

Culture and the visitor economy – ten thoughts

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1. You might need to rethink everything.

2. Import the best talent, and
be sure to grow your own

3. Festivalise your public spaces

4. It's **always** about the city-region

5. You'll need to invest if you want a return

6. Make sure you get the whole of your night-time economy right

7. Iconic locations are a major draw card

8. Never underestimate an
asteroid

9. It's a journey, not an event,
and it goes on forever.

10. Always remember – it's as much about the joy as it about the economics!

Finally...

“Pick up your litter.
Share your stories.
Dance in the street.
Take back the night.”

- Dimitri Hegemann