

VisitEngland update

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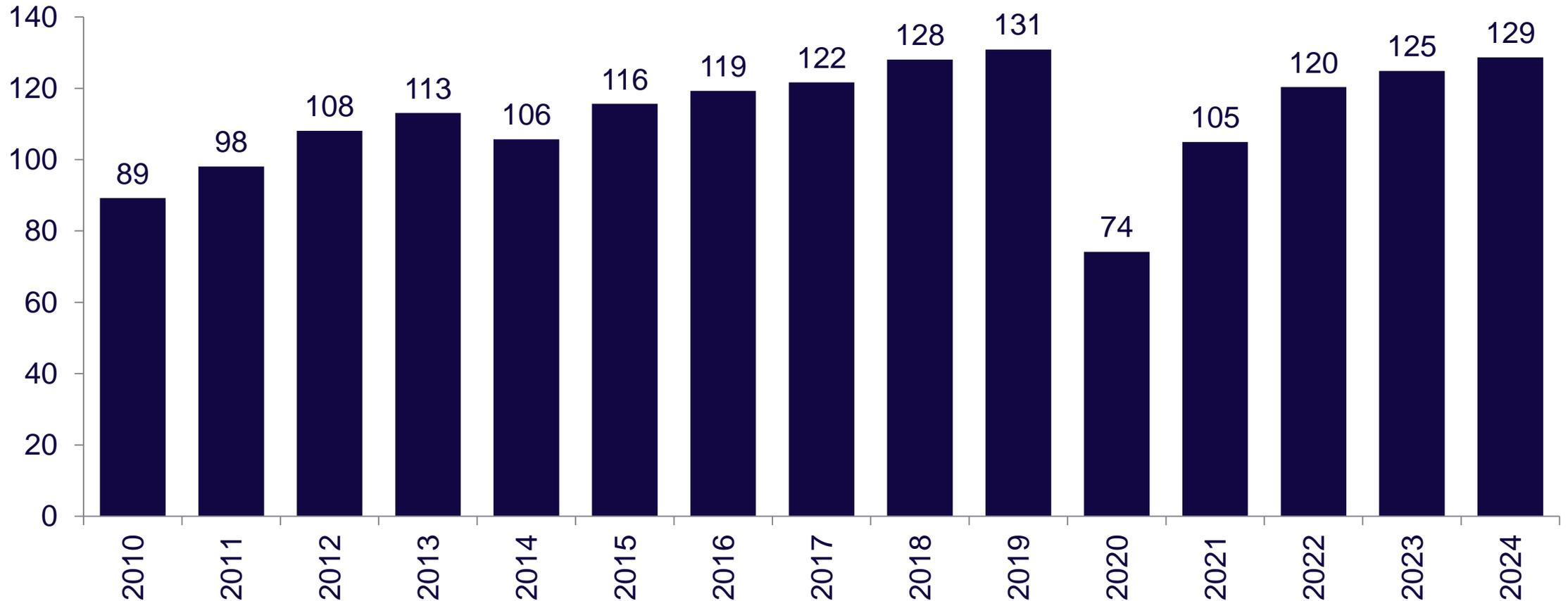
BRITAIN & NORTHERN IRELAND

Impact:

- **Tourism** - one of the economic sectors **hit first and hit hardest**, it has also been one of the **last sectors to be able to reopen**.
- Our tourism **impact forecasts** show that:
 - Our central scenario for inbound tourism to the UK in 2020, as of June 3rd, is for a decline of 59% in visits to 16.8m and 63% in spend to £10.6bn. **This would represent a loss vs the pre-COVID forecast of 25.3m visits and £19.7bn spend.**
 - We have forecast a central scenario for England of £39.2bn in domestic tourism spending in 2020, down 48% compared to 2019 when spending by domestic tourists in England was £75.9bn. **This represents a loss of £36.8bn (£9.4bn from overnights and £27.4bn from day trips).**

Domestic value: a long path to recovery

Value of domestic tourism (£bn)



Source: Tourism Economics. NB the source for this data is the UK Tourism Satellite Account so it is a broader measure of spend than the GB domestic monitors we normally quote.

Key priorities for VB/VE

Lead the UK tourism industry to recovery so that it once again becomes one of the most successful sectors of the UK economy

Recovery activity:

- **Research & Insights** – monitor consumer sentiment both domestic and international.
- **Government Engagement** – advise on policy measures and support needed to reboot the industry.
- **Marketing** – domestic campaign, planning for international recovery campaign market by market.
- **International teams** – preparing a roadmap to help UK business access international markets as they recover; communicating a message of reassurance and competing for the share of audience who are booking travel now.
- **Industry Advice and Support** – ‘We’re Good To Go’ standard, webinars and training programmes to upskill SMEs; clearing house for Business Events.
- **Keeping the importance of tourism in the media** – championing the industry and building the narrative.

