

# Knowing your customers – opportunities for growth on coast

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# Introduction

# Background and introduction

Coastal Communities Fund project

Set up to understand the nature of coastal tourism and identify opportunities for growth.

- ✓ Improving the visitor experience
- ✓ Supporting industry
- ✓ Bridging gaps in coastal tourism research
- ✓ Sharing lessons learnt and best practice

Working with industry, academia and the public sector

Job creation

Economic Growth

Best practice

Resource Hub

# Coastal tourism

A growing industry with untapped potential



- £8bn domestic overnight and day trip spend
  - 15% of all international visitors go to coast (c.1.8 million)
  - 210,000 jobs valued at £3.6bn (1% growth)
  - Very high rate of SMEs (less than 3% corporate representation)
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- Pace of change is slow on coast
  - Growing industry but not as fast as visitor economy nationally
  - Perception issue



# 2016 Coastal Tourism

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Summary report of opportunities  
and challenges to growth

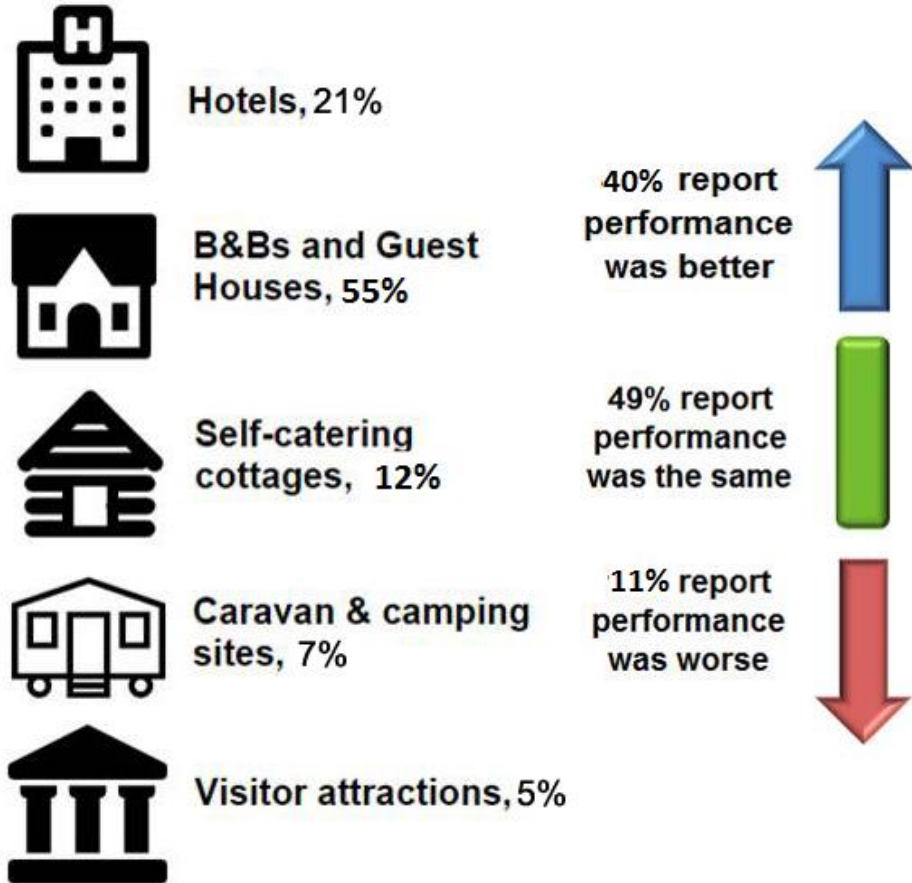
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# Coastal Business Monitor

