



Tomorrow's Tourism



Carolyn Custerson
Chief Executive Officer



Current Challenges

External factors

Brexit

COVID

Ukraine War

Cost of Living Crisis

Rising Costs

Lack of Investment



Changing Visitor Habits

Seasonality

Recruitment

Decline in Visitor Numbers

Shoulder Season Closures

Opportunities to 'Kick Start' Our Visitor Economy

Making More of our USPs

- **UNESCO Global Geopark**
- **Birthplace of Agatha Christie**
- **England's Seafood Coast**



UNESCO Global Geopark

One of Earth's Extraordinary Places



- A new **UNESCO** Programme in 2015
- Only 9 Geoparks in the UK
- **Global Brand**
- New 4 year accreditation just confirmed
- No other UK resort has this accreditation



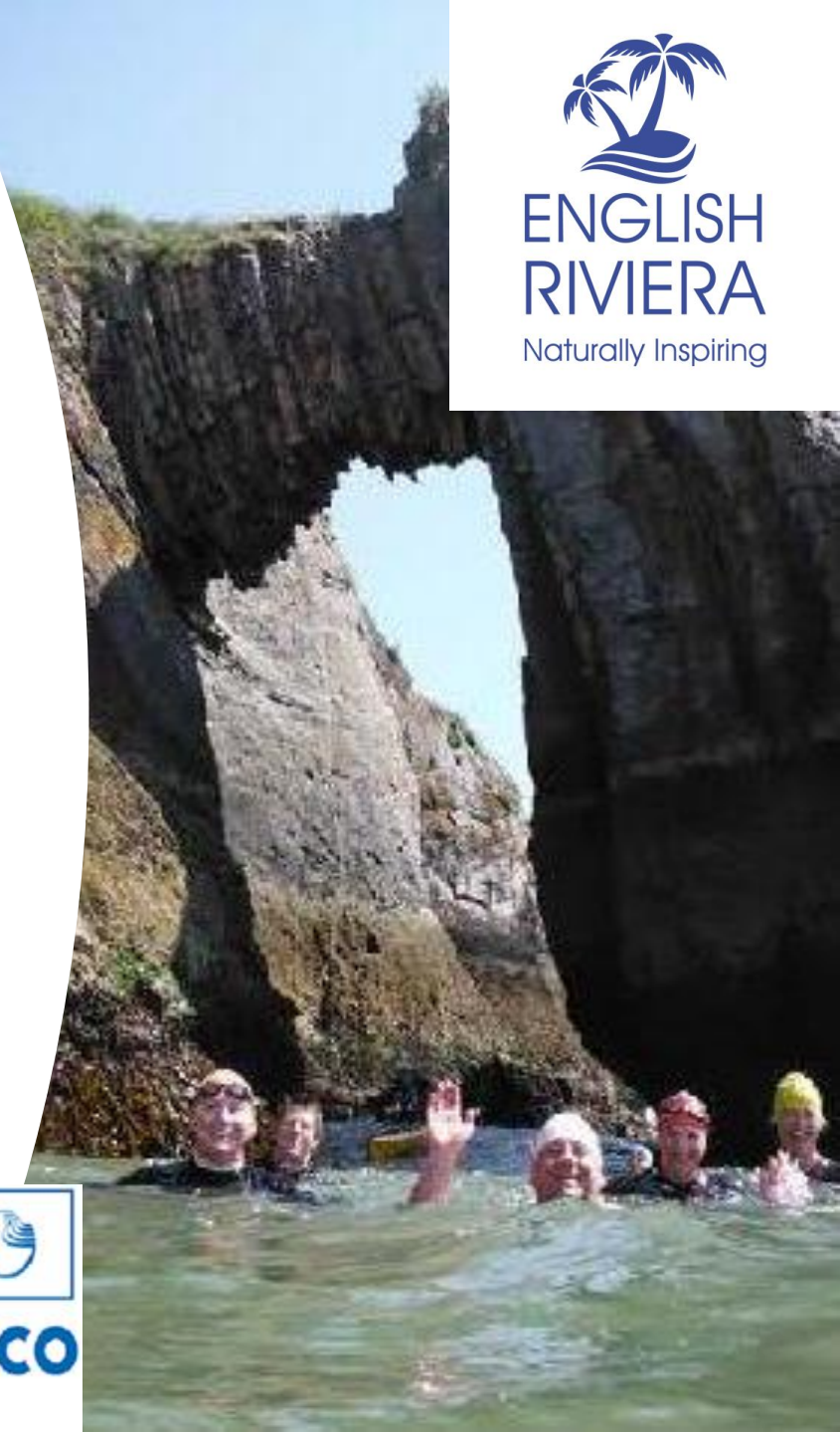
- **Green Tourism** – promoting and protecting our unique environment and helping businesses to achieve clean growth



