

# Visitor Economy Briefing

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Buckinghamshire Business First



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# The Bucks Visitor Economy in numbers



9% of Bucks workforce in the visitor economy, 2020 (10% England)

+10% growth 2015-2020 (+1% England)

Majority in Beaconsfield Constituency (31%)

7% of Bucks businesses in the visitor economy, 2021 (9% England)

Majority in Beaconsfield Constituency (26%)

£1.2 billion contribution to Bucks GVA, 2019

Approx. 9.8% of Bucks' total GVA (10% England)

Higher proportion compared to neighbouring LEP areas (Herts 9.5%; Oxon 9.2%; Berks 7.4%)

# Top 10 Visitor Attractions in Bucks

Top visitor attractions (2018)

Attraction	Type	Visitors
Cliveden	Historic Properties	495,464
Waddesdon Manor	Historic Properties	471,890
Stowe Landscape Gardens	Gardens	220,545
Stowe	Historic Properties	208,644
Hughenden Manor	Historic Properties	148,264
Road Dahl Museum and Story Centre	Museums & Art Galleries	60,000
Chiltern Open Air Museum	Museums & Art Galleries	53,833
Milton Keynes Museum	Museums & Art Galleries	52,955
Claydon House	Historic Properties	24,423
West Wycombe Park	Historic Properties	20,863
The Trenchard Museum	Museums & Art Galleries	10,250



# The Bucks Visitor Economy – Current Issues

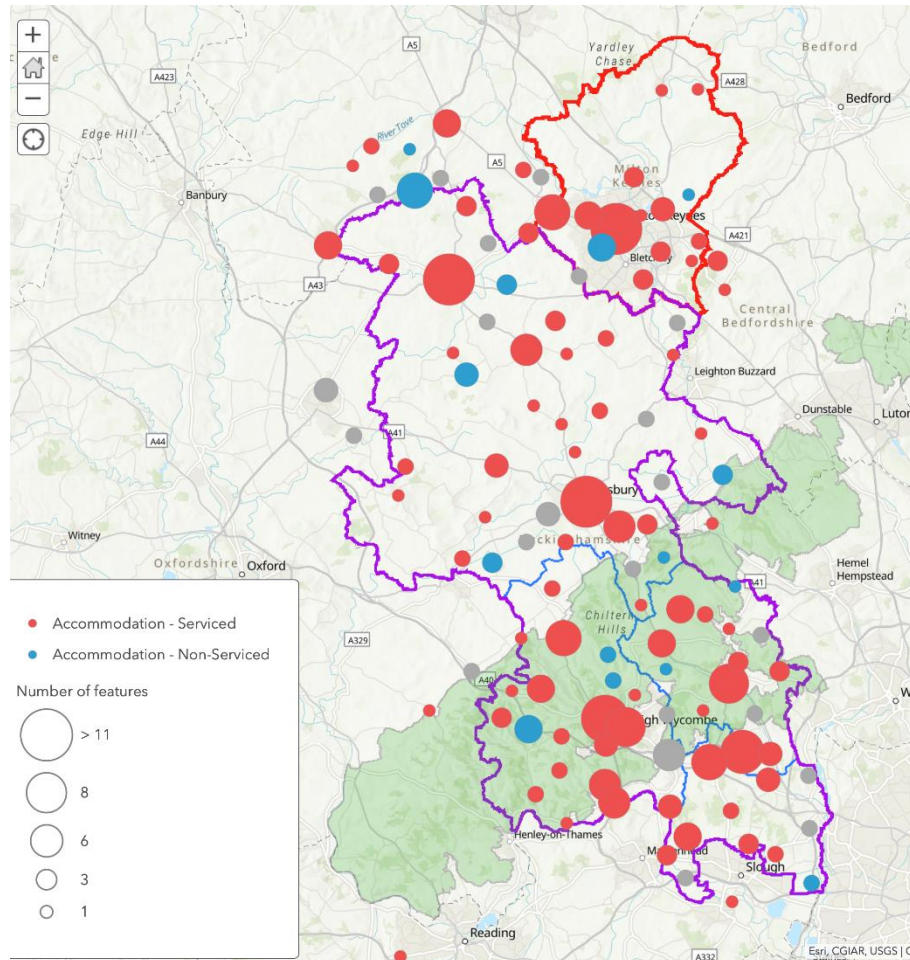
- Staff recruitment challenges remain and are still significant
- Businesses opting to close on certain days of the week, especially for pubs and hotels
- Uncertainty ahead as:
  - Cost of living increases are impacting household budgets
    - Fewer holidays however households may opt for staycations
  - VAT rate return to pre pandemic level
  - Businesses starting to feel the effects of fuel & energy price increases
  - Repayment of Covid loans

