

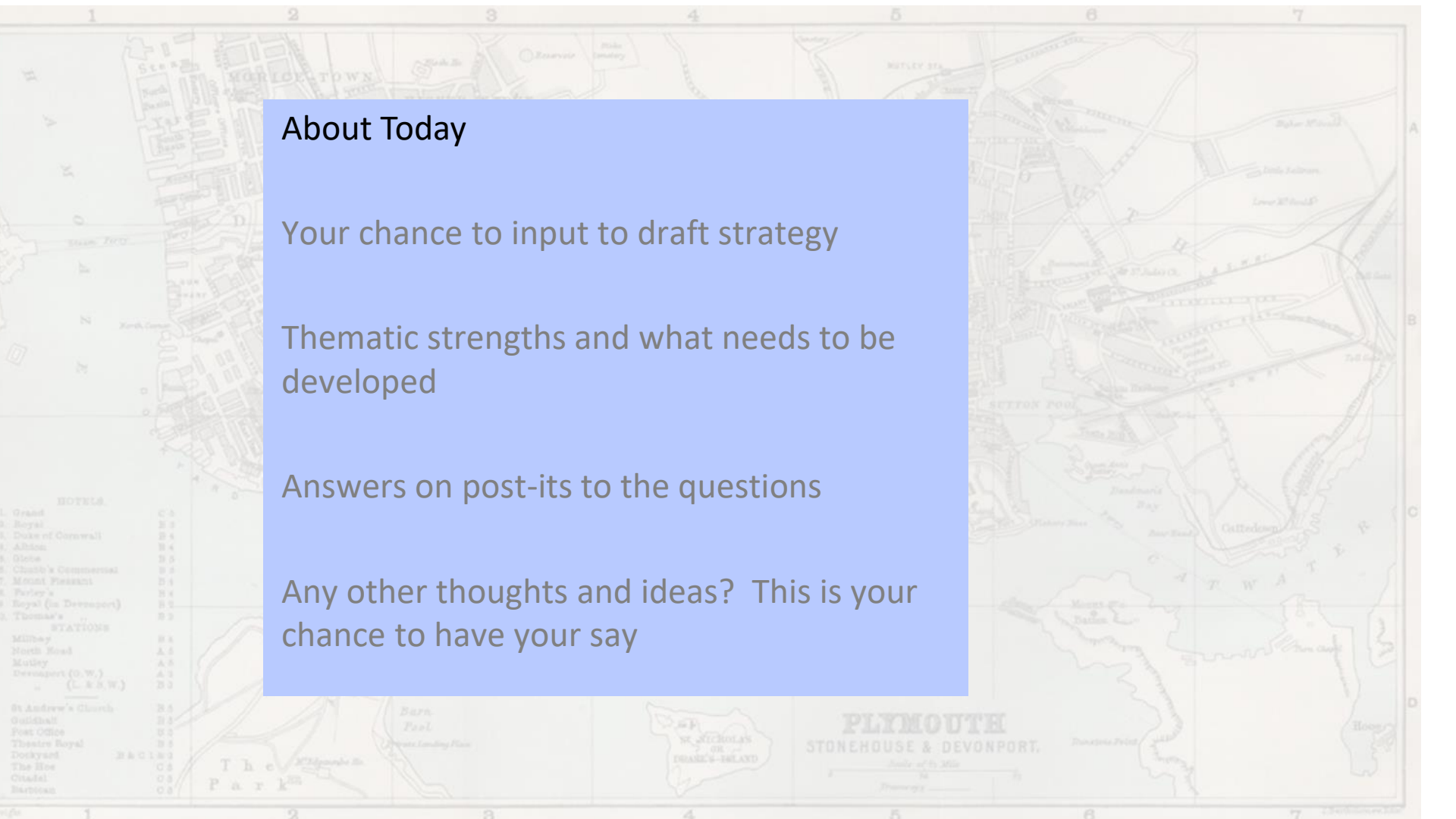
PLYMOUTH VISITOR ECONOMY
STRATEGY
TOURISM CONFERENCE

22 November 2018

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VISITORS PLACES DESTINATIONS

Adam Bates



About Today

Your chance to input to draft strategy

Thematic strengths and what needs to be developed

Answers on post-its to the questions

Any other thoughts and ideas? This is your chance to have your say



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Any other thoughts and ideas

THE VISITOR PLAN AND PLACE
MAKING

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VISITORS PLACES DESTINATIONS



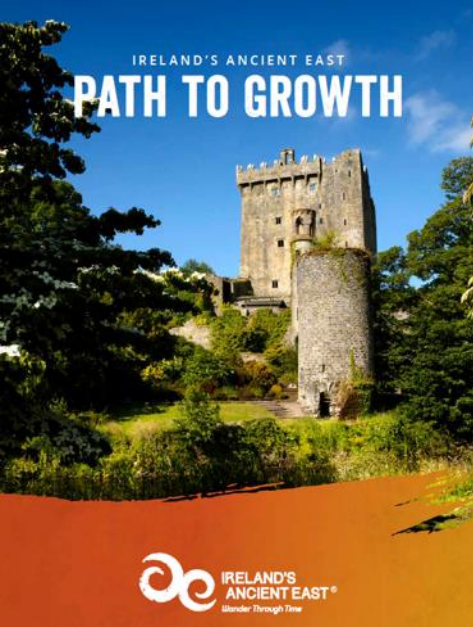
Belfast: Integrated Tourism Strategy

2015 - 2020



Belfast
City Council

IRELAND'S ANCIENT EAST
PATH TO GROWTH



IRELAND'S ANCIENT EAST
A TOOLKIT FOR STORYTELLING INTERPRETATION
 How to help visitors experience your story



Visitor Experience Development Plan
TALES OF TWO WORLDS

IRELAND'S ANCIENT EAST IS ALL ABOUT GREAT STORYTELLING EXPERIENCES

Ireland's Ancient East welcomes visitors from across the world to Ireland and to our story experiences.



