

# Coventry Tourism Strategy



SCRUCO – 23 January 2019

# Tourism in Coventry – Current Position

- Tourism generates £385m spend per annum
- Supports 6,921 FTE jobs (5.9% of local employment)
- 94% of visitors to Coventry would recommend it to a friend
- 95% of visitors to Coventry would return

## **BUT**

- Reason for 77% of people who have not visited - “not sure what’s there”
- Visitor spend is low (circa £5 per hour for day visitors)
- The city needs to encourage people to stay and spend (venues, cafes, bars, retail etc.)
- ‘Nightlife’ and ‘Variety of Things to Do’ score lowest for satisfaction
- There are clear gaps in the current accommodation offer
- Litter and cleanliness were the main things visitors wanted to see improved

## **HOWEVER**

- There is huge potential for tourism growth

# Tourism Strategy 2019-2023

Approved by Cabinet 27 November 2018

## **Vision:**

“By 2023 perceptions and awareness of Coventry as a leisure and business tourism destination will have grown and residents will be even more proud, active ambassadors of their city. The city will be recognised as a host for major events and the city will be attracting more than 10 million visitors a year”

## **Seven measures of success:**

1. Development of a successful delivery partnership to manage the DMP
2. Increase in overall visitor numbers
3. Increase in overnight visitors
4. Increase in yield per visitor
5. Growth in jobs supported via the visitor economy
6. Increase in awareness of Coventry as a destination
7. Improved perceptions of Coventry as a destination

## **Action Plan 2019-2023:**

Framed around (i) Partnership (ii) Product (iii) Place (iv) Positioning

# Action Plan Priorities for January – June 2019

## **Partnership**

- Employ Destination Partnership Manager (Y1)
- Establish Destination Partnership Board with clear governance (Y1)
- Agree roles and responsibilities of partner organisations (Y1)
- Confirm projects for Year One and potential funding sources for delivery (Y1)

## **Product**

- Development of packages for key product themes identified (Y1-3)
- Commission accommodation study to inform developments (Y1)

## **Place**

- Build on the Great Places programme to develop Welcome Training and skills and capacity of tourism businesses and partners (Y1-3)
- Develop Visitor Information strategies including information in high footfall areas (Y1-3)
- Align developments with visitor hotspots and city gateways (Y1-5)

## **Positioning**

- Develop key messages and images to use when positioning Coventry to visitors (Y1-2)
- Develop ambassadorial initiatives with residents, students and businesses (Y1-5)

# Recommendations

## **Scrutiny Co-Ordination Committee is recommended to:**

1. Consider the content of the presentation.
2. To make recommendations to the Cabinet Member for Jobs and Regeneration regarding the implementation of the Coventry Tourism Strategy Action Plan to ensure successful delivery of the Strategy