

**ALEX SAINT**

**DIRECTOR, CREATIVETOURIST LTD**

# creativetourist

Working with national and international culture and tourism partnerships to deliver the credible strategic thinking, innovative ideas, and engaging communications that make happening cultural destinations, change reputations, excite local people and attract cultural tourists.



**creativetourist**



**CULTURAL TOURISM:**  
new thinking, pathfinding  
experiments and emerging  
good practice

British Ceramics Biennial. Stoke-on-Trent

**From venue or event driven beginnings  
To becoming a fully fledged cultural  
destination**



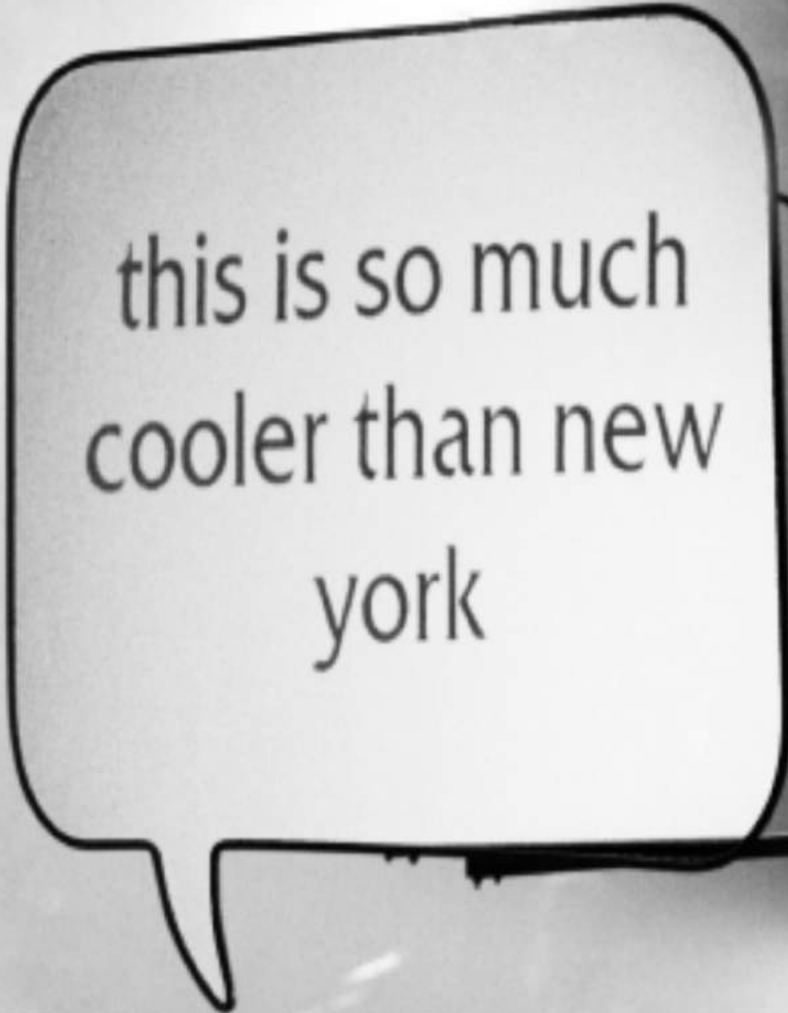
Bristol Old Vic

# DEFINING THE TERRITORY

\_tourism

\_culture

\_cultural tourism



this is so much  
cooler than new  
york

**“I CAN HAVE CULTURE IN AMERICA, I CAN HAVE CULTURE ANYWHERE. WHAT I REALLY WANT TO SEE IS THE DISTINCT, UNIQUE, VARIED PART THAT MAKES IT DIFFERENT TO EVERYWHERE ELSE... WHAT MAKES SOMEWHERE DISTINCT.”**

**USA SERIOUS CONSIDERER, VISITBRITAIN'S  
LEVERAGING OUR HERITAGE AND CULTURE  
RESEARCH 2014**

# LONDON: A CHALLENGE OF

- \_ scale
- \_ over-familiarity and permanence
- \_ dominant brands
- \_ rising destinations
- \_ authenticity
- \_ quality of experience
- \_ navigation and orientation





