

# Destination Management Plan for West Norfolk 2016 - 2020

## **Why develop the plan**

To provide a clear assessment of  
issues & opportunities

Role for West Norfolk Tourism  
and other partners

**West Norfolk Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## The West Norfolk Tourism Forum

- West Norfolk Hospitality Association
- Norfolk Chamber of Commerce & Industry
- College of West Anglia
- West Norfolk Site Operators Association
- West Norfolk Holiday Home Owners Association
- King's Lynn Town Centre Partnership
- Discover West Norfolk
- King's Lynn Town Guides
- The Vancouver Quarter
- Downham Market Chamber of Trade
- Hunstanton & District Chamber of Trade
- Downham Market Town Council
- Hunstanton Tourist Information Centre (Town Council)
- Borough Council of King's Lynn & West Norfolk

**PLUS 5 elected representatives from**  
*Park House Hotel; The Bank House;  
The White House Guest House;  
The Russet House  
East Trax*

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

**West Norfolk Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Development of the plan

- Evidence gathering and review
- Assessment of current performance
- Assessment of strengths, weaknesses, opportunities and threats (SWOT)
- Setting direction – aim and objectives
- Action Plan
- Industry indicators and measures

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## **Accommodation**

Key accommodation sectors

Visitor spending on accommodation

Representation in marketing

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## **Food, produce and retail**

Promotion of eating out establishments,  
local food and produce

Information about shops and services

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Visitor attractions

Heritage attractions

Wildlife and environmental attractions

Attractions for children

Consumer perceptions

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Activities

Walking and cycling

Boating and water sports

Bird watching

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Historical themes and events

Maritime & trading history, The Hanse, The story of the Fens, The story of pilgrimage.

Connections to famous people & anniversaries

Promotion of events

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Landscape & countryside

Coastline

The Fens

Opportunities for walking & cycling

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## **Built environment**

King's Lynn's architecture

King's Lynn's waterfront

Historic buildings across West Norfolk

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## **Access & Transport**

Inbound rail links

Inbound road links

Transport links within the area

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Partnership marketing

Visit Norfolk

Visit North Norfolk Coast & Countryside

Discover West Norfolk

Visit England

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Industry performance

- 500,000 staying visitors (2 million nights)
- 7.9 million day visitors
- £490 million generated by visitor economy
- Over 9000 jobs (17% of employment)

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Market intelligence

- What consumers value about Norfolk
- Possible shortfalls
- Awareness of locations in Norfolk
- Competitor destinations

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## SWOT analysis

- Assessment of key issues reviewed
- 46 key aspects assessed
- Used to shape future direction, objectives and action plan.

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 



## **Aims and objectives**

### **Strengthen promotion and branding**

- Ensure key locations including King's Lynn are consistently used in destination promotion.
- Ensure key partners consistently re-inforce this branding.

## **Aims and objectives**

### **Increase spending by staying visitors**

- Attract more visitors by developing and promoting suggested itineraries for staying visits.
- Increase length of stay by providing more details of facilities, services & events to staying visitors.
- Work to increase recommendation and repeat visits.

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Aims and objectives

### Increase spending by day visitors

- Increase spend per head by promoting high yield activities to day visitors.
- Encourage increased spend by improving information on retail, food, events and activities.
- Provide day visitors with suggestions for return staying visits.

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

West Norfolk **Tourism Forum**  
S E A - C O U N T R Y S I D E - H E R I T A G E

## Aims and objectives

### Broaden geographical & seasonal spread

- Promote autumn, winter and spring experiences.
- Develop King's Lynn's role as a visitor destination.
- Capitalise on the strong heritage product across the destination to spread visits.
- Promote environmental and wildlife attractions particularly to encourage shoulder season visits.

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk 

## West Norfolk Tourism Forum

S E A - C O U N T R Y S I D E - H E R I T A G E

### Action plan

- 2 year plan to be reviewed annually
- 34 action points each contributing towards at least one of the 12 objectives

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



## West Norfolk Tourism Forum

S E A - C O U N T R Y S I D E - H E R I T A G E

### Indicators and measures

- Industry estimates
- Local barometer indicators
- Specific marketing targets

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk



## West Norfolk Tourism Forum

S E A - C O U N T R Y S I D E - H E R I T A G E

### Recommendations

- 1) Endorse the plan as the tourism industry's assessment of opportunities for sustainably increasing the economic contribution of visitor spending.
- 2) That the Borough Council receives an annual presentation and update on progress.

Supported by  
Borough Council of  
King's Lynn &  
West Norfolk

