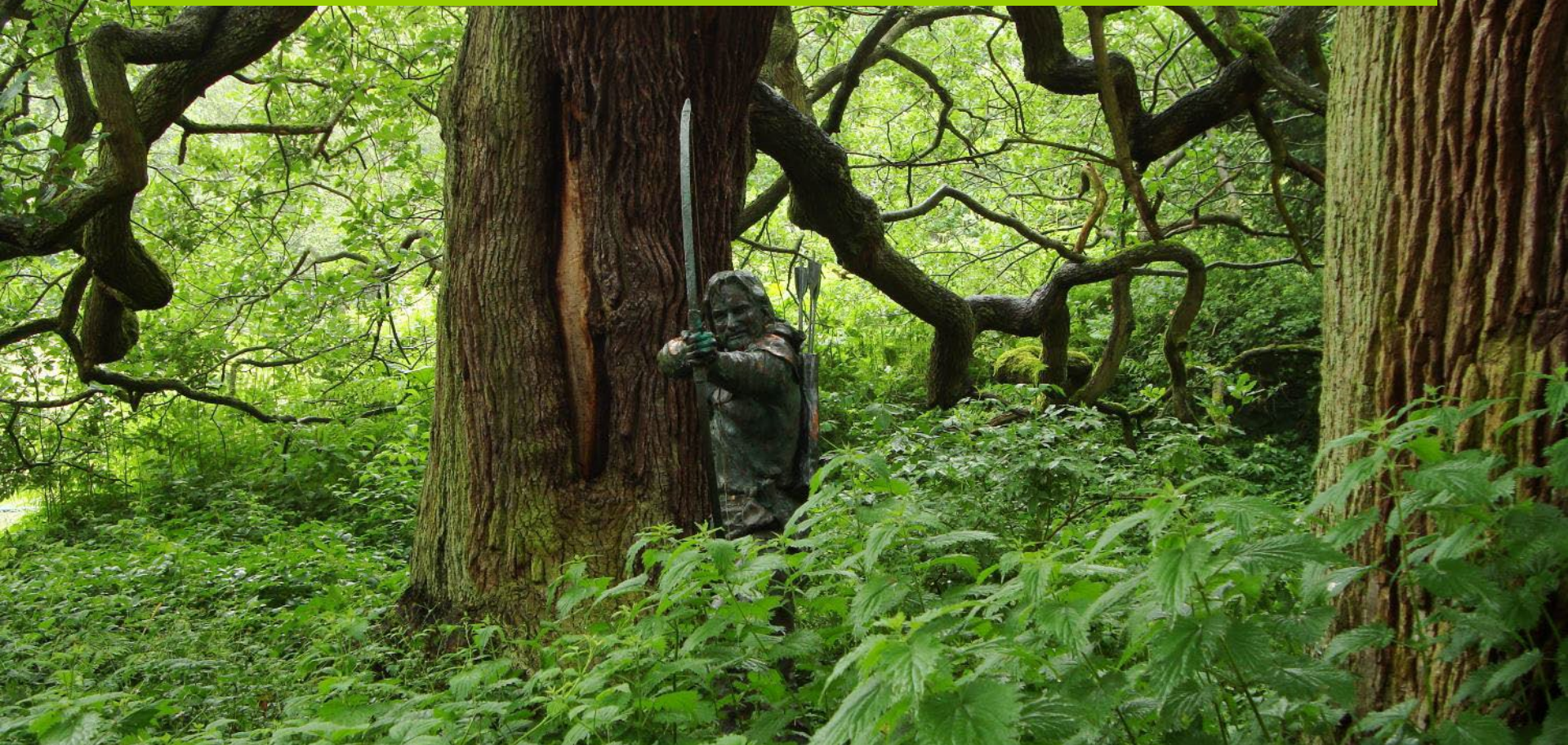


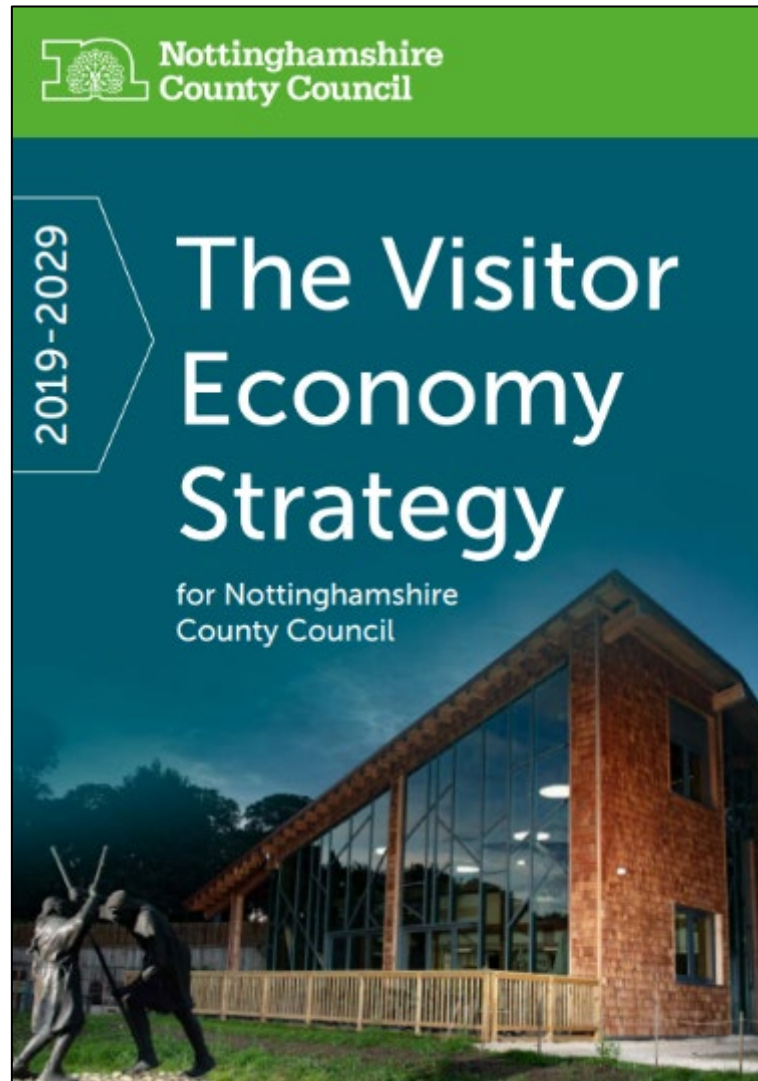
Nottinghamshire County Council Draft Visitor Economy Strategy

Consultation



**Nottinghamshire
County Council**

Background...



Why is this important?

Tourism is one of the largest industries in the UK.

COUNTY TOURISM

The value of tourism is **£1.3bn**

