

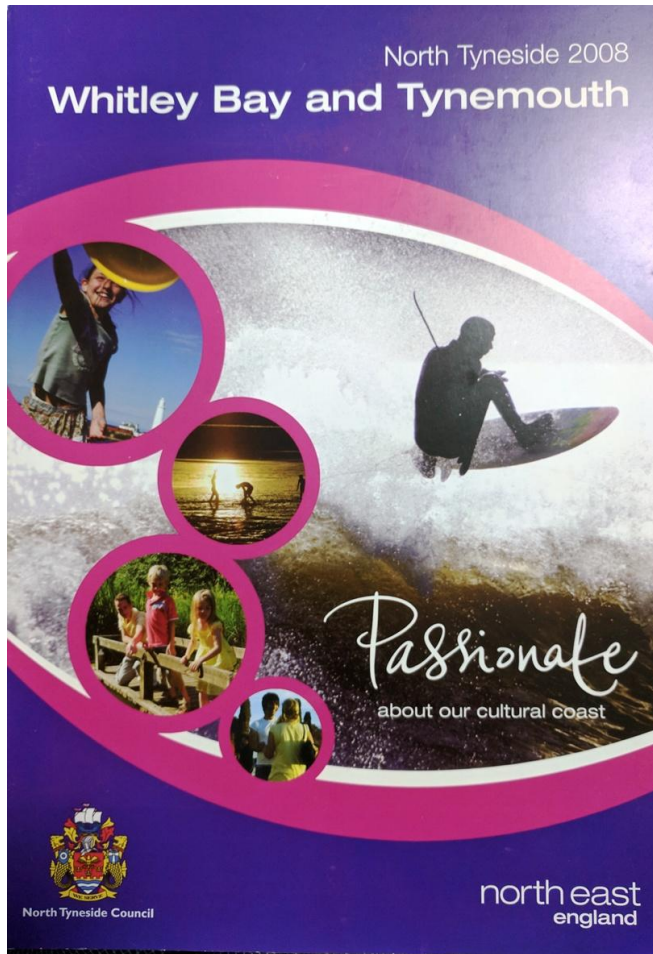
Culture and Leisure Sub-Committee

24 October 2017

Future-proofing our digital tourism offer



North Tyneside Council



2008

30,000 visitor
guides printed and
distributed

Limited visitor
information online

Partner with NGI
and private sector



North Tyneside Council



2017

10,000 visitor
guides printed and
distributed

Strong online
presence

Range of digital
initiatives



North Tyneside Council

Visitor Guide Requests

2010	11,823
2011	8,100
2012	5,803
2013	5,622
2014	6,399
2015	5,384
2016	4,009
2017	- 3,000

Visitors to Website

2013	44,130
2014	136,969
2015	162,605
2016	191,000
2017	180,000 +



Factors

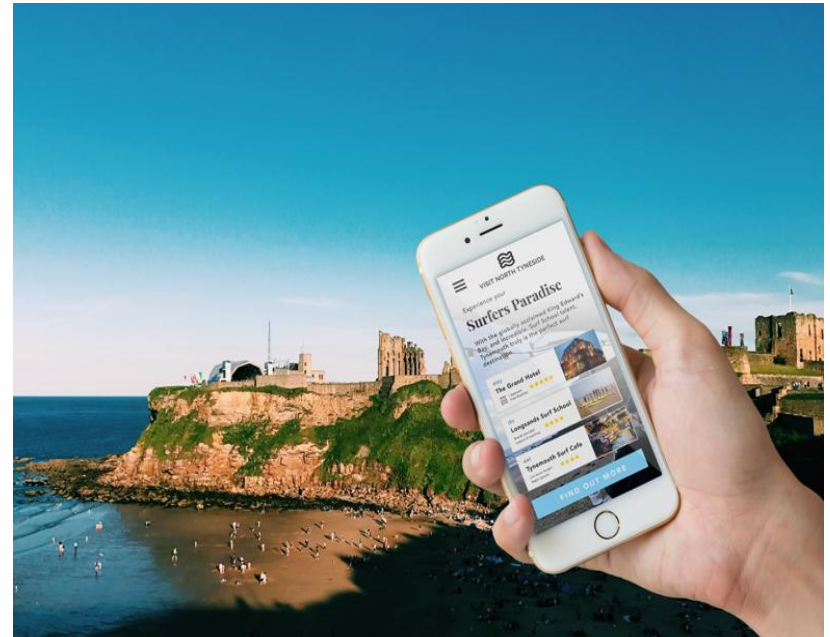
Less ad revenue

TIC closures nationwide

Continued growth of mobile platforms and apps

Industry and visitor expectation

Information demanded wherever you are, whenever you want it



Our Digital Offer

www.mouthofthetynefestival.com

34,366 unique visitors

www.facebook.co.uk/mouthofthetynefestival

(2,604 followers / post reach 22,500 people)

Visit North Tyneside Instagram

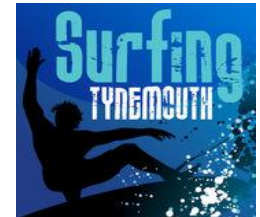
2,910 followers

Surfing in Tynemouth multi-platform app

4,033 downloads

ISSUU

MOTF – 9,000+ Summer Festival – 5,000+



Future-proofing

Refresh of www.visitnorthynteside.com

Original site cost: £6,860 (2013)

Ongoing annual costs: rising to £3,000 in 2018

New site cost: under £5,000, minimal ongoing costs

Mobile-friendly

Integration: Trip Advisor / Open Table / Booking.com

Make more of imagery

Easier to share information

Launch in January

App in next financial year



Questions and Comments

