

# Tourism Strategy

A presentation to the  
Communities Select Committee.

Wednesday 15 January, 2014

## Why is Surrey County Council doing this?

Currently –

We do not have an official position on Tourism –  
this affects decision making;

Surrey is not seen as a “visitor destination” -

So Tourism is a potential growth area;

Tourism encourages healthy lifestyles –  
walking, cycling, cultural activities;

Tourism helps sustain rural businesses that also serve residents

# The key issues?



To seek a more viable, creative and focussed public /private partnership business model for Visit Surrey

# The key issues?

## Branding

Create a distinctive and credible brand that challenges perceptions, stands out from the rest and represents the quality of our tourism product.

## Products

Surrey Hills

Guildford

Thames Corridor

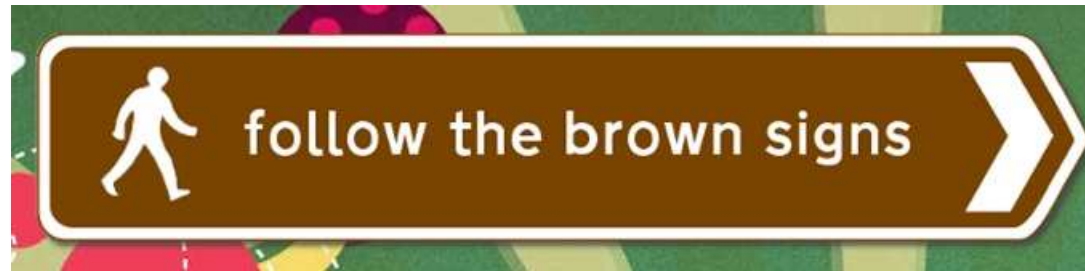
# The key issues?

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Create a clear, linked web offer – Visit Surrey, Explore Surrey's Countryside, Exploring Surrey's Past, Culture/Events

# The key issues?



Introduce Policy changes to create a better environment for Tourism to flourish – planning, film and TV locations, brown signs, reducing red tape...

# The key issues?

Improve the visitor focus of our destinations

Co-ordinated parking/signage schemes,

Coach parking,

Better public transport links to destinations,

Better customer service.

# The key issues?

## Business Tourism

Surrey ideally placed to be the destination for events and conferences?

Proximity to airports, London

Attractive accommodation and locations

Added value – golf courses, race courses...



# Communities Select Committee ideas...

Lean and mean = good  
in this situation

**The future of the  
Visit Surrey  
partnership**

Private sector  
involvement? Approach  
businesses receiving  
turnover from tourism to  
make contribution to Visit  
Surrey.

Visit Surrey to co-ordinate  
Surrey's approach to  
tourism.

D&B's already  
generating/promoting  
tourism – they have  
officers for this.

# Communities Select Committee ideas...

Brand the diversity of Surrey

Race courses, Surrey Hills, urban areas

Outstanding natural beauty, just miles outside London

**Branding of Surrey**

Concerns about branding Surrey as centre for cycling tourism

Use Surrey Hills TV programme ?

Businesses in tourism industry to use Surrey County Council logo? *But businesses and D&Bs have their own logos. Does there need to be one logo for Surrey?* YES – there is the need for one Surrey message.

# Communities Select Committee ideas...

Policy decision that Visit Surrey be the main site which links to other sites. Improve Visit Surrey website?

App – which co-ordinates websites and signposts to visitor attractions

**Web offer promoting the County**

Lean and mean – bring websites together. Co-ordinate web offer.

# Communities Select Committee ideas...

We are only reviewing and co-ordinating existing provision, so don't need policy changes

**Policy changes required**

Skills needed in leisure industry – how can we accommodate demand for these skills? More of a strategic issue. *SCC are already talking to universities about this. Surrey contracts are going to local businesses.*

Develop apprenticeships/internships at Visit Surrey to resource the co-ordination of tourism in Surrey?

# Communities Select Committee ideas...

Improve roads

Affordable places to stay

Concern about costs of  
doing this

**How to improve  
visitor experience?**

Improve cleanliness.  
*We have litter policy.*

Join up with other services,  
Districts and Boroughs, and  
businesses to improve  
environment

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# Communities Select Committee ideas...

Conference centres,  
race courses, golf  
courses

Two airports on our  
borders.

**Business  
Tourism**

Needs less promotion  
– existing venues well  
promoted

Do we need bigger  
venues? Max capacity =  
300/350. Don't see Surrey  
as a venue for larger  
events. There is London  
and similar urban  
destinations for this.

If there is mass demand,  
the private sector will  
respond.

## Other select committee ideas/comments...

- Tourism is not a statutory duty – so what should be the Council's role?
  - Surrey economy dependent on tourism, over 35,000 jobs
  - Tourism = use of facilities for local people
- Is there a demand for tourism in Surrey?
  - Yes – a growing demand
- There is a need to protect residents from the negative impacts of tourism?

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