The volume of visitors is **24.74m**

Tourism supports **15,438** jobs

The average spend per day visitor is **£38.89**

The average spend per overnight visitor is **£193.06**

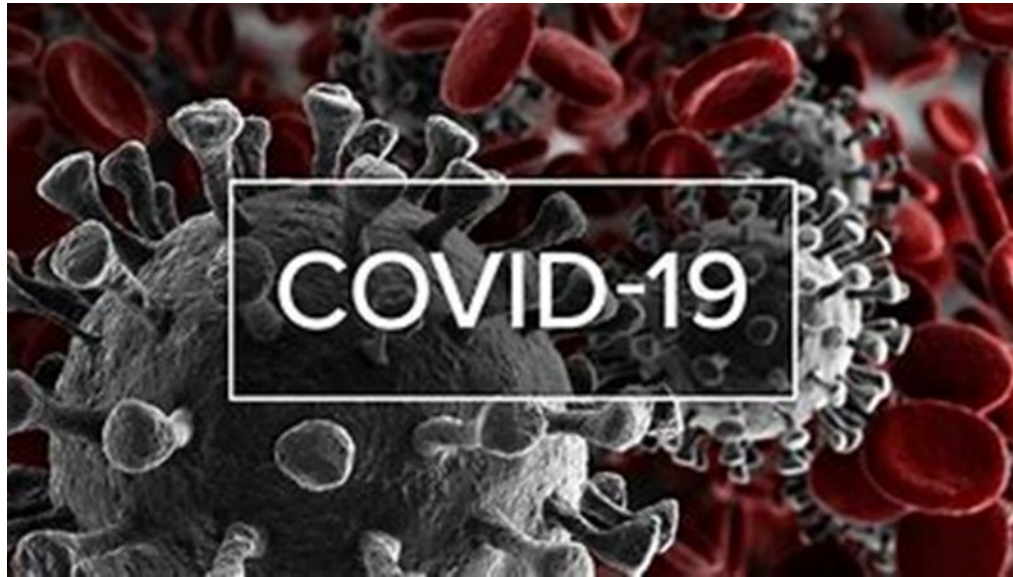
To put that into context we saw **22.55m** day visitors compared to **2.191m** overnight visitors.



