

Hampshire County Council's Tourism Policy

Hazel Simmonds – Interim Assistant Director,
(Economic Development)

Kirstin Monk – Tourism Officer

Economy, Transport and Environment Dept.



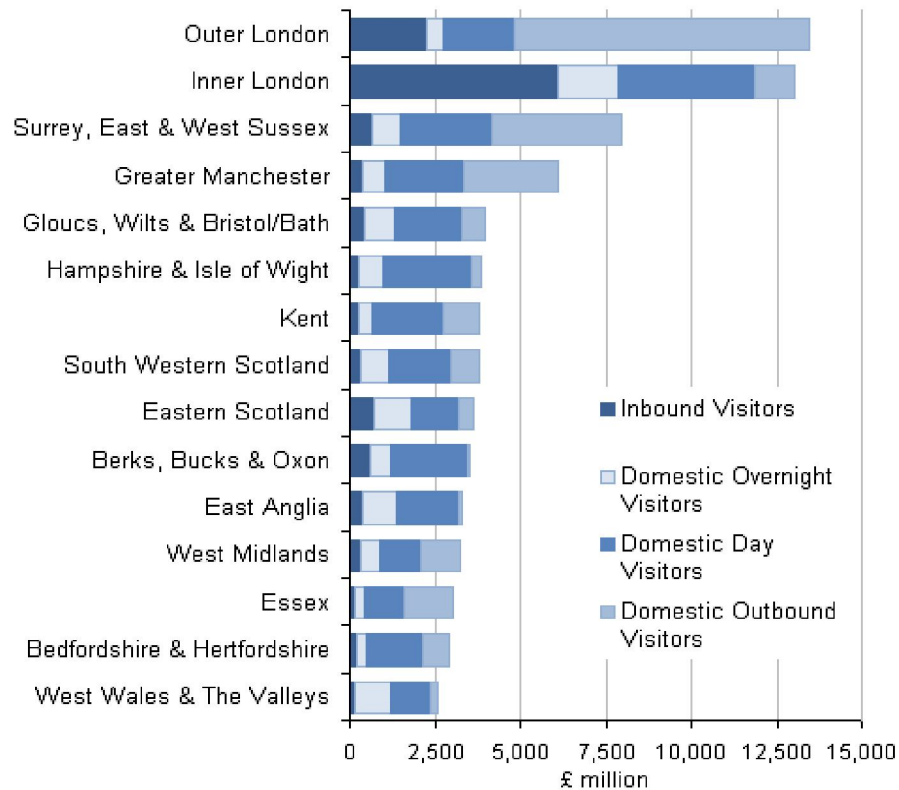
Hampshire
County Council

Why do we support tourism?

- It's worth £2.76bn to the county's economy
- It employs 60,000 people equalling 9.2% of all jobs
- It helps improve quality of life for local people by supporting local services and facilities they otherwise would not have
- Market failure prevents the private sector doing it alone

