

# Post-TIC Tourism in Hunstanton



The Tourism Department, BCKLWN  
September 1<sup>st</sup> 2021

Borough Council of  
King's Lynn &  
West Norfolk



## In response to the Corporate Performance Panel's question:

*"It is crucial that the only major tourist town in West Norfolk with thousands of tourists visiting every day requires a manned tourist office".*

### And briefly looking at:

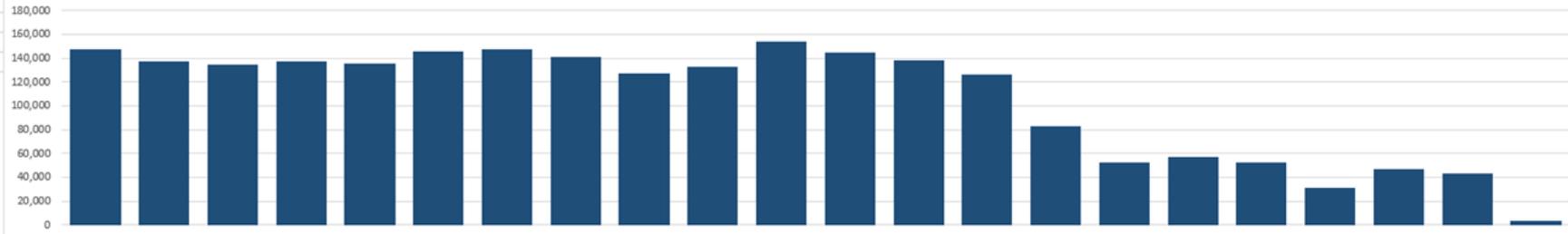
- The changing tourism industry over the past 20 years.
- The changing ways within which the general public access information over the same period.
- How the Hunstanton area is provided with tourism enquiry support since the March 2020 closure of the Hunstanton TIC.



# Hunstanton TIC Visitors 1999-2020

[Common era of home internet use]

Number of Visitors to Hunstanton TIC

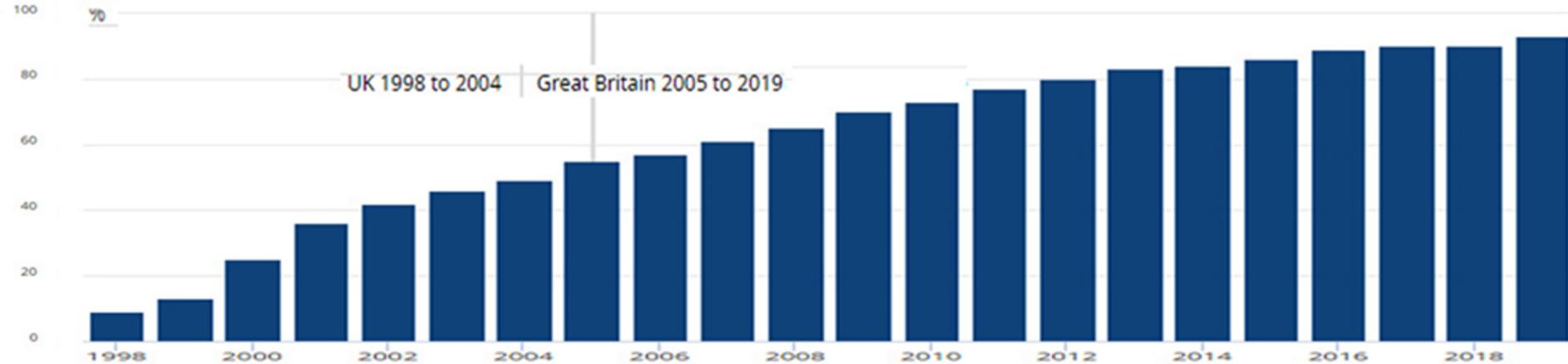


No. of Visitors to Hunstanton TIC:	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020*			
<b>Tourism income to west Norfolk (Source: Volume &amp; Value Surveys):</b>	The overall value of tourism to the area in 1999 was an estimated £157.6 million.									The overall value of tourism to the area in 2007 was an estimated £395.4 million.						The overall value of tourism to the area in 2013 was an estimated £462.3 million.						The overall value of tourism to the area in 2019 was an estimated £577.3 million.			
<b>Yearly UK/GB Internet Use Comments of Note (ONS and other sources):</b>							35% of all adults used the internet daily or almost every day in 2006 [when comparable records began].						Access to the Internet using a mobile phone more than doubled between 2010 and 2012, from 24% to 51%.			73% of all adults used the internet daily or almost every day in 2013. 20 million more than in 2006.			78% of all adults used the internet daily or almost every day in 2015.			In 2018, approximately half of all households in the UK had an iPhone.		87% of all adults used the internet daily or almost every day in 2019	

