

Meeting: Culture and Leisure Sub-Committee

Date: 2 October 2018

Title: Developing our tourism offer

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Service: Environment, Housing and Leisure

Wards affected: All

1 Purpose of Report

To present Culture and Leisure Sub-Committee with an outline of the delivery of the Council's tourism and events programme and plans for future activity.

2 Recommendations

The committee is invited to note the existing *Visit North Tyneside – Tourism Strategy 2014-2021*, adopted by Cabinet on 14 July 2014, and suggest areas for consideration in relation to the presentation.

3 Details

- 3.1 Over the course of the summer an independent survey of 400 visitors to North Tyneside was conducted, in line with the objectives of both the Council Plan and the Council's tourism strategy, to assess the profile of the Borough as a destination for visitors.
- 3.2 The presentation will provide members with a summary of provisional findings ahead of a full report for the Cabinet Member.
- 3.3 The presentation will address a number of areas for particular attention as follows:-
 - the impact of the digital offer in the light of TIC closures – how is www.visitnorthtyneside.com performing?
 - the emerging cruise industry – dozens of ships now berth at the Port of Tyne – how can we harness the opportunity?
 - the value of film and TV work in the Borough
 - the events programme – how is budget allocated and income generated
 - tourism landscape – to encourage more effective co-ordination across the sector
 - challenges for 2019
- 3.4 The presentation will focus upon how these challenges are being met in North Tyneside. It will provide an update for Members engaged in the scrutiny of the implementation of the tourism strategy.