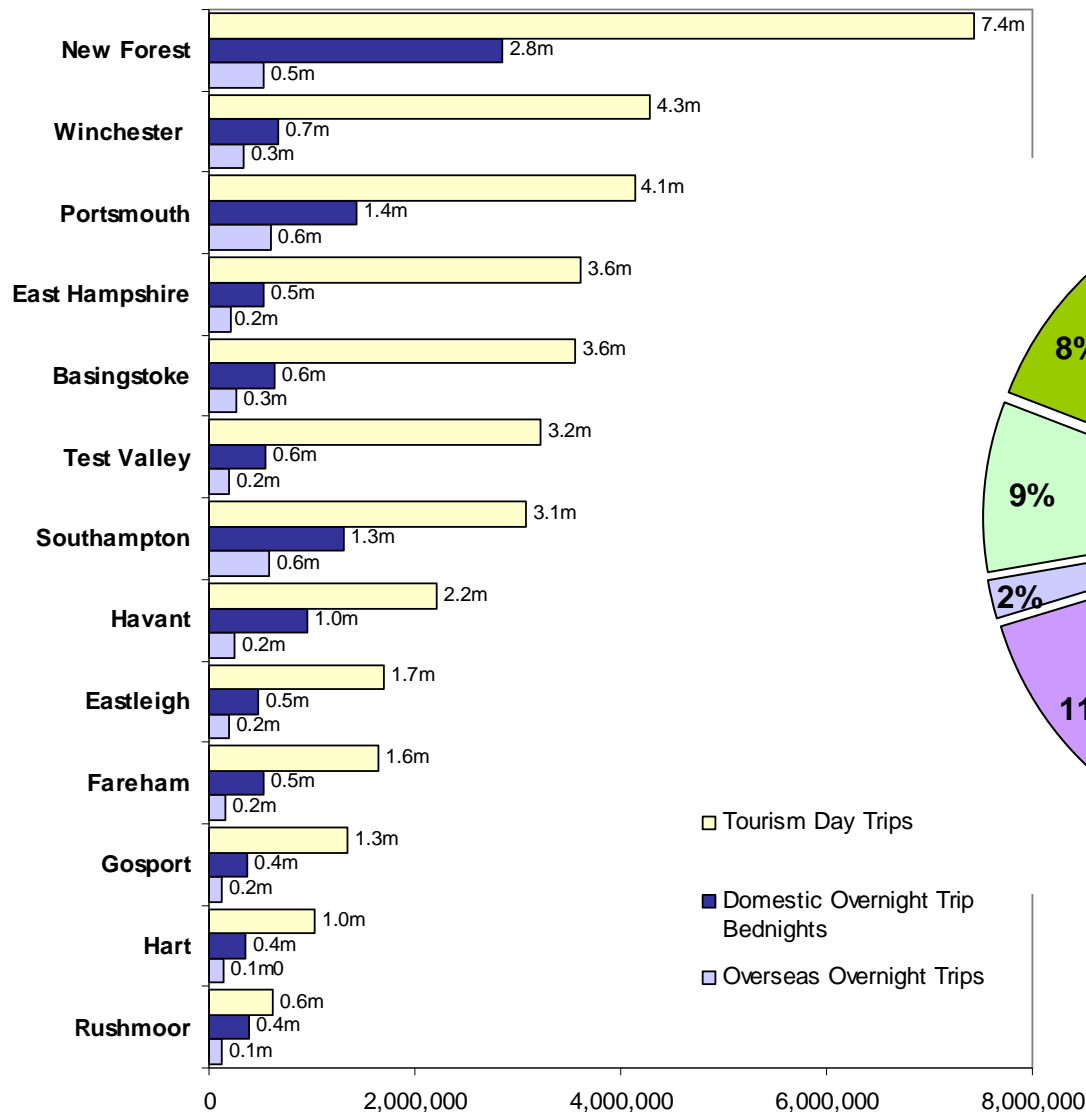


Hampshire & IoW are important to the national tourism economy

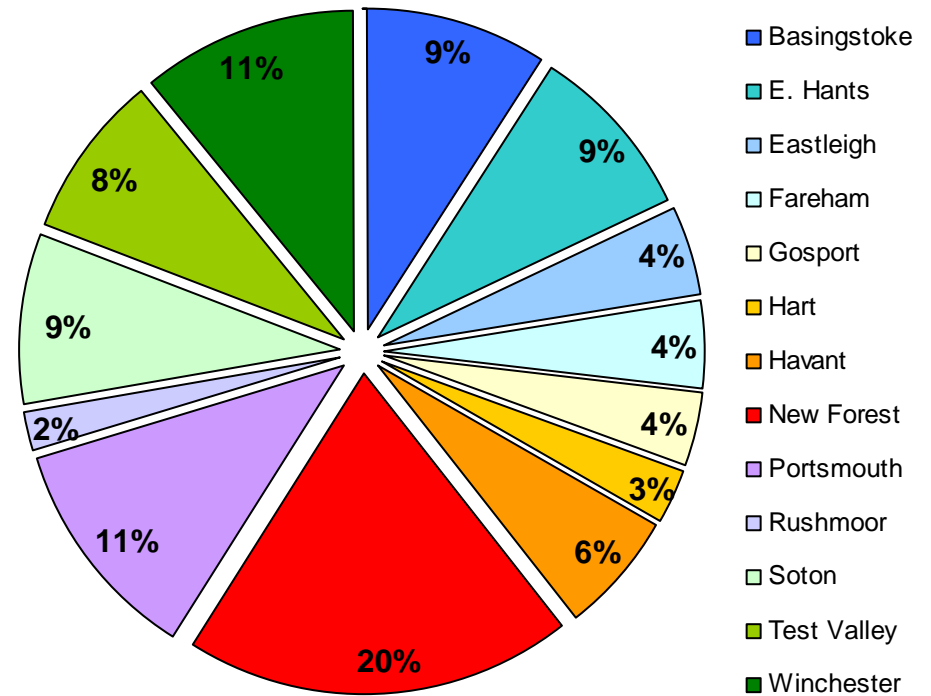


- Hants is the 6th most visited county nationally
- Hants day visitor market is worth £1.28bn and 4th largest nationally