# Benefits to the County of a vibrant visitor economy

- Tourism has a significant social as well as its economic value.
- Tourist attractions can also be enjoyed by residents so that the impact on the quality of life of residents exceeds the measured economic benefits.
- Investment in existing assets assists in conservation and environmental protection as well as providing a financial return.
- Cultural organisations such as museums, are a prominent part of the tourism product, but also play an important role in the local community by promoting education and lifelong learning.
- The sector provides a wide range of types of employment that can be accessed by atypical workers, minorities and others on the periphery of the labour force. The sector often provides a route into employment for people otherwise excluded.
- Tourism provides opportunities for volunteering, thereby promoting community engagement while improving routes to employment.
- Culturally focussed events can be particularly effective generators of social as well as economic benefit, especially when they are embraced by local creative and visitor organisations.



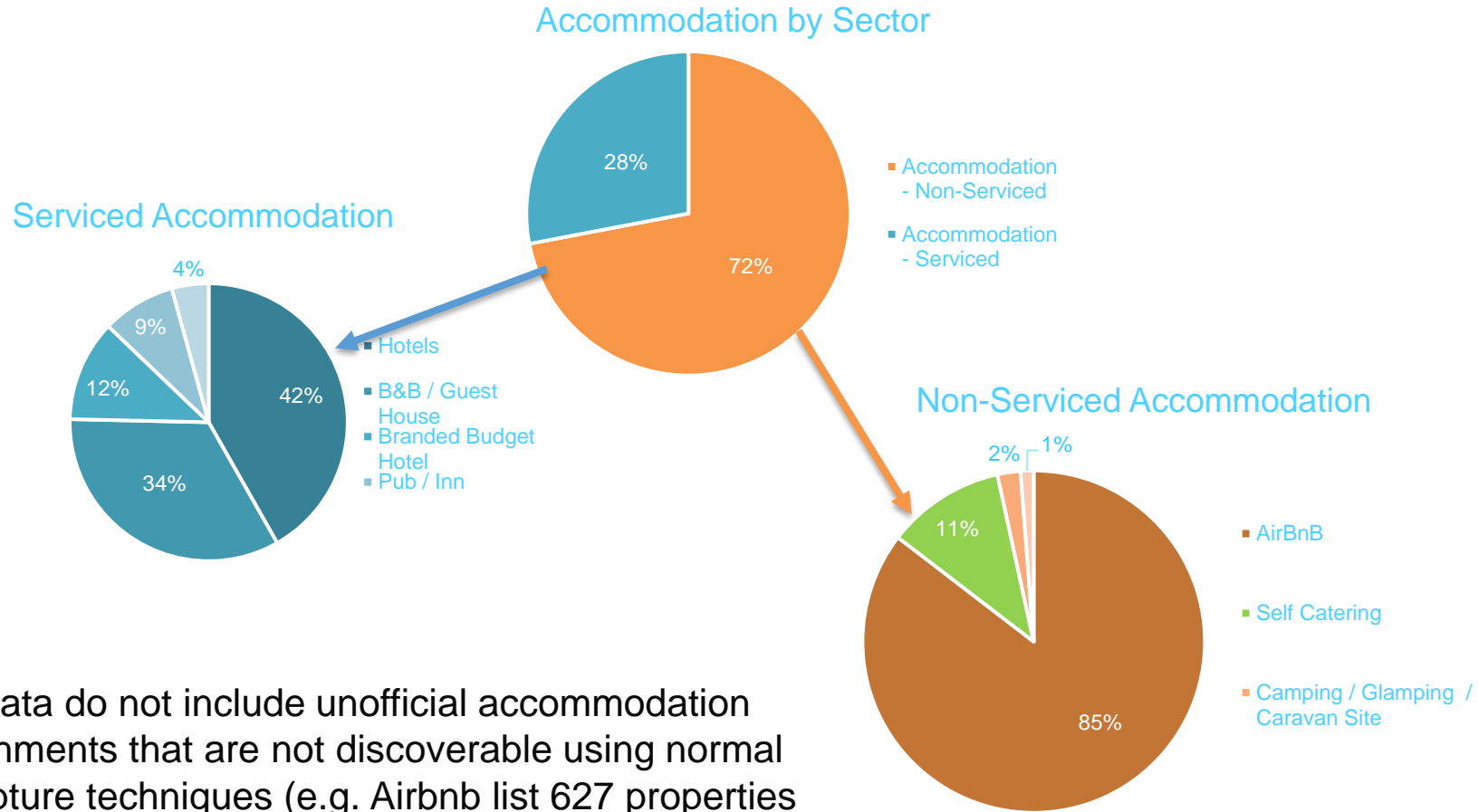
# Accommodation supply: location



- There are some 1,000 accommodation units in the County.
- Visitor accommodation is clustered to the north and south of the county.
- Mostly focussed on leisure around the Chilterns; mostly business focussed around Milton Keynes, Aylesbury and High Wycombe.

*NB – The Non-Serviced sector (e.g. self-catering properties) is under-represented on this map due to the exclusion of Air BnB data.*

# Accommodation capacity



These data do not include unofficial accommodation establishments that are not discoverable using normal data capture techniques (e.g. Airbnb list 627 properties on their web site).



# Serviced Accommodation Providers

- Visit England accommodation occupancy data shows that the proportion of serviced accommodation is broadly in line with the average for neighbouring counties of Herts and Berks