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Why is this important?

- One of the worst hit sectors as a result of Covid 19.
- Recover and re-build
- Our goal is to return to pre-pandemic levels as quickly as possible by 2025.
- Package of support



Why is this important?

Nottinghamshire Plan



In 2022-23, to achieve this, we will deliver the following actions:

Review Nottinghamshire County Council's property assets, to release sites for development as appropriate for the benefit of the economy and local residents

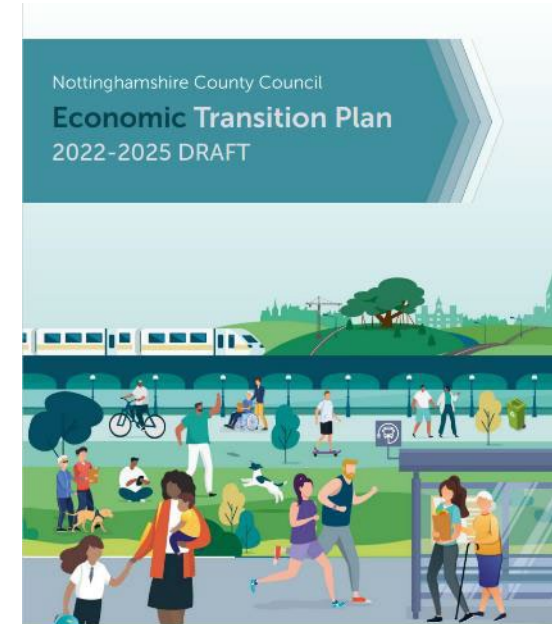
Support District and Borough Partners working with their communities to access funding available for 'levelling up' and to attract other investment in priority areas

Designate five new Local Nature Reserves

Work to achieve 'favourable management' status for our heritage sites

Refresh and deliver the Visitor Economy Strategy

Economic Transition Plan



Objectives:

- Attract more visitors to Nottinghamshire from across the UK and overseas
- Lengthen the amount of time that visitors spend in Nottinghamshire
- Create the conditions for visitor economy businesses to thrive

The new strategy

- Establish what we mean by the visitor economy.
- The difference between tourism and the visitor economy.
- The purpose of the strategy.
- The role the County Council will play and its aims and ambitions for the sector.
- Who the strategy is aimed at and how they can use it:



The new strategy

What the Council Council wants for the sector:

- A higher market profile.
- A great experience and more local visits.
- New and repeat visitors
- Increased dwell time and more spending.
- Pride in our county.
- Green and environmentally sustainable.
- Thriving Visitor Economy Businesses.



