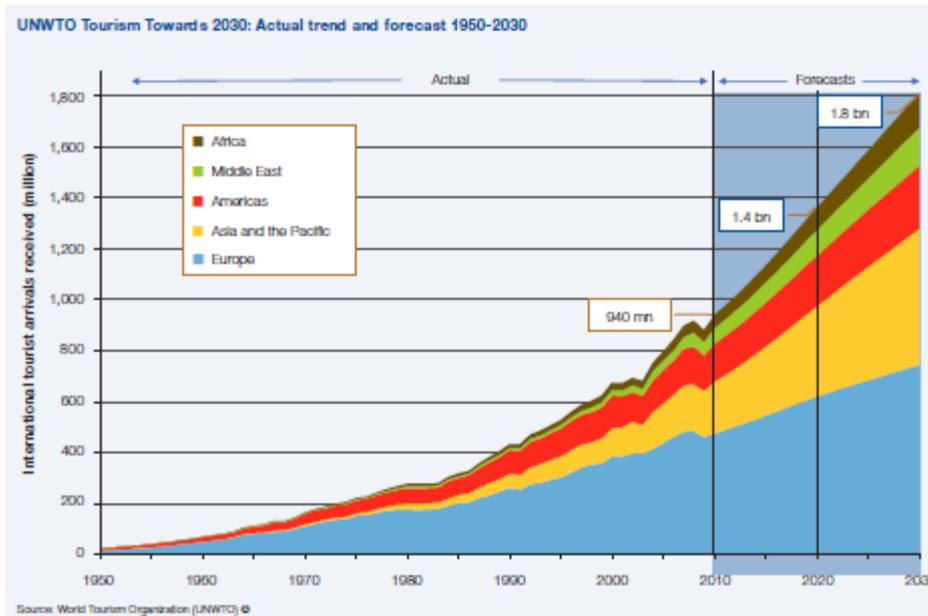


Vision for Hampshire 2050 – Commission of Inquiry

Expert Evidence – Tourism Sector

Notes of interview with Ken Robinson CBE FTS

1. Are there global tourism trends we should be mindful of which will have implications for the future of Hampshire's tourism sector?



- Continued global growth of sector anticipated
 - UK strong product
 - Audiences most attracted to UK – US and Europe – not China
 - Fundamental need for change in tourism sector from marketing to management – especially given some places potentially overwhelmed by tourists
 - From 'things' to 'life enhancing experiences' – people wanting a better time, no more 'stuff'
 - Less mindless, more mindful – places like Dublin and Prague have succumbed to the hen night/stag night market
 - Affordability a key issue for the industry
 - Absolute need for (and assured certainty of) safe, healthy places – although more tolerance of terrorist events?
2. Is travel becoming less pleasurable and therefore will domestic tourism benefit from this? Can it benefit more in the future?
 - Travel now more associated with hassles, delays, uncertainty
 - Accommodation costs narrowing – overseas prices increasing
 - UK residents price sensitive
 - Home country ignorance is a key opportunity
 3. Might Hampshire benefit from congested road and rail networks to and from the traditional South West holiday destinations?

- Yes – if awareness is raised – the products, places, etc – however major road links to Hampshire also congested
 - In domestic holidays, travel to the destination and car hire at the destination is increasing
4. Are future generations going to be even more concerned about the environmental impacts of their behaviour and services and experiences they purchase?
- Environmental awareness is rising...but acceptability is a matter of environmental regulation and standards, not fundamentally a tourism issue
 - Over use impacts, especially on natural areas, will require access controls and or more active remediation
5. Should we be seeking greater consolidation of tourism agencies / resources to achieve financial sustainability?
- Logically yes.....in practice few will do so due to mutual competitiveness issues
 - But great potential to be gained by increasing collaboration, sharing insights, collective activity (eg Welcome to Yorkshire albeit with substantial grant aid)
6. Do county brands work in tourism vs cities, towns and visitor attractions?
- Brand carries connotations of assertiveness – product or place recognition a better concept
 - Some tourism experiences are place specific – many (and most non-day tourism) is area related. Awareness of what there is to see and do at the destination and in the area are very strong motivational factors, and enable enjoyable, fulfilling experiences. Most tourism visits are relatively superficial. They miss the deeper enjoyment, because they don't know.
7. Are there ways to enhance the status of tourism as a career path?
- Already happening
 - In reality tourism as a sector encompasses many specialisms – tourism, travel, leisure, recreation, heritage, etc
 - Worth considering event to promote career opportunities, eg with one or more universities?
8. Will Brexit have a detrimental impact on the sector? Or is it an opportunity to increase wages in the sector to a sensible level?
- Most wages are at a sensible level
 - Immigrant labour has been used – because it has been available – could change
 - Main Brexit impacts – other than potential short term disruption – could include:
 - Effect on strength of sterling
 - Need for Government to reappraise uncompetitive tourism taxes (air passenger duty, VAT – 2nd highest in Europe on tourism)
 - Tourism importance to UK economy certain to rise
 - Lead to more tourism focused Govt policies
 - Increased perception of UK as a place with strong , intrinsic character