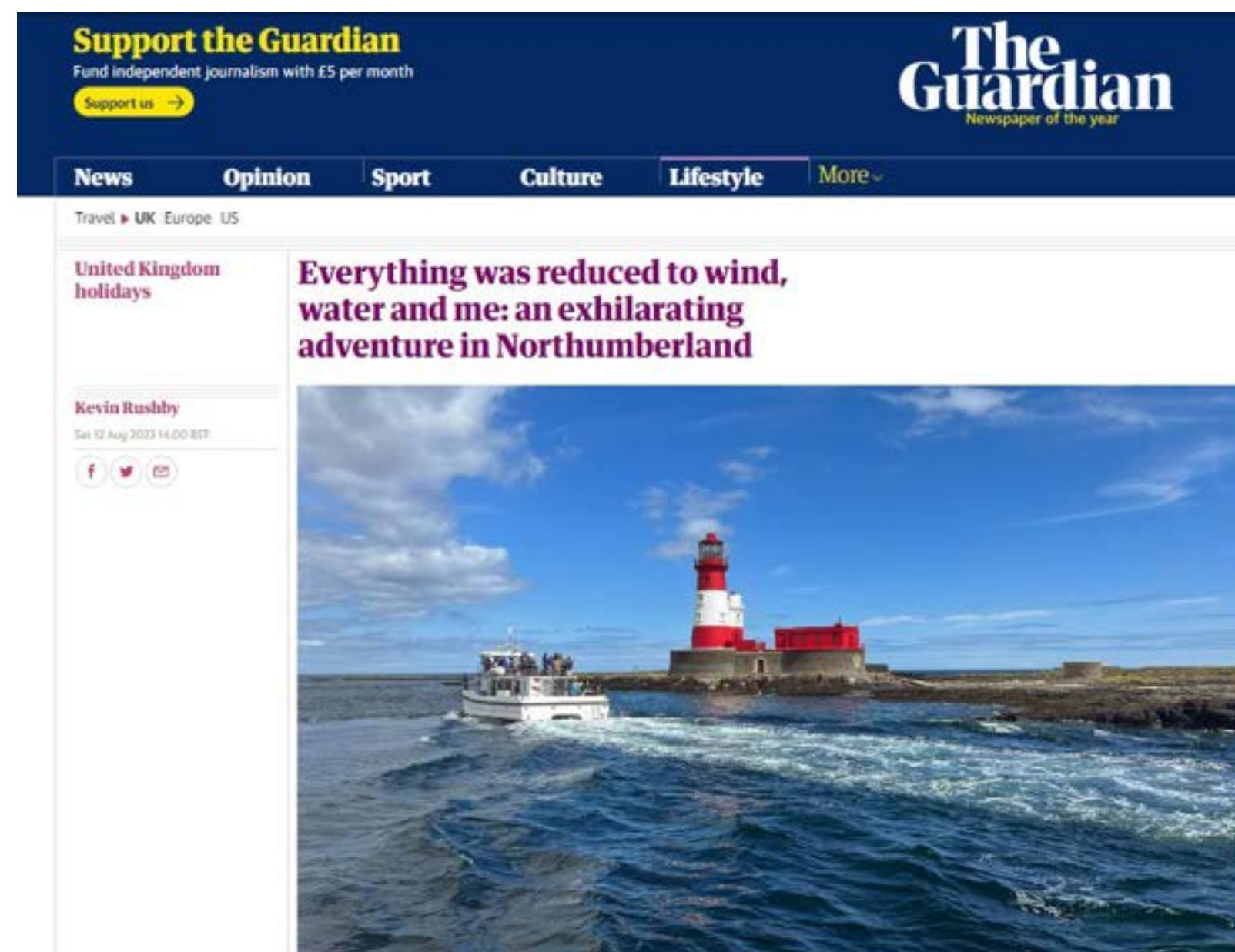
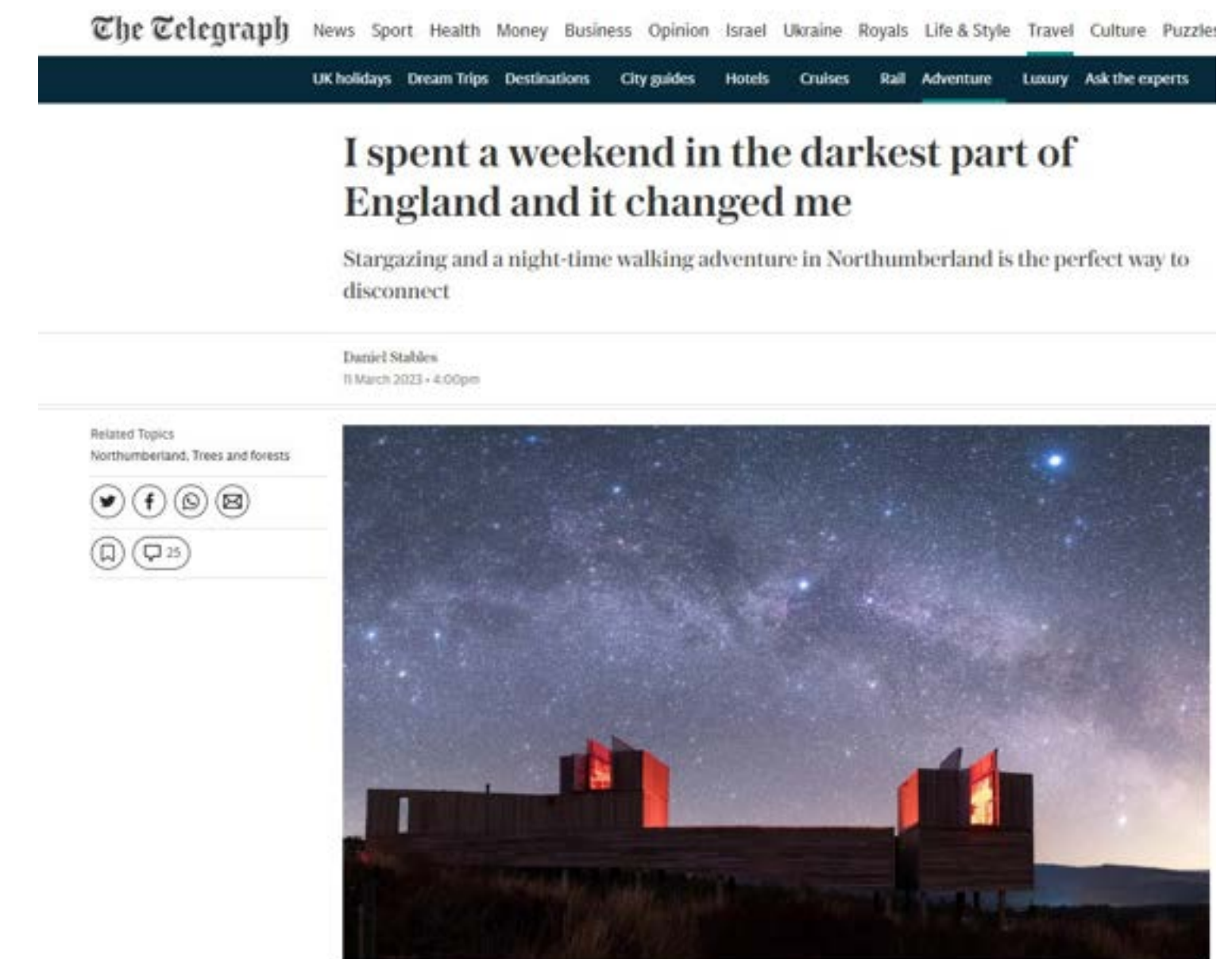
- 1.2 million website users – a record, up 19%
- Over 17,000 views of our newly launched Dark Skies and Step into Alnwick campaigns.
- 50,000 e-news (40% open rate).



