UK Countryside Tourism

An expert consultancy supporting UK rural tourism

www.ukcountrysidetourism.com
“Once, only gentleman naturalists set sail in small wooden boats to chart new lands.

Today, over 1 billion tourist days are spent on a global quest for personal exploration.

Tourist income protects our heritage. The experience of wild places connects people with nature, fostering a desire to protect it.

Closer cultural cooperation is the basis of social, economic and technological progress. It is our best security against prejudice, division and strife”.

www.ukcountrySIDETOURISM.com
UK Countryside Tourism

An expert consultancy supporting UK Tourism in Rural Areas

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Jim Dixon Associates Ltd trading as UK Countryside Tourism

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To book a holiday with our tour company UK Countryside Tours or one of our partners, go to www.ukcountryside tours.com or call 01629 704759
The difference we make
The Difference We Make

We have been set up as a strategic response to the challenges and opportunities facing UK tourism. Growth in world tourism continues and is predicted to be reflected in visitors to the UK. Tourism is the UK’s third largest service export. In 2012, international tourist arrivals worldwide exceeded one billion for the first time and this figure is projected to exceed 1.5 billion by 2020. Since 2010, significant progress has been made, with the launch of the Government’s tourism policy and the GREAT campaign.

Inbound visits to the UK rose to 32.813 million in 2013 and spending by inbound visitors was £21.012 billion. Both these figures were records. In 2013 the number of inbound visitors to England was 11.5% higher than in 2010 and almost 5% higher than in 2008.

In London, the figures rose by over 14% compared with 2010 and just under 14% compared with 2008. However, for the rest of England outside London the numbers were almost 8.5% higher than in 2010 but over 4% lower than in 2008. The figures for Scotland showed an increase of 3.6% compared with 2010 but a decline of just under 2% compared with 2008. In Wales the figures showed declines of almost 0.7% compared with 2010 and 17% compared with 2008.

Overseas tourists are coming. Now is the time to refresh our offer to well-known markets like the US, Canada, Australia and the EU. And we should make the new markets ours, attracting a share of the fast-growing China market especially.

The Difference we make:

• We are well respected, well connected and welcoming
• We have expertise in tourism and in other countryside sectors
• We enable, we respond and, when asked , we lead
• We will work with you to create the solution to your specific needs
• We take responsibility for your challenges and opportunities
• We know what world class really is and can help you to achieve it
• We are well connected to other expert advisers and will always refer to them if they can provide a better service to you than we can
• We try and understand people’s motivations – yours and your customers
• We are culturally aware
What we do
What We Do

Supporting UK Tourism

We use our expertise to support the UK Tourism Sector

- We curate exceptional tours
- We develop products
- We provide strategic support at national, regional and local level
- We support destinations, trade associations, professional bodies
- We support curriculum development and teaching in Universities
- We work with individual tourism attractions and groups of like organisations
- We can market-test and develop strongly commercial approaches
Our 5 Stage Approach
Our 5 Stage Approach

1. Understanding what the data tells you and what the strategy is.

2. Telling the story of your place relevant to inbound tourism

3. Getting imagery, frontline staff & systems overseas-tourist welcome

4. Working with the travel trade – co-creating products & sharing benefits

5. Strategic action planning for your business or destination
What people say about us
“I cannot think of anybody better placed to lead in this task than Jim Dixon, his infectious enthusiasm deep knowledge and wealth of practical experience makes him the ideal person to bring together the necessary expertise to help to educate the hospitality industry. With unrivalled experience of the day to day management of national parks Jim Dixon is ideally situated to help the tourism and hospitality sector to fully understand the marketing opportunity of the British countryside”

Carey Fletcher, Group Chairman China Britain Travel Group Ltd

“With a strong background in nature conservation, landscape management and rural policy, Jim is an expert on our countryside. He couples this with great writing skills -he is a Times columnist - and a good knowledge of tourism and visitor management. The ‘Countryside is GREAT’ marketing proposal that Jim pitched to me when I was CEO of Visit Britain was one of the best I'd ever seen, well researched, thorough and action orientated”.

