

Tees Valley Nature Partnership
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Our Nature – Your Tees

Local Nature Partnership

Natural Growth

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Activities undertaken by visitors to Britain

	Visits (000)	% of all visits	% of holiday visits	Nights (000)	£(m)
Visited parks / gardens	11,081	36%	54%	114,312	£7,826
Went to countryside / villages	5,336	18%	22%	72,418	£4,205
Went to coast / beaches	3,582	12%	15%	54,292	£2,853
Participated in sport	707	2%	3%	10,989	£730
Walking / hiking	142	20%	% of those that took part in sport	2,589	£146
Cycling / mountain biking	57	8%		1,158	£57
Football	105	15%		2,671	£176
Golf	116	16%		1,529	£159
Rugby	26	4%		440	£17
Cricket	22	3%		452	£21

* Nights and spend are not specifically whilst under-taking activity but throughout visit to UK

Domestic Tourism – Outdoor Activities

In 2015, there were 36.4 million domestic overnight trips in England which involved outdoor activities, 35% of the total, with spending of nearly £8.1 billion (41% of all spending on domestic overnight trips).

Also, there were 96 million day visits which involved outdoor activities, 7% of all tourism day visits in England, with an associated spending of over £2.1 billion.

Total England outdoor activities trips outdoor activities trips (as % of total)

Domestic Overnight Trips

Trips (millions)	102.73	36.36	35%
Spend (£ millions)	19,571	8,096	41%

Day Visits

Trips (millions)	1,298	96	7%
Spend (£ millions)	46,422	22104	5%



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Propensity for holidays in UK nations and regions involving specific activities

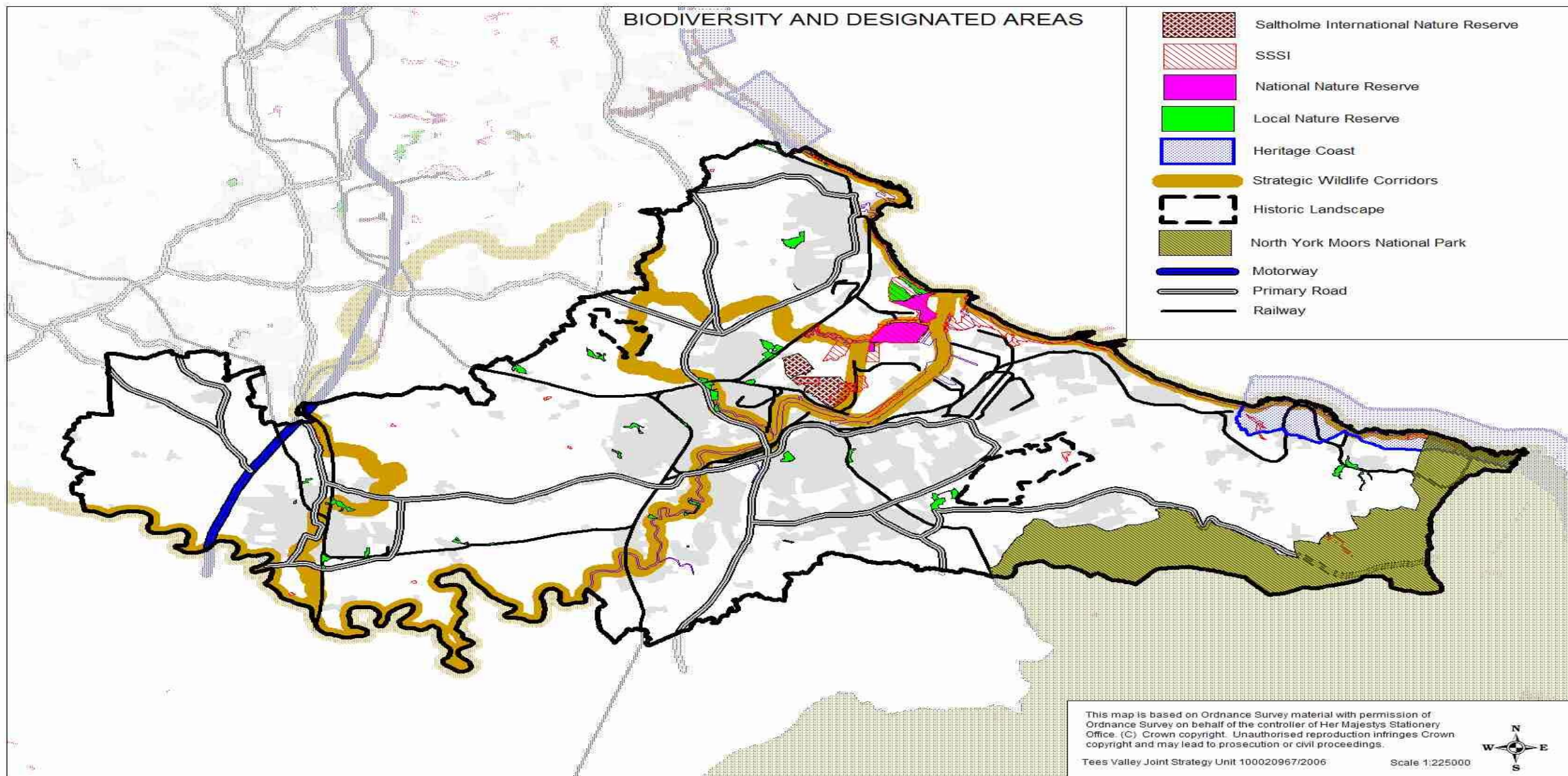
Visiting rural / coastal locations, participating in outdoor /sports activities	ALL	SW	SE	LON	EE	WM	EM	YKS	NW	NE	WL	SC
Countryside	20%	51%	38%	9%	31%	25%	34%	55%	22%	24%	49%	52%
Villages	19%	55%	39%	9%	32%	26%	20%	44%	16%	28%	42%	42%
Coast / beaches	11%	48%	37%	3%	16%	9%	14%	22%	14%	31%	53%	35%
National Parks	7%	26%	11%	4%	4%	8%	8%	26%	9%	16%	30%	25%
Walk in countryside	24%	58%	45%	12%	27%	33%	32%	37%	24%	26%	50%	52%
Walking by coast	8%	37%	25%	2%	9%	4%	4%	15%	8%	35%	38%	29%
Playing golf	2%	3%	4%	0%	3%	3%	3%	5%	1%	0%	3%	7%
Going cycling	1%	7%	2%	1%	3%	2%	2%	2%	0%	4%	1%	2%