Visit Northumberland successes

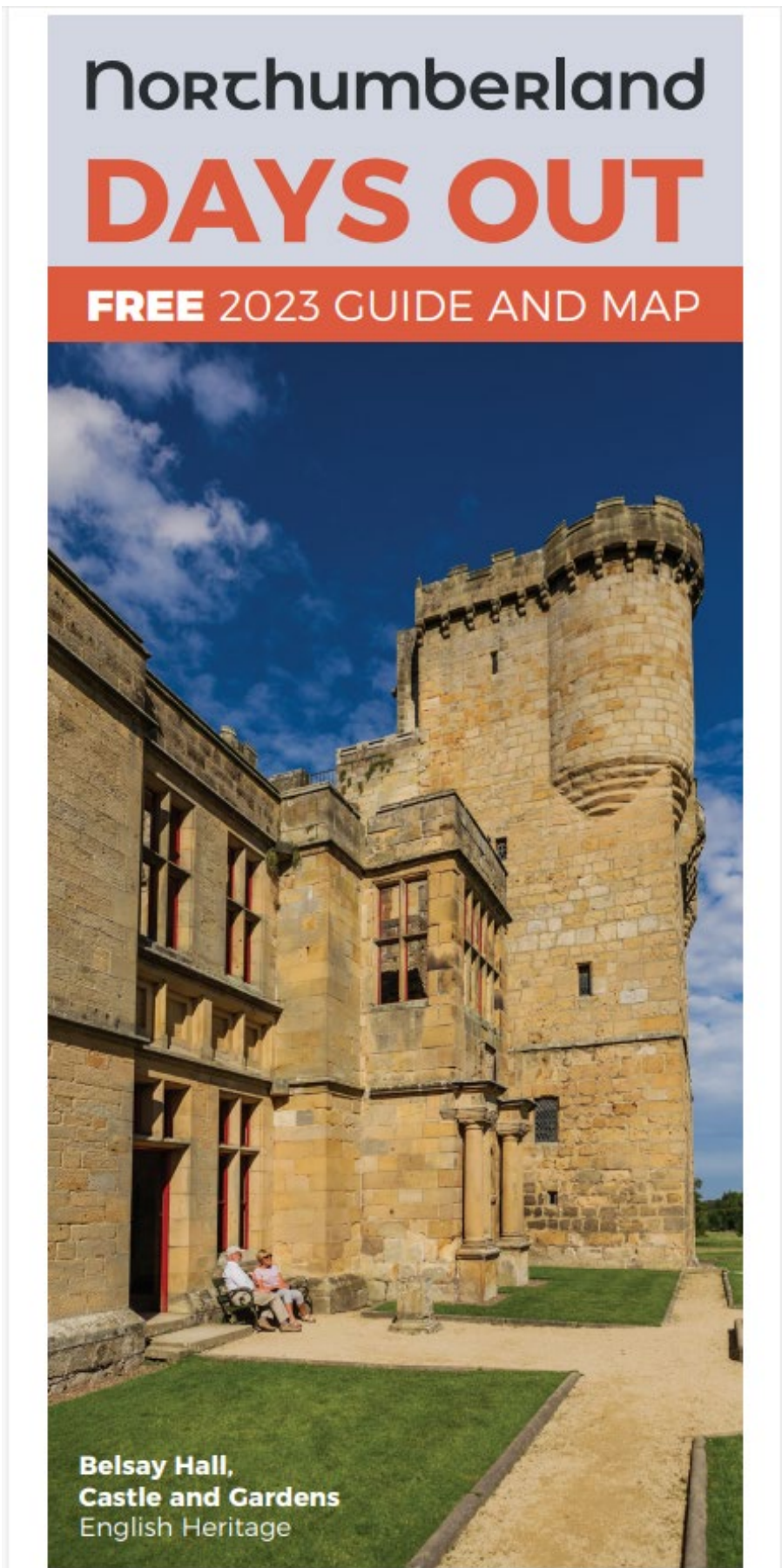
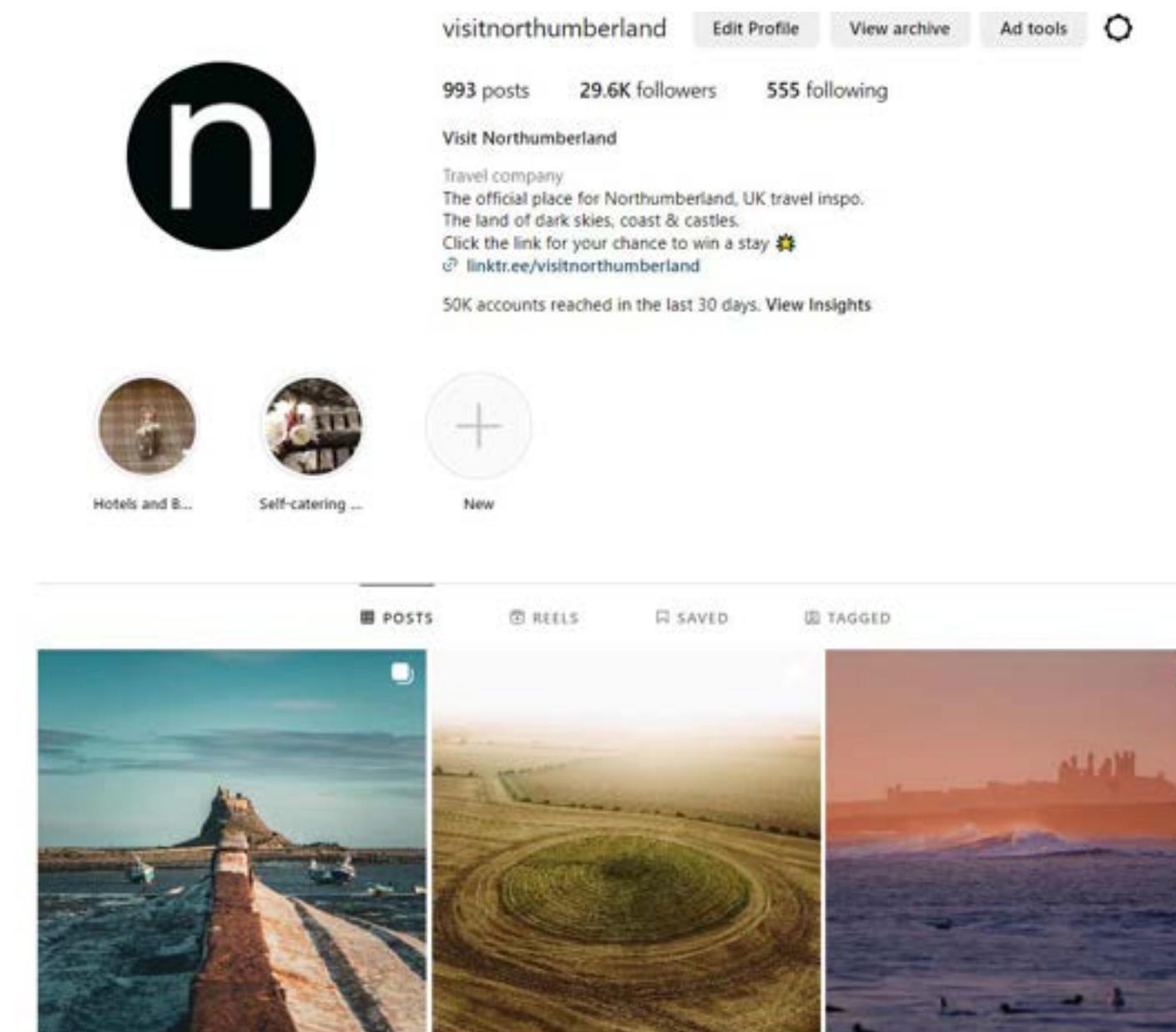
- Canny marketing