Our oldest and most magical experiences change the way people experience our places, our past and our people. It's about moments that touch people and that they will remember forever!

To create these moments we need to connect with the visitor by sharing our stories every second of their time here. To develop great visitor experiences we need to identify our sites and places and use them to bring these stories to life. Which means Ireland's Ancient East storytelling interpretation is the key.

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THE END OF TOURISM AS WE KNOW IT

TOWARDS A NEW BEGINNING OF LOCALHOOD



STRATEGY 2020

THE KING IS DEAD!

**WONDERFUL COPENHAGEN CONCLUDES
THE END OF THE ERA OF TOURISM, AS
WE KNOW IT.**

We pay our respects to the tourists of the past, the mass consumers and the passing days of disconnected tourist segmentation between business and leisure, city and countryside, culture and cycling.

We bid farewell to an era of tourism as an isolated industry bubble of culture and leisure experts.

We leave behind days of equating tourism marketing with glossy picture-perfect advertising.

We recognize the expiration of our role as the destination's promotional superstar, the official Destination Marketing Organization (DMO) with authoritative consumer influence, broadcasting superiority and an exclusive right to promote and shape a destination.



LONG LIVE THE KING!

**AS WE LEAVE BEHIND THE ERA OF TOURISM,
WE EMBARK ON A NEW BEGINNING,
TOWARDS 2020 AND BEYOND.**

We greet a new era in which the travel industry and visitor economy globally claim their rightful seat as one of the fastest growing sectors in the world, with 3.9% growth per annum over the next 10 years.

We welcome the arrival of today's traveller: the temporary local seeking not the perfect still picture to take home, but the emotional connection to an instantly shared experience based on interests, relations and authenticity.

We in Wonderful Copenhagen refocus on our industry as one of societal impact and value, of big business, of growth and influence on almost every other industry.

We embrace our partners among the established industry, the many and mostly tech-driven newcomers, universities and researchers, students, travellers and the local citizens. We dedicate ourselves to promoting cross-industry innovation and insist on having the nerve to disrupt and encourage the disruption of that which needs to change.

As an official Destination Management Organization (DMO), our official destination recommendations are no longer sought after. Rather than promoting to others, we need to promote through others. We articulate a task that we will share with many, in which we will take lead on developing and managing the destination by enabling others to build experiences based on that one thing that sets us apart and yet pulls us together: our shared sense of localhood.

We embark upon an era in which the advocacy of our locals is crucial to delivering the destination experience in demand, an era in which that advocacy, in turn, depends on the value added by our visitors.

With the launch of our 2020 strategy, we set our course towards a future beyond tourism with something much more interesting and personal: a future of hosts and guests and the shared experience of localhood. In a time of change and transition, this strategy sets out an ambitious course, not a definitive solution.

We will seek out solutions in collaboration with our current and new partners, working to attract more business to the Greater Copenhagen metropolitan region and generating more value from the business attracted. We will enable more people to engage in the conversation about Copenhagen and develop the right experiences to tell the right stories. Based on updated insights and feedback, we will continuously challenge our approach, results and our ability to adapt.

We are embarking on this journey with the shared ambition of co-creating sustainable and long-term value for our destination together with our partners and our locals – both the temporary and the permanent ones.

Mikkel Aare-Hansen
CEO, Wonderful Copenhagen

THE WORLD'S BIGGEST SOCIAL MEDIA TEAM



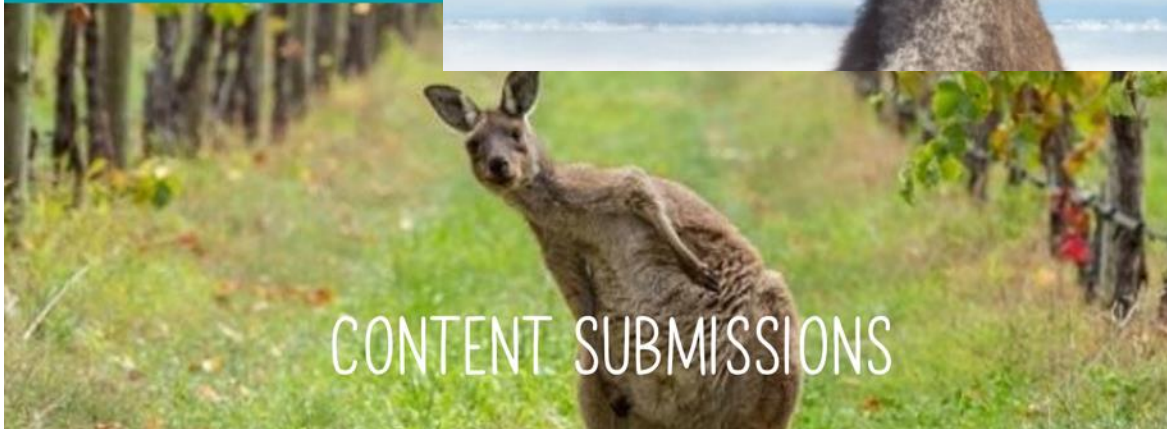
Welcome to the official Australian tourism website.

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[Plan a Business Event](#)



[Places to Go](#) [Things to Do](#)



CONTENT SUBMISSIONS



Australia

Tourism Australia's official account.

Dec 16, 2016 · 3 min read

#RestaurantAustralia: How to get involved



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