

Passionate about Archives

north east
england

Tourism and archives in North East England

NCA conference 17 July 2008

Overview

Regional economic priorities

Scoping an archives tourism offer

- Key success factors
- Visitor profile and motivation
- Issues
- Benefits



Regional development priorities

- Increase GVA per head to 90% of UK average
- Move 61,000+ into employment
- Create 18,500+ new businesses

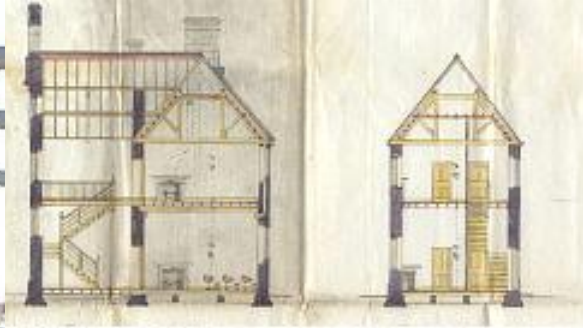
“We will focus on both economic opportunities and creating a sense of pride and aspiration among residents.

Investment will be focussed on increasing visitor numbers; attracting and supporting businesses; and improving quality of life and place for local residents.

These activities will help us to attract and retain highly skilled and to increase the profile of the North East.”

NE RES:

Place - Natural, heritage & cultural assets



Review aims

- Audit existing UK research and practice
- Identify current regional profile of North East users
- Identify opportunities for future collaboration

Common themes

3 main activities

- Roots, genealogical tourism
- Themed marketing campaigns
- Part of the general heritage branding and positioning of places

Genealogy success factors

- Clearly linked online information
- Joint offer (churches, attractions, &c)
- Tailorable packages
- Involving a range of partners
- Informed by market research
- Good marketing
- Close networks with tourism organisations
- Understanding partner (and potential funder) priorities and drivers

Visitor profile

- Older, often 'empty nesters'
- Quality conscious
- Educated
- Higher spend
- Longer visits
- Out of peak season

Motivation

- Access to more information
- ‘See what they have seen’
- Connect with other people
- Connect with self

Issues

- Lack of coordination / central support
- Robust market research for planning
- Online resources undermine venues
- Training & marketing for hospitality industry to support any new offer
- Lack of capacity in archives
- Signposted routes through research
- Niche
- Need tourism infrastructure



Benefits

- Profile of archive
- Access for new audiences
- Credibility as partners
- Contribution to a thriving region
- Demonstrable relevance of archives to different stakeholders
- Part of sustainable business model



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