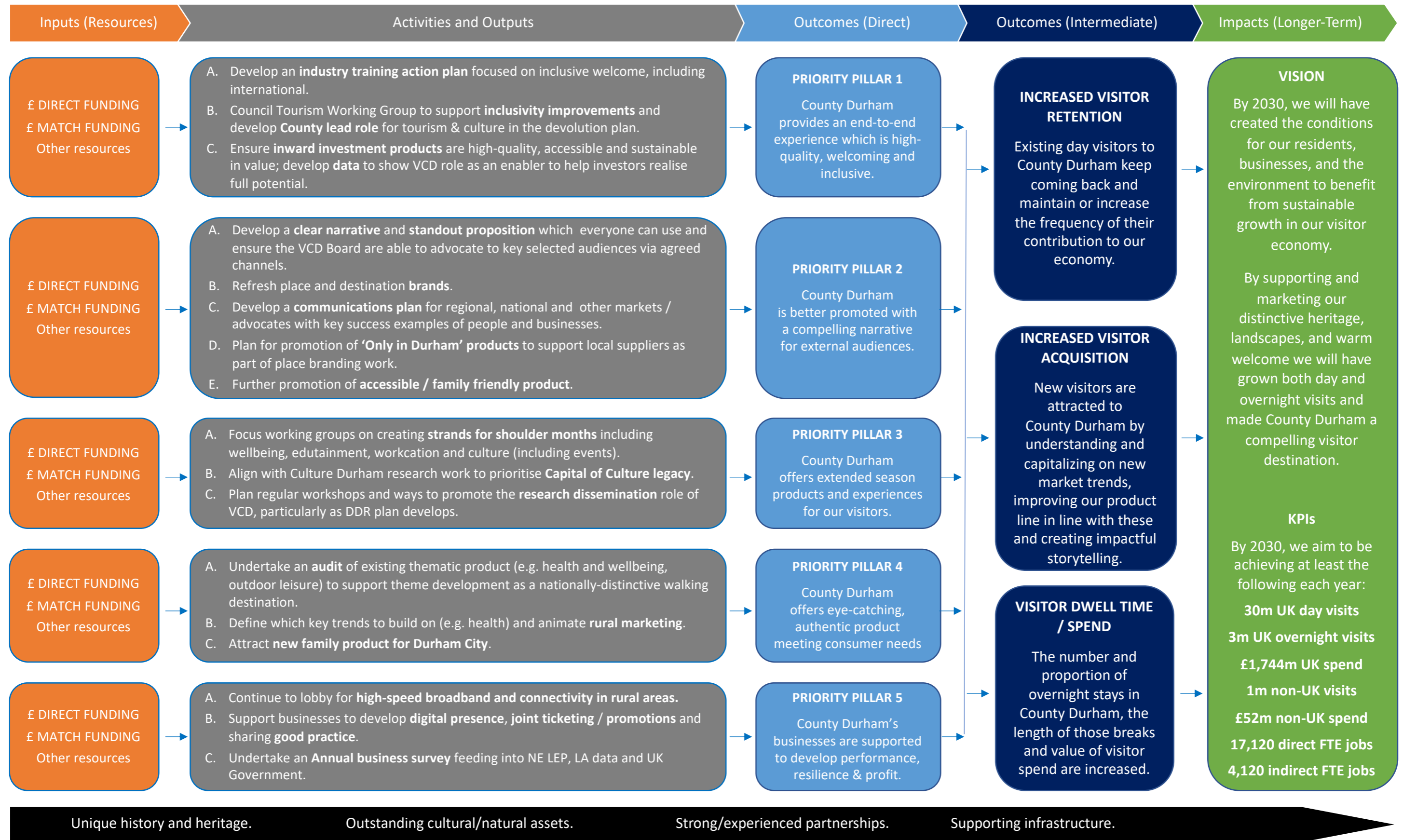


Durham Destination Management Plan Logic Model



£ DIRECT FUNDING
£ MATCH FUNDING
Other resources

- A. Develop an **industry training action plan** focused on inclusive welcome, including international.
- B. Council Tourism Working Group to support **inclusivity improvements** and develop **County lead role** for tourism & culture in the devolution plan.
- C. Ensure **inward investment products** are high-quality, accessible and sustainable in value; develop **data** to show VCD role as an enabler to help investors realise full potential.

PRIORITY PILLAR 1
County Durham provides an end-to-end experience which is high-quality, welcoming and inclusive.

INCREASED VISITOR RETENTION
Existing day visitors to County Durham keep coming back and maintain or increase the frequency of their contribution to our economy.

VISION
By 2030, we will have created the conditions for our residents, businesses, and the environment to benefit from sustainable growth in our visitor economy.

£ DIRECT FUNDING
£ MATCH FUNDING
Other resources

- A. Develop a **clear narrative** and **standout proposition** which everyone can use and ensure the VCD Board are able to advocate to key selected audiences via agreed channels.
- B. Refresh place and destination **brands**.
- C. Develop a **communications plan** for regional, national and other markets / advocates with key success examples of people and businesses.
- D. Plan for promotion of **'Only in Durham' products** to support local suppliers as part of place branding work.
- E. Further promotion of **accessible / family friendly product**.

PRIORITY PILLAR 2
County Durham is better promoted with a compelling narrative for external audiences.

INCREASED VISITOR ACQUISITION
New visitors are attracted to County Durham by understanding and capitalizing on new market trends, improving our product line in line with these and creating impactful storytelling.

By supporting and marketing our distinctive heritage, landscapes, and warm welcome we will have grown both day and overnight visits and made County Durham a compelling visitor destination.

£ DIRECT FUNDING
£ MATCH FUNDING
Other resources

- A. Focus working groups on creating **strands for shoulder months** including wellbeing, edutainment, workcation and culture (including events).
- B. Align with Culture Durham research work to prioritise **Capital of Culture legacy**.
- C. Plan regular workshops and ways to promote the **research dissemination** role of VCD, particularly as DDR plan develops.

PRIORITY PILLAR 3
County Durham offers extended season products and experiences for our visitors.

VISITOR DWELL TIME / SPEND
The number and proportion of overnight stays in County Durham, the length of those breaks and value of visitor spend are increased.

KPIs
By 2030, we aim to be achieving at least the following each year:
30m UK day visits
3m UK overnight visits
£1,744m UK spend
1m non-UK visits
£52m non-UK spend
17,120 direct FTE jobs
4,120 indirect FTE jobs

£ DIRECT FUNDING
£ MATCH FUNDING
Other resources

- A. Undertake an **audit** of existing thematic product (e.g. health and wellbeing, outdoor leisure) to support theme development as a nationally-distinctive walking destination.
- B. Define which key trends to build on (e.g. health) and animate **rural marketing**.
- C. Attract **new family product for Durham City**.

PRIORITY PILLAR 4
County Durham offers eye-catching, authentic product meeting consumer needs

£ DIRECT FUNDING
£ MATCH FUNDING
Other resources

- A. Continue to lobby for **high-speed broadband and connectivity in rural areas**.
- B. Support businesses to develop **digital presence, joint ticketing / promotions** and sharing **good practice**.
- C. Undertake an **Annual business survey** feeding into NE LEP, LA data and UK Government.

PRIORITY PILLAR 5
County Durham's businesses are supported to develop performance, resilience & profit.

Unique history and heritage. Outstanding cultural/natural assets. Strong/experienced partnerships. Supporting infrastructure.