

**Project:** Visitor Information Research, Workshops and Strategy

**Client:** North West Development Agency

**Date:** 2005 - 2006

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During the spring of 2005, TEAM undertook research to provide the foundation for a Visitor Services Strategy for North West England. The work provided:

- An analysis of visitor information requirements from the consumer perspective – the types of information they are accessing, the role of media used by destinations, and major trends or changes in media usage
- A destination perspective, looking at some of the main developments in visitor services from destinations around the world
- An overview of the position in the North West, e.g. the scale of visitor services activity, the cost of the network etc. This element involved primary research amongst TIC managers and a meeting with them.

TEAM presented the results of this work to a large workshop, at which strategic issues were discussed.

In the spring of 2006, TEAM was invited to assist NWDA and a Steering Group in shaping the Visitor Information Strategy document and consulting on it. This stage of work involved a further workshop, to discuss the key proposals emerging.