- Most serviced accommodation providers in Buckinghamshire are small and independently owned.
- Serviced accommodation providers are smaller with Bucks having 51%, 50% and 86% respectively of the bed capacity reported for Berks, Oxon and Herts.
- Some parts of the County would benefit from a more supportive hospitality offering especially in terms of branded / business hotels.

# Tourism and employment

- ONS data indicate there are a total of 24,839 jobs in the sectors they define as tourism. However, these businesses also serve the needs of local residents and the data do not identify how many depend on expenditure by tourists so it overstates the case.
- Based on data from different sources, it is estimated that expenditure by tourists directly generates 11,000 to 13,000 FTE jobs, depending on the methodology and source of the underlying data
- The tourism intensity of employment is 9.3% (lower than the UK average of 11.3%, but higher than Milton Keynes at 8.8%)
- A relatively high proportion of tourism jobs in Bucks are part-time.

# Indirect impact of tourism

- Expenditure by tourism stimulates additional activity and employment as tourism businesses purchase inputs from providers and employees spend earnings in the local economy.
- While data is limited, it is estimated that tourism indirectly supports an additional 3,854 jobs in the county.
- Every 10 additional tourism jobs that are created by growing the sector will indirectly lead to a further 3.7 jobs being supported elsewhere in the economy.

# Economic summary of the tourism sector

**Buckinghamshire Tourism by Type of Visitor**

	Number of visits		Expenditure	
	000s	% of total	£ million	% of total
<b>Inbound</b>	360	1.7%	152	16.9%
<b>Domestic Overnight</b>	1,098	5.3%	157	17.4%
<b>Day Visits</b>	19,229	93.0%	592*	65.7%
<b>Total</b>	20,687		901	

- The tourism economy is worth circa £900 million to Buckinghamshire and supports 11,000 to 13,000 jobs, many of which provide good entry level opportunities for young people.

However, the tourism economy in the County is underperforming comparator areas.