Sandie Dawe CBE, CEO of Visit Britain 2009-2014

“Visit Britain is committed strategically to supporting the development of the rural tourism sector and the growth in numbers and spend by inbound overseas tourists. This is in line with the Government’s strategic aims of growing inbound overseas tourism, extending the benefits that it brings to the whole of the UK’s nations and regions and to rural areas. Visit Britain welcomes programmes that support rural tourism businesses working on their own and collaboratively to improve their offer to the international tourism market. Visit Britain offers a range of services to the travel trade and, where practicable to do so, we will assist businesses participating in rural growth and development programmes, get good quality tourism products to market and secure profile through our PR channels”

Visit Britain

“Just a quick note to say a huge thanks for your excellent presentation this morning. You certainly stimulated a good debate and I think we have some really good material to take the campaign to the next level”.

Deirdre Wells CEO UKinbound

“Well connected, well respected & welcoming”
Who we work with
Who we work with

Current work

- Our Principal is currently advising the Visit Britain ‘Countryside is GREAT’ Stakeholder and Strategy Steering Group.

- We are currently supporting the development of tours for one of the world’s largest premium travel brands.

- We are currently supporting curriculum development and research strategy for the University of Derby, ranked Number 1 in the Guardian Subject League for Tourism.

- We are working with a UK-wide trade association representing heritage businesses to increase skills development in premium tourism.

- Our associates are supporting national and regional tourism agencies develop overseas marketing campaigns and strategies, enhance skills in the tourism sector and build bridges between destinations/attractions and the travel trade.

- Our associates are also delivering premium tours for well-known travel brands, leading tourism skills development in several UK universities and contributing written and conference content where contemporary tourism policy is being developed.

Strategic Partners

We are members of Ukinbound which represents the interests of more than 300 of the UK’s inbound tourism businesses, providing business and networking, whilst maintaining best practice and the highest standards of operation in the industry.

We are members of the Country Land and Business Association, amongst whose members there are over 5000 tourism businesses.

We work with Capela Training, the pre-eminent UK-based China Welcome training organisation. Capela Training is affiliated to COTRI – the China Outbound Tourism Research Institute, the world’s premier source of expertise on China tourism.

We are well connected with other UK and international tourism consultancies, people with expertise in our sectors and large multi-purpose consultancies. Where it is right to refer your needs to these organisations, or where we can work with them, we will do so if it improves the service that you need from us.
Our team
Our Team

Jim Dixon
Jim is a former CEO and civil servant with a 30 year background in countryside policy. He has advised Visit Britain and private sector clients. He is a Visiting Doctor at the University of Derby and a columnist on countryside issues at The Times.

Simon Parkes
Simon has worked in food criticism, evaluation and journalism for over 30 years, as an inspector for the Michelin Guide and as restaurant critic for British Vogue. He's presented The Food Programme as well as numerous other programmes on BBC Radio 4 and been a judge on the Radio 4 Food & Farming Awards. After living in India, he co-wrote The Calcutta Kitchen. He’s also taught at the Slow Food University in Italy.

Caroline Holmes
Caroline is a garden historian who has devised and led tours, mostly for private American groups across Britain. Her consultancies include devising The Poison Garden at Alnwick Garden, and designing knots, orchard and operatic borders for the Royal Opera House, High House, Essex. Caroline works for Europe’s leading specialist garden tour companies and is a Course Director for University of Cambridge ICE International Summer School Programmes.

Stuart Gillis
Stuart is a leading UK heritage practitioner and has worked as Director of Derby Museums, the National Waterways Museum, and England’s National Fishing Heritage Centre as well as being Chair of the UK Rural Museums Network. Stuart is an expert in country houses, architectural heritage, industrial heritage, fine art and museums.

Lucy Cone
Lucy is an expert in the outdoor adventure industry and worked as an activity instructor and Cotswold Outdoors and with the UK Outdoor Industries Association. Lucy’s expertise is in strategic comms and marketing, copywriting and creative digital content, the tourism industries in Cornwall and Wales and of inbound tourism trends from Germany.

Jason Freezer
Jason is an all round tourism expert, having been Head of Destinations at Visit England and previously with Visit Britain and as a hotel inspector and hotel manager. Jason has a Masters in Tourism Management and is working towards his Doctorate in tourism.

Melanie Sensicle
Melanie is an experienced professional in the field of destination management, marketing and communications, organisational development and partnership working. She runs her own consultancy working for clients around the country and is currently supporting Visit England in the role of delivery director of the Northern Tourism Growth Fund a programme to promote the North of England to five overseas markets. She has run development programmes for rural destinations and is particularly interested in helping heritage and rural destinations to compete for visibility and business both domestically and internationally.