Bath Tourism Plus

- Public/Private Partnership
  - 500 members (24% are outside the City)
  - 80% commercial funding
- Operates UK’s busiest Visitor Information Centre (535,000 visitors)
- Delivers high value marketing: PR coverage is worth £30m per year
- Delivers one of the UK’s best Christmas Markets
- www.visitbath.co.uk is one of England’s busiest tourism websites: 3 million visits (2014)

“Bath Tourism Plus is a well run destination management organisation and a good example of public and private sectors working successfully together.”

Andrew Stokes CEO Visit England
Tourism in B&NES

- Supports 10,000 jobs
- 10% of jobs in B&NES
- Earns £410m for the destination
- Is good for local businesses and local residents
- 6 million visitors p.a.

Bath’s Visitor Economy is worth £410 million per annum
Our Goals

- Encourage visitors to stay mid week and in low season
- Marketing focus on encouraging visitors to stay overnight
- Growth in high spending overseas markets
- Encourage those who already visit the City to discover & explore the surrounding parts of the City and beyond

Our Vision

To grow the value of tourism in Bath and the surrounding area by working in partnership across the industry in the delivery of integrated marketing programmes that are timed and targeted to provide maximum growth
Our competition
Positioning the (attract) Bath Brand

Our Brand Essence:

• Beauty
• Heritage
• Feel-Good
• Distinctive
Who comes to our Destination?

<table>
<thead>
<tr>
<th>Type of Visitor</th>
<th>Numbers</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic staying</td>
<td>684,000</td>
<td>£126m</td>
</tr>
<tr>
<td>International</td>
<td>283,000</td>
<td>£97m</td>
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<tr>
<td>Day Visits</td>
<td>4.8m</td>
<td>£173m</td>
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<tr>
<td>Total</td>
<td>5.8m</td>
<td>£410m</td>
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</table>

(includes SFR)
Main Reason for Visit

- Holiday / Leisure: 77%
- Business / Conference: 6%
- Special Shopping Trip: 4%
- VFR: 8%
- Language student: 4%
- Other: 1%

BATH TOURISM PLUS
Attract & Disperse Strategy

• Attract marketing leads with our **key strength** to gain the attention of the customer in a very competitive industry

• Our **Dispersal Plan** is designed to complement the attract plan to:
  Increase levels of product awareness and destination knowledge to encourage wider participation, longer stays and repeat visits
Dispersal Plan

• Encourage those already in the city to discover and explore outside the city to other recognised visitor destinations and key towns & Villages: Farrington Gurney, High Littleton, Midsomer Norton, Paulton, Peasedown St John, Radstock, Timsbury and Westfield
Dispersal Objectives for Bath Beyond

• Maximise dispersal of visitors around the destination
• Encourage more activity, longer stays, greater spend and repeat visits
Key Activities in the Somer Valley

• Midsomer Norton Carnival & Music Festival
• Venues for live performances and entertainment
• Radstock Museum
• Arts Festival & Fayre
• Somerset and Dorset Railway
• Colliers Way Route 24
• Great walking & Cycling routes
• Historical features
  (Somerset Coal Canal)
Dispersal Plan- how are we going to do it?

- Producing dispersal publications – once in the city how do we ‘educate’ visitors to explore? We simply inform them at the point of contact. Film & TV Guide, Beyond Bath Guide
- The Visit Bath App & videos- with real time information on the things to do and see pages with the App. We need content and stories..
- Events – new events create noise and noise can creates footfall, what is new, what is going on; tell us
- Visitor information Points – we cannot expect everyone to get information by walking into a VIC. Can we set up a network of VIC points?
Dispersal Plan

**Social media & PR** – offer the cheapest form of ‘noise’ but regularly forgotten. We have massive platforms – use us to tell your story!

**Promotions** – can your attractions make offers to increase interest?

**Staying visitors** – can we offer visitors accommodation outside the ‘expensive’ city – out of city offers?

**Bath Residents** – can we reach out to these residents to make a visit to Somer Valley?

**BTP Membership** – can we develop an out of city membership rate – why should out of city businesses pay the same as those in the city?
Our Website- Bath & Beyond
## Website Performance stats-dispersal

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<tr>
<th>Provider</th>
<th>Location Map Viewed</th>
<th>Product Details Displayed</th>
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<tbody>
<tr>
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<tr>
<td>Stonehenge</td>
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Thank you

David James, CEO
Bath Tourism Plus