



Yorkshire
Wildlife Trust

Nature Tourism

Growing East Yorkshire

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Regional Manager East



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Working to create Living Landscapes & Living Seas...

- Maintain biodiversity
- Celebrate local heritage
- Support health & wellbeing
- Inspire, educate and engage
- Advocate for sustainable development
- Build resilient landscapes
- Demonstrate that nature matters



3024ha

LAND
AREA
MANAGED



886

HECTARES
OF MARINE
PROTECTED
AREAS



833ha

OTHER
PEOPLE'S LAND
MANAGED



141

LAND
MANAGERS
ADVISED



632

EVENTS
HELD



6270

VOLUNTEER
HOURS



15,854

PARTICIPANTS



10,076

CHILDREN TOOK
PART IN OUR
EDUCATION
PROGRAMME



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Nature Matters

- Natural Flood Management
- Maintaining deep-water shipping
- Higher property and rental value
- Health and wellbeing
- Tourism





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A VALUABLE GREENSPACE

Average amount spent on greenspace visits:



£18

Coastal visit



£6

Town & city



£6

Countryside

Spend reflects longer visits, greater range of activities, including eating and drinking, and further distances travelled to destination.

Natural England: Monitor of Engagement with the Natural Environment - The national survey on people and the natural environment - Visits to coastal England

