



The Visitor Economy Landscape

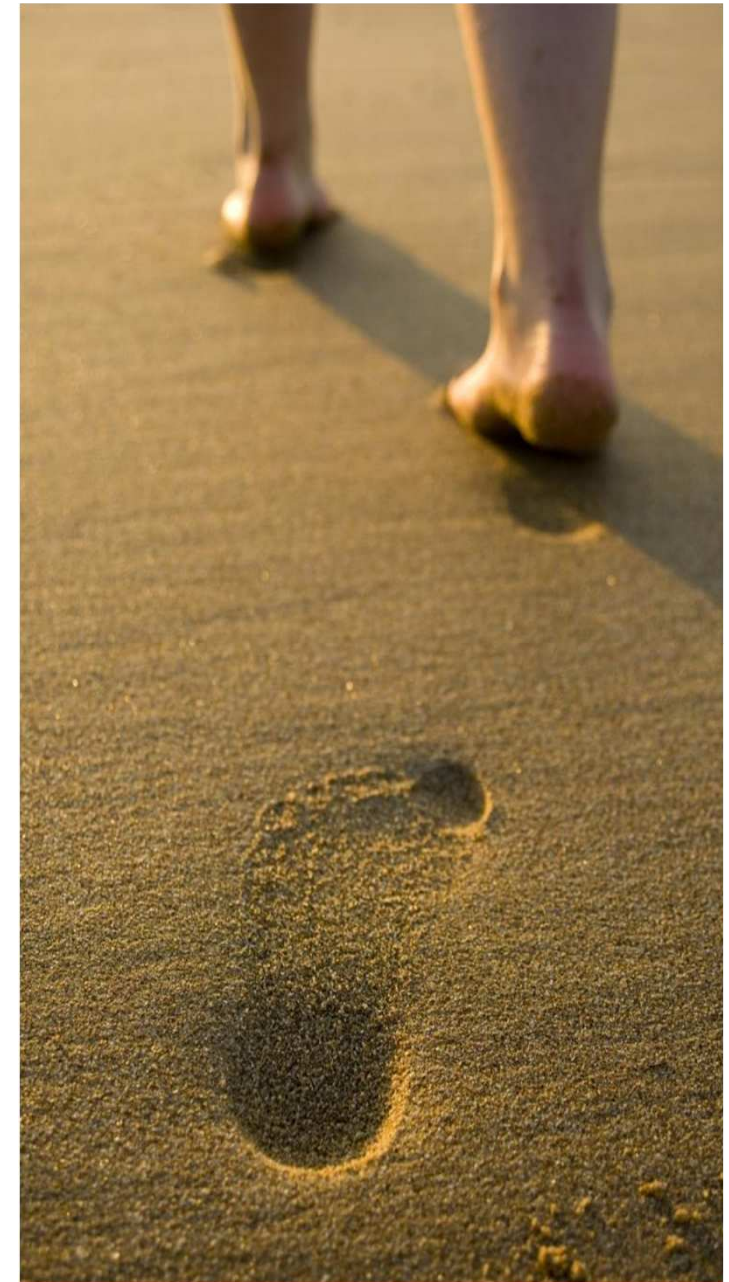
James Berresford, CEO

Tourism - the current landscape

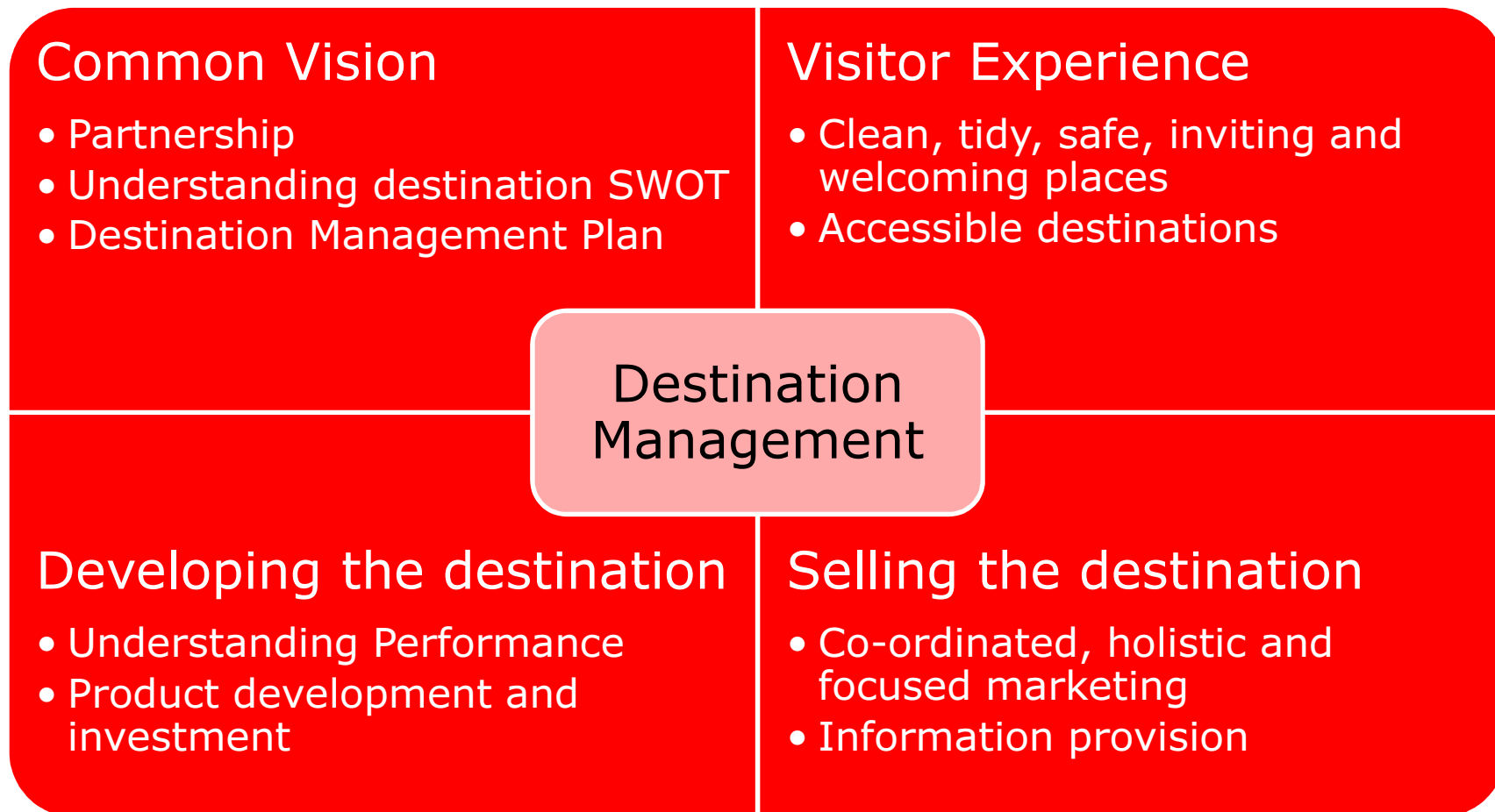
- **Local tourism bodies**
 - Are now very much in the ascendency
 - 107 local tourism bodies
 - 40 (ish) can be considered DMOs
 - The majority looking for engagement with VE
- **New organisations** becoming involved in tourism/visitor economy – Chambers of Commerce, Business Improvement Districts, LEPs
- **37 LEPs** (34 with a clearly identified interest in tourism)

VisitEngland Engagement with LEPs

- Local Growth White Paper – October 2010
- DBIS LEP Meeting (December 2011)
- LEP Tourism Seminar (January 2011)
- LEP Tourism Summit (March 2011)
- On-going individual LEP engagement



Destination Management



What is a Destination M* Organisation?

