James Berresford
Chief Executive
VisitEngland
• In 2014, visitors to England spent an estimated total of £82bn
  - £18.1bn was spent by British residents on domestic overnight trips
  - An estimated £18.9bn was spent by international visitors
  - £45.1bn was spent on tourism day trips

• The English visitor economy contributes £106bn to the national economy (direct and indirect impacts), and supports 2.6 million jobs
Last year, visitors spent £765m in Leicestershire

- Last year, Leicestershire welcomed:
  - 18 million tourism day visits, spending over £486m
  - 1.2 million domestic overnight visits, spending over £149m
  - 248,000 visits by overseas visitors, who together spent £130m
The role of VisitEngland

- Champion the sector and drive forward the industry’s shared Strategic Framework for Tourism
- Support local areas grow their economies through tourism
- Advise Government on English Tourism issues
- Provide official intelligence on tourism and visitor economy in England
- Promote England's tourism offer
Themed Campaigns

- Holidays through History
- Cycling
- A Taste of England
- Romance
- Heritage in Spring
- Family in Summer/Big Summer Holiday
- Be Part of History: Rugby
Holidays at Home are GREAT!
Current Activity

- Summer of Sport (RWC 2015)
- Capability Brown Tercentenary: Year of the English Garden 2016
- The 400th Anniversary of Shakespeare’s death
- Special Initiative Funds
WELCOME TO #REALTIMETRAVELTIPS

This is the tagline that explains what this website does for you. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

Let's Visit England
• Our shared growth ambition
• 5% average growth, year on year, in the value of tourism since 2010
• 7% uplift in jobs since 2010 = 178,000
• Currently being refreshed
The strategic objectives are to:

- Strengthen the competitiveness of businesses and England’s tourism offer
- Increase tourism employment and local prosperity
- Increase the contribution of tourism to the English economy

Vision

A globally competitive tourism industry that acts as a key driver to the economy and of local prosperity across England
These objectives will be achieved by:

- Investing in the infrastructure and environment on which tourism growth relies
- Attracting & retaining motivated people and developing their skills
- Increasing the visibility & understanding of England’s tourism offer
- Overcoming barriers to business competitiveness and investment
- Investing in tourism products and experiences in line with market trends & strategic needs
People visit places – great destinations
How Satisfied Are Visitors to English Destinations?

Overall Performance
- 86% excellent/very good
- 86% definitely/probably

Likelihood to Recommend
- 86% excellent/very good
- 86% definitely/probably

Likelihood to Revisit
- 77% definitely/probably
- 65% much/slightly better

Competitive Advantage

TRI*M Index: 94

Source: VisitEngland Brand & Satisfaction Tracker 2013-14 data
Futures ..... a need to future proof
1. Demographic trends

• The population is changing – over the next 10 years, the number of older people will increase
  ...and as baby boomers hit retirement age, catering for this group (who don’t behave like “old” people) will be vital

• There’s also been a mini baby-boom – leaving the “squeezed middle” to care for (and finance) the growing numbers of young and old

• There are increasing numbers of UK residents born outside the country – but their leisure habits are often poorly understood

• The traditional family unit is less common than it once was – but this isn’t always recognised by businesses
2. Technological trends

• Since 2006, there has been an increase of over 100% in the number of domestic trips booked online...

• ...mobile devices have changed how we use the internet...

• ...yet not all businesses have a website yet (and if they do, it’s not always mobile enabled)

• Near universal internet penetration in the UK + proliferation of holiday-related UGC mean that the consumer has more information than ever before to help make a decision
3. Leisure time / economic trends

- Despite the recession, spending on leisure and recreation has held up – money may be tight, but work life balance is vital

- ...but value-seeking (and the role of great deals) will remain crucial

- It’s not just about “the big holiday” any more - the average English holiday is getting shorter and shorter with people taking portfolios of trips

- ...and we’ve changed how we plan – last minute is ever more common, making it hard for businesses to predict customer flows
The way the wind is blowing

- In 2015 Jan-July trips are up 13%, with spend up 11% vs the same period in 2014
- The London question
Increased spending on domestic tourism in the first half of the year
In the first half of this year...

Domestic Holiday Trips in England – Average Length (Nights)

4+ night hols +8%

4+ night hols +8%

+5%

-4%

-2%

+5%

+5%

ABC1 +6%

C2DE -5%
Recent years have seen stronger growth in London than in the rest of the country.

Source: International Passenger Survey