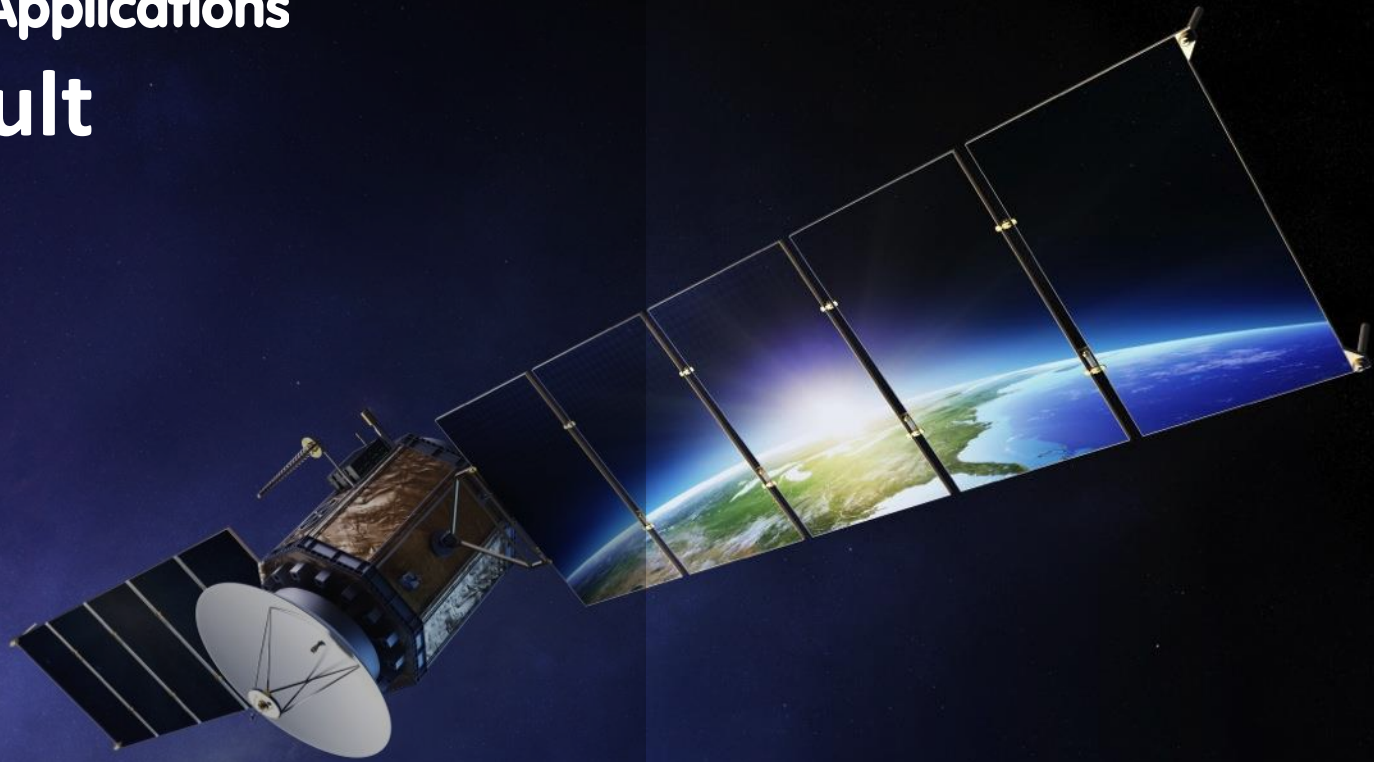


Satellite Applications Catapult



Implementing the Atlantic Action Plan Nick Lambert

4 June 2015

Marine Tourism and Leisure

Workshop objectives

- Share project ideas
- Meet potential partners
- Project ideas – proposal – potential funding

EU Maritime and Coastal Tourism Study 2013

Definitions

- Maritime tourism – everything at sea and in support
- Coastal tourism – everything on coast and in support



EU Maritime and Coastal Tourism Study 2013

Problems

- Vital economic activities but declining performance and expenditure
- Sun/sea mass tourism model is less sustainable and possibly failing
- Cruise tourism increasing but coastal regions struggle to gain economic benefit but must invest in big infrastructure projects
- Negative issues including environmental impact, social perception of the sector, lack of local skills and resources



EU Maritime and Coastal Tourism Study 2013

Priority Axes

- Enhance competitiveness and strengthen response capacity
- Address seasonality, including volatility of demand and improve accessibility and visibility
- Strengthen sustainability of maritime and coastal tourism
- Promote skills, innovation and access to resources.



Workshop summary points

Broad endorsement of problems

Broad endorsement of axes of activity

Importance of moving from traditional mass market sun/sea tourism to niche offerings

Decline Hotel accom v increase in self catering options

Specialist holidays offered by professional organisations such as CIL

What about maritime tourism strategies for cities?

Need well thought through standardised definitions to support BE and tourism

High level strategies well known but there are lots of strategies and lots of agencies/funding authorities... confusing for SMEs?

CMN

CMN services have been related to Atlantic Strategy Action Plan

Regional Growth Fund funding... but pay in arrears, cash flow issues... upgrade of business infrastructures through non council funding

Benefits of vision and strategy contributing to overarching Cornish economy... MRE is v important/topical

Industries/companies learning from each other

Good model, sector specific network... potential cross region workshop to explore opportunities in more detail

Apprenticeship programme... CMN programme and CPMR exchange programme examples

Support innovation and investments

Increase profitability of marine businesses

CMN (cont)

Cluster activities and sell the Atlantic as a marine centre of excellence

Support the environmental sustainability of the marine leisure sector

Need to address offshore maritime/marine tourism opportunities... expanding to cover MPAs

North Devon

Tourism being led by the private sector, no public funding

Hugely important in financial terms

Planning issues especially associated with dominance of private landowners and protected statuses

NEA2 study of value of sector... first study of value of surfing sector... £50m/annum... knock on effect of expenditure in other sectors such as food, accom, retail, drink

The Observatory was a key achievement... emphasises benefit of high quality financial data and statistics. Statistics are vitally important...

Clusters only work if there is industry buy in... good governance, management and a champion are important

Clarity of barriers to growth including broadband connectivity

Value of community consultation... young people keen to enter maritime/marine sectors

Visitor satisfaction surveys

North Devon FLAG

Many constraints from politics to environment and geography

Loss of connection between food industry and fisheries... won't serve local fish

Small project to trial opportunities and get things moving

Must work with local communities if UK is to benefit from BE

Trends:

- Must be authentic cultural experience translated for visitors to experience
- Must know market segmentation
- Must understand social media therefore need bragging rights

Blue New Deal... connections with local communities

Conflicting demands of ecological conservation and tourism... seabirds and crowd source project into gull behaviours