Visitor Spend Attributable Solely to Outdoor Activities

Spend attributable (that is, motivated by) to the following activities is estimated at:

- £370M for golf among domestic visitors
- £1.5Bn for long walks/ hikes / rambles among domestic visitors
- £218M for fishing among domestic visitors
- £261M for watersports among domestic visitors
- £421M for cycling/ mountain biking among domestic visitors
- £307M for watching wildlife/bird watching among domestic visit

Tees Valley Green Infrastructure



Tees Valley Flora and Countryside



Exploring the Outdoors – Tees Valley



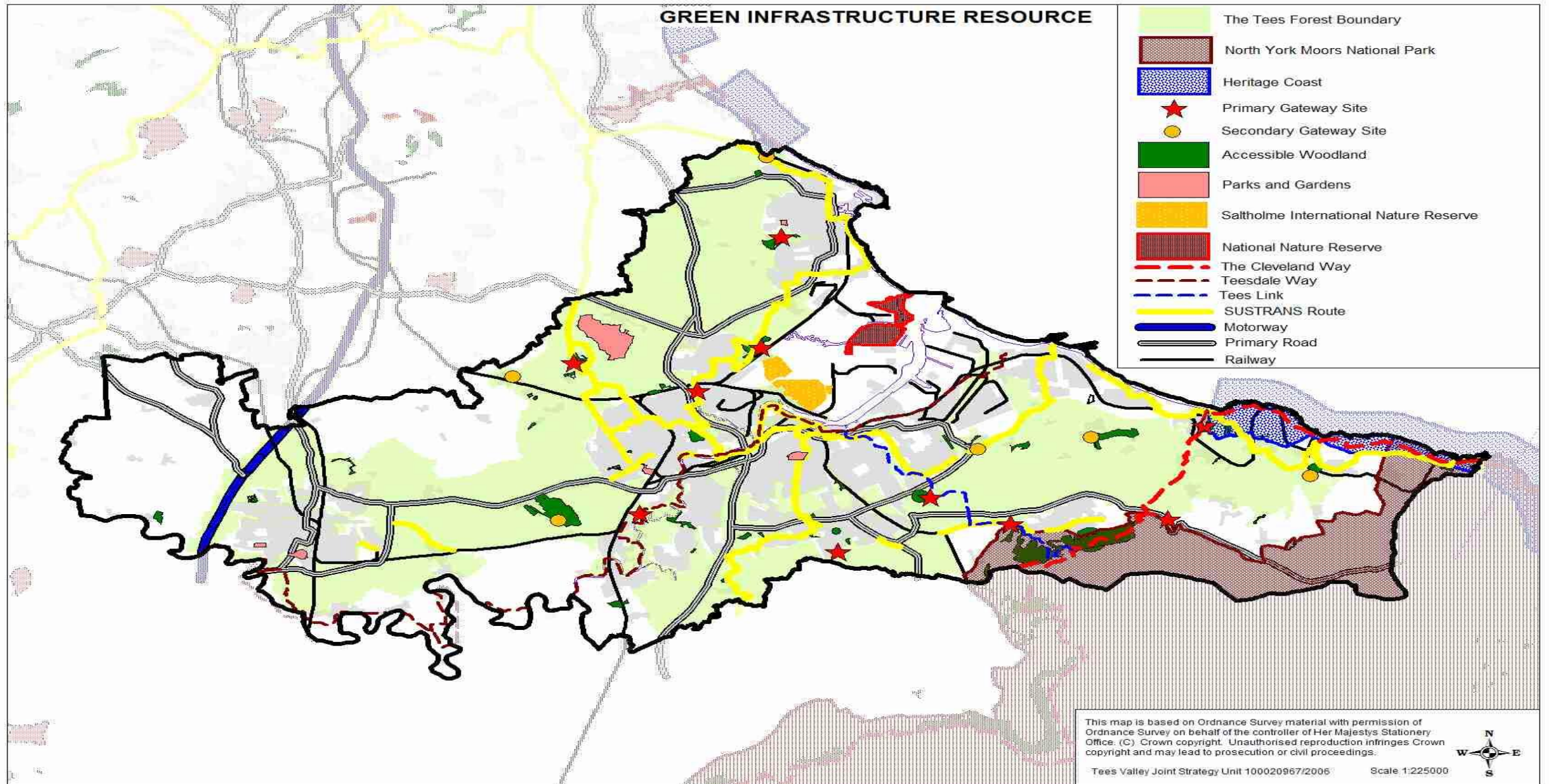
Watersports – Tees Valley



Scotland – Valuing Nature Based Tourism

- Sea Eagles on Mull bring in around £2 million pa to the Island of Mull – thousands of people visit to see them
- Viewing wildlife is the main driver behind one million trips to Scotland per annum
- 32,000 visitors travel to the Scottish Game Fair in Perthshire every year
- 400,000 people visit Glen Nevis and 110,000 people walk to the summit of Ben Nevis annually
- 30,000 people complete the West Highland Way each year; 60,000 walking part of it
- 3,000 Scottish surfers – surfing growing at 20% per annum
- Dolphin watching on the east coast of Scotland generates £4 million pa
- Scenery is the top reason for choosing Scotland as a holiday destination

Green Infrastructure Resource



On the Tees



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RSPB sites

Reserves

Arne	37
Bempton Cliffs	51
Frampton Marsh	16
