

Jobs before Beauty?

THE
CORNWALL
LECTURE

with

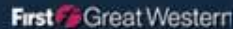
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Malcolm Bell

Chief Executive, South West Tourism



South West England

Britain's Most Popular Holiday Region

Tourism & Landscape

Malcolm Bell

Chief Executive

South West Tourism



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Towards 2015

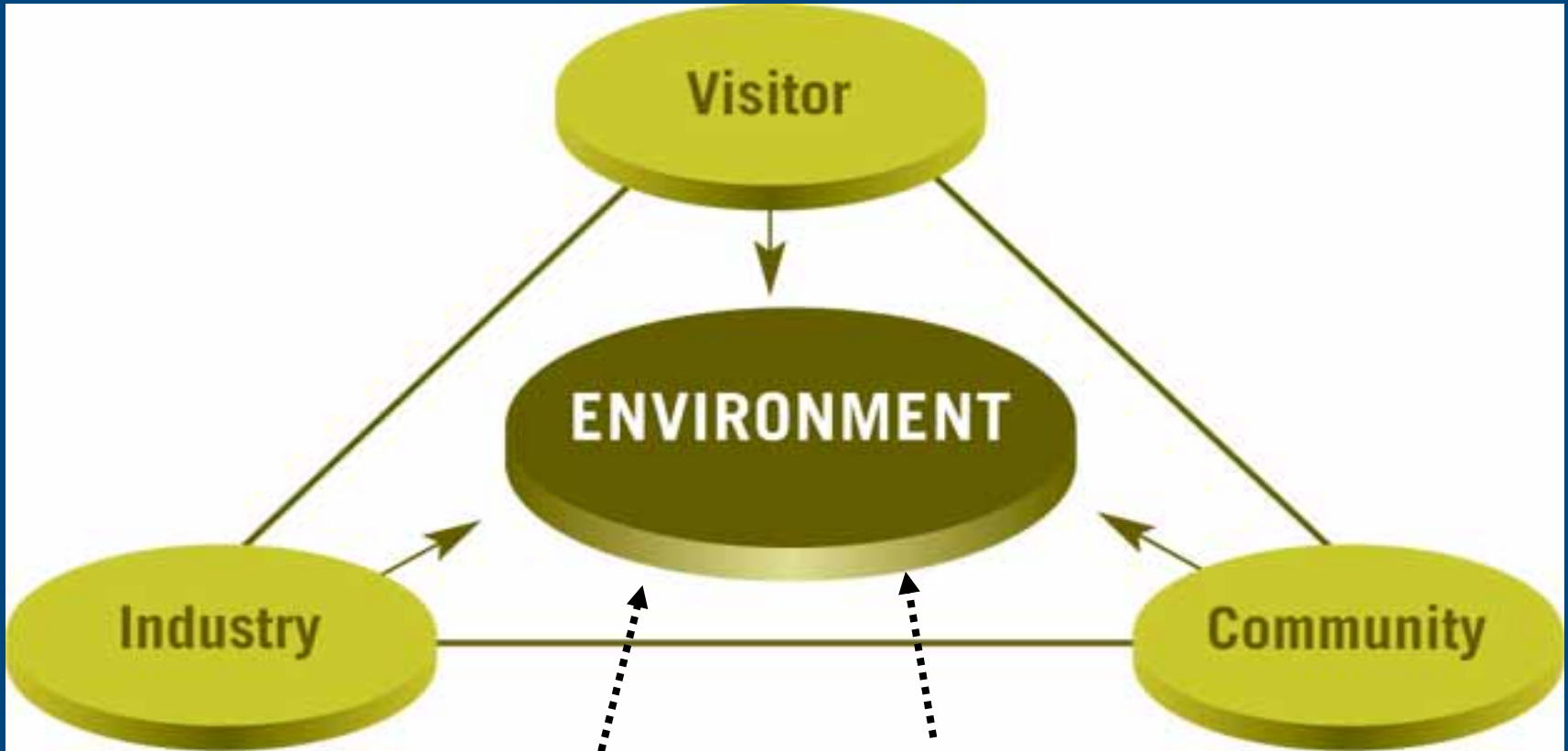
Vision

By 2015, the South West of England will be **internationally recognised** as a 'model' tourism destination, achieving a **unique balance** between its **environment**, **communities**, **industry** and **visitor satisfaction**, achieving long-term **economic and social benefit** for the region.

