

Destination Performance 2012

Sample Council

City 2



Prepared by:
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Contextual Information

Welcome to the Destination Intelligence report for British Destinations members. The information contained in this report comes from a variety of sources. For the past 10 years members of British Destinations (and formerly Destination Performance UK) have been able to participate in an annual 'destination intelligence' survey. The survey aims to capture the key data collected at the destination/county/DMO level considered to be required to understand, monitor and manage performance.

The Destination Intelligence report is complemented with statistics from the recently launched Destination Intelligence System (DIS), a database of tourism statistics and research for English tourism destinations (<http://www.t-stats-uk.co.uk/visitengland/>)

Where available, the report includes average results for the destination category, county, region or England levels, for benchmarking purposes.

Should you have any queries with this Destination Intelligence report please contact Sergi Jarques at Tourism South East on 01206 392528, sjarques@tourismse.com.

Basic Information

Name of Authority / Organisation	Sample Council	
British Destinations Category	City 2	
Contact Name	Name Surname	Size of destination
Telephone Number	01234 567 890	87 Km2
Contact E-mail address	email@email.com	Resident Population
Service Title	VisitSample	247,000 Residents
Tourism function location	Tourism & Leisure	% Population employed in tourism related jobs
Type of Council / Organisation	Unitary Authority	12%
FTE staff employed in department	18	
<u>Budget / Expenditure</u>		VisitSample
Net Tourism Expenditure 2011/2012 as identified in line I40 of CIPFA's RO 5		£ 908,660
Net Authority expenditure on tourism per day visitor		£ -
Net Authority expenditure on tourism per staying visitor		£ 1
Net Authority expenditure on tourism per head of population		£ 4
Public Sector Grants 2011/2012		£ -
Authority Sales Commission Income 2011/2012		£ 157,000
Authority Sponsorship 2011/2012		£ -
Additional Sources of Income 2011/2012		£ 143,000

Physical characteristics of the destination and outline of particular geographic features

Seafront location, overlooking the English Channel, backed by the South Downs.

Destination Profile

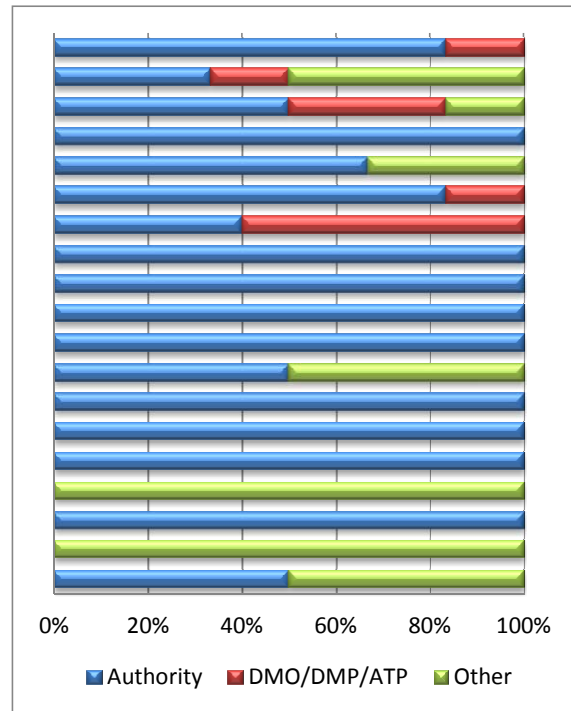
Tourism Activity Management

VisitSample

City 1 to 3

- Tourism Marketing
- Conference Venues
- Conference Marketing
- Tourist/Visitor Information Centres
- Business Development services
- Destination Management System
- Membership scheme
- Product Development
- Events
- Car Parks
- Beach Services
- Attractions
- Museums
- Illuminations
- Beach Huts
- Harbour
- Toilets
- Caravan Sites
- Other Tourism Services

- Authority
- Authority
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- Authority
- Other
- Authority
- Authority
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Level of biodiversity

MEDIUM

Dominant habitats in the destination

Predominant types of tourism

Beach	YES
City Break	YES
Cultural	YES
Rural	NO
Wilderness	NO
Winter Sport	NO
Other	NO

Urban	YES
Sand/shingle beach	YES
Moor/heath land	NO
Farmland	NO
Forest/Woodland	NO
Alpine	NO
Scrubland	NO
Wetland	NO
Other:	NO

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How long has the destination been popular with tourists?

