

Explore  
North  
Somerset



**VISIT** Somerset

# Updates

- Events listing
- Public Transport Strategy
- LVEP Status update
- Grand Pier and Revo strategy
- Recruitment Drive with a difference
- Digital Itinerary drive

Page path and screen class		↓ Views	Users	Views per user	Average engagement time	Event count All events	Cc All
		95,624 13.28% of total	65,171 14.9% of total	1.47 Avg -10.9%	39s Avg -18.6%	436,721 13.85% of total	4
1	/festivals-events	17,248	12,471	1.38	27s	66,736	
2	/festivals-events/	5,313	3,959	1.34	27s	66,736	
3	/festivals-events/august-2023	4,603	3,111	1.48	27s	66,736	
4	/festivals-events/july-2023	3,410	2,598	1.31	27s	66,736	
5	/festivals-and-events-in-weston-super-mare	3,410	2,598	1.31	27s	66,736	
6	/festivals-events/june-2023	3,410	2,598	1.31	27s	66,736	
7	/festivals-events/may-2023	2,845	2,111	1.35	27s	66,736	
8	/festivals-events/somerset-carnivals	2,598	2,111	1.23	27s	66,736	
9	/festivals-events/september-2023	2,444	1,818	1.34	27s	66,736	
10	/festivals-events/april-2023	2,444	1,818	1.34	27s	66,736	

• EVENTS 2023

# Public Transport Strategy



**First Bus, Buses of Somerset from First Bus South & Great Western  
Railway in partnership with Visit Somerset Strategy**

Dear member ,

## Local Visitor Economy Partnership Status

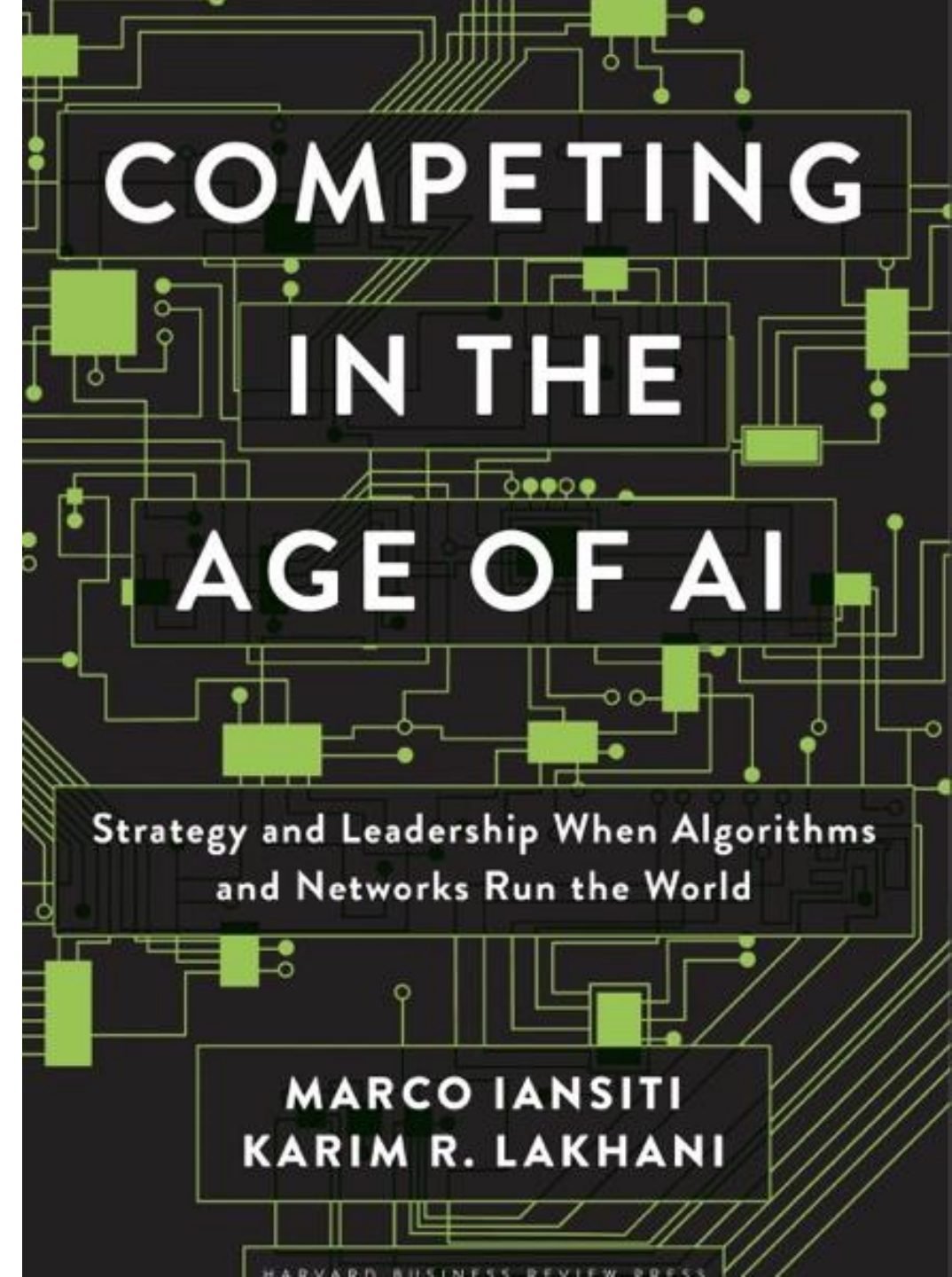
Tourism in the next decade is likely to be dominated by a number of key trends. Initially activity will be constrained by an anaemic UK economy, i.e. a continuing cost of living crisis with low growth. The visitor economy, like others, will also be subject to other



more fundamental global megatrends that will have growing real-world impact. These include climate and resource security; impactful technologies; changing demographics; and individual-centric social change.<sup>2</sup> These megatrends offer both opportunities and challenges for the South West's visitor economy - but with the right action the county and region is well placed to secure the upside. This Framework suggests adapting tourism delivery to take advantage of these megatrends.