# THE TASK AHEAD

- \_ merging two different languages & cultures
- \_ being purposeful – for the long game
- \_ changing perceptions, building credibility
- \_ zoning in on the right markets & products
- \_ finding the right language & narrative
- \_ ‘curating’ the whole cultural experience
- \_ deliver the brand



## **Where strategic partnership:**

- \_ Meritocratic, not democratic
- \_ Honest and self-critical
- \_ Niche to large
- \_ Public and private sector
- \_ Flexible not fixed

## **Meets tactical collaboration:**

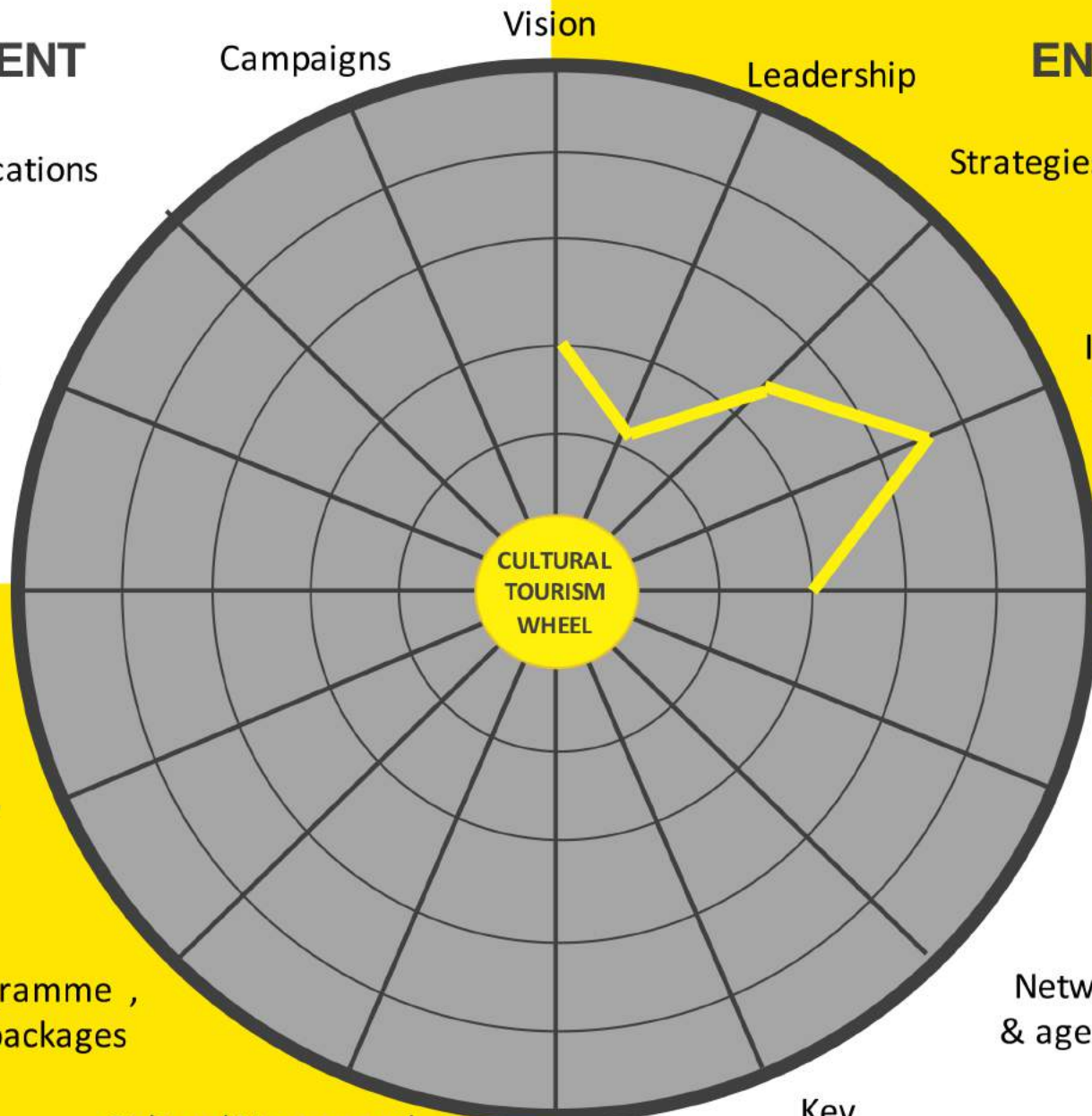
- \_ Product development/ packages
- \_ Marketing & Communications
- \_ Front line service