Number of Overnight & Day Trips 2010



District % of 2010 Total Trips



- Hampshire saw 41.2 million Trips in 2010
- One in five occurred in the New Forest



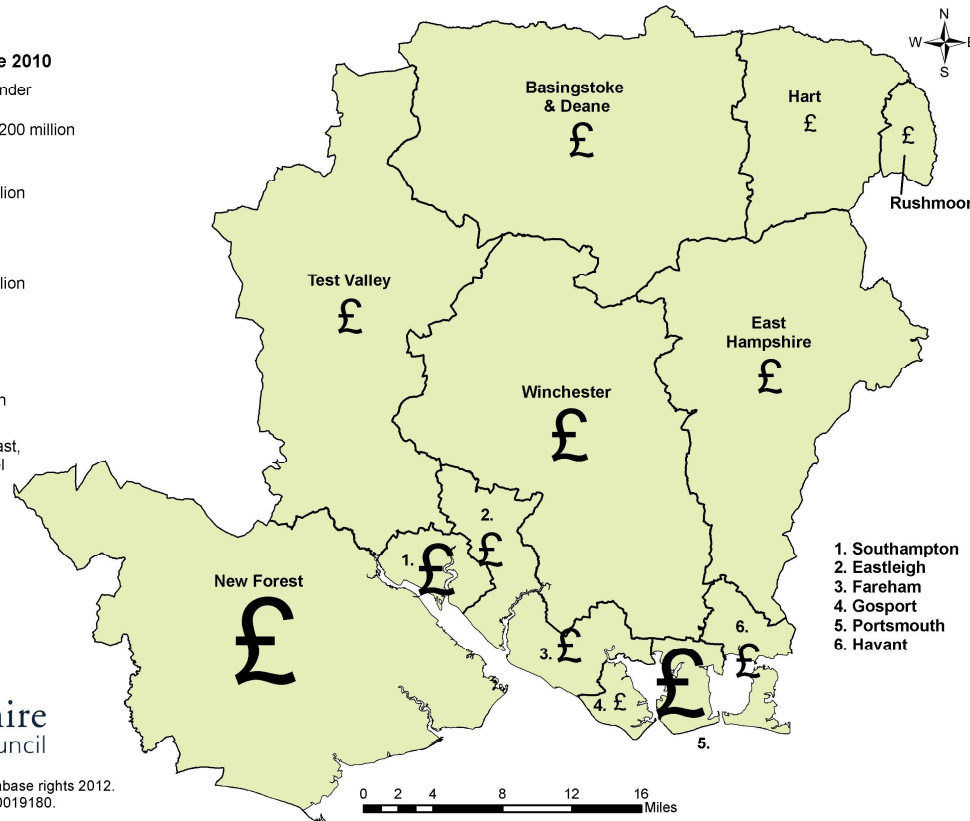
Total 2010 Trip Expenditure & Trip Expenditure by Sector

Legend

Total Trip Expenditure 2010

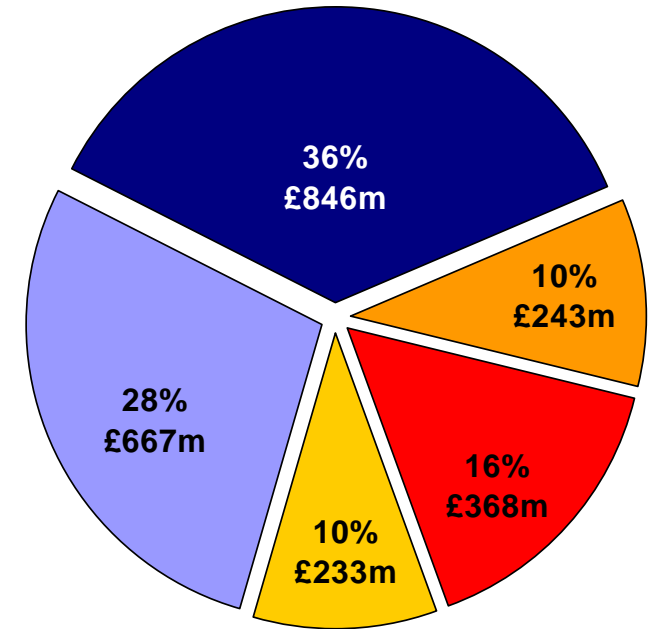
- £ £100 million or under
- £ £100 million to £200 million
- £ £200 to £300 million
- £ £300 to £400 million
- £ Over £400 million

Source: Tourism South East, Cambridge Tourism Model



© Crown Copyright and database rights 2012. All rights reserved. HCC 100019180.

