

- Background to the West Lancashire visitor economy West Lancashire Strategies:
 - Economic Development Strategy 2015-2025
 - Ormskirk Town Centre Strategy 2015-2020
- How we promote and market the visitor economy
- Membership to Marketing Lancashire
- Beyond the West Lancashire and Lancashire boundaries



Background to the West Lancashire Visitor Economy

Over 60 Attractions/Things to do

- Children
- Wildlife
- Food and drink
- Shopping
- Activities





WEST LANCASHIRE'S VISITOR ECONOMY 2015

Over 2.7 million

Tourism Visits, equating to 4% of all tourism visits to Lancashire

315,000 visits were made by visitors staying in West

Lancashire as part of a holiday or short break, generating **1.093**million nights in accommodation across the district

2.426 million tourism visits made by **Day Visitors** to the district



£

A total of **£142.740 million** was generated within the local economy through visitor and tourism business expenditure

Day Visits generated £80.626 million for the local economy of West Lancashire in 2015

Total bedstock in West Lancashire is 4.938 beds

Comprising 4,233 non-serviced and 715 serviced beds

Visitors to West Lancashire support 1,850 full time equivalent jobs



generate a **total economic impact** of **£62.114 million** for
the businesses and communities of
West Lancashire

In total, staying visitors

Visitor Days and Nights generated by visi

Nights generated by visitors in 2015

More than **3.5 million**

Economic Impact rose by 1.1% between 2014 and 2015

Visitor Numbers increased by 1.3% between 2014 and 2015





West Lancashire Economic Development Strategy 2015-2025

- Revitalised Town Centres
 - Improve Ormskirk's Town Centre Offer
- A Better Connected West Lancashire
 - West Lancashire 'Wheel'
- Supporting the Rural and Visitor Economy
 - Improve the positioning of West Lancashire as a visitor destination



Ormskirk Town Centre Strategy 2015-2020

D STUDENT CULTURE

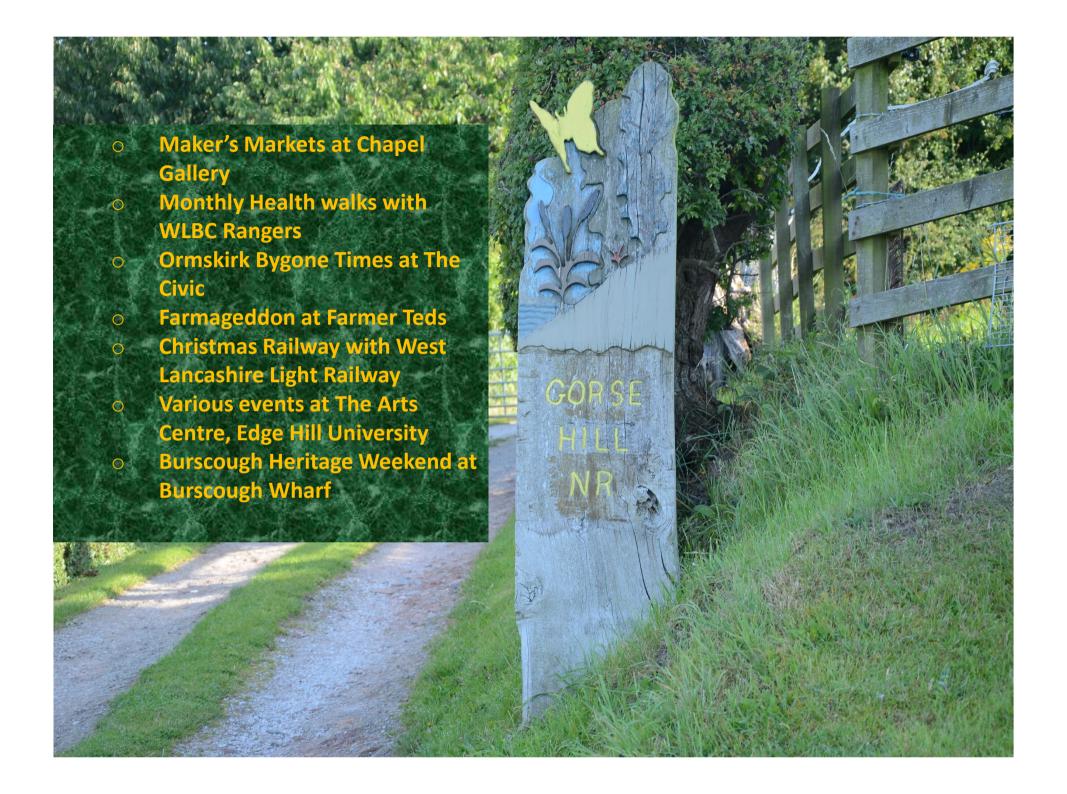
- Establish a brand
- **Promotion and marketing campaigns**
- **Events calendar**
- Town Centre website and social media
- Animating the street scene arts & culture
- Create a unique sense of place
- **Expand the market guest & vintage markets**
- Improve evening/night time economy
- **Attract families**
- Nearby attractions, assets and places











Website Statistics

West Lancashire	Page views Apr - Sep 15	Page views Apr -Sep 16	% Change	
	46.604	40.700	4.007	
Accommodation	16,684	19,702	18%	
Destinations	10,261	9,535	-7%	
Events	43,168	41,214	-5%	
F&D	13,474	22,947	70%	
Retail	15,380	18,160	18%	
Things to do	50,611	65,725	30%	
Total	149,578	177,283	19%	





Marketing Lancashire

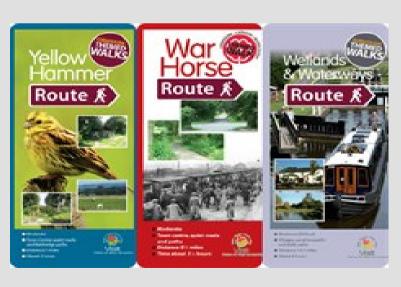
- Annual Membership £5k
- > Valuable additional resource to promote West Lancashire's attractions and assets
- License fee and website developments on <u>www.visitLancashire.com</u> the official Lancashire tourism website
- West Lancashire data collection
- Inclusion in campaigns and publications
- Editorial in printed Lancashire Destination Guide (50,000 copies) and online version
- General promotion via e-newsletter to 70,000+
- Online carousel promoted Ormskirk Motorfest and Gingerbread Festival
- 44,000+ followers on social media
- > 5.5 million page views
- 300 million PR reach



Beyond West Lancashire and Lancashire boundaries

- Corporate Members, Liverpool Enterprise Partnership
- Head of Visitor Economy Development
- Head of Tourism Sefton Council
- Worked with Sefton Council on a joint 2 year sustainable visitor project, known as VISIT:
 - Joint marketing activity
 - website development and social media
 - Events themed walking and cycling routes





Corporate and Environmental Overview and Scrutiny Committee suggested Project Plan

- 1. Background to tourism in West Lancashire
- To understand the West Lancashire visitor economy in the sub-regional context of Lancashire and the Liverpool City Region
- 3. To understand a private sector perspective of a tourism project, working with the Borough Council and Parish Council