# MARKET DEVELOPMENT

# WORKING ENVIRONMENT

# PRODUCT DEVELOPMENT

# WORKING PARTNERSHIPS



# MARKET SEGMENTATION

- \_ Audience Finder™
- \_ Culture Segments™
- \_ Ark Leisure™
- \_ National Trust
- \_ what is right for you?
- \_ seasonal differences?
- \_ priority target markets



# A CULTURAL TOURIST IS

- \_ Culturally confident & knowledgeable
- \_ High spending & discerning
- \_ Independent travellers
- \_ Digitally savvy
- \_ Marketing averse
- \_ Sociable experience seekers
- \_ All ages, shapes and sizes
- \_ Other leisure/business tourists ripe for conversion

# AND IS LOOKING FOR:

- \_ Unique and interesting experiences
- \_ Trusted voices
- \_ Hooks & critical mass
- \_ Authenticity
- \_ Shareability – ‘braggability’ – self image
- \_ More than just culture: food & drink, retail, nightlife, accommodation

GATHERING OF STRANGERS

# A STORY OF MANCHESTER



# **FILTH, RUIN AND UNINHABITABLENESS.**

**SUCH IS THE OLD TOWN OF MANCHESTER...  
AND THE FRIGHTFUL CONDITION OF THIS HELL  
UPON EARTH. EVERYTHING HERE AROUSES  
HORROR AND INDIGNATION.**

