



VisitEngland™

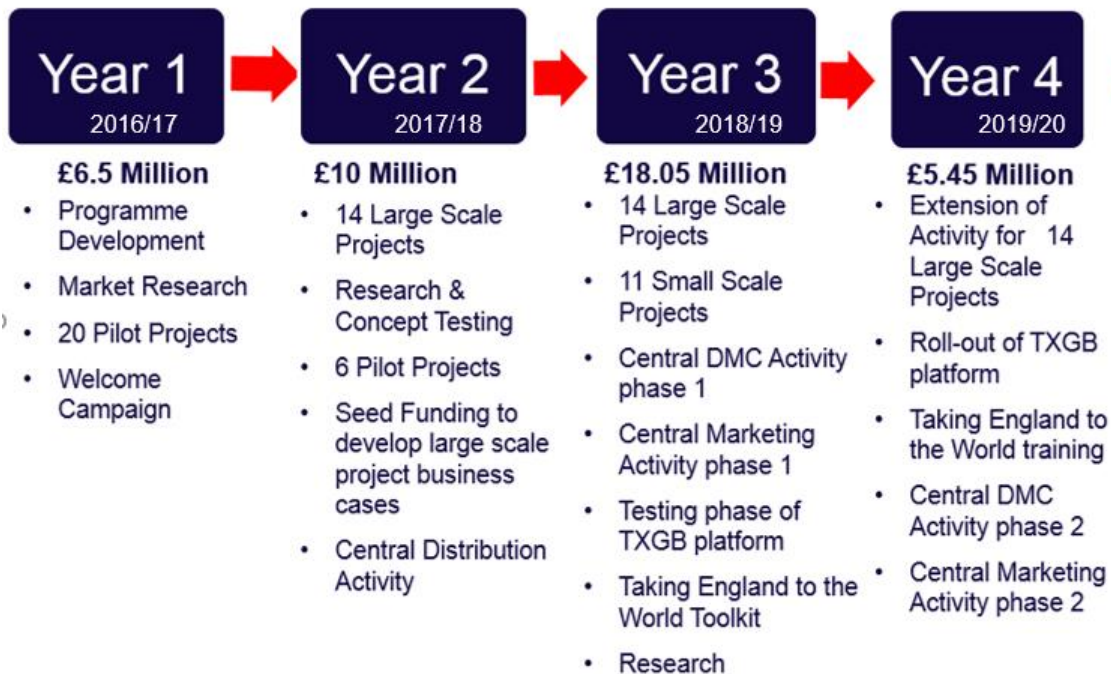
Andrew Stokes England Director



The Discover England Fund



The Timeline



“Amongst the wide range of product development programmes, England and the UK stand out with the Discover England Fund, which targets product development in regional and rural England to drive dispersal, including an emphasis on off-season travel.”

New Zealand Government, Best Practice Report



Smeatons Tower, Plymouth

Business Education

Helping businesses become
“international ready”

• • •

Digital & hard copy guide launched
October 2018. Thousands of copies
downloaded & distributed

Nationwide training programme now
being rolled out

Free of charge, expert resources

Over 60% of businesses changing
their approach after attending a
session



VisitEngland

Discover England

Taking England to the World -
an inbound tourism toolkit

VisitEngland

Share

25 September 2019

Taking England to the World Brockenhurst 15 September 2019

Dear partner

Thank you so much for joining us at the Taking England to the World training this week. We hope you found the session informative, and that they have set you on the path to international growth.

We'd love to get your feedback on the workshop, so please take a minute to [complete our survey](#). We really value your input and will use this to develop our training programme further.

We also wanted to share a few links with you for further information on some of the topics we discussed on the day:

- Download inbound tourism toolkit modules
- Visit our business advice hub
- Register on our supplier directory