Real time snapshot of performance on the coast

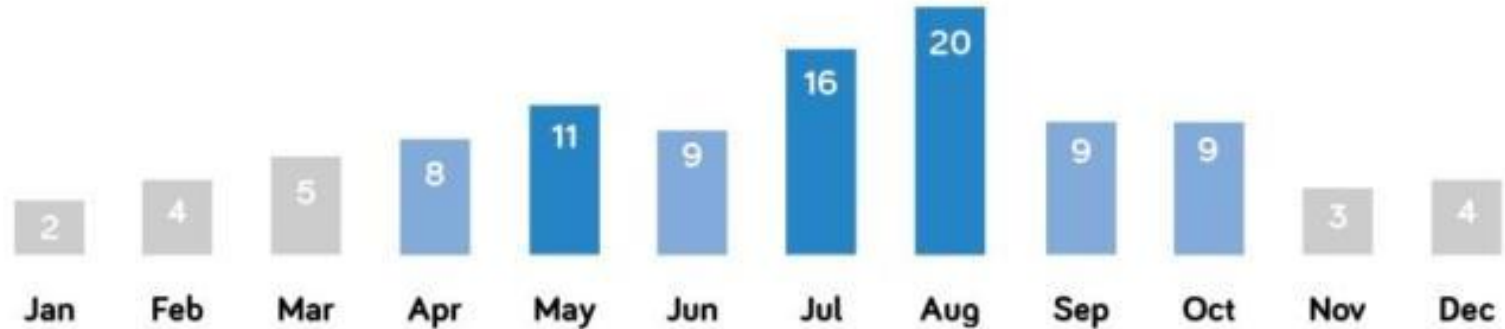


- June to end of August 2016
  - 409 tourism businesses
- 
- 89% business same or better
  - + Weather biggest impact
  - - Fewer visitors in the area
  - 91% say next 3 months look same or better than last year
  - 30% said visitor profile is changing =
    - more demanding and higher expectations

# Opportunities for Growth

# Reducing seasonality

Little change since 2008



- Health and Wellness
- Business Events
- Under 35s:
  - pre-family
  - Young families
- Empty nesters (over 55s)
- Active Experiences

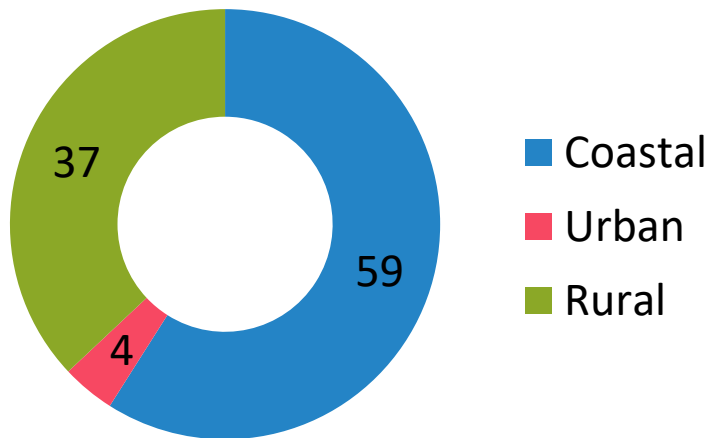
- Challenging perceptions
- Open for business year round
- Encouraging more local and regional visitors in winter



# Wellness Tourism

1 in 5 have taken a wellness holiday in last 12 months

## Preferred Setting



Yet only 8% currently visiting coast for a wellness break



# Wellness Tourism

Six pillars of wellness



**CULTURAL**



**PHYSICALLY  
ACTIVE**



**ACTIVE  
OUTDOORS**



**SPIRITUAL**



**LEARNING &  
DEVELOPMENT**

**SPA**

**SPA &  
BEAUTY**

# Business events

The coast is 'a place to do business'



- Business travellers spend 72% more than leisure
- Not just for the few destinations with large events facilities
- 'Secondary' events focused on smaller and regional strengths
- Need to convince buyers the coast is 'a place to do business'

# Under 35s

Unaware of coast's offer

Quick wins:

- Beach holidays
- Romantic holidays
- Family holidays
- Ultra-short breaks (one night)

Long term:

- Wellness
- Activity
- Unique experience

## Nostalgia

Recollection of  
time shared  
with parents  
when younger

## An Escape

Fresh air,  
change of scene  
reflection and  
relaxation

## Fun

Doing traditional  
things, beach  
experience,  
bonding

## Shared culture & heritage

A very British  
experience

# Empty Nesters

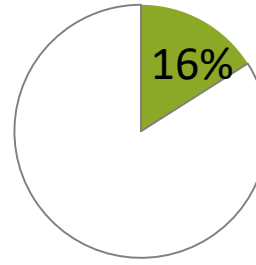
Key opportunity for shoulder season



- 1 in 2 over 55s
- Fastest growing - by 2024, over 55s will make up a third of UK population (22.6m)
- Majority appeal – taking it easy, local experiences, gentle walking and historic properties
- Six sub-segments interested in visiting coast off-peak



