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Visit
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Vision for Lancashire as a tourism destination

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Lancashire's visitor economy 2017

A total of **67.63 million Tourism Visits** to Lancashire in 2017

8.33 million visits were made by visitors **staying in the county** as part of a holiday or short break, generating **25.99 million nights** in local accommodation

59.29 million tourism visits made by **Day Visitors** in 2017

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Tourism activity supports more than **60,000 full time equivalent jobs** locally

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A total of **£4.25 billion** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£2.06 billion** for the local economy in 2017

Together, shopping and food & drink generated more than **£2.18 billion** of direct economic benefit in 2017



In total, **staying visitors** generate a **total economic impact of £2.20 billion** for local businesses and communities



85.28 million Visitor Days and Nights generated by visitors across Lancashire in 2017



2016-2017
Visitor numbers +0.5%
Economic Impact +2.9%

On average, visitors **staying in Lancashire** spend **3.1 nights** in the area

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Pendle's visitor economy 2017

A total of **2.747 million** **Tourism Visits**, equating to 4% of all tourism visits to Lancashire

211,000 visits were made by visitors **staying in Pendle** as part of a holiday or short break, generating **628,000 nights** in accommodation across the district

2.537 million tourism visits made by **Day Visitors** to the district



Total bedstock in Pendle is 2,559 beds
Comprising 2,082 non-serviced and 477 serviced beds



A total of **£124.874 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated **£87.912 million** for the local economy of Pendle in 2017

In total, **staying visitors** generate a **total economic impact of £36.963 million** for the businesses and communities of Pendle



Visitors to Pendle supported **1,662 full time equivalent jobs**



More than **3 million** **Visitor Days and Nights** generated by visitors to Pendle in 2017



Economic Impact rose by 7.2% between 2016 and 2017

Visitor Numbers changed by -0.1% between 2016 and 2017

Our approach

- To focus on value over volume, growing our overnight stays and our international visitors
- To uncover and promote bookable, commissionable product
- To encourage greater dispersal and greater spend
- To embed Lancashire within the gateway proposition of our neighbours
- To address negative media perceptions
- To find new ways of generating funding

No. 1



Value over volume

- Day visitors remain critically important
- We need to add value and generate greater economic impact
- Increasing our focus on group travel
- Overnight visitors spend more...
- Business visitors spend more again...
- International visitors spend the most

A focus on groups

- In 2019 we will be focusing even more on the groups market, making sure that finding group friendly attractions, accommodation and food and drink establishments is as easy as possible for potential bookers
- To aid this, further content is being developed for the groups section of visitlancashire.com including itineraries, useful information and key suppliers
- There will also be development of the search function making it easier to search for group friendly listings

Driving short breaks

- We will focus our domestic promotional activity on showcasing the wealth of assets that we have, so that people see Lancashire as a short break destination
- The 2018/19 Lancashire Visitor Guide will be split into three editions, released at key holiday booking periods
 - Issue One, Culture and Heritage – Jan '19
 - Issue Two, Coastal and the Great Outdoors – April '19
 - Issue Three, Inspiring Short Breaks – August '19
- 50,000 printed copies of each perfectly bound A5 publication will be produced and distributed



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Attracting business visitors

- Increasing awareness of Lancashire as a world-class conferencing destination
- This will include the development of a new website and will be supported by a digital campaign and online conference guide
- Promoted to a targeted database of national associations and corporate buyers, the campaign gives meeting and event venues the opportunity to put themselves on the map
- We will also look to pull together 'extender trips for business visitors

International visitors // DEF

- ‘Discover more than just a holiday’ is an exciting new £250k campaign to target 18-34 year old visitors from the Nordic countries of Sweden, Denmark and Norway
- We will inspire them to explore the North West of England whilst acquiring new skills or discovering new tastes
- The type of experiences could include but are not limited to food & drink / creative / the great outdoors / sports & adrenaline / living heritage
- Supporting the development of unique, immersive visitor experiences that are easily bookable and which can be packaged together with a range of diverse accommodation

International visitors // India opportunity

- Jet Airways launch the first direct route between India and Northern England with a five times a week service from Mumbai to Manchester
- We are targeting this large and fast-growing market with a multi-faceted and multi-dimensional campaign promoting Lancashire to travel trade, media and consumers in India
- The Indian tourism market is growing rapidly and the average spend per visit is £1,042
- The segment identified as best suited for leisure visits to Lancashire are Buzzseekers, who are 25 – 34 years old, often travel in small family groups and like to try local food and drink, outdoor leisure & visiting iconic places

International visitors // Gateway

- Targeting international visitors flying into Manchester, the project sets out to promote the city as a gateway to Northern England by delivering a set of leisure excursions and business extender trips that encourages visitors to explore the region.
- Featured excursions:
 - The Brief Encounter
 - Clitheroe and The Pendle Witches
 - Blackpool
 - Wilderness Trip (Martin Mere)
 - Historic Lancaster (Groups only)

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Telling the Lancashire story

- One of the biggest challenges we face is over-turning an out-dated, negative perception of Lancashire that is perpetuated in the media
- We need to give the media multiple opportunities to choose Lancashire as an example of a place where things are good
- We need to do this continually and consistently, and it will take time
- We will also need to do this collaboratively, engaging as many communications teams/professionals as possible, pushing our own positive stories, and each others

What is our vision...?

- Our mission is to work collaboratively with our partners to identify, articulate and promote the strengths of Lancashire to national and international audiences, with a single-minded focus on delivering economic benefit
- Our vision is to be a high-performing, sustainable place-promotion agency at the heart of a thriving Lancashire

An eye on the future

- We are competing for profile against destinations that have greater budgets available to them
- Our place promotion is currently too reliant on funds secured from local government (funding over 50% of our FY18/19 activity)
- We need to secure a greater share of central government funding, and we need to inspire the private sector to support our activity
- We also need to keep a close eye on the evolving situation connected to Tourism Zones as part of the sector deal, and on tourism levies...



Thank you

Lancashire
Ambassadors