- Greater opportunities to attract day and stay visitors to spend within the economy are required. There are also few facilities with sufficient capacity to host substantial events or support the development of key business activities around film, motorsports and medtech.
- A lack of focus on providing links from key transport hubs to visitor facilities has limited opportunities to extend day trip spend (especially for those using train services from the London).
- To date the relevance of the day visit market has been under-valued as an opportunity to grow tourism as has the importance that these visitors bring in employment opportunities across the county.

# Tourism Update & Support Available

**Lucy Dowson**

**Tourism Development Manager**  
Visit Buckinghamshire



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# DMO

- DMO's are a UK wide mechanism for supporting Tourism & Hospitality businesses. In Buckinghamshire our DMO is Visit Buckinghamshire.
- All DMO's struggle to be sustainable / survive. Some are supported by local authorities with core funding , others survive hand to mouth trying to encourage T&H businesses to take listings
- A Destination Marketing Organisation (DMO), supports the promotion of a geography and its key constituents: accommodations, restaurants, attractions, events, transportation, guided tours and any other retailers catering to travellers in some shape or form.



# Welcome to Buckinghamshire

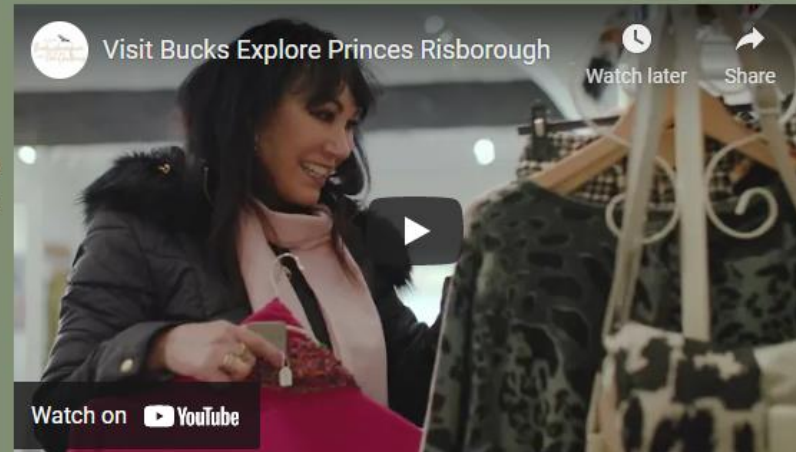
# WelcomeBackBucks #LoveWhereYouLive  
#SupportLocal #DoorstepDiscoveries

**Bluebells galore! »**

## Beautiful Buckinghamshire

If you're a local looking for what's on, a day tripper wanting a change of scene or from further afield and seeking a longer escape, then please dive in to the pages of our website. Please enjoy the stunning scenery and support our fabulous restaurants, pubs and cafes, our attractions, such as museums, animal parks and historic homes, our hotels and B&Bs.

As always, we'll be sharing some stunning imagery on Instagram and bringing you information, entertainment and inspiration on Twitter and Facebook as we #WelcomeBackBucks.



T. 01494 927403

E. [info@visitbuckinghamshire.org](mailto:info@visitbuckinghamshire.org)

W. [visitbuckinghamshire.org](http://visitbuckinghamshire.org)

# An overview of Visit Buckinghamshire





# Here to promote and support the Visitor Economy



**National Trust**



**Literary Heroes**



**Historical Highlights**



**Landscape**



**Arts & Culture**



**Spectacular Sports**



**Film & TV**



**Food & Drink**

# Credentials

The Visit Buckinghamshire and The Chilterns website has **30,000** visitors a month!