Tourism Exchange GB

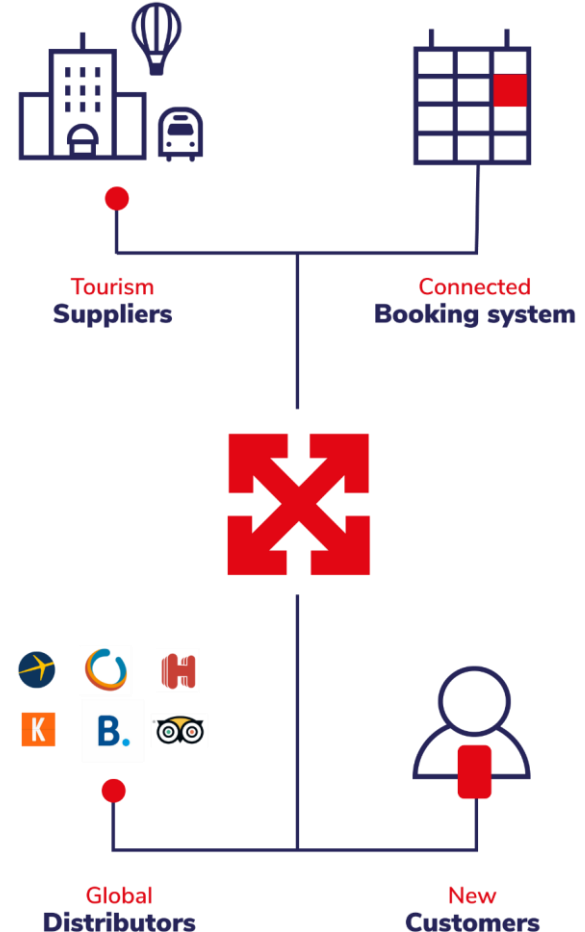
What does TXGB mean for you?

Access to new **distribution channels** including big players AND niche distributors

Free to join – pay commission for chosen Distributors + 2.5% (plus VAT) booking fee

24/7 support to get you connected and assist with queries

Claim your business @txgb.co.uk



Research & Insights



COAST PATH AND
TARKA TRAIL TO
BRAUNTON 9 MILES



Inbound and Domestic Research

- 43% of inbound and domestic audiences look for activity linked to 'visiting places linked to family history'
- 51% of US respondents stated that family history is a consideration when planning their trip
- Worth noting interest skews towards younger age groups (18-34) as well as young families



43%
Consideration
of activity

Tier 3
Consideration
tier (activity)

Rank 23
Activity cluster
ranking







MARKET LEVEL CONSIDERATION

TOP 2 BOX CONSIDERATION OF ACTIVITY INDEXED VS. TOTAL & RANKED

Market	DEFINITELY / VERY LIKELY & INDEX	Rank
AUS	52% 121	13
UK	51% 120	13
USA	51% 119	18
CH	50% 117	29
NO	38% 89	20
SP	37% 87	28
IT	37% 86	27
DE	36% 84	21
NL	33% 76	21
FR	28% 65	31

MARKET LEVEL DEMOGRAPHIC SKEWS

CALLING OUT OF BIGGEST SKEWS IN LEVEL OF CONSIDERATION OF ACTIVITY BY AGE, GENDER SOCIAL GRADE AND LIFESTAGE

			
N/A	Female skew (index 111)	N/A	Mature / empty nest (index 121)
Skew to 18-34 (118)	N/A	N/A	18-34s without kids (index 119)
Skew to 18-34 (113)	N/A	N/A	Young family (index 125)
Skew to 55+ (112)	N/A	N/A	55 Plus without kids (index 132)
Skew to 18-34 (134)	Female skew (index 112)	C2DE skew (index 119)	18-34s without kids (index 151)
Skew to 18-34 (115)	N/A	C2DE skew (index 121)	Young family (index 116)
Skew to 18-34 (111)	N/A	N/A	Young family (index 132)
Skew to 18-34 (143)	N/A	C2DE skew (index 125)	Young family (index 158)
Skew to 18-34 (118)	Male skew (index 110)	C2DE skew (index 111)	Young family (index 161)
Skew to 18-34 (131)	N/A	C2DE skew (index 112)	Mid family (index 131)

CROSS-OVER WITH OTHER ACTIVITIES

CONSIDERATION OF OTHER ACTIVITIES AMONG CONSIDERING ACTIVITY (TOP 2 BOX)

Activity	DEFINITELY / VERY LIKELY
Visiting a castle / palace / historic house	90%
Seeing world famous or iconic places	88%
Visiting a historic monument	85%
Trying local food & drink specialities	81%
Visiting a park/garden	79%
Exploring villages / rural areas	78%
Visiting a National Park	77%
Visiting a museum	76%
Short (< 2hrs) country or coastal walk	75%
Shopping for locally made products/craft	74%

Not just single location

Respondents said they would be interested in other activities:

- 85% interested in visiting historic monuments
- 88% keen to see World famous or iconic places





USA Inbound Statistics – 2018 picture

- The USA is a key inbound market for the UK. Over the past 5 years (2013-2018), visits have grown by 40% and spend has grown by 33%.
- **3.9 million inbound visits** from the USA market. Those visitors spent **£3.4 billion**.
- The US overtook France to become the **UK's number 1** source market for volume as well as maintaining top position by value and nights.
- Holiday visits continue to lead in terms of volume of visits from the US market with 47% of all visits to the UK from the US made for holiday purposes, followed by 25% which were for visiting friends/or relatives in 2018.