# Coastal Enthusiasts



## Key Characteristics

- Active
- Social
- Looking for new places to see
- Advocates of the UK Coast



## How to attract:

***Promote plenty of opportunities to explore history and culture, and opportunities to socialise and meet new people***

## Off Peak Coastal Tourism: Potential for growth in the Empty Nesters Market

Perceptions, attitudes and booking patterns of  
the 55-75 visitor market to England's coast



visit [coastaltourismacademy.co.uk](http://coastaltourismacademy.co.uk)

# Off peak Coastal Tourism Potential for growth in the Empty Nester Market

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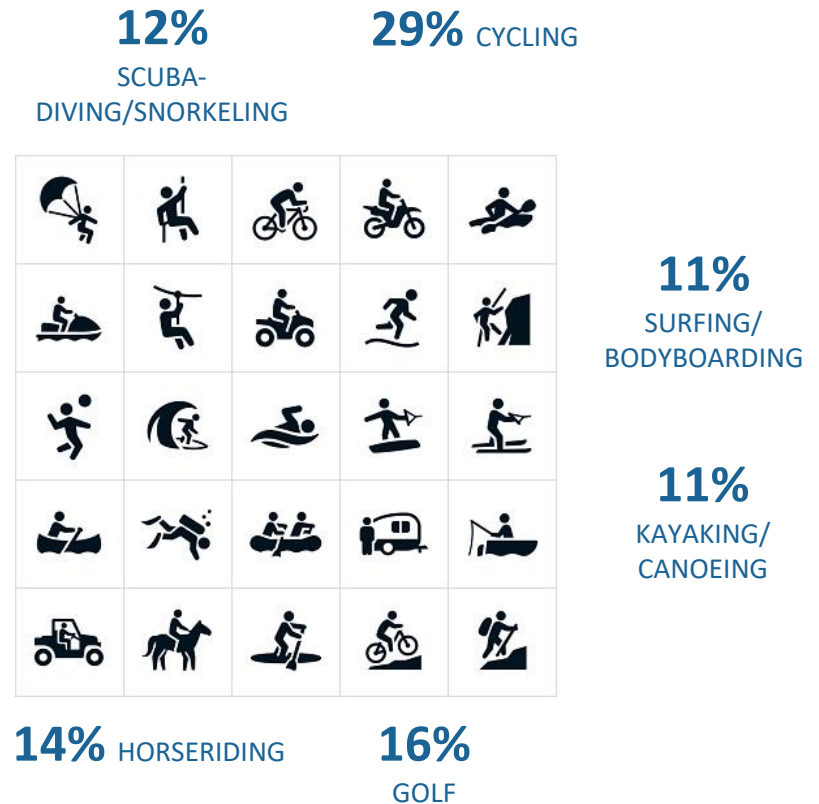
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# Activity Holidays

Wider appeal but confused identity

Definition “participation in one or more activities such as hiking, cycling, golf, watersports...”



SOURCE: NCTA ACTIVITY HOLIDAYS RESEARCH SEPTEMBER 2016

# Activity Holidays

Wider appeal but confused identity

- 16% enthusiasts
- Broad mix of activities – especially among younger audiences
- Average 2.3 activity experiences per holiday
- Awareness and bookability challenge
  - 45% booked activity element after main trip
  - Google and accommodation provider key sources





# Challenges



# Awareness and perception

Mainly international and under 35s – but 42% other places they'd rather go



# Challenges

Understanding barriers to unlock potential

- Staffing:
  - Recruitment, engagement and retention
  - UKCES project
- High number of SMEs
  - Unique local experience
- Funding
  - New ways of working

