



Stockton-on-Tees
BOROUGH COUNCIL

ARTS, LEISURE AND CULTURE SELECT COMMITTEE – 4 JULY 2012

STOCKTON'S VISITOR ECONOMY BASELINE REPORT



INVESTOR IN PEOPLE



2003-2004
Rethinking Construction
2004-2005
Crime and Disorder Partnerships

Attractions



Services



Visitors to Tees Valley

- 2.1 million overnight tourists
- Total economic value of £563m
- Two thirds of overnight visitor to the Tees Valley stay with friends and relatives
- The main visitors to the area were between 18-24 (45.5%)
- The majority of those staying for one to three nights were 25-34 (40.3%)

Key Attractions in Stockton

- Preston Park Museum & Grounds – 89,054 (2010)
- RSPB Saltholme – 80,316 (2010)
- Events
 - SIRF – 65,000 (2011)
 - River Rat Race – 981 (2011)



Visit England

- Private/public sector partnerships
- National Tourism Strategy
- ‘Attract and disperse’ approach
- Marketing to domestic & established overseas markets



Changes in the Region

- Regional marketing activity ended in May 2010
- Closure of One North East (ONE) in March 2012
- Northern Tourism Alliance
- Other destination management organisations in the region reviewed

Changes in Tees Valley

- Review of Tees Valley Unlimited (TVU)
 - Reduced to one third of previous size
- TVU marketing focussed on investment from key sectors
- Visit Tees Valley (VTV)
 - 75% of funding was from ONE all of which was withdrawn
 - VTV wound up in March 2011
 - Temporary tourism post ended March 2012



Changes in Stockton

- Tourism involved in two EIT reviews
- Two tourism posts deleted
- Visit Stockton web site closed
- 2.5 fte staff within Tourist Information Centre
- Support to visitor economy businesses as part of wider business engagement role
- Enabling the sector to support itself

