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Uniform Difference
Quality & Quirkiness

Who are your visitors?



- How many do you have?
- How many can you support?
- Your target market?
- "Who would visit a town like this?"

The ever-changing marketplace

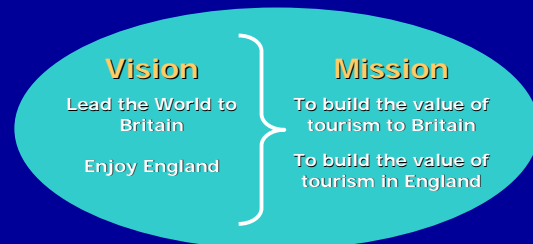


- Kiss Me Quick to Boho Chic?
- Bucket & spade to cool esplanade?
- Week on the pier to weekend with peers?
- Stick of rock to Jurassic coast rocks?
- Surf and turf to wind and kite surf?

Who we are



VisitBritain is funded by the **Department for Culture, Media and Sport** with a grant-in-aid of **£50 million** in 2007/8
This is supplemented by **£24 million** of self-generated income



Partners for England



- A shared sense of purpose
- A local Sense of Place
- A powerful Sense of Destination
- Charter for Destination Management
- "Go to, it's great...!"
- Your place in "Place Making"...

Uniform Difference...



- Uniform national standards are vital marketing – beach quality (Blue Flag), parks (Green Flag), NQAS Quality Rose
- But...
- Emphasise your USPs and PoDs!
 - And the experience on offer: ESP

If you've got it, flaunt it!



- Emphasis your USP and PoD – Point of Difference
- And the experience you offer: your ESP – Emotional Selling Point
- Uniform national standards are vital marketing – beach quality (Blue Flag), parks (Green Flag), accommodation quality (VB assessed-only policy!)

International Marketing



England Lifestyle Campaigns



New approach – Mix of brand and acquisition activity – online fulfilment

Making the most of what you've got



Festivals – Local produce, local heroes, proven markets, out-of-season

- Quirky is good! Cheese-rolling, Mud Flat racing, Santa Run...
- Quirky works best when backed up with 'authenticity'
- They can go anywhere in the world - so give them something like nothing else on Earth!
- Local Identity = Consumer Brand (dig out that civic motto!)

Brief Encounter – or long term affair?



First impressions *count!*



- Almost two thirds of visitors to/within England obtain information about their destination in England from PREVIOUS EXPERIENCE (63%)
- while ADVICE FROM FRIENDS AND RELATIVES (61%)
- and the INTERNET (48%) are also strong influences:

Top 10 sources of information when choosing English holiday destinations



	%
1. Previous Experience	63
2. Advice from friends and relatives	61
3. Internet	48
4. Tourism brochures	24
5. Travel agents	23
6. Articles in newspapers/magazines	14
7. Travel books	13
8. Accommodation guides	10
9. Advertisements in newspapers/magazines	8
10. Television/radio programmes	7

Online Environment



- 14.3m (57%) of UK households had internet access in 2006.
- 80% of connections to the net are now via broadband.
- 71% of people searched for information about travel and accommodation within the last three months with 51% of adults making a purchase.

(Source: Office of National Statistics 2007)

Improving the Visitor Experience



- Visitors claim these activities have HIGH IMPORTANCE...
- ...and they have a relatively HIGH IMPACT on retention

Welcoming & friendly people



Customer Service

Good Quality Accommodation



Unspoilt Countryside



Good restaurants

Fine Dining

Food from different cultures

Local Food Produce

But visitors rate these attributes less than generously...
...how can we improve visitors' experiences for these 'weaknesses'?

So give them what they want...



The WELCOME feeling of feeling WELCOME

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