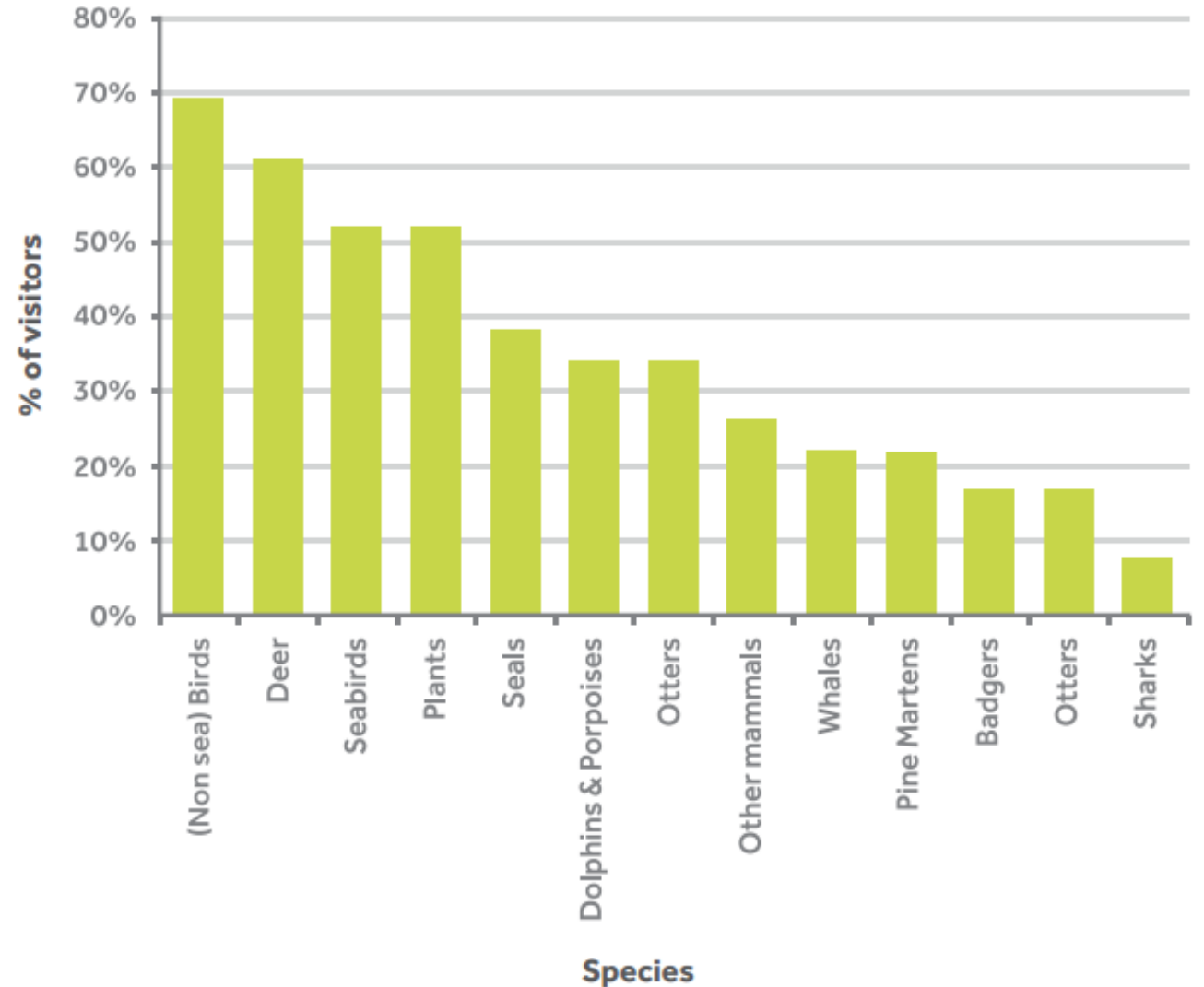




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Nature Tourism in Scotland

- Leading European wildlife-watching destination
- 40% of all tourism in the country driven by wildlife and landscape





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Nature Tourism in North Norfolk

- 1999 study showed that the economic value of tourism in the *North Norfolk Area of Outstanding Natural Beauty* was £122 million
- For 30% (i.e. £36m) of visitors, landscape and wildlife were the primary motivation for the visit







Welcome



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A growing market

- Wildlife on prime TV
- Rise of the “staycation”
- Increased environmental awareness
- ‘Activity plus market’





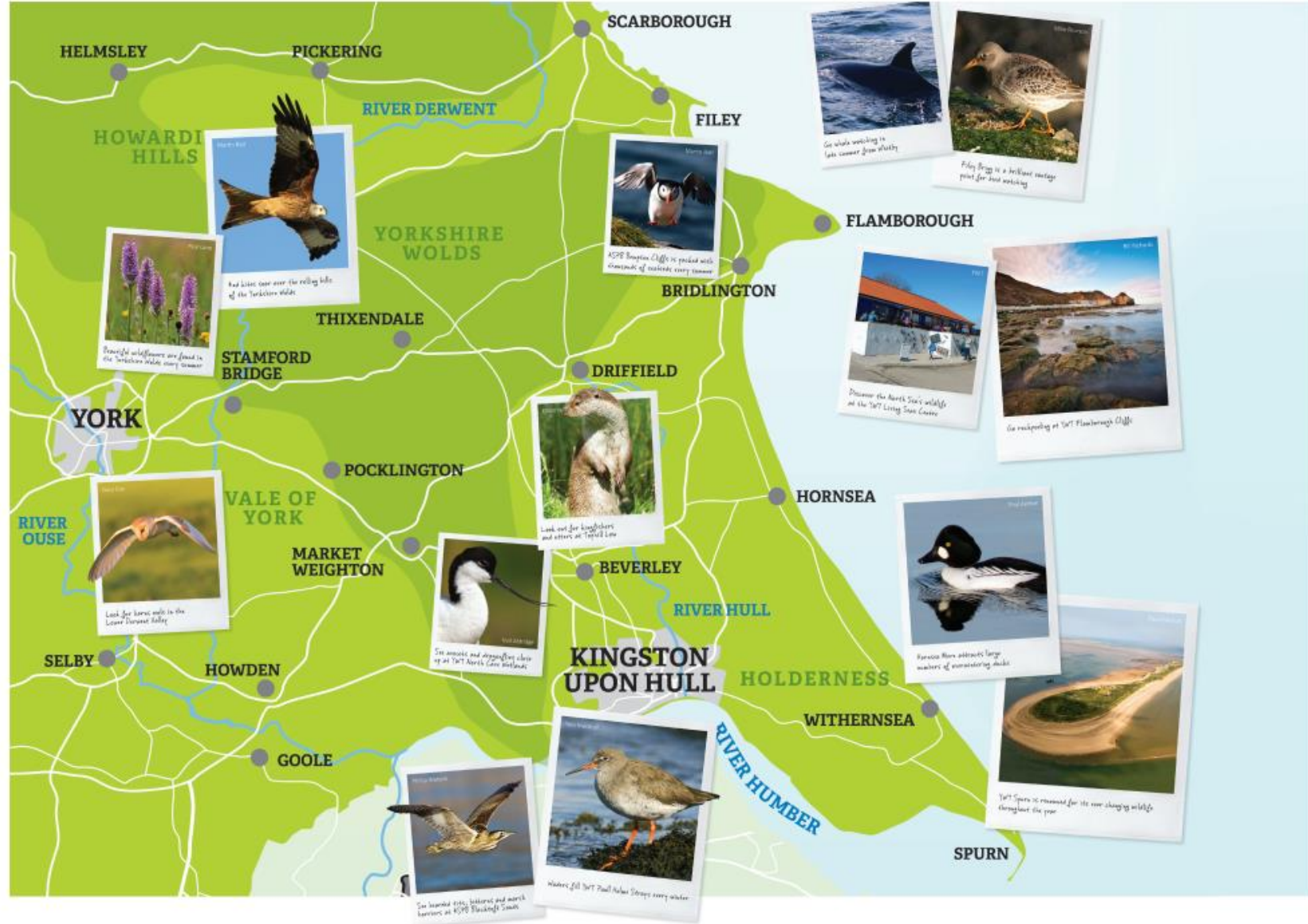
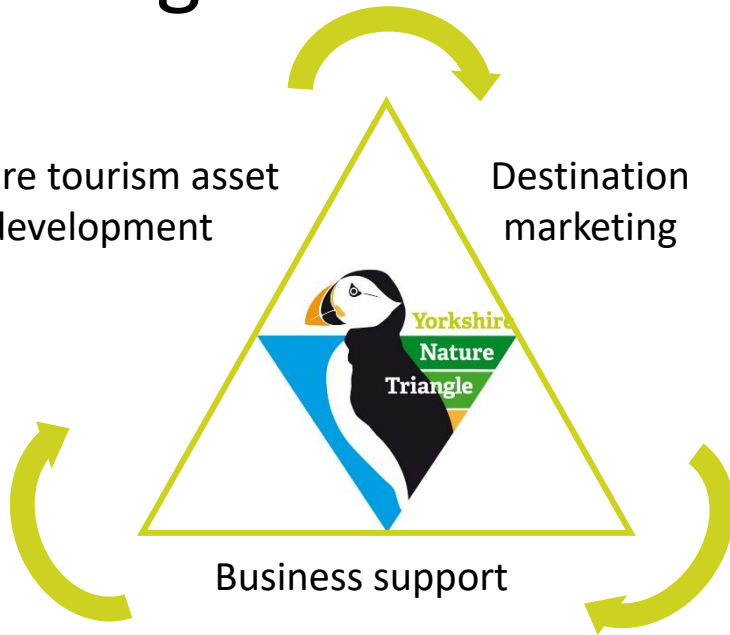
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Yorkshire Nature Triangle