Lakenheath Fen	16
Minsmere	103
Mull of Galloway	14
Rathlin Island	9
Saltholme	39
South Stack Cliffs	18
Titchwell Marsh	132

Species

White-tailed eagles Isle of Skye 2008	42
Galloway Kite Trail Dumfries and Galloway 2009	20
White-tailed eagles Isle of Mull 2010	110

Local FTE Jobs Supported



Saltholme and Seal Sands



Saltburn



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England Domestic trips

• Activities undertaken	Total Trips England	NE Trips
• History & heritage	22%	37%
• Arts, culture & entertainment	15%	12%
• Visitor Attractions	33%	37%
• Parks and Gardens	13%	22%
• Events, festivals and exhibitions	12%	7%
• Outdoor activities (including long walks)	47%	46%
• Outdoor activities (excluding long walks)	39%	42%
• Visited beach	20%	17%
• Special shopping	5%	6%
• Live sport	3%	4%
• Special personal event	3%	3%

River Tees



Day Trips taken in England and the North East

	Total England	% of all trip taken	NE trips	% of NE trips taken	All Day Trips, <i>millions</i>
(selected activities)	1,298	100%	57	100%	
Visiting friends or family	327	25%	13	23%	
Going out for a meal	134	10%	6	11%	
Going on a night out	97	7%	7	12%	
General day out	101	8%	4	7%	
Special shopping	88	7%	3	5%	
Going to visitor attractions	65	5%	2	4%	
Undertaking outdoor activities	96	7%	4	7%	

North East Day trips 57 million pa, NE Visitor Spend £2,053 million pa

NE Outdoor Activity day trips 4 Million,

NE Visitor spend Outdoor Activities £144 million pa



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