



The logo for ALVA, featuring the word "ALVA" in a bold, purple, sans-serif font.

Association of Leading
Visitor Attractions

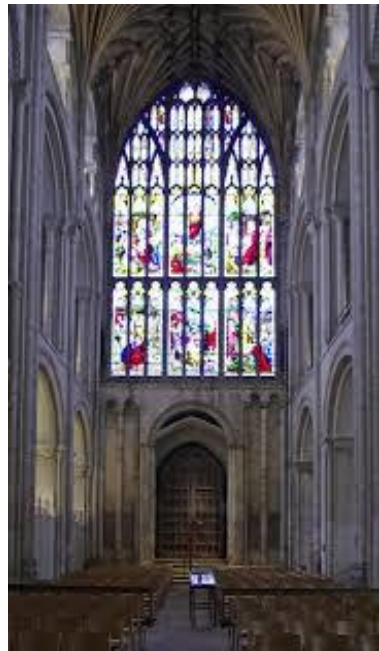
The logo for Visit East of England, featuring the text "VISIT EAST OF ENGLAND" in white, sans-serif font, set against a dark grey square background.

VISIT
EAST OF
ENGLAND

Bernard Donoghue

Director, ALVA

Thursday 28th March 2019





Association of Leading
Visitor Attractions

- 5th biggest industry
- 3rd largest employer
- Worth £127billion
- Creates 1 in 3 of all new jobs
- One new job every 8 minutes since 2008





Bed down with Van Gogh, your Airbnb host for the night

The Art Institute of Chicago has teamed up with Airbnb to enable guests to stay in its latest installation, a recreation of Van Gogh's Bedroom in Arles painting



Vincent

Van Gogh's Bedroom

Chicago, IL, United States



Entire home/flat



2 Guests



1 Bedroom



1 Bed

£7

Per Night

Check in

dd-mm-yyyy

Check out

dd-mm-yyyy

Guests

1

[Request to Book](#)

The surreal Airbnb listing was created as part of a new exhibition, Van Gogh's Bedrooms, which brings together the three paintings of the same name that the artist created while living in "The Yellow House" in Arles, Provence.

The room, part of a larger apartment in the River North neighbourhood of Chicago, is big enough to sleep two - and bookings have been swift. February is already fully booked, and the museum will be releasing dates for March at the end of the month.

Visitor numbers at UK attractions rise 9% despite fewer overseas tourists

Tate Modern becomes nation's top attraction as experts say Britons are fuelling growth



▲ Tate Modern's highly popular Picasso exhibition helped it become the UK's most-visited attraction. Photograph: Leon Neal/Getty Images

Visitor numbers at Britain's museums, galleries, zoos, castles and country houses increased by nearly 9% last year despite a decrease in numbers of overseas tourists.

- Key lessons from 2012 - 2018: what were the common trends amongst those who performed well in the last 6 years:
 - Refresh and Entice
 - Authentic sense of place
 - Telling people's stories
 - Staff not stuff



Association of Leading
Visitor Attractions

Refresh and Entice



- Attractions which were refreshed, refurbished, had new permanent or temporary exhibitions do well regardless of the weather, especially with local and domestic audiences
- Local audiences feel a stronger emotional ownership of, and affinity to ‘their’ attractions in times of economic hardship; year passes have done very well

ALVA

Association of Leading
Visitor Attractions



Authentic sense of place

- As high streets and towns become more homogenised the authenticity of place becomes more important
- Attractions must reek of their locality, including through the procurement of food, drinks and retail products



- Exploit our love of ‘standing on the spot’
 - In times of recession people want to be reassured of who they are and where they come from; people yearn for a physical connection to the past, which is certain, because the future is too daunting.
 - The power of nostalgia.



Shakespeare
birthplace trust

‘Staff not stuff’



- Best memories are of people not objects
- People first visit because of what you’ve got but they return because of whom you employ
- Allow your staff to bring stories alive, to explain, to excite, to dramatise, to surprise

Biggest difference between a 4 star Tripadvisor review (very good) and a 5 star review (excellent) is that a 5 star review was 4 times more likely to mention a staff member's name.



- Provocative
- Disruptive
- Risk-taking
- Brand-stretching
- Audience-developing

ALVA

Association of Leading
Visitor Attractions



ALVA

Association of Leading
Visitor Attractions



- **Visitor Experience**

- Welcome - say it
- ‘Staff not stuff’
- Personal learning
- On this spot
- The difference between a 5 star and a 4 star TripAdvisor review – is someone’s name
- Restoration / gardening / conservation / – watch it happen
- Thank you and goodbye





- Repeat visitors and recommendation
 - Good experience
 - 54% very likely to recommend, 46% possibly
 - Good **welcome** experience
 - 74% very likely to recommend, 26% likely

Memberships and repeat business benefits

Potential visitors' concerns

- Ability to access the UK especially by through ports
- Travelling on an Identity card from the EU
- Pet Passports
- Uncertainties about aviation routes
- Uncertainties about strength of sterling
- Historical challenges of 'welcome' to overseas visitors
- Concerns about political instability