Hampshire Total Trip Expenditure



- Accommodation
- Food and drink
- Shopping
- Attractions/entertainment
- Travel



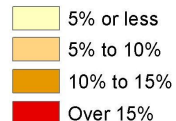
Hampshire
County Council

Source: Tourism South East, Cambridge Tourism Model

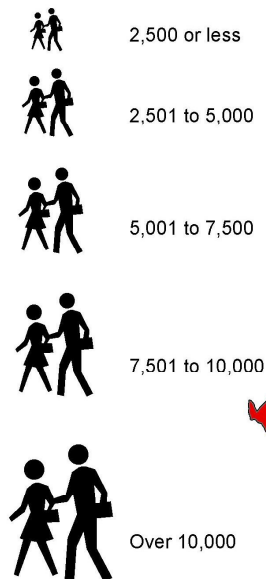
2010 Tourism Supported Jobs: Actual Jobs

Legend

Distribution of Jobs Across Hampshire



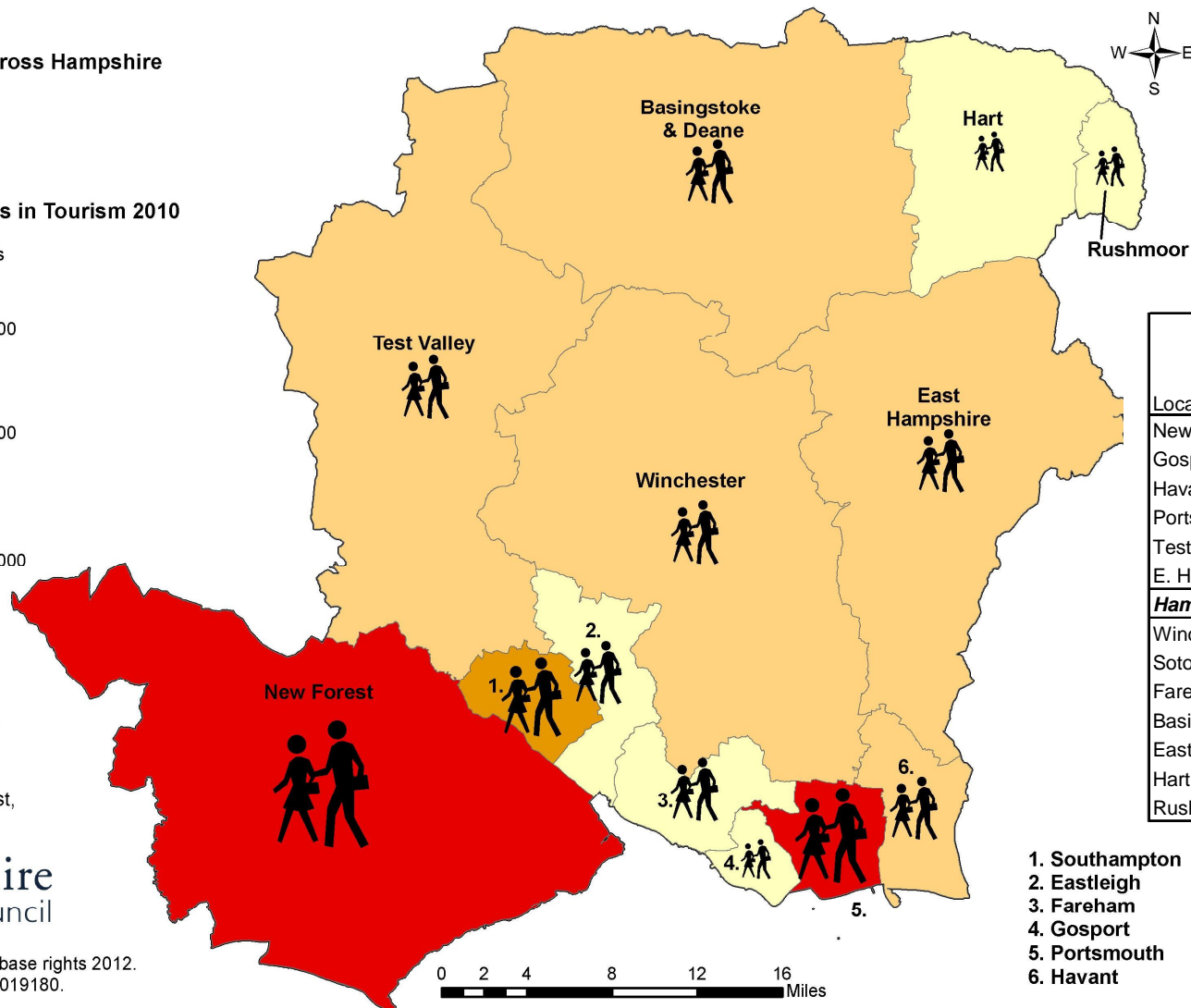
Number of Actual Jobs in Tourism 2010



