



**VISIT  
PEAK DISTRICT  
& DERBYSHIRE**

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# The State of Tourism

# 2023 – the national picture



- The fastest growing industry in employment terms having a value of £257bn by 2025.\*
- The pandemic is still having an effect on the sector, 140,000 direct tourism and travel jobs were lost across UK.\*\*
- Revival of the ‘staycation’ but this has also experienced a decline of 49% in domestic spend since 2019.
- The cost-of-living crisis continues to have an impact on the sector and rise in energy costs is squeezing margins even further.
- The Government energy support scheme from April 2023 may increase bills by £4.5bn compared to the current scheme.\*\*\*
- The weaker pound could help us to attract foreign visitors, UK residents may opt for a domestic holiday during 2023.





## 2023 – the national picture

- Visit Britain has predicted Inbound Tourism to be worth £29.5bn by the end of 2023 up **4%** **on 2019, becoming Britain's 3rd** largest service export.
- King Charles III Coronation – additional May Bank Holiday
- Eurovision – hosted in Liverpool





# Peak District & Derbyshire overview

- In 2019 the sector GVA saw a growth of 7.8% - largely down to a growth in overnight stays.
- The value of the sector £2.5bn – supporting 32,000 jobs (direct and indirect).
- Pre-pandemic we had growth aspirations for 5% YOY
- Post-pandemic we had aspirations to reach 70% of the 2019 value

## Our 2021 STEAM\* figures versus 2019

- The value of the sector £1.96bn - supporting 23,000 jobs (i.e. 80% value and 70% jobs vs 2019).
- Serviced bed spaces **-7%** (business closures, early retirement, reduced opening times etc.)
- Non serviced bed spaces **-5%**





# Current customer sentiment\*

- Worst is still to come regards cost of living crisis 68% +6% since November
- UK residents intending to take a trip in the UK over the next 12 months 69% -4% since November
- UK residents intending to take an overseas trip in the next 12 months 53% -4% since November
- Preference to take a trip in the UK versus overseas in the next 6 months 35% +1% since November
- Top 3 barriers against taking a UK overnight trip in the next 6 months:
  - Cost of living crisis
  - Rising costs of holidays
  - Personal finances





# Sustainable Tourism Action Plan

# Sustainable Tourism Action Plan



## What do we want from this action plan?

- What do we want from this Action Plan?
- Visitor Economy – not recognised widely as a sustainable sector
- Working in Partnership - VPDD, Peak District National Park, National Forest:
  - share where we are not succeeding
  - agree a set of measurable outputs
  - be accountable

## Working with the Travel Foundation to create an action plan

- Shifting the focus from volume of visitors to increasing the value of visitors:
  - Protecting our landscapes
  - Thriving Communities
  - Low carbon economy
- Where are our interventions most needed.
- No such thing as responsible tourists – we have to fulfil this by offering responsible tourism products
- Educate – but not teach responsible tourism.
- Work with our industry to develop product





Over 100 businesses, 700 residents and 13 interviews with key partners were undertaken

The main commonly observed negative impacts of tourism by residents and tourists were litter, overcrowding at busy sites and pressure on infrastructure.

Businesses particularly favoured prioritising the maintenance, protection and improvement of green spaces and encouraging visitors to visit during the shoulder/off season, promoting the well-being and prosperity of local residents and communities and providing quality jobs and careers.





# Challenges



- The majority of visitors arrive by car, contributing to congestion, illegal parking, inadequate parking provision, pollution and rising carbon emissions;
- Volume of visitors particularly day visitors
- A lack of sustainable, integrated and affordable public and active travel opportunities;
- An increase in (unregulated) short term holiday lets – often high season only
- Overcrowding at key sites at peak times and pressure on infrastructure and local services;
- Seasonality;
- A disconnect between tourism and wider planning and strategy;
- Addressing issues of irresponsible visitor behaviour (Legacy of covid 19)



# Opportunities



- **Exploring the potential to scale up the National Forest's** sustainable accommodation strategy;
- Working with partners to improve public transport connectivity, offering active travel choices and exploring demand led transport solutions in peak season;
- Building business resilience by providing support to meet net zero objectives and work towards sustainability accreditation;
- Providing visitors with inspirational content and information to encourage responsible and confident visitor choices;
- Aligning success with value rather than volume by further extending the visitor season as well as length of stay, deepening **the value of 'shoulder' season and improving the offer of the** winter season;
- Engaging more deeply with our communities to create a shared vision for tourism and local places;



**A. Enhancing and coordinating visitor management** to minimise the negative impacts of tourism, and maximise and share its benefits;

- **Management of busy sites**
- **Deepen community engagement**
- **Develop the right mix of sustainable accommodation year round.**

**B. Supporting and promoting sustainable travel and transport** to offer visitors easy, responsible and healthy choices and to build on the political will locally and regionally to prioritise the issue;

- **Support the development public/active travel solutions (mapping/visitor surveys)**
- **Support high season public transport solutions (Hope Valley/hopper bus)**





**C. Strengthening business resilience and sustainability** to contribute to good and healthy growth for the local visitor economy;

- Sustainable business support – signposting
- Increasing the number of businesses with accreditation EQM, Green Tourism etc

**D. Aligning marketing and communications approaches** to attract visitors who will care about the places they are visiting and actively contribute to their wellbeing.

- Influence visitor choices
- Deepen the value of out of season offers



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Thank you

Questions?