The new strategy

Target markets:

Domestic:

1. Country loving traditionalists
2. Active fun families.
3. Business (including educational) visitors.
4. Millennials

Overseas:

1. USA
2. China



**Nottinghamshire
County Council**

The new strategy

Our 5 key themes:

1. Robin Hood and Sherwood Forest (our global brand)
2. Free and forward-thinking, innovative, challenging and inspirational.
3. Green and Active including sport.
4. Heritage and History
5. Towns and Villages

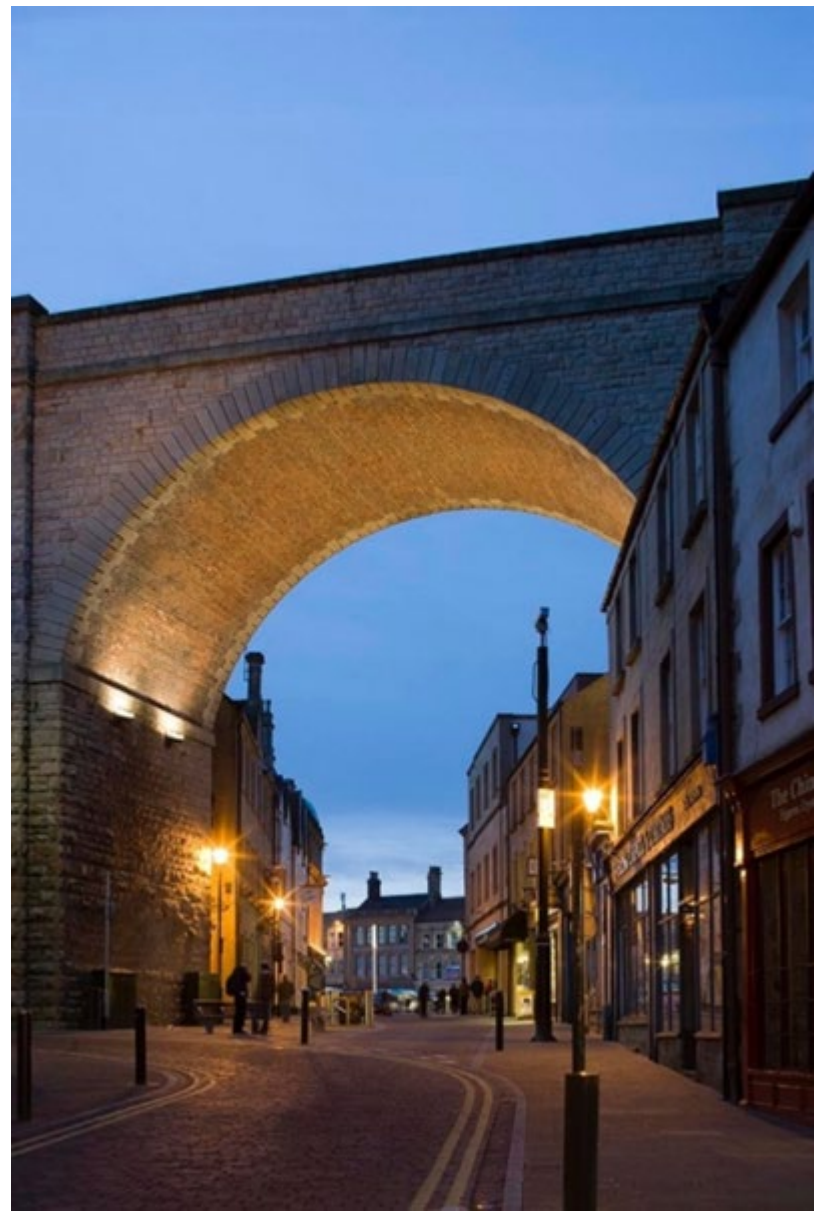


**Nottinghamshire
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The new strategy

Tell people what we will do:

1. Invest in **People**
2. Invest in **Promotion**
3. Invest in **Product**
4. Invest in **Place**
5. Invest in **Performance**



Nottinghamshire
County Council



The consultation process

Phase 1 - June - August

- NCC departments
- District and borough colleagues

Phase 2 - 5th September to 14th October

- The wider public with a focus on visitor economy businesses.
- Strategic operating partners at county council sites.
- Key stakeholder groups

<https://consult.nottinghamshire.gov.uk/cultural-services/nottinghamshire-visitor-economy-strategy-feedback/>



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Next steps....



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