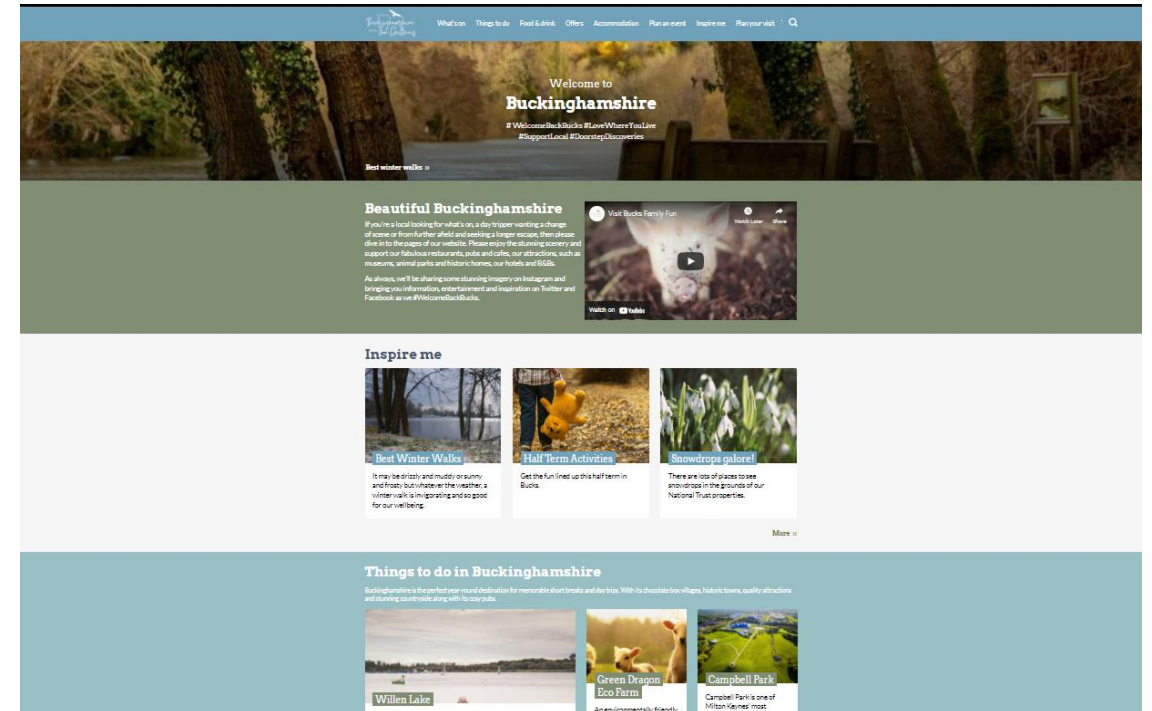
Over **30,000** visits per month to VisitBuckinghamshire.org



Reach of **6,200** Facebook, **5,880** Twitter and **5,730** Instagram fans



Partnership of over **300** tourism businesses



If you are a tourism business and are not listed, you're missing out!



# The Team



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Get involved we'd love to discuss how we can work together!

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W. [visitbuckinghamshire.org](http://visitbuckinghamshire.org)



VISIT  
*Buckinghamshire*  
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Boost your  
business...

A new programme designed to  
accelerate tourism,  
hospitality, and leisure businesses and  
the wider visitor economy  
in Buckinghamshire.

Don't miss out on this fully-funded,  
easy-to-access support.

£250  
vouchers  
are available to  
implement new  
initiatives!



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Council



people 1st  
international



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# boost green credentials

Destinations that demonstrate their green credentials are increasingly popular.

Get your business on the journey to NetZero and develop a USP that makes you stand out.

Our partners at Climate Essentials will help you to:

- Measure your baseline emissions
- Gain access to a bespoke carbon calculator
- Set actionable carbon reduction pledges
- Develop a decarbonisation plan
- Demystify climate jargon



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VISIT  
Buckinghamshire  
AND The Chilterns



CLIMATE  
essentials



BUCKINGHAMSHIRE  
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# boost **accessibility**

Open your business up to as many customers as possible.

Reflecting Buckinghamshire's status as the birthplace of the Paralympics.

Improve your business's accessibility with 1-1 support and advice from a BuDS business access adviser. Keep up to date with our online library of resources, hints, and tips sharing best practices, and access free training for your teams to help make customers with access needs feel welcome and comfortable when visiting your business.



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# boost *digital skills*

Revolutionise your digital marketing with industry experts, People1st.

## Who can attend these workshops?

Free to business owners and employees of tourism, hospitality or leisure businesses and the wider visitor economy in Buckinghamshire. There is no limit to the number of people from your organisation who can take advantage.

Book your places online at [bbf.uk.com/boost-digital-marketing](http://bbf.uk.com/boost-digital-marketing)



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# boost your workforce

Don't miss this opportunity to meet your workforce of the future!

