

Report to:	LEVELLING-UP SCRUTINY COMMITTEE
Relevant Officer:	Philip Welsh, Head of Tourism and Communications
Date of meeting:	8 November 2023

TOURISM PERFORMANCE REPORT

1.0 Purpose of the report

To provide detailed information on performance during the main tourism season from April 2023 to the end of August 2023. This to include key performance indicators, details of the major events programme, marketing activity, investment in Illuminations and progress on developing business tourism.

2.0 Recommendation(s)

2.1 To consider the performance of tourism and associated services and to identify any further areas for scrutiny as appropriate.

3.0 Reason for recommendation(s)

3.1 To ensure constructive and robust scrutiny of the report, which had been requested by the Committee

3.1 Is the recommendation contrary to a plan or strategy approved by the Council? No

3.2 Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Other alternative options to be considered

4.1 None

5.0 Council priority

5.1 The relevant Council priority is:

- 'The economy: Maximising growth and opportunity across Blackpool'

6.0 Background and key information

Attached at Appendix 7a is a detailed report on the various events and marketing activities that have been undertaken since April. The report highlights key indicators including footfall, inbound rail passengers, tram usage, and visitor interest. It also

includes:

- Consumer trends that have the potential to influence visitor numbers.
- Details of the annual destination marketing campaign delivered over the summer months in partnership with Merlin and the Tourism Business Improvement District (TBID) as well as bespoke campaigns for the Illuminations and Christmas seasons
- The impact of the major events programme including Air Show, Ride The Lights, Switch-On, World Fireworks and Lightpool Festival
- The work that is underway to rejuvenate the Illuminations display through investment in new features and infrastructure using Town Deal funding.
- The progress being made in attracting new conferences and events to the new Conference & Exhibition Centre
- A look ahead to 2024 when a number of key capital projects will come to fruition, enhancing the overall visitor offer

6.1 Does the information submitted include any exempt information? No

7.0 List of appendices

7.1 Appendix 7a – Report on Tourism Performance

8.0 Financial considerations

8.1 None.

9.0 Legal considerations

9.1 None

10.0 Risk management considerations

10.1 None

11.0 Equalities considerations and the impact of this decision for our children and young people

11.1 None

12.0 Sustainability, climate change and environmental considerations

12.1 None

13.0 Internal/external consultation undertaken

13.1 None

14.0 Background papers

14.1 Appendix 7a