



*Bringing inbound tourism to the South-West of  
England – challenges and opportunities*

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CEO

# WHAT IS UKINBOUND?



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# LOBBYING

- Airport Capacity
- Transport
- Air Passenger Duty
- Jobs and Skills
- Visas
- EU Referendum



# EVENTS

- Connecting our members to build itineraries, improve customer service and grow their business
  - Monthly Networking Events
    - Seminars
    - World Travel Market
- And most importantly of all, ....



# ANNUAL CONVENTION



# GROWING INBOUND BUSINESS

- 36M visitors to the UK in 2015
- Spending over £22 billion
- 7<sup>th</sup> Largest Export Earner

# INBOUND VISITORS

- Who comes?
- Where are they going?
- What do they want to do when they get here?

# 2015: top markets

China and Saudi Arabia break into top ten spending markets for the first time

2015 rank (2014)	Country	2015 visits (000s)
1	France	4,171
2 (3)	USA	3,266
3 (2)	Germany	3,249
4	Ireland	2,632
5	Spain	2,197
6	Netherlands	1,897
7	Italy	1,794
8	Poland	1,707
9	Belgium	1,175
10	Australia	1,043

2015 rank (2014)	Country	2015 spend (£m)
1	USA	£3,010
2 (3)	France	£1,493
3 (2)	Germany	£1,378
4	Australia	£1,113
5	Spain	£999
6 (7)	Ireland	£934
7 (6)	Italy	£890
8	Netherlands	£676
9 (11)	China	£586
10 (17)	Saudi Arabia	£556

Spend per visit:

1. Saudi £3,769
2. Kuwait £2,898
3. China £2,174
- ...
68. Poland £257
69. Hungary £208
70. Lithuania £202

Source: International Passenger Survey



# FASCINATING FACT #1

- **Two-thirds** of all visitors come from EU



# WHERE ARE THEY GOING?



1. LONDON
2. EDINBURGH
3. MANCHESTER
4. BIRMINGHAM
5. GLASGOW
6. LIVERPOOL
7. OXFORD
8. BRISTOL
9. BRIGHTON
10. CAMBRIDGE

## FASCINATING FACT #2

**50% of all visitors to the UK *only* go to London**



# WHAT DO THEY WANT TO DO WHEN THEY GET HERE?

1. Shopping (71%)
2. Pub
3. Parks/Gardens
4. Castle or Historic Site
5. Museum/Gallery
6. Church/Religious Site
7. Countryside/Villages
8. Hike/ramble
9. Bars/Nightclubs
10. Coast/beaches

## FASCINATING FACT #3 (#4 & #5 )

**Last year** more people visited the V&A, the Natural History Museum and the Science Museum, combined, than visited **Venice**

Nearly **twice** as many people visit Plymouth as visit **Versailles**.

**Twice** as many people visited Torquay as visited **St Lucia**



# WHAT INSPIRES THEM?

























BUT THEY MIGHT ALSO WANT TO  
EXPERIENCE...









# WHERE ARE THE OPPORTUNITIES FOR THE SOUTH-WEST OF ENGLAND?









# DEVON

















OR IT COULD BE....