# How the UK now accesses information and booking facilities

Almost two-thirds of households now have mobile broadband access

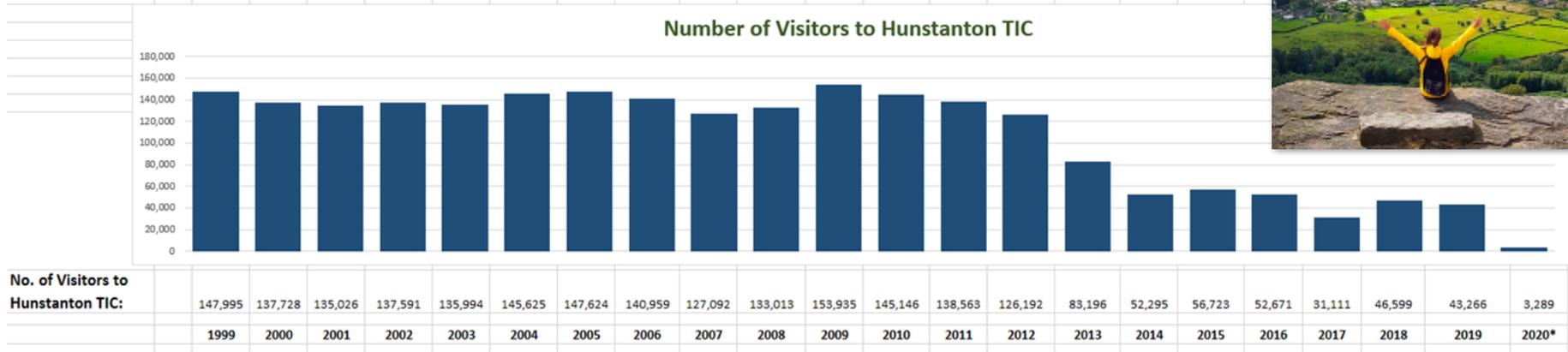
Figure 1: Household internet access, UK and Great Britain, 1998 to 2019



# Comparison between Hunstanton TIC visitors and Visit West Norfolk website visitors

## Hunstanton TIC Visitors 1999-2020

[Common era of home internet use]



Hunstanton TIC Visitors:  
 2018: 46,599  
 2019: 43,266  
 2020: 3,289 [only until March]  
 2021: n/a

Visit West Norfolk Website Visitors:  
 2018: 185,105  
 2019: 212,803  
 2020: 414,648 [pandemic era]  
 2021: 180,141 [only for Jan-Aug 2021]

Visit West Norfolk Total Website Page Visits:  
 2018: 623,578  
 2019: 887,312  
 2020: 2,253,011 [pandemic era]  
 2021: 1,162,737 [only for Jan-Jul 2021]



# The National Decline of the Importance of TICs

**The Guardian** UK edition

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## An ode to the tourist information centre, a British institution trundling towards extinction

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Manchester Visitor Information Centre is bucking the downward trend with an average of 1,000 people a day. Photograph: Christopher Thomond for the Guardian

They were Britain's response to the package holiday; a network of Tourist Information Centres funded by the government to divert vacationers from

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## Scotland

### VisitScotland to shut 39 tourist offices

© 12 October 2017

The visitor centre in Portree is among those being extended into a regional hub.

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## Scotland

### Why are tourists flocking to Scotland?

© 16 March 2015

For the sixth year running, Scotland has outperformed the rest of the UK in attracting visitors to its tourist attractions. Edinburgh is the top UK destination outside London - but the whole country is benefiting from a tourism renaissance. So why is Scotland punching above its weight?

The lure of the big cities

When it comes to the big numbers, it's the cities that are really driving up the stats. London attracted 68 million visitors so it's little wonder it boasts the UK's top 10 visitor attractions in terms of numbers. But the 11th and 12th slots were both in

 **Anke Monestel - VisitEngland** May 24th

Hi @Sally Coleman- Leicester/Leicestershire, unfortunately, we no longer support TICs - that resource went a few years ago. So there is no such thing as accreditation. We might be able to dig out branding - I'll email my colleague who deals with branding and cc you.

# Post-TIC Tourism Support for Hunstanton



- The formation from May 2021 of a **Tourist Information Point** at Alive Oasis in Hunstanton.
- The **Tourist Information service** element of the *Stories of Lynn* venue in King's Lynn still deals with email and telephone enquiries for Hunstanton, as well as walk-ins from King's Lynn town centre.
- The independently-run **Visitor Centre at Deepdale Backpackers** provides tourism leaflets to visitors.
- The **Hunstanton Heritage Centre** has a slightly scaled-down version of a Tourist Information Point.
- The Tourism department believes that future plans for the **relocated Hunstanton Library** would include an area specifically for a TIP, with library staff on site.
- Tourism **leaflet distributors** conduct routine deliveries of leaflets around and within the Hunstanton area: having a good level of printed tourist information available is still seen as desirable if possible.
- Visitors to the **Visit West Norfolk** website and our other platforms have increased across the pandemic.
- 40,000 new copies of the Tourism Department's annual **Hunstanton Mini Guide** leaflet were distributed around the area from June 2021 for visitors to pick up and use across the summer, plus our other Hunstanton titles.



# Conclusion

- From all recent and current sources of evidence within the tourism industry there is a lack of a strong business case for the reintroduction of a traditional TIC service in Hunstanton town, especially with consideration of the current tourism enquiry support options in the area.
- Generally, this situation is in line with the previously evidenced 20-year decline in traditional TIC services in the UK tourism industry (if not in the western world itself) and, as such, not simply a situation specific to Hunstanton (and its March 2020 TIC closure in particular).

