

Forest Heath • St Edmundsbury



West Suffolk
working together

Bury St Edmunds Destination
Management Organisation (DMO)

June 2017



DMO

- A DMO is a coalition of local businesses and organisations that represent a particular destination (a destination defined by visitors and not political boundaries).
- A DMO drives and coordinates tourism activities, bringing together resources and expertise within the destination.
- A DMO does much more than simply marketing a destination – it provides long-term strategic direction.

Background

- In 2015 AECOM were commissioned by St Edmundsbury Borough Council, Bury St Edmunds Town Council and ourburystedmunds Business Improvement District, to produce a Visitor Destination Plan for Bury St Edmunds.
- The report was produced in partnership with Ipswich Central (BID) and Mid Suffolk & Barbergh District Councils.

AECOM Report

- The report produced an action plan focussing on the following key target outcomes:
 - A stronger core offer of Bury St Edmunds as a destination
 - More visitors to the town who also engage with different elements of Suffolk's countryside and vice versa
 - Attracting different market audiences to the town, including younger groups and family groups
 - Encouraging visitors to stay longer within the town, and therefore maximise the contribution of all types of visitors to the local economy

Aim of the DMO

- Increase the economic impact of tourism to the local economy
 - Increase overnight stays
 - Increase duration of stay

Current Trend

Bury St Edmunds						
	2012	2013	2014	2015		
Day Trips						
Day Trips Volume	<i>No data</i>	<i>No data</i>	663,000	658,000		-0.8%
Day Trips Value	<i>No data</i>	<i>No data</i>	£ 19,547,000	£ 19,352,000		-1.0%
Average Day Trip Spend	<i>No data</i>	<i>No data</i>	£ 29.48	£ 29.41		-0.2%
Overnight Trips						
Number of trips	<i>No data</i>	<i>No data</i>	70,000	66,000		-5.7%
Number of nights	<i>No data</i>	<i>No data</i>	274,000	263,000		-4.0%
Trip value	<i>No data</i>	<i>No data</i>	£ 13,614,000	£ 14,097,000		3.5%
Average Overnight Spend	<i>No data</i>	<i>No data</i>	£ 49.69	£ 53.60		7.9%
Average Overnight Trip Spend	<i>No data</i>	<i>No data</i>	£ 194.49	£ 213.59		9.8%
Other associated spend (adjusted)						
Actual Jobs	<i>No data</i>	<i>No data</i>	938	943		0.5%
Total Value	<i>No data</i>	<i>No data</i>	£ 45,704,000	£ 45,868,000		0.4%

Key Milestones

- July 16 – Data gathering and governance arrangements
- Sept 16 – SEBC and partners funding approved
- Oct 16 – Business plan drafted with KPI's
- Nov 16 – Brand tenders and job description drafted
- Dec 16 – DMO board approach Greene King and National Trust
- Feb/March 16 – Brand Manager recruited, branding company appointed and company formed

Current Position

- Sue Warren is the Brand and Marketing Manager
- Currently developing the branding of the new BSE DMO
- Focus on quality over quantity
- Interest from private sector
- Working with neighbouring DMO's

Future Programme

- Develop branding for Visit Bury St Edmunds and Beyond
- Market and promote the area, encouraging overnight/longer stays
- Strategic destination development in line with the Visitor Destination Action Plan (2015)
- Work collaboratively with neighbouring areas