**FRIEDERICH ENGELS**



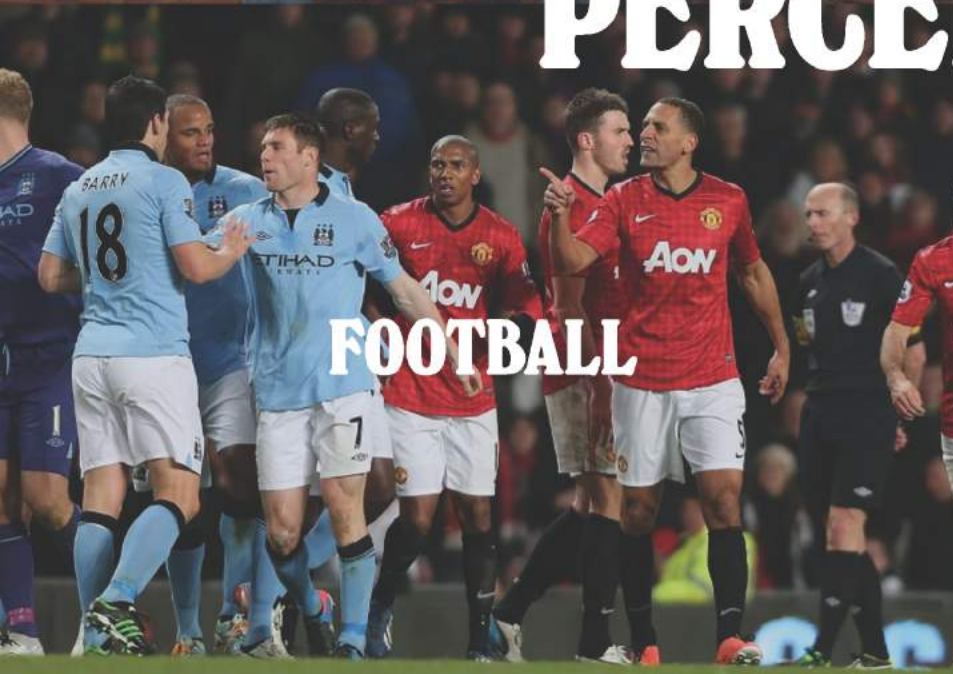


**POST-INDUSTRIAL**



**NIGHTLIFE**

# PERCEPTIONS



**FOOTBALL**



**WEATHER**

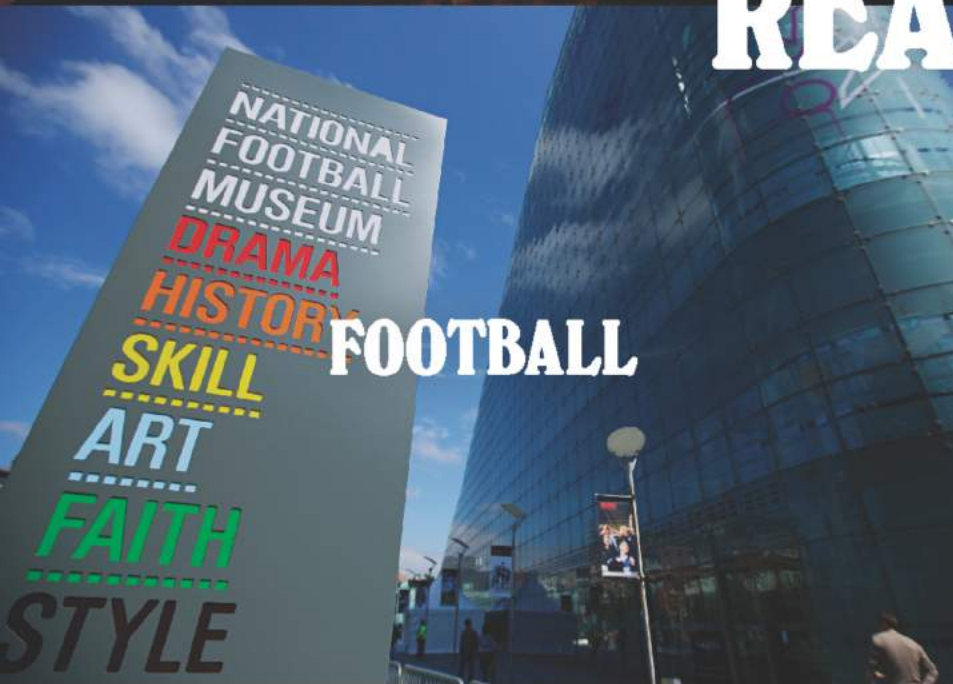


**POST-INDUSTRIAL**



**NIGHTLIFE**

**REALITY**



**FOOTBALL**



**WEATHER**

**“MANCHESTER IS THE  
ORIGINAL MODERN CITY.”**

**PETER SAVILLE**



**MANCHESTER  
INTERNATIONAL FESTIVAL  
'07/'09/'11/'13/'15**

**“MANCHESTER IS THE  
BEATING CULTURAL  
HEART OF BRITAIN.”**

**MIRANDA SAWYER**



**“FOR A BIG CITY,  
MANCHESTER IS JUST  
SMALL ENOUGH. PEOPLE  
KNOW EACH OTHER,  
COLLABORATE, CROSS-  
POLLINATE. IDEAS CAN MIX  
AND MATCH. IT’S EASY TO  
GET THINGS MOVING. WHERE  
THEY MIGHT END UP IS  
ANOTHER MATTER.”**

**ANTHONY WILSON**

We use cookies to deliver the best possible experience on our website. For more information on our use of cookies and how to alter your settings [click here](#). If you continue without changing your settings, you agree to receive all cookies from this website.

ACCEPT COOKIES

# creativetourist.com

CLICK HERE TO JOIN OUR MAILING LIST

THINGS TO DO. PLACES TO GO. GUIDES. BLOG.

Search | Go

## Making the silver screen accessible: Leeds International Film Festival

The pocket-friendly Leeds International Film Festival returns for the twenty-seventh year. Most film festivals exist as hubs for industry-based networking, frequented by glamorous movie stars, journalists and distributors on the lookout for new talent. In...

READ MORE

Posted by Poly Checkland Harding about 17 hours ago. CINEMA, FESTIVALS AND EVENTS / YORKSHIRE

0



Catch preview screenings of some of this quarter's most anticipated films

## WHAT'S ON

IN ALL DESTINATIONS

TODAY THIS WEEKEND

NOVEMBER DECEMBER

Preview: Chagall, Soutine & the School of Paris at Manchester Jewish Museum  
 Manchester, Northern Quarter, 20 June 2013-24 November 2013

READ MORE

Friends & Lovers: The Radev Collection at Abbot Hall  
 Abbot Hall, Cumbria, Kendal & Sedburgh, 27 September 2013-21 December 2013