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Delivering Sustainable Tourism



Local
Impact

Global
Impact

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Tourism within Environmental Limitation



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THE VALUE OF TOURISM 2006 – ALL STAYING VISITORS

	Trips (millions)	Nights (millions)	Spend (millions)
South West Region	22.5	98.3	£4,506
Cornwall	4.57	25.1	£1,156
Devon	5.63	24.29	£1,070
Dorset	3.79	16.22	£659
Former Avon	3.18	10.04	£624
Gloucestershire	1.84	6.13	£325
Somerset	2.66	10.12	£383
Wiltshire	1.86	6.04	£251

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THE VALUE OF TOURISM 2006 – BREAKDOWN OF VISITOR EXPENDITURE

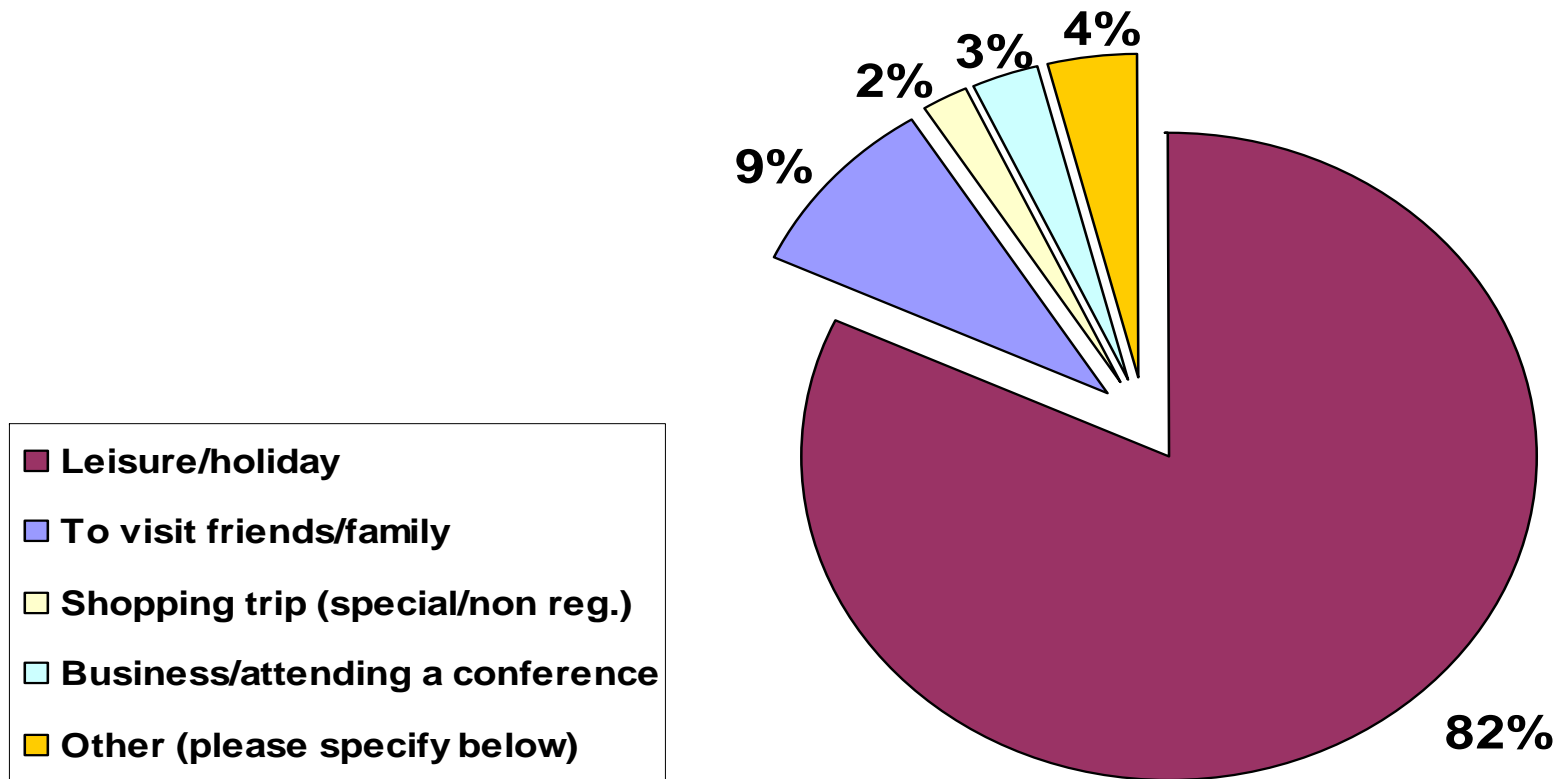
	Spend (millions)	%
Accommodation	£1,608	19%
Shopping	£2,162	25%
Food & Drink	£2,597	31%
Attractions/ Entertainment	£926	11%
Travel & Transport	£1,202	14%