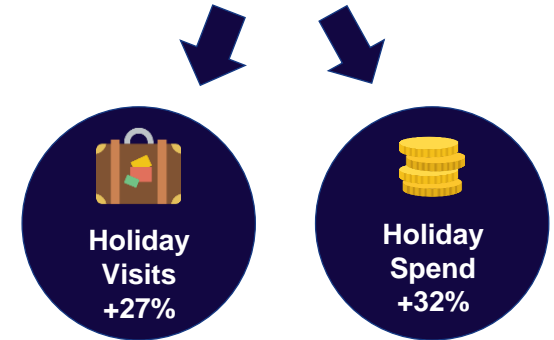




USA Inbound Statistics – January to June 2019

- The first half of 2019 saw the USA continue its number one position for inbound visits and spend to the UK.
- New records were set for both visits and spend; **visits were up 11% to 2 million** visits whilst **spend was up 13% to £1.8 billion**.
- Holiday visits and spend also saw new records for this period; reaching 979,000 visits and £924 million.
- Spend per visit was on par with Jan-Jun 2018 at £929 per visit.

New
holiday records
for Jan-Jun 2019:

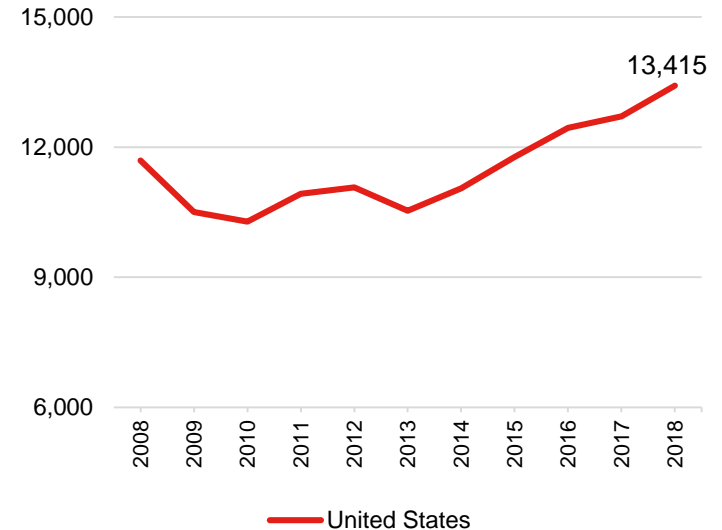




USA Inbound Statistics – January to June 2019

- With 87% of American visitors travelling to the UK by plane, **air connectivity is key.**
- Annual seat capacity from the USA has **increased YOY since 2013**, reaching 13.4 million seats in 2018 – an average weekly seat capacity of around 260,000 seats.
- 36 airports serve direct routes in the USA whilst **13 airports in the UK** receive these direct routes.
- **11% of Americans arrive through the Channel Tunnel** indicating a growing propensity to visit the UK as part of a multi-country trip in Europe.

Annual Seat Capacity: US to the UK (000)



Additional Information



US East vs West Coast Consumer Research
Foresight – issue 161

VisitBritain Research
February 2018



Market and Trade Profile: USA

USA – August 2019



<https://www.visitbritain.org/markets/usa>

Business Support



VisitEngland Business Advice Hub

Free resources to help businesses to succeed and grow

New content:

- Dementia-friendly Tourism guide (hard copies available)
- VisitEngland Awards for Excellence pages (replaces microsite)
- Digital Marketing Toolkit – Update due end November
- Fire Risk Assessment Tool – new template to replace tool due end November

www.visitengland.org/businessadvice



Business Support Guides

Digital Marketing Toolkit

Helping tourism businesses make the most of online channels

Quality Schemes

- Schemes operated by VisitEngland Assessment Services under a successful partnership with AA Media
- February 2019 – Visitor Attraction Accolades **awarded to 76** attraction businesses
- October 2019 – ROSE Awards **presented to 100** accommodation businesses





VisitEngland™

Keep supporting Destination Plymouth

Stay connected:

visitbritain.org/sign-our-news

Thank you