Source: Tourism South East, Cambridge Tourism Model

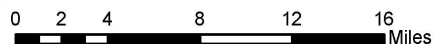


© Crown Copyright and database rights 2012. All rights reserved. HCC 100019180.



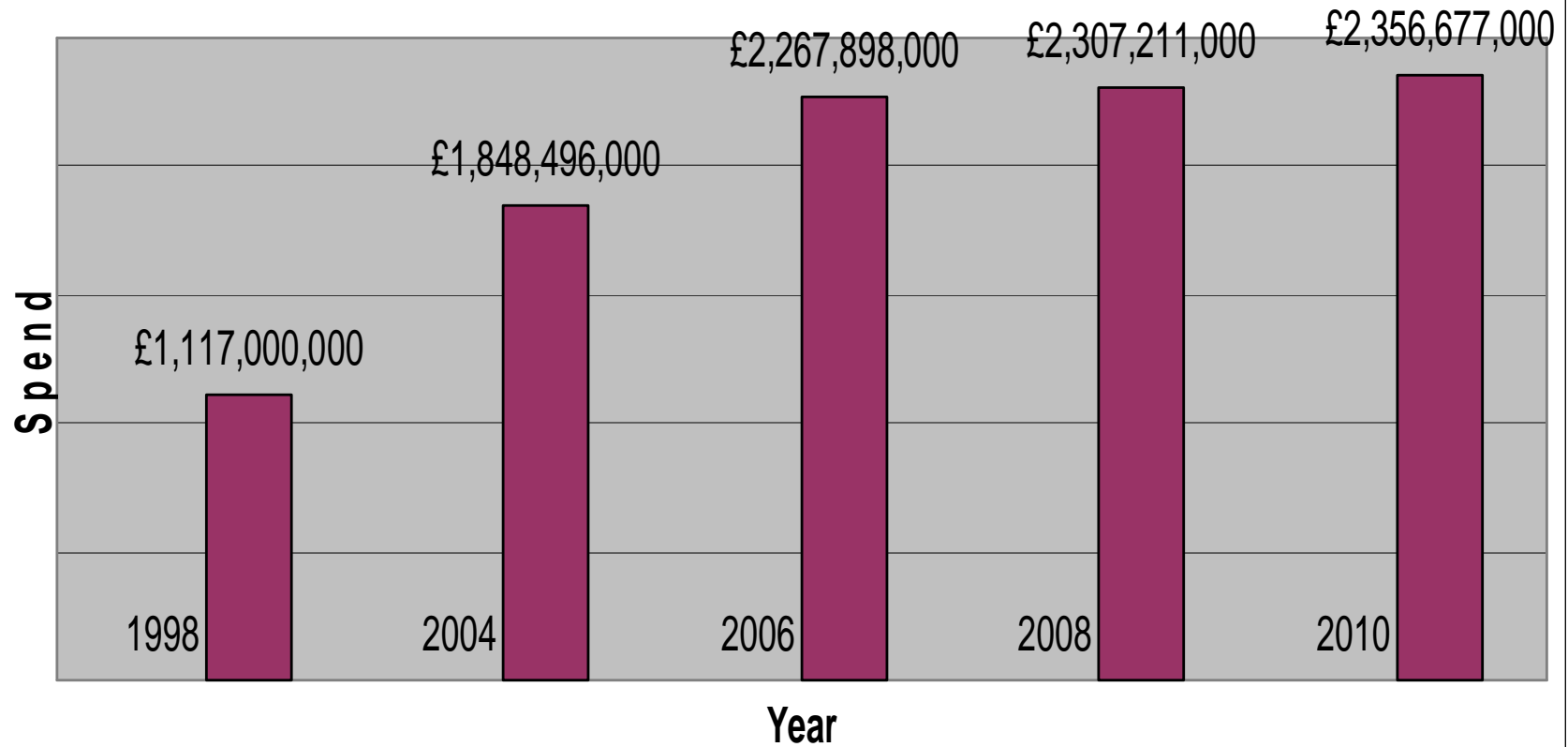
Local Authority	Proportion of all jobs supported by tourism spend
New Forest	13.3%
Gosport	10.1%
Havant	10.0%
Portsmouth	7.5%
Test Valley	7.2%
E. Hants	7.1%
Hampshire	6.8%
Winchester	6.5%
Soton	6.0%
Fareham	5.8%
Basingstoke	4.5%
Eastleigh	4.5%
Hart	3.7%
Rushmoor	2.3%