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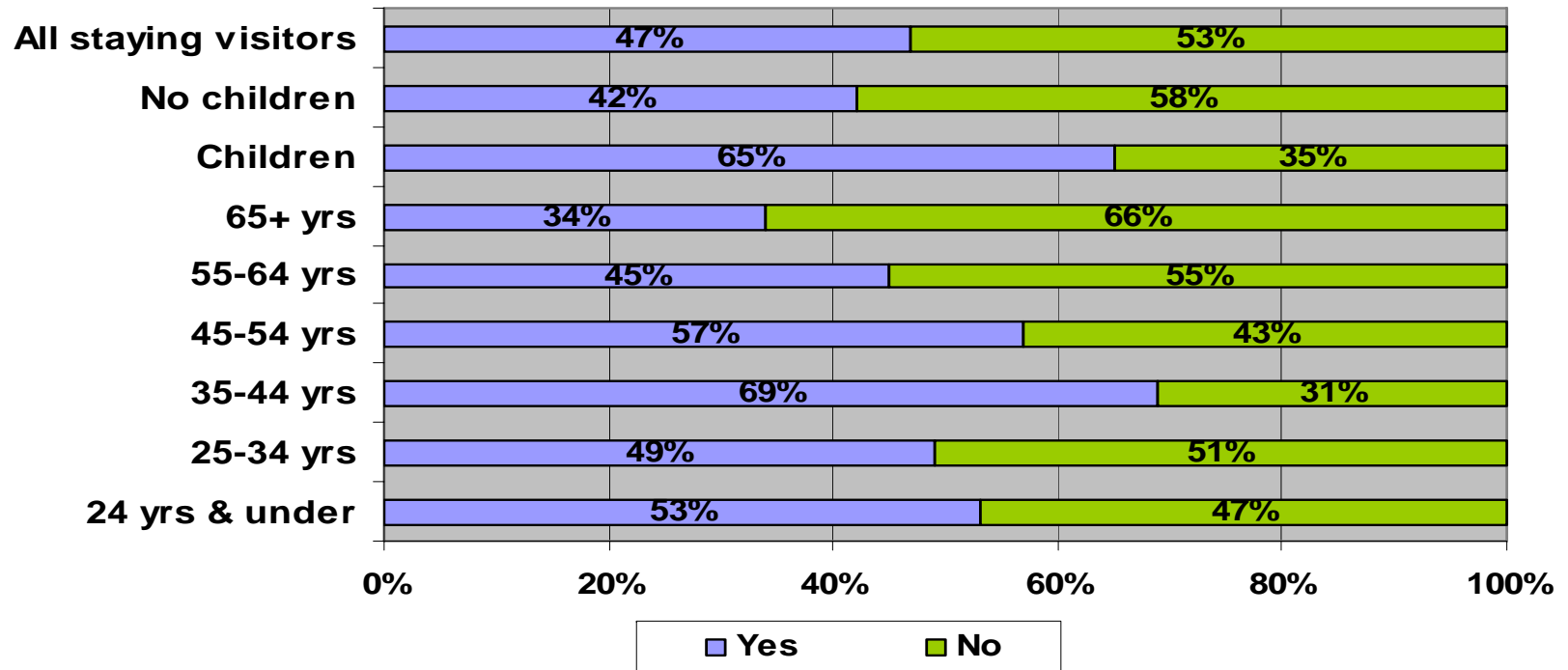
Main Purpose of Visit

Main Purpose of Visit



Main Holiday

Main holiday of the year



Community Attitudes Surveys

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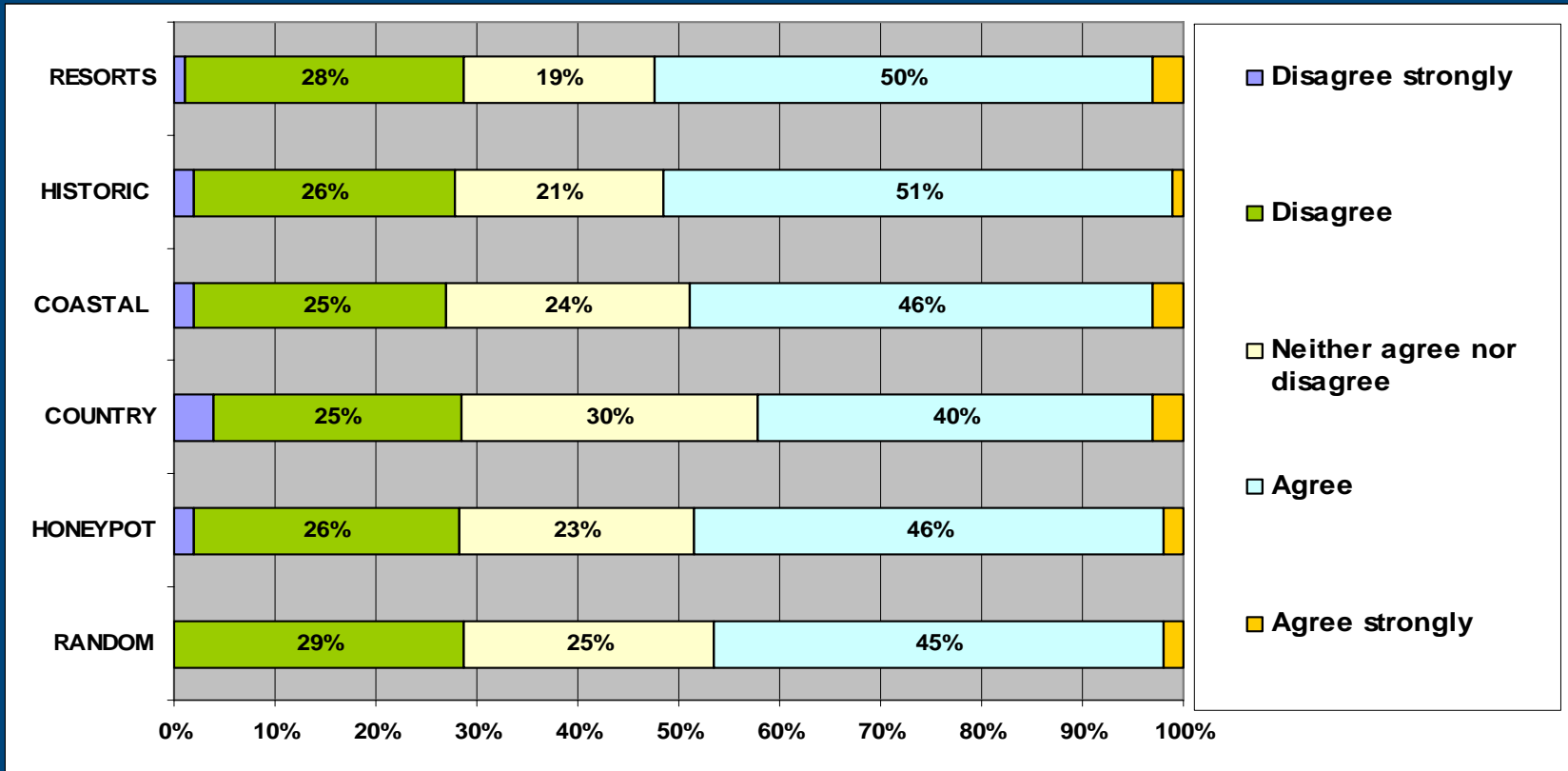
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Impacts of tourism - overall