READ MORE

Art Sheffield: The revolution will be industrial

## WHERE TO GO Manchester



ADVERTISEMENT

## MOST READ

Introducing Metro Modern: A map of 20th century Manchester

2 READ MORE

North and South: MADE NORTH & The Designers Republic tackle

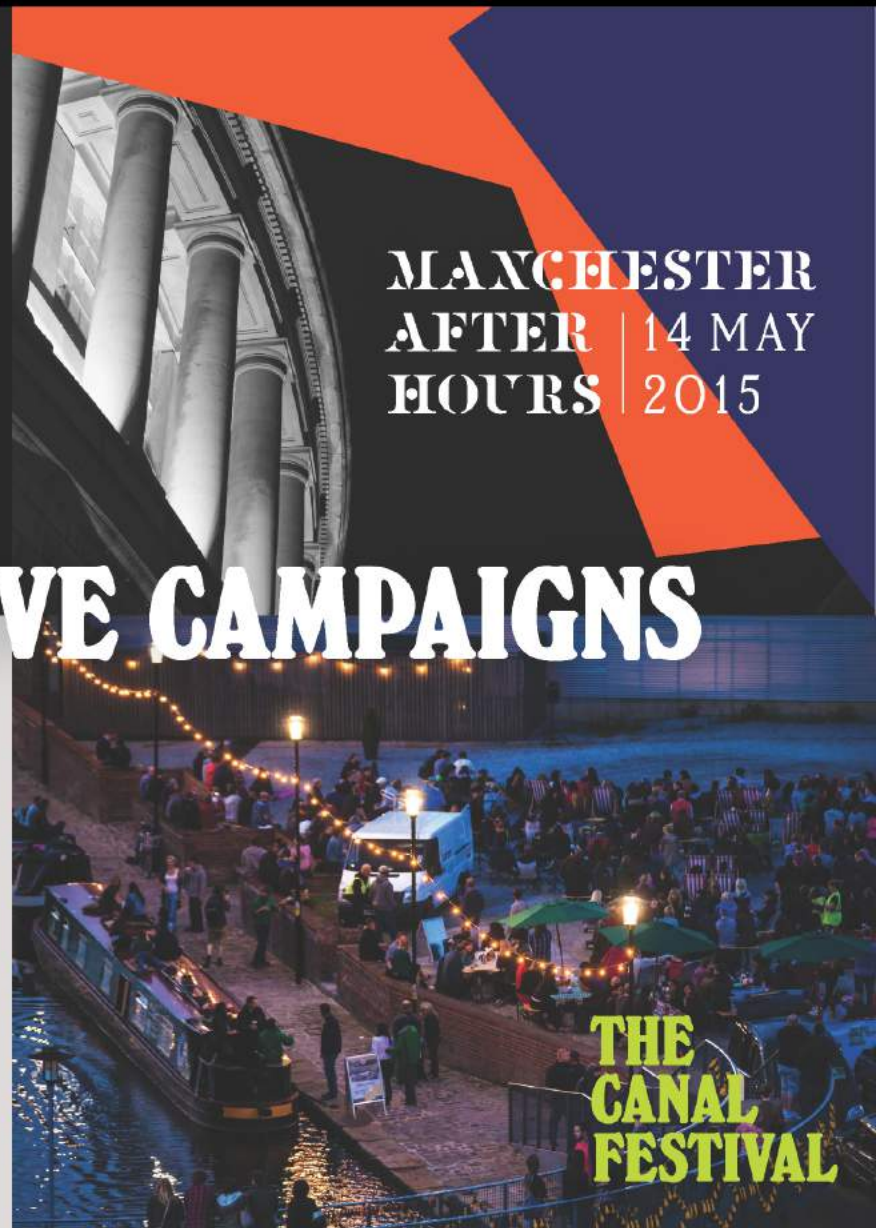
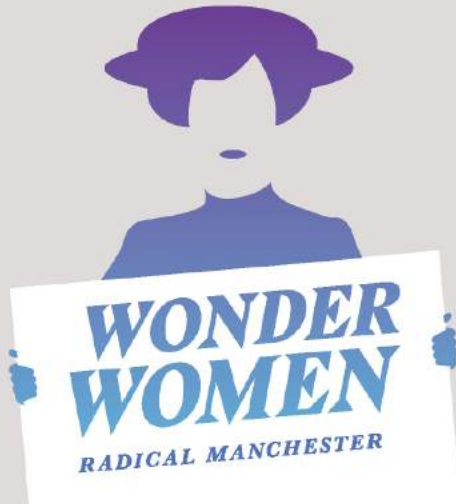


