



VisitBritain Update

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Enjoy England

Economic Impact Study



- In 2008 Tourist Information Centres in England generated an additional £249.8 million for the visitor economy.
- Approximately 25 million people visited a Tourist Information Centre in England in 2008. As a direct result of visiting the TIC, 46% of visitors made positive changes to their trips which included visiting more attractions and places of interest and increasing the length of their trip.
- Approximately 5.4 million TIC visitors went on to spend more money as a result of making changes to their trip.
- On average a day visitor spent an additional £18.18 and an overnight visitor spent an additional £69.45 per person per trip.



Waterstone's



- 18 Stores committed to the programme
- Regional Split
 - South East 4, (Amersham, Canterbury, Reading, Southampton)
 - South West 2, East of England 3,
 - North West 1, North East 1, Heart of England 5,
 - Yorkshire 1 and London 1
- Research findings October 2008
- 96% Satisfaction rating
- 89% felt that having local information at Waterstone's was a good idea
- 17% of those who had not visited the official information centre intended to do so having seen the in-store sign
- Waterstone's Amsterdam launch end of March 2009



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TIC Website Redevelopment



The Official Website for Englands Tourist Information Services

England's TIC Extranet



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Welcome Luke Romeril

from New Vision Group

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Income generation case studies



- Best practice case studies
 - Stage 1
 - Research six case studies in a variety of TICs to reflect DPUK categories to provide relevant examples for urban, coastal and rural TICs.
 - Stage 2
 - Prepare best practice workshop material for National TIC Conference.

National TIC Conference 2009



De Vere Hotel, Belton Woods, Lincolnshire



- Overnight delegates - Tuesday 2nd June
- Day delegates - Wednesday 3rd June



Training



- Number of TIC staff currently committed to the programme - 375
- Advance level units to be launched middle of 2009
 - Introduction to Business Planning
 - Advanced Business Planning
 - Capturing data and its use for TIC promotion



Congratulations



- Shannon-Lee Kruger, Southampton TIC