Industry concerns

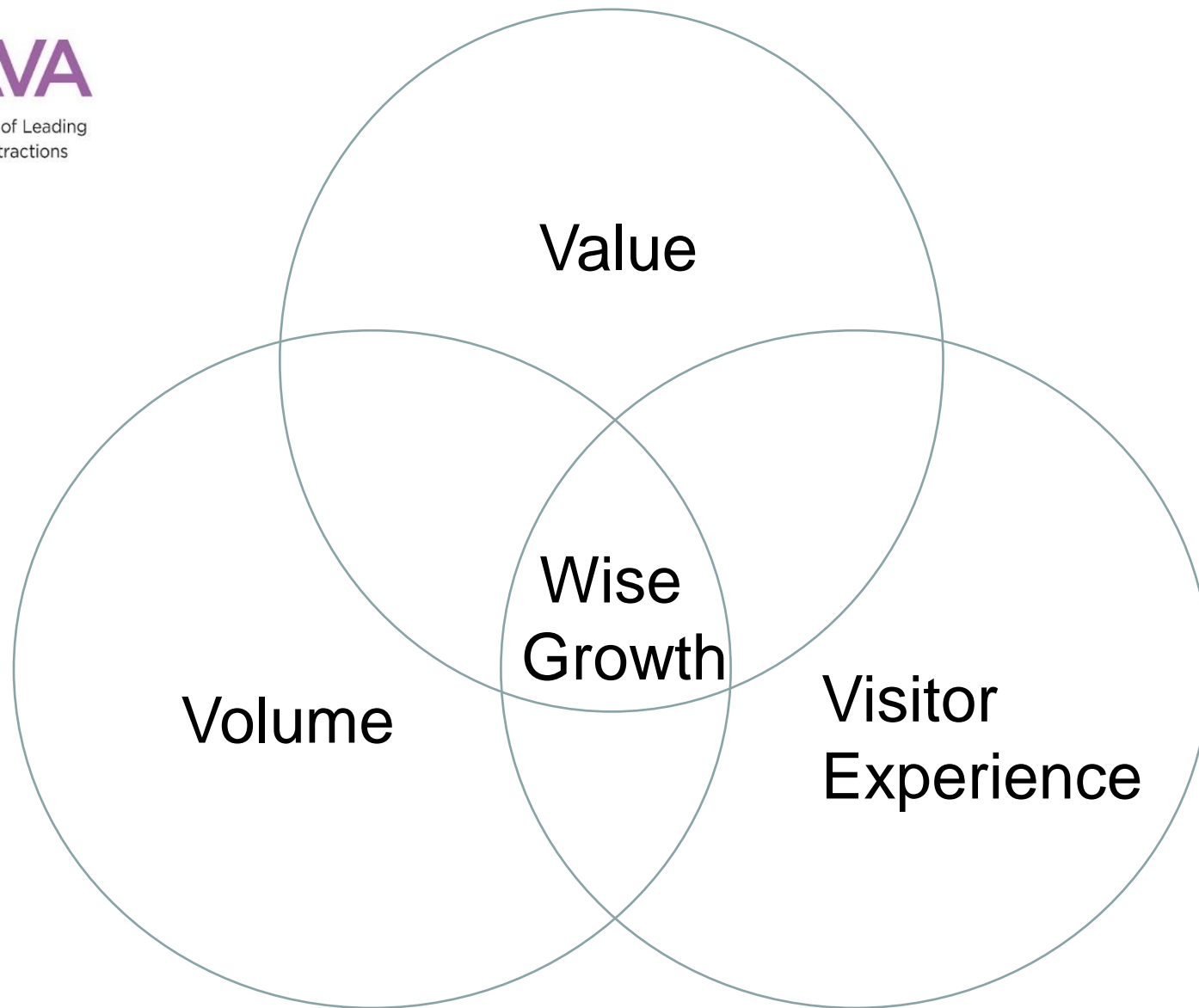
- The ability to recruit and retain skilled staff (soft skills, front of house, hospitality and catering)
- Ability to recruit and retain staff with language skills
- Logistics of supply chain, affected by port, road and travel disruption
- Less money spent on infrastructure and promotion

What we can assume

- Sterling falls; UK less expensive
- Greater staycation, more Brits holidaying at home
- Climate Change means harsher winters and hotter summers
- No increase in Govt investment in tourism promotion or product
- Increasing elderly population – working and travelling; younger, hungrier, instant gratification generation
- People want experiences; purchasing memories
- Leisure spending is the last to be cut by Brits

ALVA

Association of Leading
Visitor Attractions



Tourism is too important not to plan for. The idea that some day everyone will come here because this is a 'must experience' destination is naïve.

Be critically honest
Be aspirational
Build your alliances
Gather your data
Prove your impact
Rely on each other