On the whole do you think that tourism is good or bad for the area?

	RANDOM	HONEYPOT	COUNTRY	COASTAL	HISTORIC	RESORTS	2004
Good for the area	96%	96%	95%	96%	97%	97%	97%
Bad for the area	2%	3%	4%	4%	1%	2%	2%
Don't know	2%	1%	2%	1%	2%	1%	2%

Attitudes towards visitors

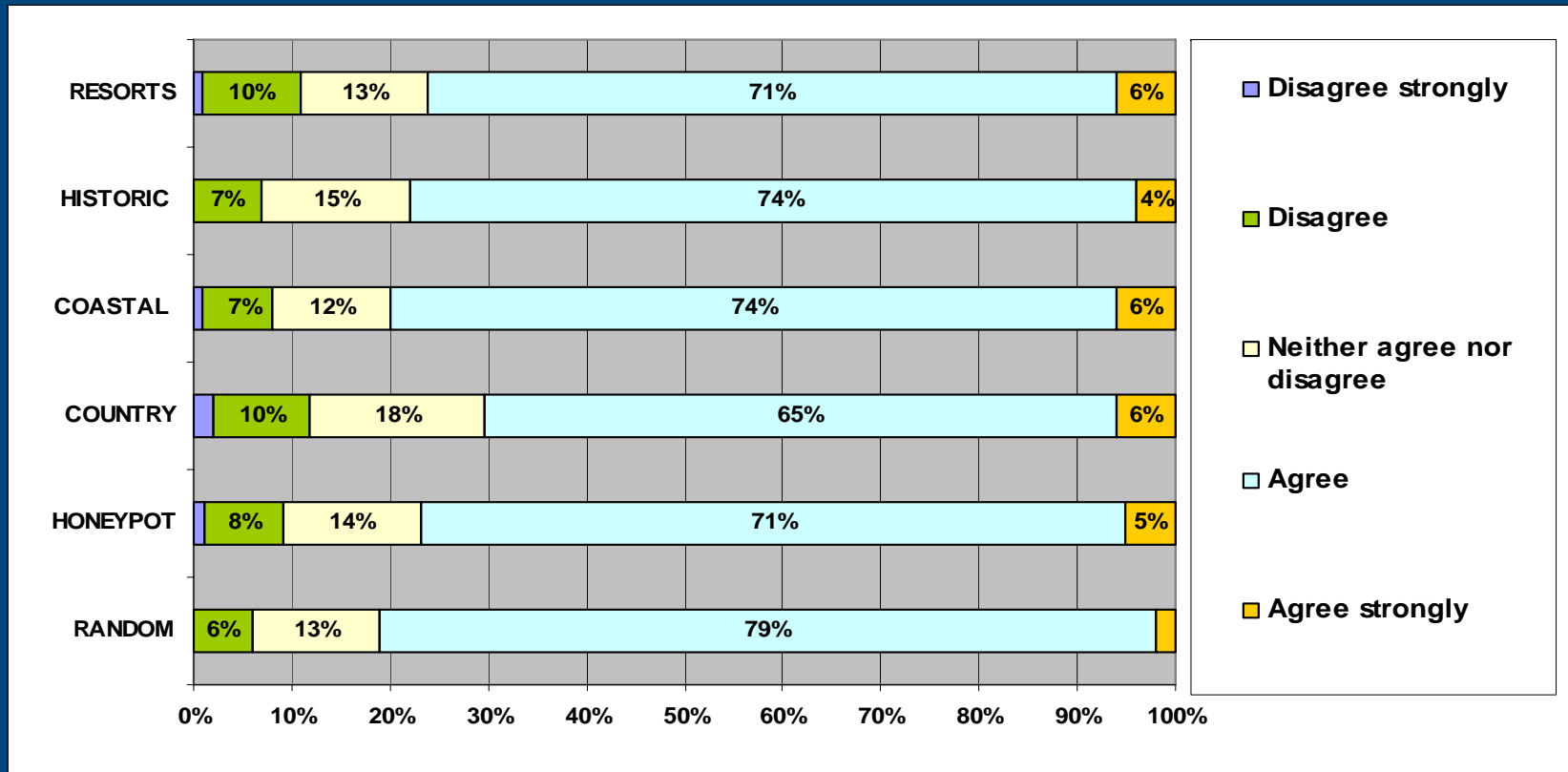


Visitors make where I live more lively and fun

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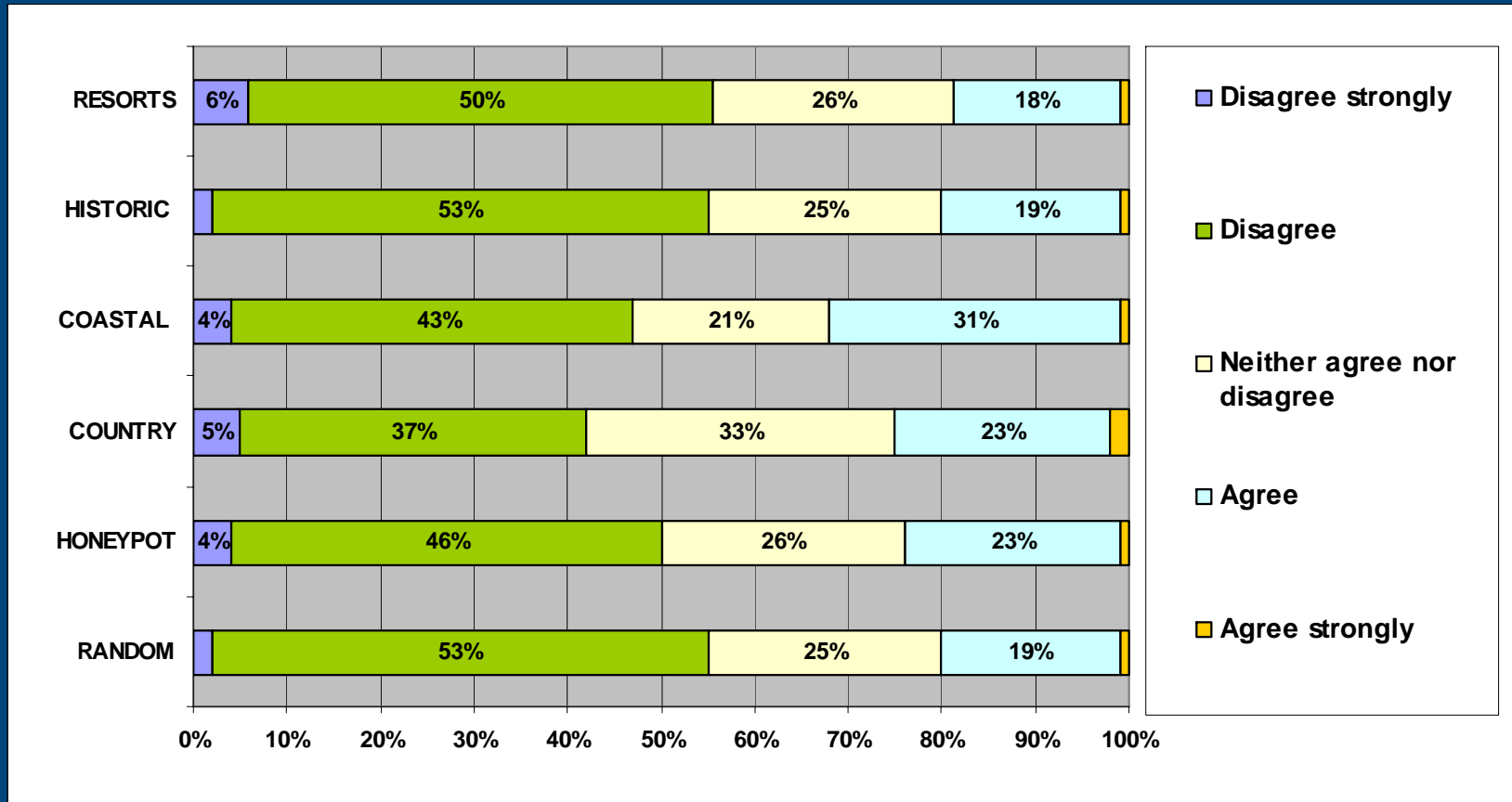
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Attitudes towards visitors