Speed Networking in partnership with Bucks College Group.

Speed networking event introducing employers to students coming to the end of their studies on courses related to your sector. Employers are able to tell students about their business and how they could get involved – plenty of opportunity to meet a future employee!

Look out for more details on this event at [bbf.uk.com/boost](http://bbf.uk.com/boost)



**Buckinghamshire  
College Group**



HM Government



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# boost growth

Tap into future trends with products and innovations that support year-round cashflow and increase visitor numbers.

Learn how to innovate and diversify, create experience-led products and authentic stories.

Our advisers will work with you to develop an action plan for your business and plug you into resources that will help your business grow and diversify. Join our workshop series:

- Developing bookable products
- Introduction to experiential tourism
- Taking England to the world
- Experience tourism development



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# Q & A





# Buckinghamshire Culture & the Cultural Strategy

Bill Morris, Co-Chair Buckinghamshire Culture



# Contents

1. Buckinghamshire Culture and the Cultural Strategy
2. Cultural Strengths & the Visitor Economy
3. Current Priorities & Opportunities
4. Next Steps





## From Strategy to Partnership

Cultural Strategy developed by Buckinghamshire Council

Identified challenges & opportunities for creativity and culture to thrive

Cultural Partnership developed in response

Buckinghamshire Culture registered as a charity in October 2021

Now have Board of Trustees & 2 staff members driving delivery.

# Cultural Strategy & Visitor Economy

- 1. Literary Heritage** – John Milton, Roald Dahl, Enid Blyton, Terry Pratchett, Mary & Percy Shelley, Thomas Gray → Stories and Storytelling – inspiration for an inclusive county-wide festival to attract visitors from Bucks and beyond
- 2. Sports Heritage** – Stoke Mandeville & Ludwig Guttman, National Paralympic Heritage Trust, Silverstone, Dorney Lake, Wycombe Wanderers → Paralympic and sporting heritage and the development of truly accessible venues and attractions.
- 3. Places of Historical & Cultural Interest** – Waddesdon & other National Trust properties, Discover Bucks Museum, Queens Park Arts Centre, Garsington Opera, festivals → Our stunning heritage, stately homes and natural landscapes that encourage people to visit, looking at new ways to engage – through arts and creativity, joint programmes & campaigns, trails, itineraries, games!
- 4. Areas of Outstanding Natural Beauty** – The Chilterns offer The Chiltern Way, Chilterns Cycleway & environmental heritage →
- 5. Cultural & Creative Economy** – Pinewood Studios, National Film and Television School, digital, artists & makers, Bucks College Group, Bucks New University, University of Buckingham → Making the most of our incredibly film-able county – developing opportunities to capitalise & benefit from the work created here for screen.

### **Storytelling Festival**

Lockdown Stories, Summer of Stories, Open Weekend 21.  
Towards development of major, county-wide, future Festival. Next steps in discussion.

### **Town and Village Centres**

Keen to see creative and cultural use of civic/public spaces, high streets etc – looking at engaging people with culture in unusual spaces/ways. Opps to collaborate.

### **Open Weekend**

Opportunity to be part of a county-wide celebration of creativity and culture that is centrally promoted – opps to engage communities. 2022 theme: trees and green.

### **Bucks in 100 Objects**

In development – share local stories and heritage through a county-wide campaign to celebrate what is special/unique about Bucks. Trails, itineraries, campaign to drive tourism.

### **Sector Support**

Offering connection & networking opportunities to develop collaboration. Advice and support to develop projects & funding bids, leveraging investment.

### **Under-Represented Communities**

Potential to engage and support social issues for disadvantaged/under-engaged communities to support levelling up.

# Opportunities to Build On





# Cross-Pollinating Strategies

Plenty of links in Buckinghamshire Cultural Strategy to tourism and visitor economy

Buckinghamshire Culture all about partnership and collaboration

Scope to build on existing work or develop new projects / opportunities

Need Strategies to cross-pollinate – to drive collaboration & funding

Let's keep talking & developing ideas.





Thank you! Any questions?