THE  
MANCHESTER  
WEEKENDER



MANCHESTER  
AFTER | 14 MAY  
HOURS | 2015

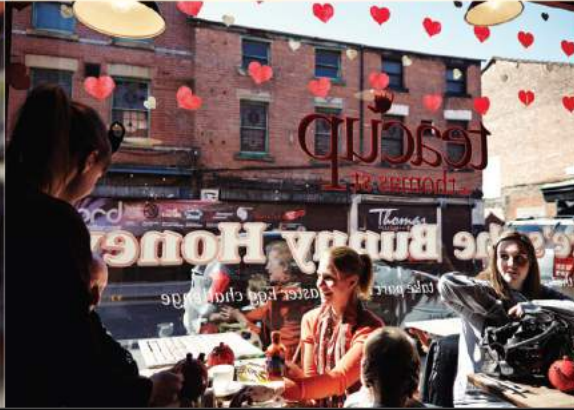
# COLLABORATIVE CAMPAIGNS



THE  
CANAL  
FESTIVAL



# CULTURAL DESTINATION



# FROM MANCHESTER:

- \_ individual ambition flourishes in a collaborative context
- \_ the Cultural Destination Steering Group
- \_ Creative Tourist
- \_ advocacy
- \_ consumer campaigns
- \_ collaborative activity
- \_ conversion

Harmonious Society / Asia Triennial Manchester



# culturehosts

culturehosts.co.uk

Logged in as Alex Saint

ACTIVITIES THEMES CALENDAR

SHOW ME Conference Media launch Private View Training

**ADD NEW POST**

WANT TO ADD A POST OF YOUR OWN?  
CLICK THE BUTTON BELOW TO ENTER

**GO**

**Festivals & Events**  
**Keir Hardie Centenary Conference**  
26.09.15  
Working Class Movement Library  
Posted 2 weeks ago by WCMIL  
Keir Hardie Centenary Conference

**Business**  
**Conservative Party Conference**  
04.10.15 - 07.10.15  
Manchester Central  
Posted 2 weeks ago by Ben Williams  
Conference

**Festivals & Events**  
**Peace History: an International Perspective**  
10.10.15  
Friends Meeting House  
Posted 2 weeks ago by WCMIL  
Conference

12:26

Restore Your List ?

**MANCHESTER WALKING TOURS**

**ARCHITECTURE HIGHLIGHTS** 45 mins

**NORTHERN QUARTER & NOMA** 60 mins

**CULTURAL TOURS** 150 mins

**Manchester Monitor Quarterly**

January 2013

Professional services and creative industries forecast to drive Greater Manchester's growth

# CUMBRIA: where landscape is the obstacle and the opportunity

- \_ partnership working
- \_ visitor perception
- \_ seasonality
- \_ new product development
- \_ wraparound and infrastructure

# BLACKPOOL: heritage roots

A person is riding a bicycle on a beach at night. The bicycle is decorated with numerous small, warm-white lights that form a glowing outline around the frame and wheels. The rider is wearing dark clothing and is seen from the side. In the background, the Blackpool Illuminations are visible, including the illuminated tower and other structures, with their lights reflecting on the water. The sky is dark, and the overall scene is illuminated by the lights of the bicycle and the distant city.