UNESCO Global Geopark

Unique **VISITOR EXPERIENCES**

- **New Geopark Discovery Experiences - UKSPF**
- Kayak Safari @ Sunset
- Guided Wild Swimming Sightseeing Tours
- Cave Cinema
- Foraging on the Foreshore
- **Young Actives is a particular growing market**



Securing More Positive Quality Publicity

GREAT COAST



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The GREAT Campaign has proudly showcased the best of the UK on the world stage for almost a decade. We share the stories of the people and places that make our country unique – from bold breakthroughs and twists on tradition, to the fresh perspectives that challenge convention and stimulate progress.

[FIND OUT MORE](#)



Birthplace of Agatha Christie

- World's Greatest Crime Writer
- **Global Brand**
- Numerous local authentic connections
- **Full potential yet to be reached**
- New younger audiences
- **Cultural Explorers is a growth market**
- **Agatha Christie Mile** - year round



Agatha Christie

Unique **VISITOR EXPERIENCES**

- **Annual Agatha Christie Festival**
- Agatha Christie one mile sightseeing swim – **SOLD OUT**
- **New Guided Walks** - Extraordinary Life of Agatha Christie - **SOLD OUT**
- Themed mini Cruises – ABC SEA Murders – **SOLD OUT**
- Underground Agatha Christie Films – **SOLD OUT**
- A Taste for Crime – **SOLD OUT** (wine, mystery and vineyard murders)
- What's Your Poison – **SOLD OUT** (cocktail making/murder & mystery)



England's Seafood COAST



- **World Class Seafood** - we have the most amazing range of species caught and landed in our waters
- World-famous Brixham Fish Market – **Global Brand**
- Hundreds of local eateries and seafood venues
- Some of the country's most skilled seafood chefs live and work in this beautiful corner of the world
- **South West Coast Path** – **Global Brand**
- **England's Seafood COAST** includes 22 miles of the **South West Coast Path** - massive potential to develop our year-round walking product



England's Seafood COAST

Unique **VISITOR EXPERIENCES**



- Early morning behind the scenes Fish Market Tours
- **Annual Seafood FEAST**
- 7 Chefs from England's Seafood Coast – **SOLD OUT**
- Meet the Makers @ The Elephant – **SOLD OUT**
- Seafood Breakfast and Sea Birds – **SOLD OUT**
- Seafood Supper @ Sandridge Barton – **SOLD OUT**
- **Meet the Faces of the FEAST**



WMMN³ Food & drink



Don't miss England's Seafood FEAST

THE country's most exciting celebration of seafood is taking place this autumn. England's Seafood FEAST (29th September to 15th October) is returning to the English Riviera where, among an impressive array of other experiences, seafood lovers can visit the world-renowned Brixham Fish Market and also meet the inspiring chefs and producers.

The two-week celebration will see Brixham, Paignton and Torquay join forces to host a seafood feast like no other, giving visitors the chance to join the locals and experience some of the best seafood in the world, right where it's landed.

Fish-lovers will need to set their alarm clocks for the Brixham Fish Market Tours and the associated seafood breakfasts at Rockfish.

The tours will start at 6.15am on the 4th, 5th, 11th & 12th October. The fascinating behind-the-scenes insight into operations at England's largest fish market will be led by the Brixham Trawler Agents (BTA).