# Draw attention to one point

- *Airbnb's lean and agile organisation sits on top of its integrated data platform, accumulating customer, and process information, mining analytic insights running rapid experiments and producing predictive models to inform key decisions. Airbnb accumulates network and learning affects rapidly driving, scale, scope and learning while Marriott's growth and responsiveness is limited by its traditional operating constraints. In barely a decade Airbnb is scaled to offer an inventory of more than 4.5 million rooms three times as much lodging capacity as Marriott managed to accumulate in its 100 years. As with Amazon supply chain, Airbnb moves human labour from the core of the operating model to the edge, in this case even outside the company boundaries, the hosts Airbnb constantly mine's it's data to acquire new customers, identify new traveller needs, optimise experiences and analyse risk exposure as it does so it accumulates even more data on hosts and travellers and it uses artificial intelligence and machine learning to provide new insights confirmed through frequent experimentation Airbnb is also rapidly expanding in scope to offer a broad variety of experiences from concerts to flight lessons this drives new network end learning affects and multiplies opportunities for both value creation and capture. 'Competing in the Age of AI 2020'*
- **A Destination Management Framework for Somerset**





# Marketing Strategy 2024



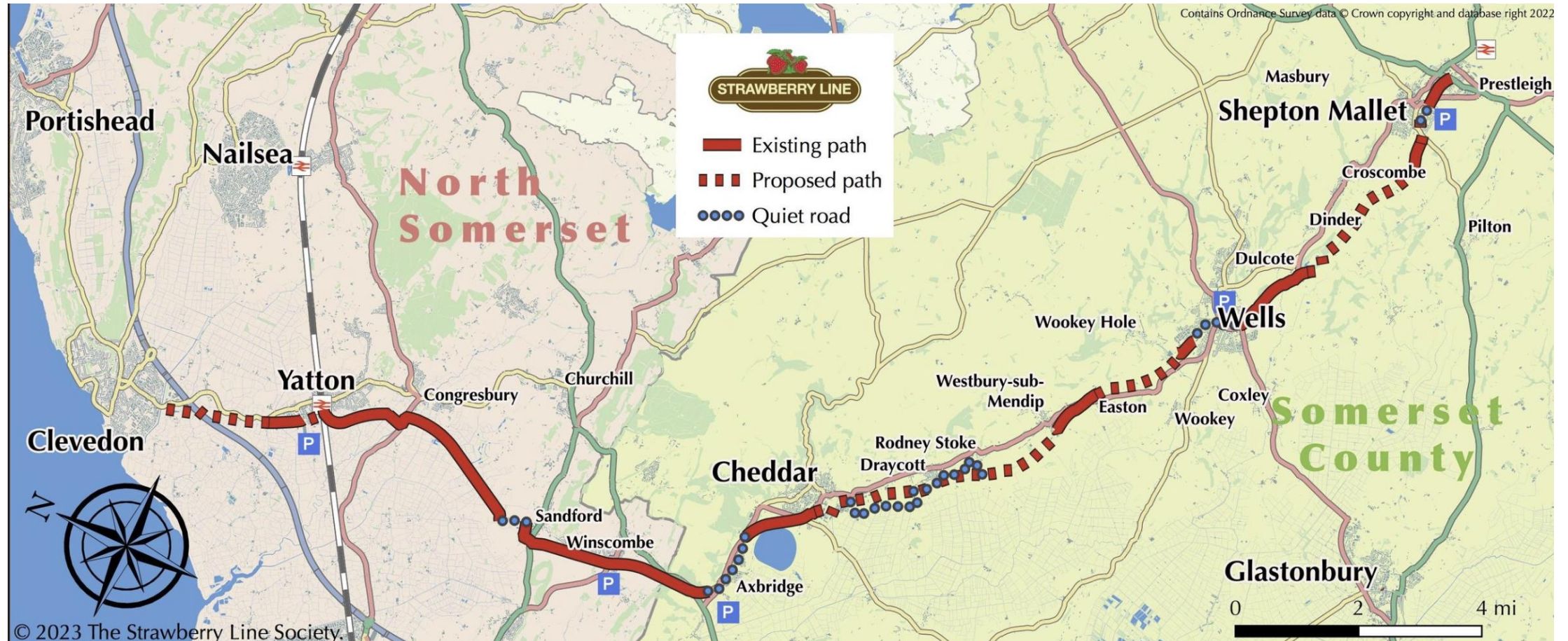
# Employment Insight Days!

- Showcase the variety of roles available within the visitor economy and hopefully inspire and excite an interest in the industry, with the added aim of helping you recruit for the summer season.
- 14<sup>th</sup> /7<sup>th</sup> March !





# Digital Itinerary Drive



# Digital Itinerary Drive





Thank You

Q & A

[john@visitsomerset.co.uk](mailto:john@visitsomerset.co.uk)