1. Southampton
2. Eastleigh
3. Fareham
4. Gosport
5. Portsmouth
6. Havant



Source: Tourism South East, Cambridge Tourism Model

Hampshire Total Trip Spend 1998-2010



Source: Cambridge Economic Impact Studies 1998-2010, Tourism South East



Hampshire
County Council

Govt Tourism Policy aims...

- attract 4 million extra visitors to Britain over the next 4 years
- increase the proportion of UK residents who holiday in the UK
- improve the sector's productivity to become one of the top 5 most efficient and competitive visitor economies in the world



With Reduced Delivery Resources

- 34% reduction in funds for Visit Britain and Visit England – the national tourist boards
- Abolition of regional tourist boards and a loss of £45m RDA investment in tourism nationally
- An expectation that private money will plug the gap left by diminishing public funding – a recent study shows this is not happening



A move to local tourism bodies

- Tourism South East still trades and provides services to the industry, but without £2m SEEDA funding. Will it survive?
- Local tourism bodies where public and private interests collaborate are the government's desired outcome – with the private sector taking the lead
- However, Hants districts and unitaries have significantly reduced spending on tourism (most tourism officers have multiple roles now)



HCC Strategic Priorities for the Visitor Economy 2007-2012

- Focused on establishing priorities for HCC and providing a framework for the whole of Hants
- Some successes include
 - Growth in quantity and quality of the county's hotel stock
 - Investment in new and existing attractions
 - Improved standards of service and local produce offerings
 - A growing tourism economy