150 years

Five most popular tourist attractions

- Attraction Name
- Attraction Name
- Attraction Name
- Attraction Name
- Attraction Name

Most popular activities in your destination

Beach visits	YES
Shopping	YES
Sightseeing	YES
Hiking	NO
Water sports	YES
Farm stays	NO
Other:	YES
Eating and drinking	

Modes to reach destination

Train	YES
Tram	NO
Coach	YES
Bus	YES
Taxi	YES
Ferry	NO
Cruise lines	NO
Air carriers	YES
Other	NO

Tourist / Visitor Information Centres

TIC Performance	VisitSample	City 1 to 3	All Groups
No. of Networked TICs.	1	1.4	3
No. of Non-Networked TICs	0	0	1
Total Footfall for 2011/2012	371,365	185,351	174,341
Method of collecting footfall data	People counter at entrance	N/A	N/A
No. of Telephone Calls for 2011/2012	17,460	10,335	11,438
No. of Letter/Faxes for 2011/2012	902	1,874	1,460
No. of Emails for 2011/2012	12,306	5,215	4,793
No. of Accommodation bookings taken	833	649	421
Value of Accommodation bookings taken	£101,151	£ 49,176	£ 21,278
Value of other additional income	£281,886	£ 153,716	£ 155,941

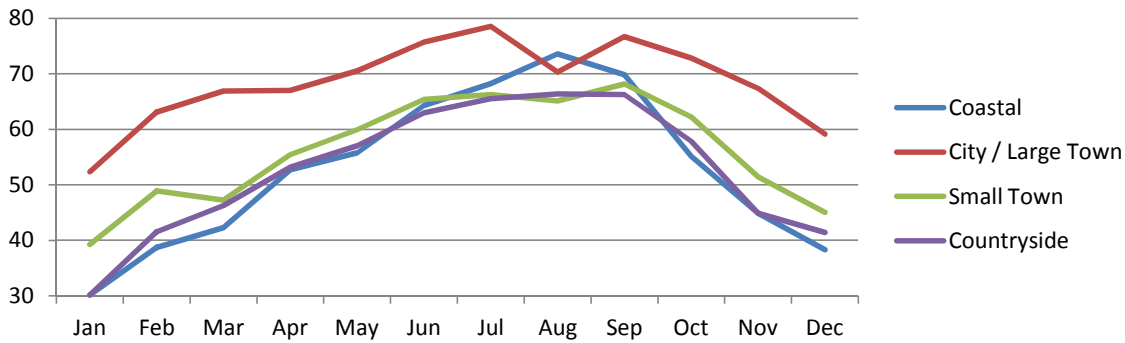
TIC Customer Satisfaction	VisitSample	All Groups
Speed of Service	4.56	4.58
Quality of Customer Service	4.69	4.09
Range of Information Available	4.69	4.54
Goods & Services for sale	4.37	4.28
Sign-posting (Easy to find TIC)	4.61	4.25
Accessibility (Easy of entry)	4.83	4.83
Overall Impression	4.57	4.54

Type of Website:	Destination Management System		
<i>All data relates to calendar year 2012</i>			
	VisitSample	City 1 to 3	All Groups
Total unique visits to website homepage	726,530	620,114	786,658
Total number of visits to website	2,151,286	1,321,043	1,192,387
Total number of page views to website	8,789,237	6,334,070	5,083,637
Busiest day of the week	Monday	-	-
Most viewed page of site	home page	-	-
Average dwell time per visit (minutes)	3.00	7	4.51
Income generated via advertising	£8,000	£ 22,250	£ 12,523
% users who rate website as good or excellent	88%	91%	61%

Tourism Enterprise(s)

	Serviced Accommodation		Non-Serviced Accommodation	
	Total	% assessed	Total	% assessed
Number of establishments	191	71%	39	62%
Number of rooms	4256	79%	626	85%
Number of bed spaces	8854	80%	1133	62%
Approximate number of restaurants.	500	% restaurant and hotels inspected for fire safety and food handling safety		0%
Number bars, nightclubs, pubs etc.	2000			

Monthly room occupancy by location type (average 2009 - 2011)



Annual occupancy serviced accommodation	72%	Average REV Par	
Number of visitor beds available in commercial accommodation per 100 residents	4.93	(revenue per available room) 2012	£59.90

Tourism Flow and Economic Value

The number of day and overnight visitors is a primary indicator of the importance of tourism in the destination. Whilst overnight visitors have a higher average trip spend, day visitors are often important to retailers.