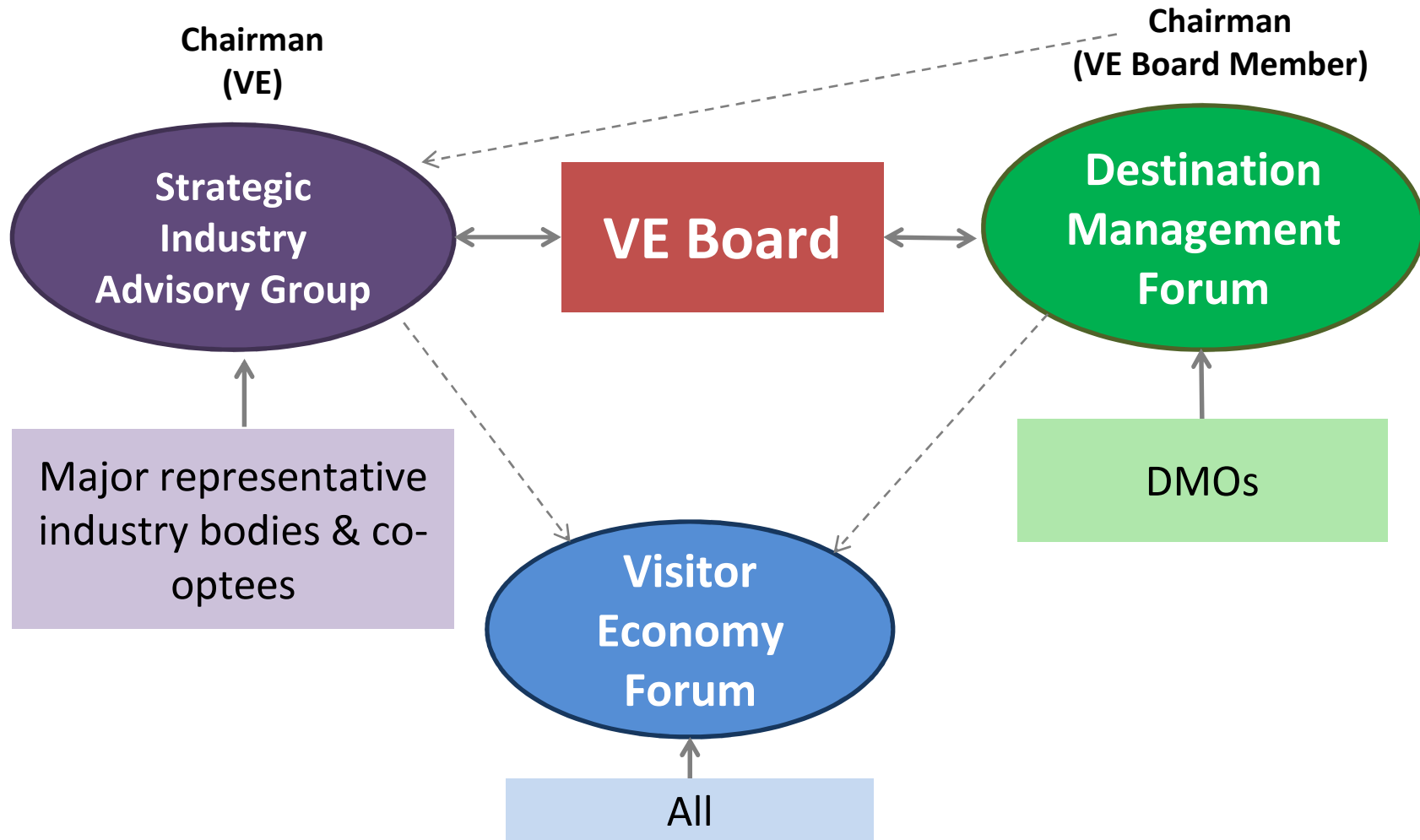
- An organisation or group of organisations that are focused on the growth of the local visitor economy
- Not one organisation can complete all the functions in one place (or places)
- Destination management organisations are about partnerships (public/ private and 3rd sector)
- The “glue” that brings it all together

Destination Management Plans

- Vision
- A shared statement of intent for a given period of time on how to:
 - Manage
 - Develop; and
 - Promote
- Identifies the opportunities and threats
- Articulates each stakeholder's role and responsibility



VE leadership and engagement



2012 Marketing Plans

- Major national marketing campaign designed to inspire breaks through celebrating the fantastic events taking place in England next year.
- Focusing on the events that are taking place throughout the country including the Torch Relay, the Cultural Olympiad and the Queen's Diamond Jubilee.
- Will include high profile advertising, activity with the English travel trade and various digital and social media consumer facing initiatives.