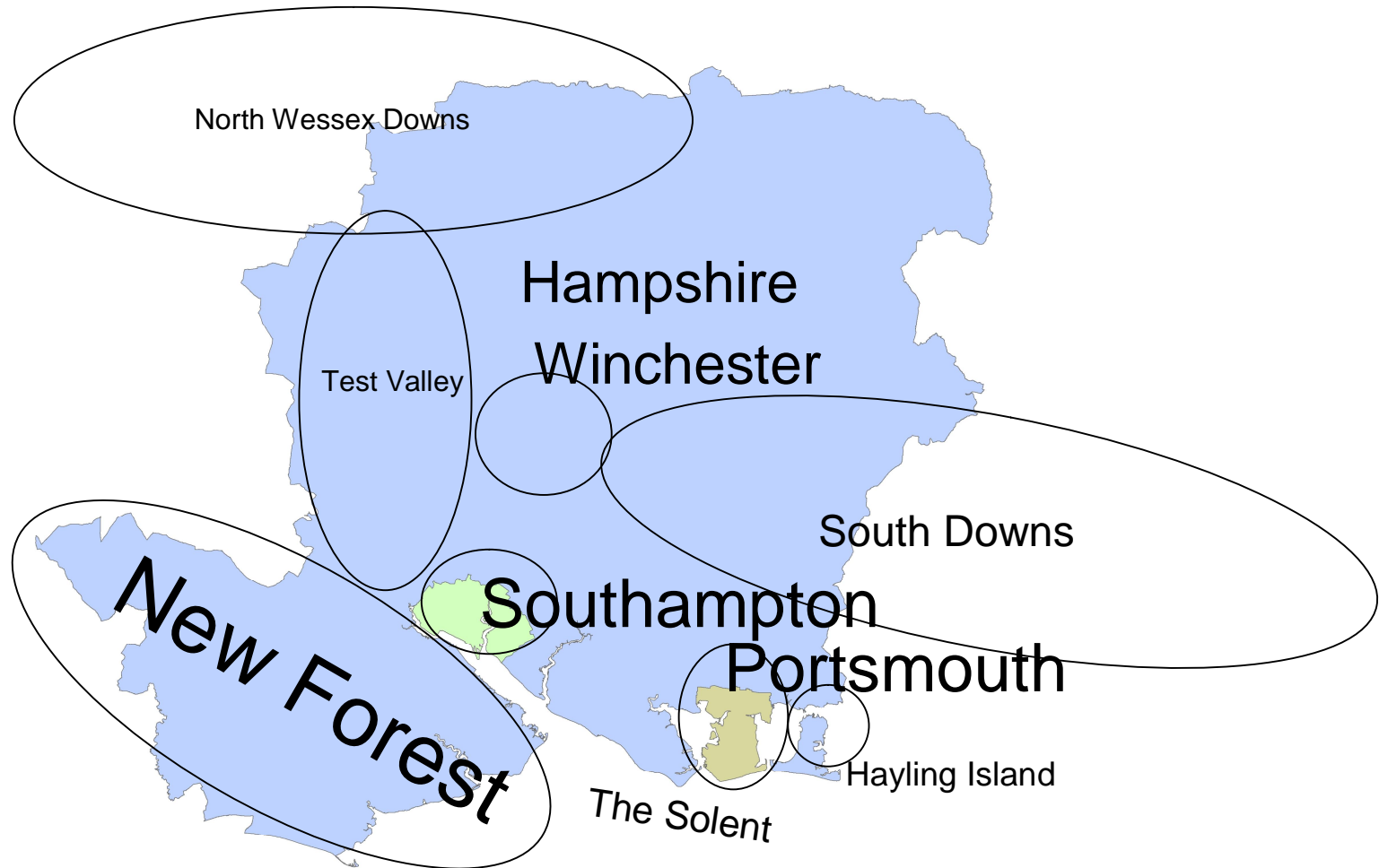


HCC Tourism Section projects and initiatives

- Tourism marketing programmes
 - www.visit-hampshire.co.uk
 - Defence of the Realm
 - www.goodfoodhampshire.com
 - Group travel initiative
 - Overseas and London 2012 marketing
- R&D programmes
 - Hants Hotel Investment Project
 - Hampshire Tourism Trends Survey
 - Advice to investment enquiries and developers etc
- Support to smaller Hants destinations



The Hampshire destination brands

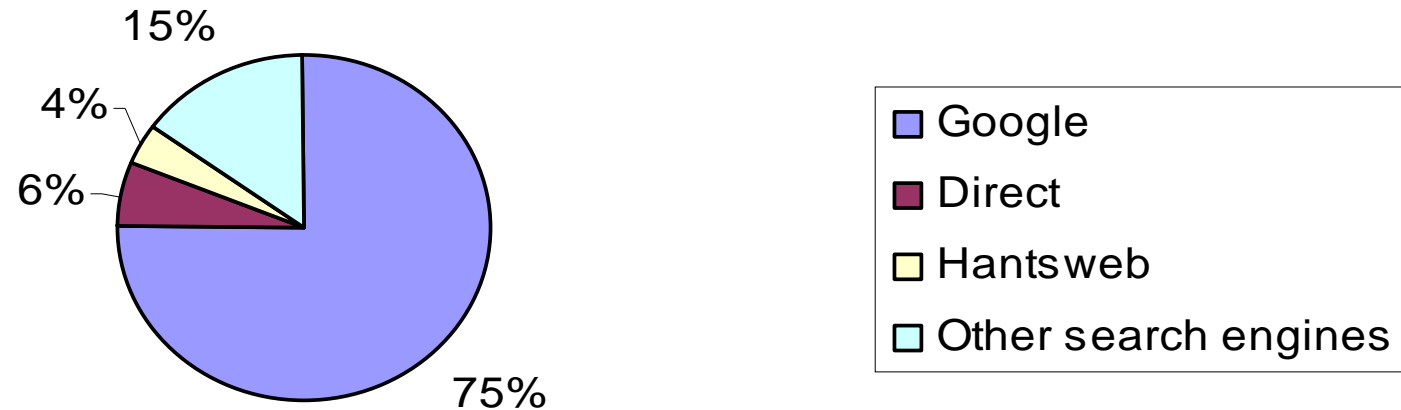


Visit Hampshire

- Linked to national database
- Partnership working with local authorities
- Thematic campaigns
- Itinerary builder
- Event promotion



