

Meeting: Culture and Leisure Sub-Committee

Date: 24 October 2017

Title: Future proofing our digital tourism offer

Author: Steve Bishop

Tel: 0191 643 7410

Service: Environment, Housing and Leisure

Wards affected: All

1 Purpose of Report

To present Culture and Leisure Sub-Committee with an outline of the changing pattern of consumer access to tourist information and steps taken to ensure the offer in North Tyneside keeps pace with changing technology.

2 Recommendations

The committee is invited to note the existing *Visit North Tyneside – Tourism Strategy 2014-2021*, adopted by Cabinet on 14 July 2014, and suggest areas for further consideration in relation to the presentation.

3 Details

- 3.1 On 26 August 2016 the government published a *Tourism Action Plan* which included a series of measures with the intention “to help Britain out-compete other major tourism destinations, welcoming more visitors than ever before and see more staycations as Brits holiday at home.” The plan builds upon the previously published *The Tourism Landscape* (DCMS 2016) which identified key areas for the development of the tourism sector in the UK.
- 3.2 The plan highlights five areas for particular attention as follows:-
 - Tourism landscape – to encourage more effective co-ordination across the sector
 - Skills and jobs – to develop and retain talent in the sector
 - Common sense regulation – to review regulatory controls in tourism
 - Transport – to ensure tourism and transport link to enhance the visitor offer
 - A GREAT welcome – ensuring a warm welcome for overseas visitors
- 3.3 The plan identifies a digital presence as an increasingly important way in which visitors are inspired to visit key destinations, get ideas on their itinerary, book their trips and share their post-trip experiences e.g. on social media.
- 3.4 The presentation will focus upon how this digital challenge is being met in North Tyneside. It will translate this key objective into a local context. It will provide an update for Members engaged in the scrutiny of the implementation of the tourism strategy.