Nature tourism asset development

Destination marketing

Business support





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Hornsea Mere bird hide opens



Spurn Safaris launched



Bempton redevelopment



Renovated Spurn Lighthouse opens



Spurn Discovery Centre opens



Living Seas Centre opened



Leaving Seas Centre extended



Education facility/visitor hide opens at Tophill Low



2010

2013

2014

2015

2016

2017

2018

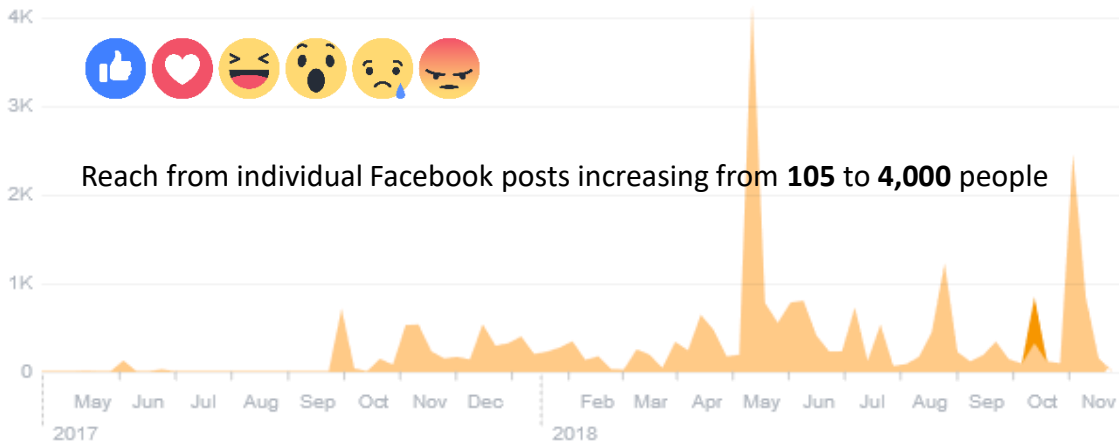
1. Improving the offer – better facilities