- PR: Over 10million monthly readership including coverage in The Telegraph, The Guardian.
- Bi-weekly BBC Radio Newcastle slot.



Visit Northumberland successes - Canny Marketing

- 200,000 days out leaflets distributed.
- 20-30% growth in social media followers.



Celebrating your successes



Visit Northumberland – Building a canny partnership

You said, we listened

- Greater online representation and social media inclusion.
 - Regular informal partner networking events.
 - More visits from the VN team.
 - Regular check-ins through partnership term.
 - Bespoke/buildable partner add-ons e.g. newsletter feature, campaign inclusion.
 - Further developing supplier partnerships.
-
- Engage with the team today – tell us what we can do for you.



Northumberland Destination Management Plan

Priorities

- Data, Evidence and Intelligence.
- Destination Infrastructure and Connectivity.
- Position and Profile.
- Business, product and people development.
- Sustainability.



Northumberland Destination Management Plan

Outcomes

- Proactive data collection.
- Regional accommodation, accessibility and sustainability studies.
- Tactical Visitor Management Group.
- Infrastructure investment - car parks, toilets.
- Marketing working group.
- Northumberland visitor pledge.
- Thematic, bookable products and experiences.
- Accreditation and expansion of Know Your Northumberland.
- Sustainability advisory group.



Visit Northumberland

– next 12 months

- Product Development – Dark Skies, Travel Trade, Active Travel, Food and drink, and bookability.
- Step into Alnwick – VN App.
- Expanded visitor information network.
- Know Your Northumberland 2024
- Spring/Summer/Autumn campaigns.
- Content focused marketing
- Further develop our B2B website
- Press and influencer visits and in-house blogs.



Northumberland



northumberland

Thank you for attending!

Endless experiences

#VNConf24