Business Advice Hub

- Connecting businesses with resources and key service providers
- Practical tips, legal obligations and local support
- Dedicated COVID-19 support section - Access all key support in one place
- Updated regularly with latest guidance
- Navigate Gov. support schemes
- Bookmark: www.visitengland.org/businessadvice

COVID-19 Business Support

Visit the Business Advice Hub

[CLICK HERE](#)



Advice for tourism and event businesses affected by COVID-19

5 July 2020

We are closely monitoring the COVID-19 outbreak and are working hard to provide you with the very latest information to support your business at this very challenging time. We are facing in industry concerns to Government via the Tourism Industry Emergency Response Group and will be sharing practical advice as soon as it becomes available, publishing the latest announcements and industry information on our dedicated COVID-19 page. Please you visit the latest information and advice to support your business. All of our information is kept under continuous review and is updated often.

Government guidance on business closures, exemptions and reopening

Offer support from your business

Latest information

VisitBritain/ VisitEngland latest

Our dedicated COVID-19 page contains the latest updates for the industry.

Government latest

Keep up to date with the latest information on the Government's responses to COVID-19.

COVID-19 consumer sentiment tracker

VisitBritain's weekly tracking survey on the consumer intent to take short trips and holidays within the UK and abroad.

Guidance on reopening



Get ready to reopen

Find practical guidance to help tourism businesses reopen during the COVID-19 pandemic, including our business recovery webinar.

'We're Good to Go' Industry Standard



Apply for 'We're Good to Go'

Apply for a 'We're Good to Go' industry standard and consumer mark to reassure your customers that your business adheres to Government and public health guidance.

Planning our marketing response

Scale/ Voice	DOMESTIC VE TO CONSUMER	INTERNATIONAL VB TO CONSUMER
Phase 1	Stay safe, while you can't come visit us, enjoy the UK in our homes	Stay safe, while you can't come visit us, enjoy the UK in our homes
Phase 2	While you can now travel, destinations and facilities are not fully open and ready to welcome you – build your England wish list "We're on [pause icon] But we're hoping to [play icon] soon"	Inspirational message Build your UK wish list for when you can come visit us and we are ready to welcome you!
Phase 3	Inspirational & travel reassurance message "KNOW BEFORE YOU GO" Including: <ul style="list-style-type: none"> ➤ Industry Standard, ➤ Know Before You Go message ➤ Signposting tools e.g. Ordnance Survey 	Underpinned by reassurance messages.
Phase 4	Escape the Everyday campaign to build demand, still carrying % travel responsibly message.	Welcome campaign to build demand – make your wish list a reality!

‘We’re Good To Go’ – providing a ‘ring of confidence.’

- ‘We’re Good To Go’ - businesses can demonstrate **they are adhering to Government and public health guidance**, have carried out a COVID-19 risk assessment, and have checked that they have the required processes in place.
- Launched by VisitEngland in partnership with Tourism Northern Ireland, Visit Wales and VisitScotland - **to support domestic and international visitors to book and visit with confidence.**
- **Cross-industry support** - developed with input from more than 40 industry bodies
- **Free UK-wide scheme backed by Government – over 39,000 UK businesses have already registered for the mark** (as of 21 September) – already well recognised.

▪ 39,019 applications	▪ 62% England	▪ 15% Wales
▪ 34,140 complete	▪ 20% Scotland	▪ 3% Northern Ireland



‘We’re Good To Go’ – social media campaign

Cabinet Office has supported us with a £300k funded social campaign that will go live this week on Instagram, Facebook and Twitter, broadcast VOD (video on demand) Channel 4; ITV; Sky

Alongside the campaign we have also gone live with an interactive map to help people locate We’re Good To Go businesses in their area:

<https://goodtogo.visitbritain.com/discover>



CREATIVE PROPOSITION:

Escape the Everyday



Autumn/Winter campaign to build demand and extend the season

To counter the impact suffered by the tourism industry, we plan to deliver a **£5m integrated domestic marketing campaign** that will encourage consumers to start spending while continuing to reassure and build consumer confidence. The campaign will launch **early September**.

Aim: Build demand and generate bookings – inspiring consumers to travel and enjoy the country's amazing tourism offer. It will encourage visitors to explore more of their country and tap into the pent-up demand that lockdown has generated stimulating economic growth.

Get UK & Ireland residents who are healthy and able to travel

To be inspired and book a domestic break in autumn/winter 2020

By promoting open, exciting and inspiring experiences available on their doorstep here in the UK

How can you get involved?

A series of partnership opportunities (paid and unpaid) will offer the chance to integrate into the campaign, including:

- PR, Influencer & Social content – opportunity to support press and influencer visits, share details of relevant content for distribution through PR stories and VE social channels
- Industry toolkit – offering industry the opportunity to use the campaign assets and messages on their own channels and on-the-ground

<https://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday>