

## South-West Tourism

Presented by:- **Malcolm Bell – Chief Executive, South West Tourism**

### **Background**

Devon County is highly dependent on tourism that brings in £2405 million annually. Devon is the most popular tourist location in the south. The majority of local residents (97%) considers this benefits the area.

### **Key Issues Highlighted:-**

#### **1. Changing Face of Tourism**

- People are taking more trips, but for shorter duration.
- Distinctive Markets are emerging- Beach Holidays, Romance, Environment / Heritage etc.

#### **2. Key Issues for the Southwest - Changing Priorities of Tourism**

- Tourists are looking for high quality, good value sites.
- Impact on the environment.
- Impact on host communities.

#### **3. Experience**

Tourists want (and will pay for) “the West Country Experience”, many tourist travel many miles during there stay in order to get this.

This requires:

- Redevelopment of buildings/infrastructure.
- Greater facilities.
- Upgrading of current facilities.

### **Recommendations for the Next DLTP (2006-2011)**

#### **1. Congestion**

Majority of complaints from tourists and local residents centre on congestion and car parking problems.

#### **2. Tourist Miles**

The greatest challenge is how to reduce tourist miles during stay. If the new facilities are obtained the number of tourism miles whilst the tourist is here will decrease.

#### **3. Sustainability**

Make sustainable options truly sustainable, remove the need to use the car for a sustainable activity- e.g. if people need to drive to get to a cycle route is cycling in this instance truly sustainable?

#### **4. Incentives**

Visitors are more likely to use new incentives – as long as experience backs it up.

### **Handout**

The following handout was issued to support this paper:-

- **Towards 2015 Shaping Tomorrows Tourism**  
(Copies attached)

### **Panel Discussion:-**

- There is potential in accessing the world heritage site by boat. This form of ‘Novelty Travel’ will attract the tourists as long it’s packaged properly and advertised appropriately.
- Congestion is a major issue compounded by the fact that tourists do not know where alternative routes are. When creating an alternative, planners are required to incorporate the tourism element in order for new schemes to be effective. E.G Park and Rides travel through historic route through town in order for the tourist to gain the experience.
- When developing tourist facilities a balance is required between the environment and economy of the surrounding area (N.B Centre Parks).

## **DEVON LOCAL TRANSPORT PLAN – 2006-2011**

- There is poor public opinion regarding integrated transport due to lack of consumer confidence.
- Integrated transport with a car is obtainable but integrated transport without a car is not a possibility.
- Regarding extending bridle ways for horse riders although this is a large growth area, the numbers involved are small. Thus the extensions of bridle ways over certain selected areas are recommended but on a larger scale they are discouraged.