

UK Tourism - 'Heritage
Culture' Visitor Figures and
Trends.
2015 +

Assignment Task:

- ***From research undertaken by VisitBritain in 2008 to 2015, it was found that "Britain is recognised as a 'World Class' destination for Culture and Heritage and these aspects of the British holiday offer are repeatedly identified as major draws for overseas visitors.....From a review of visitor numbers, in 2015, the UK was ranked 3rd for contemporary culture, 5th for historic buildings and 6th for cultural heritage, out of 50 nations".***

(Visit Britain).

Assignment Task:

Task Specifics:

With respect to the UK's current ranking, students are to explore the factors which may have influenced the UK's position and ranking.....To address this, it is advised that students conduct research into the below areas:



- Define and characterise the UK's heritage and cultural tourism industry.
- Appraise the UK's heritage and cultural tourism growth trends (past and present).
- Outline and review a selection of best practice case examples which you would consider to have been important in developing the UK's heritage and cultural tourism product.
- Critically reflect on the UK's heritage and tourism funding figures and comment on any budgetary changes in provision / designation in recent years.
- Review any changes in the UK's heritage and cultural based policy / strategy / initiative.....
- Review any changes in the UK's Key heritage and cultural tourism stakeholders and their responsibilities - [Organisations = public, private, voluntary).
- Consider and relate any UK based industry issues and impacts (Social, Economic, Environmental - Past / Present / Future).
- Compare and contrast the U.K's position to other international case examples, to therefore reflect on the UK's distinctiveness.

Strength of Visitor Figures - - Overseas Visits.

- **Highest August ever for overseas visits to UK (2016) .**
- New figures released today show that it was a record-breaking August for inbound tourism to the UK with 3.8 million visits, up 2% on the same month last year.
- Overseas visitors to the UK spent £2.6 billion in August, 4% up on the same month last year (2015).
- August saw strong growth from North America, which includes the US – the UK's most valuable visitor market – with 510,000 visits, up 13% compared to the same month last year.
- The Office for National Statistics figures also show a record-breaking first eight months of the year for visits from EU countries, the UK's largest visit-generating region, with 16.8 million visits, 3% up on last year.
- Today's figures bring inbound visits from January to August this year to 25 million, up 3% on the same period last year and a record year-to-date. Spending by visitors during this period was £14.6 billion.

Tourism Minister Tracey Crouch said:

- *"2016 has been an incredible year for British tourism and underlined our status as one of the top visitor destinations in the world."*
- *"We continue to attract a record number of tourists from across the globe, which is not only great news for the sector, but the whole economy."*
- *"We are absolutely committed to supporting the industry, and our Tourism Action Plan and £40 million Discover England Fund will help it grow further and spread the economic benefits across the country."*

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- **VisitBritain/VisitEngland Chief Executive Sally Balcombe said:**
 - *"These back-to-back record-breaking figures not only underpin a longer-term pattern of growth for inbound tourism, one of our fastest growing export industries, but also demonstrate its growing importance to the UK economy."*

Visitor Figures Demonstrating Growth:

- Last year set a record for inbound tourism to Britain on visits and spend with 36.1 million visits, 5% up on 2014, and spending up 1% to £22.1 billion.
- 36.1 million visits of overseas residents - 51% higher than 2014 - - - earnings relate to £22.1 billion.
- Estimated tourism GVA is 362.4 billion for 2015. [This is a 3.3% rise on 2014 figures - - £60.4 billion].
- **2016:**
- In June 2016, (over a 6 mth period), there were 17.3 million international visits to the UK.
- Visits from Europe and N America were up on the 1st 6 months of the year compared to same period 2015.
- *In 2015, 73% of international visits to the UK were made by air.*
- *Inbound tourism is worth more than £26 billion a year to the UK economy.*

- **VisitBritain/Visit England Annual Review 2015/16**



“We have today launched our annual review, announcing that international visitors spent an extra £800 million across the nations and regions of Britain in the last year as a result of our work”.

