

A Destination Management Plan (DMP) for Bath and North East Somerset 2017 - 2022



The DMP is a roadmap for stakeholders in tourism in Bath and North East Somerset

It marshals the evidence, considers the issues and seeks to provide a robust, realistic and forward looking plan in a succinct and clear document which partners can endorse

The ambition is to set the direction for the management of sustainable tourism in Bath and the rural areas of North East Somerset, making the most of the city's unique cultural heritage and attractive countryside, while addressing identified constraints and seeking to contribute to the local quality of life for residents

Methodology

Process managed by Bath Tourism Plus on behalf of B&NES.

Carried out by team from The Tourism Company, one of the UK's leading tourism consultancies delivering tourism strategies, marketing plans and studies for destinations across the UK and abroad.



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Steering Group comprising representatives from the public sector and private sector businesses - including B&NES, Bath BID, Bath Festivals, Heritage Services, the National Trust, BIGHA, BASCA, Southgate, First Group, Thermae, Bath Preservation Trust, Bristol Airport, representatives from Somer Valley and Keynsham



Consultation & Research

Wide consultation with individuals, sector groups, and B&NES councillors

An enterprise survey with local tourism businesses

Initial consultation with PHEDP&SP

Site visits to observe key facilities and services in the city and the surrounding area

Extensive desk research to build Evidence Base for the Plan



Evidence Base

Background information gathered on:

The performance and economic impact of tourism in Bath and North East Somerset, including visitor profiles

Competitor analysis

The policy context for tourism – locally, regionally and nationally

The existing visitor offer within the destination



Significance of the visitor economy

An estimated 9,358 people employed in tourism across B&NES, around 10% of total employment

The total annual expenditure associated with tourism trips to the B&NES area is £436.09m

6.2% average annual increase in direct spend by domestic staying visitors in recent years

Domestic staying visitors account for 41% of the total spend, day visitors 37% and overseas staying visitors 22%



The DMP seeks to integrate with current and developing policies, plans and strategies



DMP Proposition

Based on the consultations, consideration of the wider context, and analysis, The DMP proposes:

- An overarching Vision for the destination
- 5 Aims for tourism development in Bath & North East Somerset
- 5 Strategic Objectives as a framework for action
- A series of Priorities for Action



The Vision

“Bath fully delivers on its potential as an iconic visitor destination on the international stage; a vibrant 21st century spa and wellbeing resort that capitalises on the city’s cultural heritage, World Heritage Site status and its connections with the surrounding rural landscape.”



Aims

To strengthen the local economy and spread prosperity throughout Bath and North East Somerset by growing the year-round value of tourism in a sustainable manner

To strengthen the appreciation and conservation of Bath as a World Heritage Site together with the area's wider historic, cultural and natural assets

To foster and sustain distinctive high quality local businesses

To enhance the quality of life of local residents, through improved facilities, services, environment and experiences

To provide visitors with a high quality and fulfilling experience, encouraging longer stays and more return visits



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Target Visitor Markets

Domestic short breakers – with an emphasis on Sundays -
Thursdays when there is capacity in all parts of the sector

Overseas visitors – with an emphasis on European markets
France and Germany, and long-haul USA

Day visitors – from home & on holiday elsewhere, eg London

Family market - wanting a rural holiday with family-friendly
attractions, events and activities and/or to visit Bath

Local residents and those visiting friends and relatives

Business tourism



Strategic Objectives

Compelling promotion: To present Bath and the rest of North East Somerset, its distinctive assets and facilities, as an internationally renowned, must-explore destination to the identified target markets.

Connectivity and dispersal: To improve access to and within the city and surrounding rural areas, facilitating orientation and exploration.

Celebrated heritage: To conserve, enhance and celebrate the outstanding heritage, ambience and setting of the city and local market towns and villages.

Diversified product: To enhance the range, quality and appeal of the product offer across the destination.

Effective partnership: To ensure that all stakeholders are working in partnership and secure support for the delivery of the strategy.

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DMP Delivery

A programme of specific actions related to each Strategic Objective

Proposed schedule of activity

Proposed lead agencies, and supporting organisations and groups



Further Consultation

Wider consultation of latest draft of DMP now being carried out with:

Residents groups FoBRA, TARA

3600 residents of Bath & North East Somerset, using B&NES annual resident Voicebox Survey

Town councils

Members of BTP and Bath Bid, and local Chamber of Commerces – Bath, Keynsham & Somer Valley



Current Issues

The impact of Air B&B

Party houses / hen parties

Seasonal and weekly imbalances in visitor traffic

OTAs – Booking.com, Expedia, etc