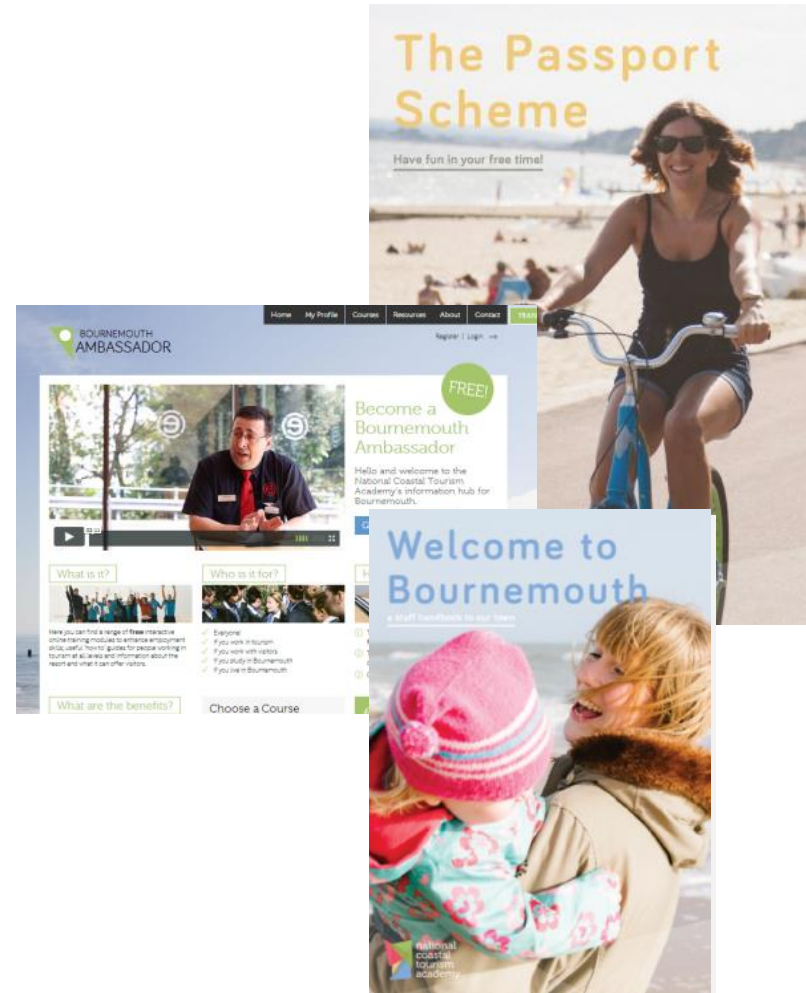


# Improving the Visitor Experience

Increased spend, length of stay, likelihood to recommend and repeat visit

Over 20 individual projects including:

- Ambassador
- Welcome handbook
- Resort induction
- Staff passport



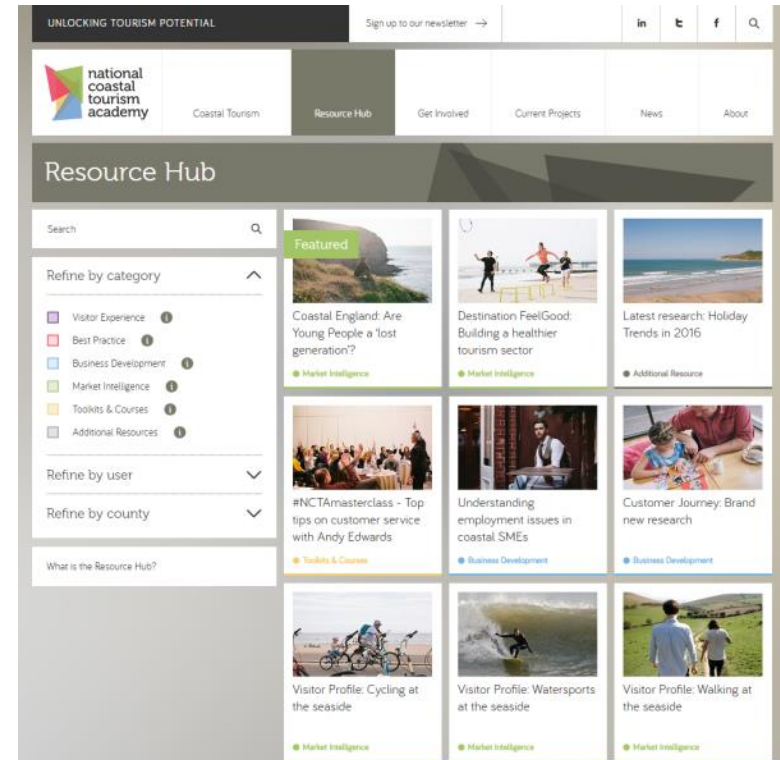
# Resource hub

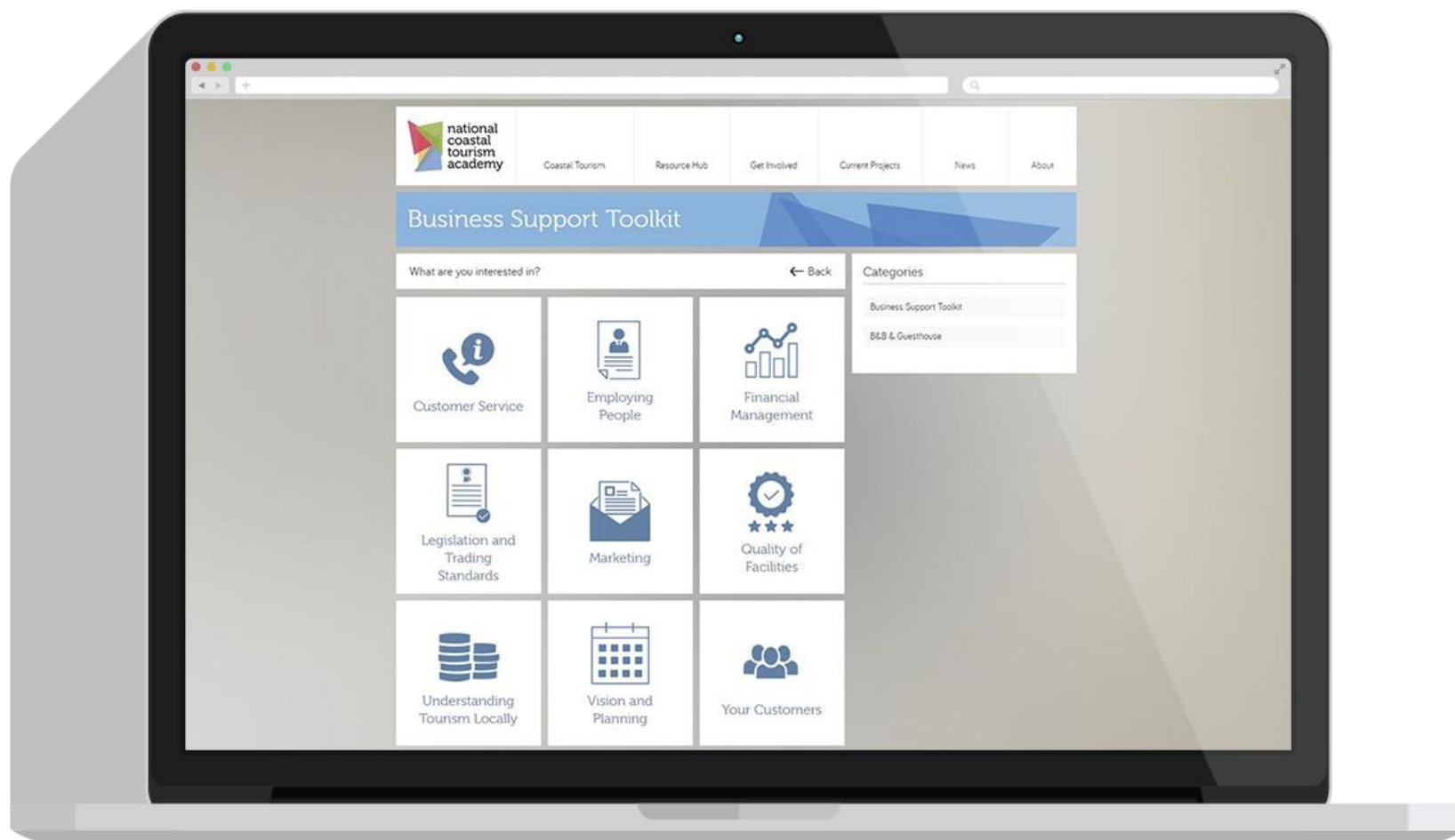
Online resource for industry

## Sharing:

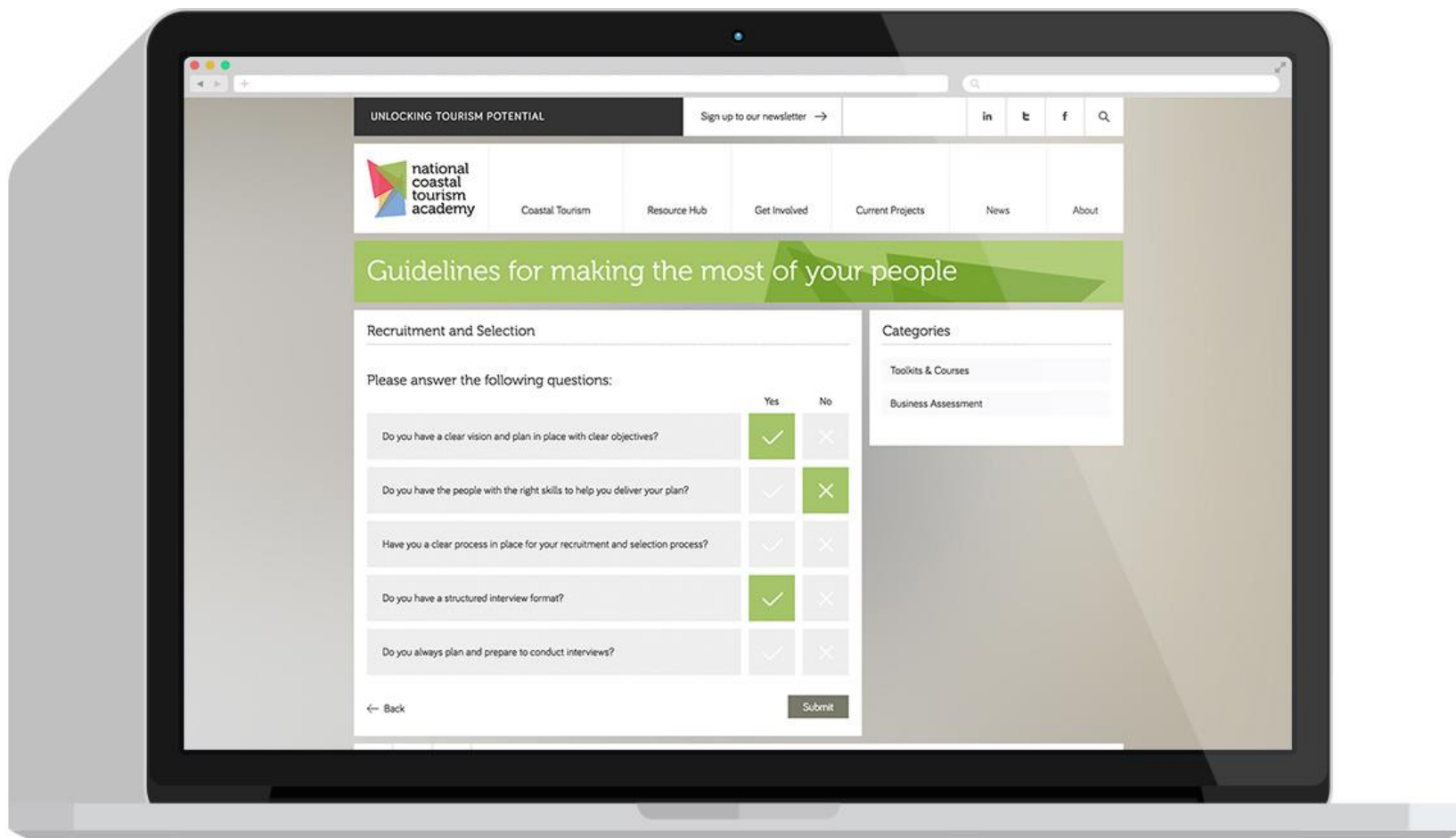
- Best practice
- Market intelligence
- Product development guides
- Toolkits
- Courses
- Case studies and lessons learnt

Predominantly NCTA resources but also links to .gov business support, VisitEngland and other resources









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## Guidelines for making the most of your people

### Recruitment and Selection

Please answer the following questions:

	Yes	No
Do you have a clear vision and plan in place with clear objectives?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you have the people with the right skills to help you deliver your plan?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Have you a clear process in place for your recruitment and selection process?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a structured interview format?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Do you always plan and prepare to conduct interviews?	<input type="checkbox"/>	<input type="checkbox"/>

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### Categories

- Toolkits & Courses
- Business Assessment

# Raising awareness of coastal issues

# National focus for the coast

Engaging with Industry, Government and Destinations

Raising awareness of the coast

Leading on development of vision for Coastal Tourism

Supported by:

- DCMS Select Committee Inquiry in to Tourism
- Tourism Minister
- Coastal Communities Minister
- Tourism Industry Council



# National Coastal Tourism Academy



## Key messages:

- Understand coastal tourism and identified opportunities for growth
- Supporting industry

## Please get involved...

- Vast collection of resources available to support you via Resource Hub
- Collaborative working and partnership

Job creation

Economic Growth

Best practice

Resource Hub

UNLOCKING TOURISM POTENTIAL