Future Plans to Secure Tourism (Visit Britain)

- Examples 2016:
- VisitBritain's #OMGB 'Home of Amazing Moments' campaign, part of the UK Government's global GREAT Britain campaign, is launching with new content across major inbound visitor markets including Europe, the US and Australia and growth markets of China, the Gulf countries and India. Latest flight booking data from ForwardKeys shows that bookings from China to the UK are up 24% for October to December, India up 11% and the US up 6%.
- VisitBritain and Expedia launched a multi-million pound three-year partnership to market Britain abroad to France, Germany and the US, Britain's three largest and most valuable inbound visitor markets. Developing products that make it easier for overseas visitors to navigate Britain and experience more of what the nations and regions have to offer is central to the partnership.
- The latest record-breaking numbers follow new figures announced by VisitBritain earlier this month that showed that overseas visitors spent an extra £800 million across the nations and regions of Britain as a result of its work in 2015-16. That meant that every £1 invested in VisitBritain's activities resulted in an overseas visitor spending £23 in Britain.

Future Plans to Secure Tourism .

- In August, UK Prime Minister Theresa May launched a 'Tourism Action Plan' to ensure that Britain remains a top destination for visitors from across the globe.

"In 2015, we saw the greatest number of overseas visits to the UK on record, bringing £22.1 billion into our economy. Domestic overnight spend also hit a record high of £19.6 billion in England"

Theresa May 2016

NB: CAVEAT - - Tourism is NOT being dispersed across the whole of the country!!

CONSIDER ACTION TO BE TAKEN?? - - - Justify your views.....

Action to be taken as part of Tourism Plan

- The Tourism Plan sets out how the Government is to undertake the 'SPREAD' of tourism.

ACTION:

- The Tourism Landscape: Strengthening co-ordination and collaboration.
- Skills: Boosting apprenticeships and attracting more people to careers in tourism.
- Common Sense Regulation: Examining the scope for deregulation – eg; licensing for Accommodation / Transport etc.....
- Transport: Making it easier for visitors to explore by rail, bus and coach.
- A GREAT Welcome: Driving continuous improvements in our visa service - -(EG: Improving availability of UK tourism opportunities at UKVI / Visa Entry Points + GREAT China Welcome Campaign).
- Exit of the European Union: Negotiate best terms / deals for the UK's exit.
- Industrial Strategy: To make the tourism sector more internationally competitive and resilient.
- Events Led Strategies.
- Longterm growth : Deliverable across the UK.
- TourismBased Apprenticeship Schemes.

Action to be taken as part of Tourism Plan

A new £40m Discover England fund.



The aim of the fund is to incentivise England's destination organisations and businesses to join up to build world class tourism experiences and products.

“In 2015/16 (Visit Britain) placed strategic focus on showcasing what makes Britain unique, inspiring visitors to choose to travel and spend here (UK) above anywhere else”.

Uniqueness - - Sense of Place = CULTURE AND HERITAGE IS IMPORTANT !!!!

GREAT Campaign / OMGB Campaign:

- As a key partner of the multi-million pound [GREAT campaign](#) (which sees collaboration with Government, Department for International Trade, FCO, DCMS and the British Council as well as commercial partners). The GREAT image campaign has increased the intention to travel to Britain from international markets. Independent research shows that the tourism element of the GREAT campaign has continued to have a positive impact on perceptions of Britain, particularly in terms of having much to explore outside of the capital.
- As a result of our [GREAT tourism campaign](#) activity, campaigns have generated a potential 1,183,900 additional visits, with an additional visitor spend of £656 million since May 2012. Results also show that the proportion of nights spent in Scotland increased by 30% and by more than three times in Wales as a result of activity.
- Interest to visit outside of London has also reached peak levels since 2012.

- Delivered through our activity with the GREAT campaign, [#OMGB – \(Oh My GREAT Britain\) Home of Amazing Moments](#) launched in January 2016. An evolution of our previous marketing campaigns, it presents a new over-arching proposition in promoting travel here – building the aspiration to explore the whole of Britain, generating bookings and ultimately increase visitor spend.
- In the initial phase, the campaign primarily rolled out in Brazil, China, France, Germany and the USA. It used fresh storytelling to raise awareness of the unique experiences to be had, and promoted Britain's key cities, highlighting them as gateways to Britain's countryside (Culture and Heritage Landscapes).
- Worked with [partners](#) to increase visitors from China, converting the aspiration to visit into bookings by making it easier for travellers to book a holiday to Britain. China's biggest tour operator Tuniu.com ran the #OMGB campaign across its digital channels, highlighting the new direct route from Manchester to Beijing and showcasing the breadth of what visitors can experience across the North of England.



Whilst your assignment will
have a tourism focus - - ensure
to continually relate the content
back to heritage and culture.....

ASSIGNMENT DUE 14/11