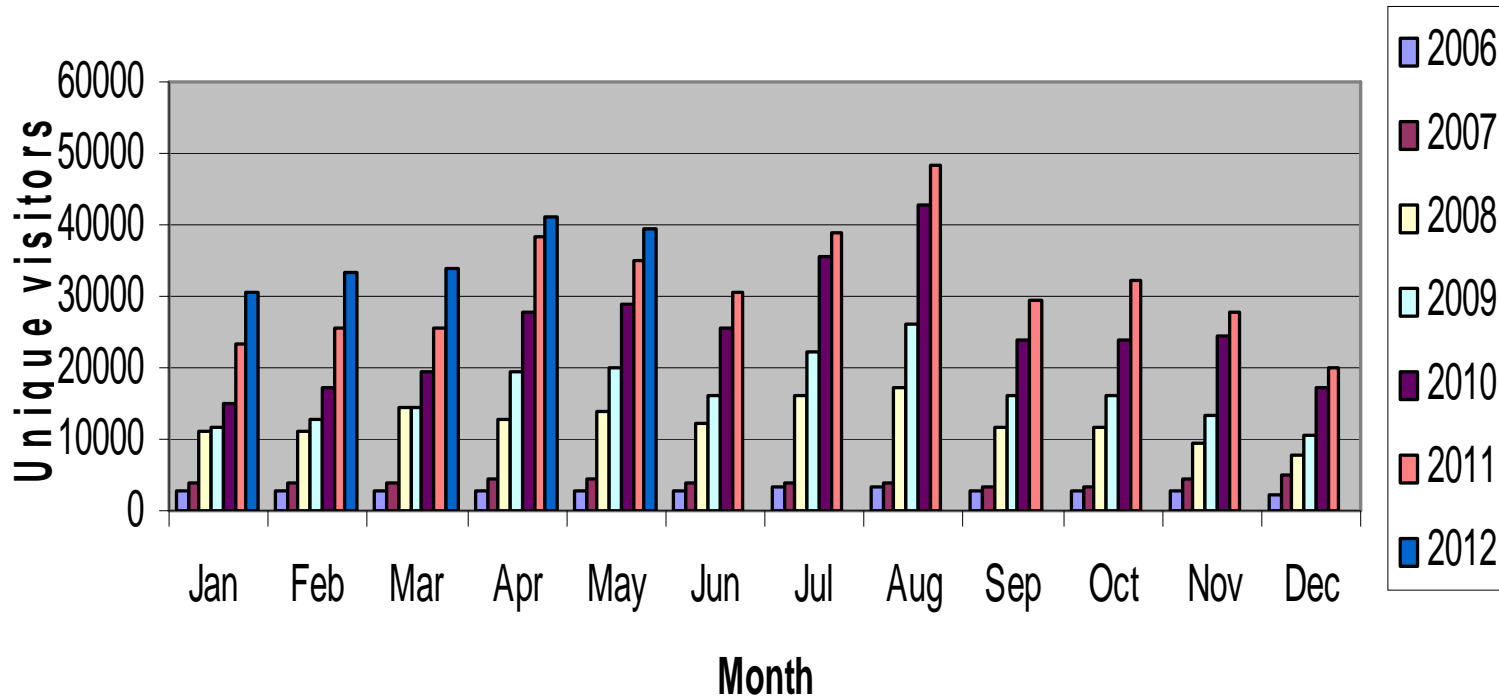
2011 traffic to Visit Hampshire



- 89% of visits from the UK
- Most frequent overseas visits: USA, Australia, Germany, France, Canada, Netherlands
- 12% of visits accessed via mobile device - most popular devices were Apple iPhone and iPad



Visit Hampshire unique visitors



A new Tourism Strategy from 2013

- Hants has significant potential to grow its tourism industry and provide jobs and growth
- However, growth will be dependent on the county offering a quality product and providing value for time and money
- Success will depend on successful partnership working between HCC, LAs, LEPs and the industry, and tourism being championed
- Next steps...