\_ a cultural environment, iconic venues  
and signature events

\_ contemporary arts amidst cultural heritage

\_ fun and accessible

\_ showmanship

\_ building cultural confidence

\_ changing reputation

\_ Left Coast



**theguardian**

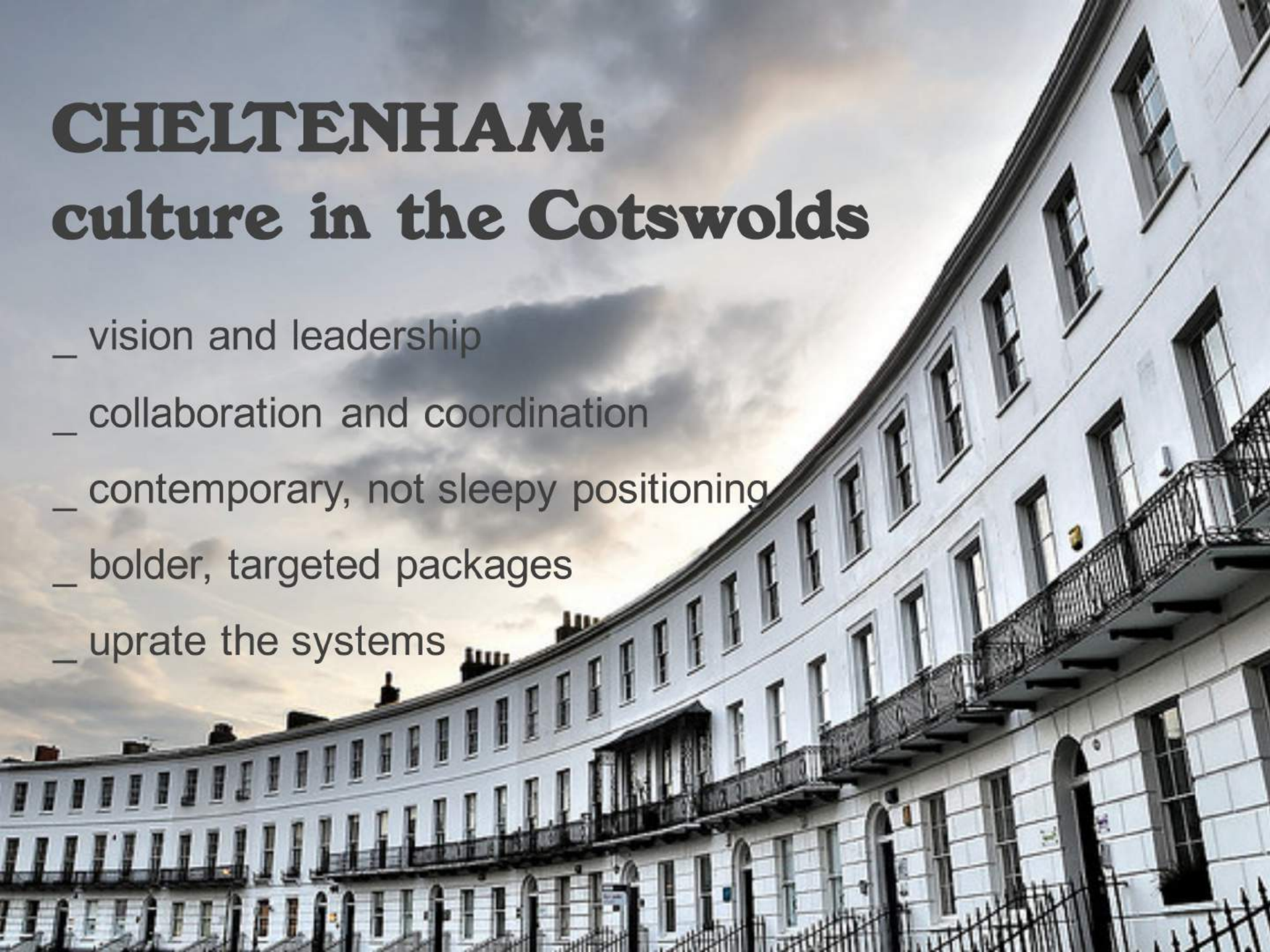
Cities

**An insider's cultural guide to Blackpool:  
bovver boots and ballroom dancing**

Art made on local bus routes, punk performed at the top of the tower and a promenade awash with mohawks – Blackpool's cultural scene has plenty to offer

# CHELTENHAM: culture in the Cotswolds

- \_ vision and leadership
- \_ collaboration and coordination
- \_ contemporary, not sleepy positioning
- \_ bolder, targeted packages
- \_ uprate the systems





# TEN TIPS:

## FILL THE PAGE

1. It's all about place
2. Jam tomorrow
3. The 3 C's
4. No silos here
5. All culture is not equal
6. Identify the risk
7. Be selective
8. Find your voice
9. Amplify it
10. Innovate

**THANKS.**

# creativetourist

Working with national and international culture and tourism partnerships to deliver the credible strategic thinking, innovative ideas, and engaging communications that make happening cultural destinations, change reputations, excite local people and attract cultural tourists.