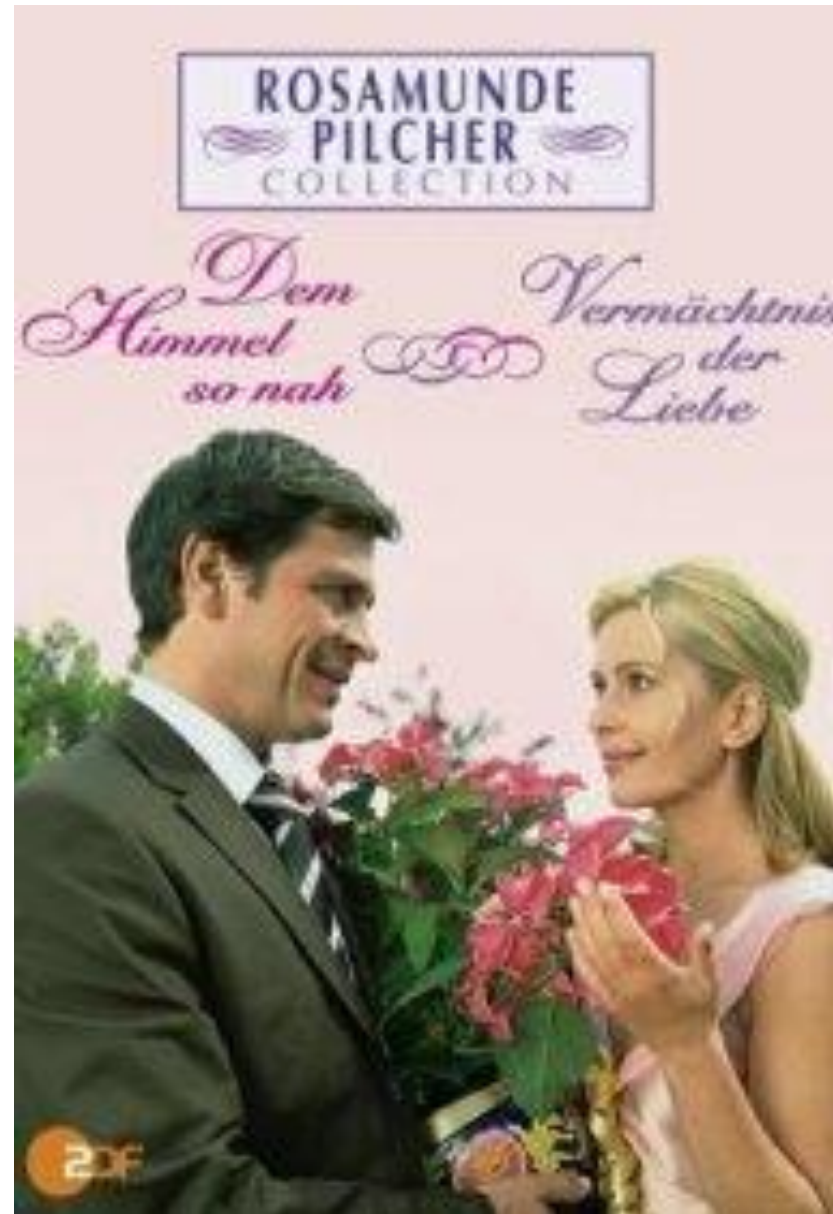












BUT HOPEFULLY NOT....





# SO WHAT CAN YOU DO TO MAXIMISE YOUR POTENTIAL?















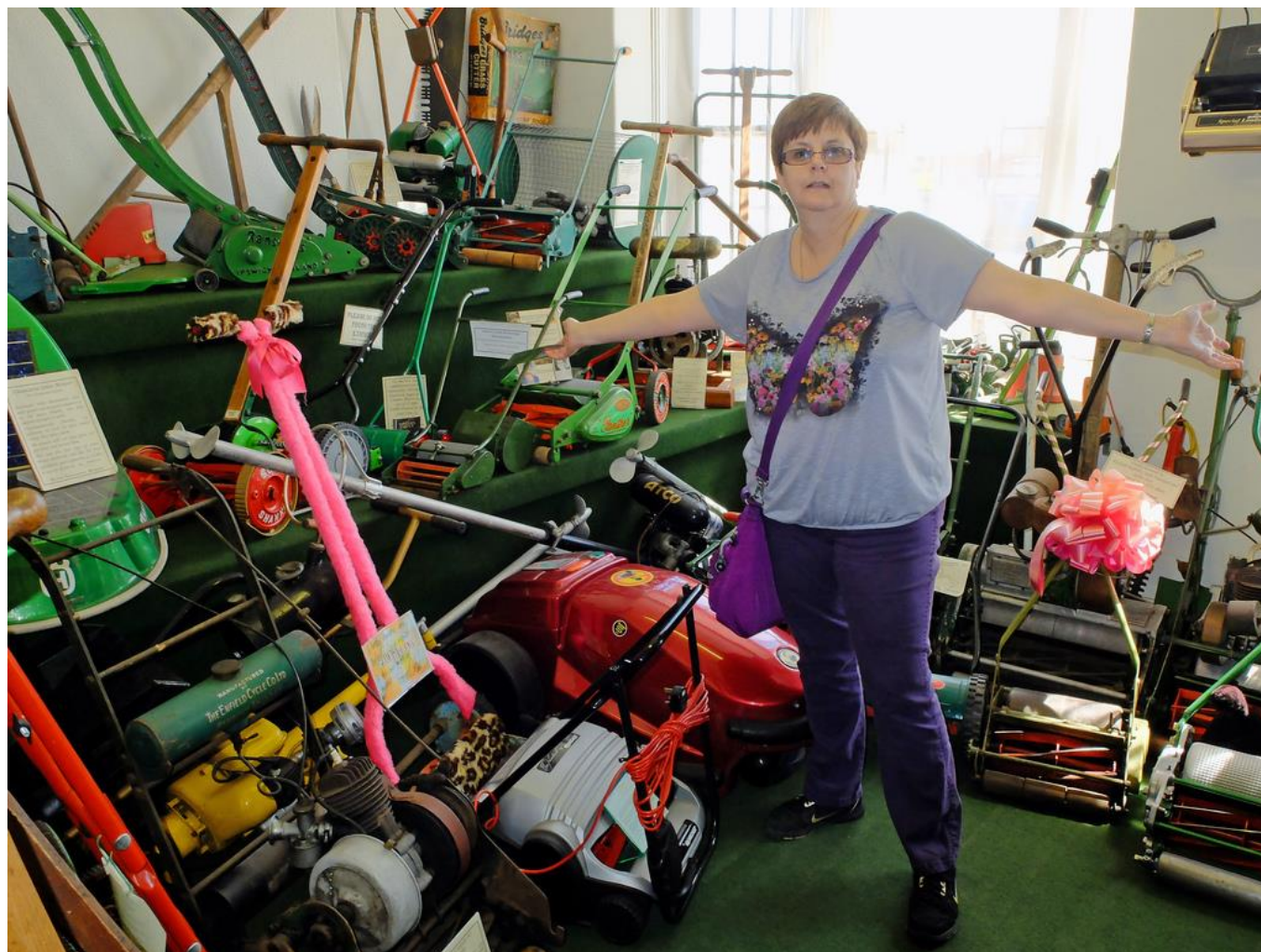














# WORK WITH THE TRAVEL TRADE



BUT WHATEVER YOU DO....