I enjoy meeting visitors

Attitudes towards visitors

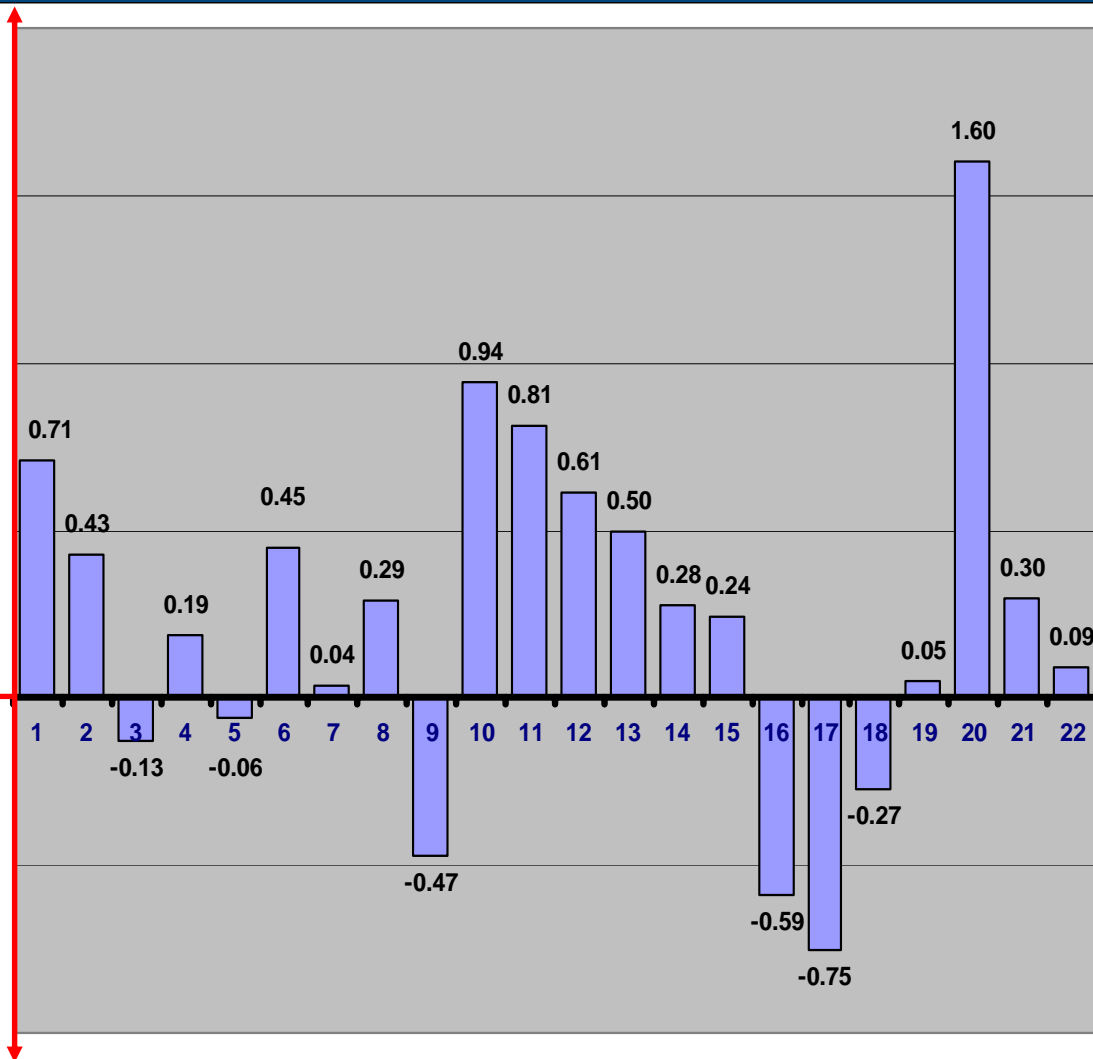


I actively seek out opportunities to socialise with visitors

Gap analysis

NO ACTION
REQUIRED

ACTION
REQUIRED



1 - Range of attractions/places to visit

2 - Quality of service at attractions/places to visit

3 - VFM of attractions/places to visit

4 - Accommodation - quality of service

5 - Accommodation - VFM

6 - Range of places to eat & drink

7 - Quality of service at places to eat & drink

8 - Availability of local food & drink at places to eat & drink

9 - VFM at places to eat & drink

10 - Range of shops

11 - Quality of shopping environment

12 - Quality of service at shops

13 - Road signs

14 - Pedestrian signs

15 - Display maps & info. Boards

16 - Availability of public toilets

17 - Cleanliness of public toilets

18 - Cleanliness of the streets

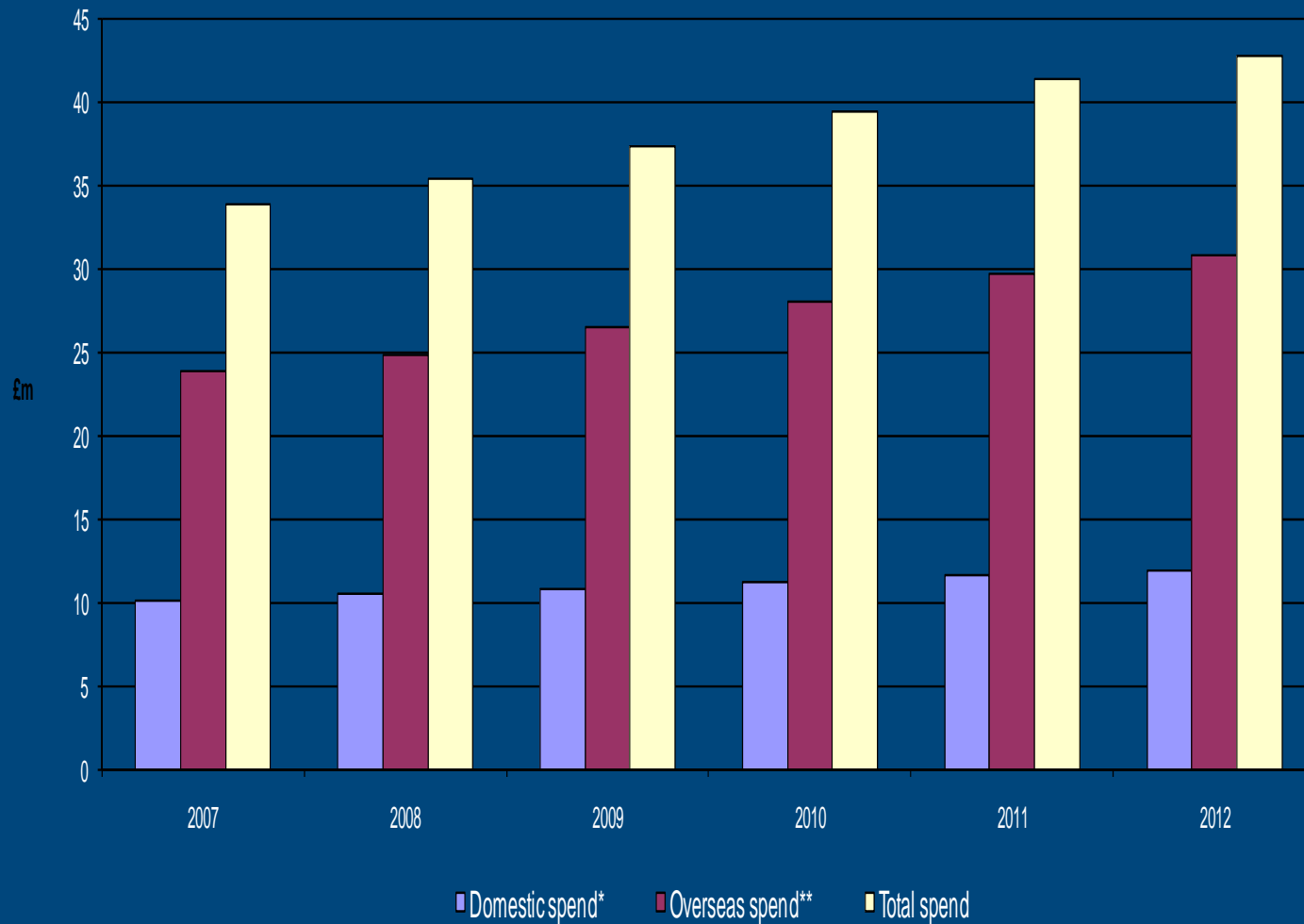
19 - Upkeep of parks & open spaces

20 - Choice of nightlife/evening entertainment

21 - General atmosphere

22 - Feeling of welc

Forecast Market Size by Value, 2007-2012



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Rural Tourism

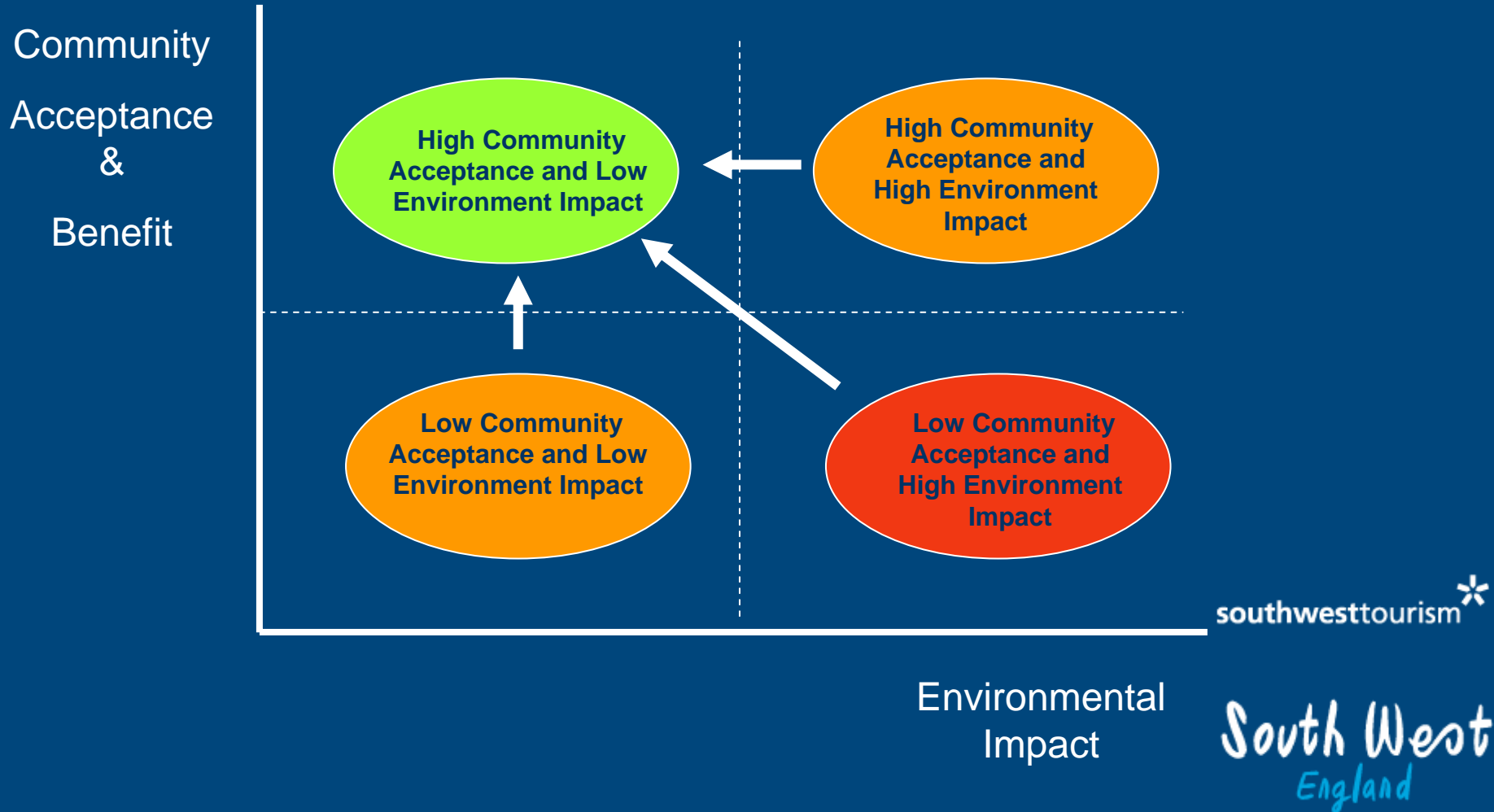
The role of tourism in supporting and developing sustainable communities and a viable economy in the rural parts of the South West of England