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2. Destination Marketing

- 1,500 Visitor Guides distributed annually
- Over 3,000 social media followers
- National & regional PR coverage





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3. Business Support

- Tourism Toolkit presented over **1500** local businesses
- Over **90** businesses participated in orientation visits and workshops

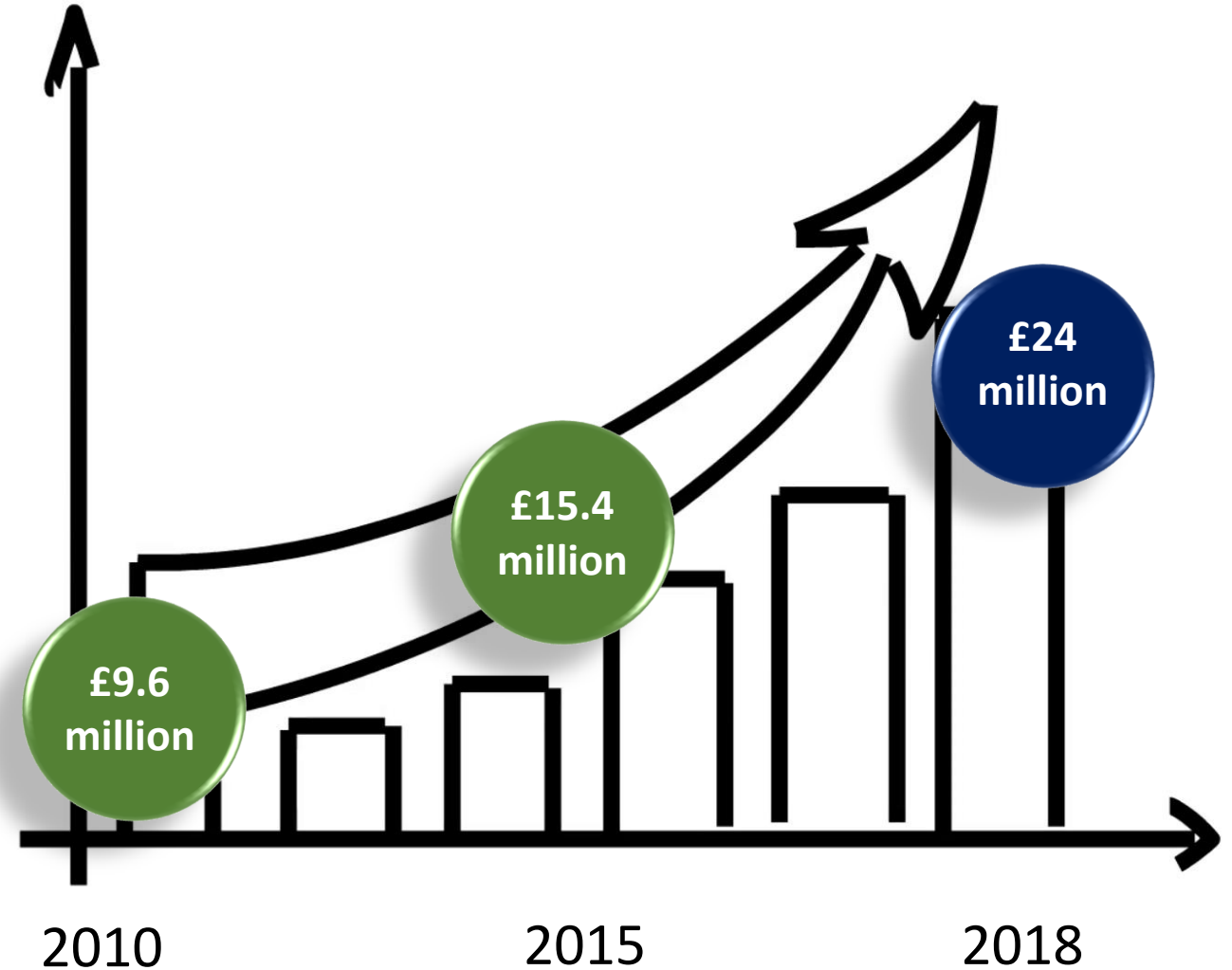




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Economic Impact

Our mission – to build a nature tourism economy contributing £30m per year to the economy of East Riding by 2020





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