Monitoring tourism spending is a good way of showing the direct economic impact generated by visitors. Moreover, the total value of tourism (including indirect and induced expenditure) and GDP (Gross Domestic Product) are useful indicators to measure the economic contribution of tourism to the local economy.

	VisitSample	All Groups
Number of overnight tourism trips	1,399,000	1,276,101
Value of staying visitor spend (£)	£ 466,097,000	£ 245,183,234
Number of annual 'same day' visitors	7,119,000	12,972,904
Daily spending per same day visitor	£ 271,379,000	£ 469,966,152
Total value of tourism	£ 737,478,000	£ 870,825,471
Relative contribution to local economy (% GDP)	0%	8%
Average length of stay of tourists (nights)	3 nights	3.25 nights
Average length of stay of same day visitors (hours)	5 hours	5 hours
Tourism employment as % of total employment	14%	15.3%
Percentage of jobs in tourism that are seasonal	0%	20.5%
Number of tourists/visitors per 100 residents	3,449	4,596
Percentage of residents satisfied with tourism	0%	50%

England	Trips (thousands)			Nights (thousands)			Spend (£millions)		
	2011	2010	Change	2011	2010	Change	2011	2010	Change
Domestic Overnight Tourism	104,280	95,510	9.2%	306,806	285,229	7.6%	17,914	15,842	13.1%
Domestic Tourism Day Visits	1,307,000	-	-	-	-	-	42,670	-	-
Inbound Tourism	26,753	25,659	4.3%	208,164	197,243	5.5%	15,657	14,620	7.1%

Average expenditure per overnight trip	VisitSample	£	333.16
	All Groups	£	192.13
	England	£	256.21

Sustainable Management

A number of necessary steps are needed to achieve long-term sustainability and include planning and consultation, community involvement, certification and visitor experience. This section seeks to determine if:

- *The destination has a sustainable tourism policy and actionable plan*
- *Interested residents are able to engaged with tourism planning,*
- *All communities are represented in the management plans*
- *Enterprises have independent verification of their sustainability practices*
- *Visitors are satisfied with their visit and if they are likely to return within 5 years.*

	VisitSample	All Groups
% destination with a sustainable tourism strategy/action plan.	0%	67%
% destination represented by a destination management organisation	0%	72%
% residents satisfied with involvement in planning / development of tourism	0%	42%
Percentage enterprises/establishments using a voluntary verified certification / labelling for environmental/quality/sustainability and/or CSR (Corporate Social	0%	27%
Number of tourism enterprises/establishments with sustainability reports in accordance with Global Reporting Initiative (GRI)	0%	0%

Visitor Satisfaction (VisitEngland Tracker)

	VisitSample	England
Overall Experience - rated Excellent and Good (%)	87%	85%
Recommended to Friends and Family - rated Definitely and Probably (%)	87%	86%
Likelihood of Returning - rated Definitely and Probably (%)	78%	76%
How it compares to other destinations - Much Better and Slightly Better (%)	66%	62%

Responsible purchasing helps to strengthen local economies and reduce environmental impacts. Sourcing local products increases the economic value of tourism.

	VisitSample	All Groups
Percentage of tourism enterprises sourcing local, sustainable, or fair trade goods and services	0%	5%
Percentage of the destination covered by a policy promoting local, sustainable and fair trade products and services	0%	0%
Percentage of tourism establishments sourcing a minimum of 25% of food and drink from local/regional producers	0%	0%
Percentage of commercial accommodation with rooms accessible to people with disabilities and/or participating in recognised accessibility schemes		0%
Percentage of visitor attractions that are accessible and/or participating in recognised accessibility schemes		0%
Average travel (km) by overnight visitors to and from home /previous destination		0%
Average travel (km) by same day visitors from and to destination		0%
Percentage of destination designated for protection (National Park, AONB, SSSI, etc)		0%
Biodiversity monitoring plan in place for key species (Yes / No)		FALSE
Requirement for tourism enterprises to minimise light and noise pollution (Yes / No)		No
% population covered by local strategy and/or plans to reduce noise and light pollution		0%