

**Open Report on behalf of Keith Ireland, Chief Executive**

Report to:	<b>Environment and Economy Scrutiny Committee</b>
Date:	<b>27 November 2018</b>
Subject:	<b>Visitor Economy Action Plan: Promoting Tourism</b>

**Summary:**

The visitor economy action plan identified the need to invest in better promotion of the county to potential tourists. Officers have been working with partners to modernise the [www.visitlincolnshire.com](http://www.visitlincolnshire.com) website and to prepare good quality material in order to market the natural coast in Lincolnshire. [www.visitlincolnshire.com](http://www.visitlincolnshire.com) has now been re-launched and promotional material for the natural coast is close to publication.

**Actions Required:**

1. Consider and comment on the progress that has been made against the priorities in the visitor economy action plan (Appendix A).
2. Review the publicity materials for promoting the natural coast as part of a presentation made to the committee at the meeting.

## **1. Background**

The Tourism Officers' Group, representing all the district councils and the county council, continues to meet to deliver the visitor economy strategy and to feed into the Greater Lincolnshire LEP's Visitor Economy Forum. All have contributed to the revamped [www.visitlincolnshire.com](http://www.visitlincolnshire.com) which is being hosted by Visit Lincoln.

Its design is entirely driven by the recently commissioned research whose overarching message was that potential visitors just don't know about Lincolnshire. It aims to be inspirational and to act as a gateway, passing interested visitors onto more detailed websites for further information. As indicated by the research, messages are simple and use the uncomplicated geographical areas of Coast, Countryside and City; there is the addition of Inspiration which covers themes such as walking, cycling and aviation heritage.

The new website is using the latest technology and it is very quick, visual and mobile friendly. It launched in early October 2018 and early feedback is good. One

district council has stated that traffic to their own tourism website is up 20% since the re-launch of [www.visitlincolnshire.com](http://www.visitlincolnshire.com)

The latest visitor figures for 2017 were published in August and we are doing further work drilling down into the detail. There are indications that 2018 maybe less positive. Very good weather is not always good for business and visitors remain very cautious in the current climate.

The Tourism Officers' Group is organising a Visitor Economy Conference on the 27th March 2019 at Doddington Hall. The over-arching theme is the importance of heritage to the visitor economy and Jonathan Foyle is to be the keynote speaker. We will also report on the results of the county-wide study commissioned by LCC's Places and Historic Environment Team into the economic value of investment in the heritage sector. We don't believe that such a comprehensive study has ever been conducted in this country and we are keen to promote it widely.

Work has progressed on the Hotel Study and Team Lincolnshire has attended the Annual Hotel Accommodation Exhibition which has proved very effective. We have now facilitated a number of positive visits by developers and agents, each is tailored to their particular interests as informed by the Hotel Study.

Through Visit England's Discover England Fund, Lincolnshire is a partner in a number of these projects: Cycling (with Visit Yorkshire); Mayflower 400 and US Connections (with an extensive consortium led by Plymouth); The Explorer's Road (based on the A1 and led by Newcastle), Heritage Cities and Faith Tourism (led by the National Churches Trust).

The Tourism Manager attended World Travel Market in early November and helped to staff the Mayflower 400 stand and was pleased with the interest and contacts made.

There has been much recent investment on Lincolnshire's Natural Coast including Gibraltar Point, North Sea Observatory and Lincolnshire's Coastal Country Park, however promotion has not necessarily followed apace. The Portfolio Holder for Economy and Place has asked the Tourism Manager to look at this area and she will make a presentation to committee members showing the progress made.

## **2. Conclusion**

In conclusion, work on the visitor economy action plan continues to progress. The re-launch of [www.visitlincolnshire.com](http://www.visitlincolnshire.com) and the production of marketing materials for the natural coast are both useful outcomes.

### 3. Consultation

**a) Have Risks and Impact Analysis been carried out?**

No

**b) Risks and Impact Analysis**

N/A

### 4. Appendices

These are listed below and attached at the back of the report	
Appendix A	Visitor Economy Action Plan – Recommendations

### 5. Background Papers

No background papers within Section 100D of the Local Government Act 1972 were used in the preparation of this report.

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