Tourism as a tool for...

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Choice Editing



Environmental Conclusions

- Increase information and development of products to increase “dwell time” on low impact activities in location of stay & reduce travel (in stay)
- Maintaining and improving protected landscapes AONBs, National Parks and National Trails
- Climate Change
 - Reduce impact of visitor behaviour and activities
 - Plan for the impacts of Climate Change
- Visitor Payback – Direct support from visitors
- Active Visitor Management i.e. dynamic visitor capacity management including - seasonality and opportunities from ICT and behaviour modelling

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Final Thoughts and Observations

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Observations

Past planning and development work now seems very simple. Then all we had to think about was economic impact and employment !

Tourism development was once only about finding out what potential customers wanted and then “change” to met their needs, regardless of social & environmental impacts

We now have to find customers that like, respect and appreciate what we value and if they don't – then they should go somewhere else

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Observations

Sustainable Tourism is more than a niche product or a theme or even a cross cutting strategy.

It must impact and drive

- **Marketing and Promotion**
- **The Quality agenda**
- **Attraction development**
- **Product Development**
- **Skills and Education and ...**

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Observations

Tourism is more than an economic force. It can, and must, be a tool for

- **developing local pride**
- **helping differentiate a community**
- **helping develop the cultural agenda**
- **Helping to improve the environment**
- **education, health and sports developments**
- **plus**

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Overall it must be one of the key tools to improve the quality of life for those who live and work in the destination as well as those who visit it.

We can have beauty, we can have tourism and tourist can help maintain and improve the beauty of Cornwall.

It's about choice, ad wise decisions and long term gain vs, short term maximising of gains.

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If we get this right, it will be the dawn of a new era of tourism development with wise growth and decades of prosperity, rather than the sunset of a profitable and acceptable tourism industry our region



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