Participants will witness the operational side of the daily auction process and have the opportunity to see up to 40 different species of fish. While gaining an understanding of what's involved in getting the fish from sea to plate, guests will learn about day boats and trawlers, and there may even be a chance to spot some grey seals which often frequent the harbourside.

To finish off the morning, guests will experience a delicious fish breakfast at Mitch Tonks' Rockfish restaurant, situated right next door.

The tours always prove to be very popular and, with only 25 people on each session, booking in advance is recommended. All profits raised go to the great work the Fishermen's Mission.

Well-known Westcountry chef and founder of the Rockfish group of restaurants Mitch Tonks first hatched a plan for England's Seafood Feast - based in the Torbay area each September - after a visit to a country where locals loved celebrating their marine harvest...

Martin Hesp (MH) Since we first met and talked seafood more than 20 years ago, things have changed - people are eating a wider variety of seafood than just cod and chips...

Mitch Tonks (MT) Yes, it's partly dietary: fish is good for you and delicious. But also it's associated with going on holiday to countries where they eat a lot more fish.

It has become more selective - and more expensive - and that's always a barrier. However, I do think people are starting to understand that British seafood is among the best in the world. I've just come back from Spain where the quantity of fish is amazing - but the flavour of the fish that we have here is just incredible. Really incredible.

As for cod, we took it off our menu last year. Prices were completely bonkers. So we converted. We use local hake. And everybody loves hake. Diners in the restaurant are not bothered by

cod anyway, it's only the takeaway customers who still have it in their minds.

MH In Spain, hake is a favourite and they have wonderful ways of cooking it. Perhaps British people have become more adventurous in what they cook at home?

MT My first cookbook was published 23 years ago - and a cookbook was a big deal back then. Nowadays, not so much. Publishers are always trying to find new subjects and food has become a form of entertainment. Visiting a restaurant nowadays is often about

Why British seafood is among the best in the world

Food writer Martin Hesp talks to a man who has helped influence one of Britain's most important seafood festivals



saying you've been there. It's about ticking restaurants off your list. About experiencing a chef's cooking. And the more we go to restaurants, the more we want to replicate those dishes at home.

MH And ingredients are more easily available nowadays.

MT You can get just about anything with a click online. Supermarkets stock much better stuff

nowadays, as well as farm shops. The UK has an amazing range of ingredients. In many other places it's actually very limited. In Northern Spain all you can buy is what the Northern Spanish traditionally like to eat. Which is enjoyable and interesting - but I don't think cooking in Northern Spain is as exciting as it is in England.

MH What about fish stocks? You have always been concerned about sustainability and you're an ambassador for the Marine Stewardship Council (MSC). Environmentalists want more conservation zones.

no-take zones, and so on. Some people ask: should we be eating fish at all? What do you say? **MT** It's a case of finding a balance. Fishing effort has decreased massively over the last 10 years. There's spatial squeeze - you've got wind farms, MGTs, aquaculture, and all sorts of things taking up vast chunks of the sea. But fishermen are tuned into the fact that it's a limited resource. So you get better management.

That doesn't mean there isn't room for improvement. Globally, you have hot spots where stocks are fished poorly

and very poorly managed. Look at the comparative scale of fishing. Some Spanish markets, like Vigo, land one billion euros worth of fish a year. The Tsukiji market in Japan lands four billion US dollars a year. Brixham makes only lands 500 million a year. We have a small scale fishery versus the size of the area we fish and the size of boats we use. But things could always be done better.

MH You go out of your way to make the Rockfish group as environmentally friendly as possible - tell us more about the business...

MT There are nine Rockfish sites and we're opening another three - Topsham, Salcombe and Sidmouth - by next summer. We also have a fish processing business in Brixham, where we process for our restaurants and for others. We also have a direct consumer business where we send fish portions direct to people's

We also have a canning business where we take British seafood to Spain where I work with a tiny canner. They have the expertise.

Soon there'll be another seven types of tinned seafood in the range to add to the existing five. All British landed.

MH How about global warming? Things are changing. New species are coming north - is that something you're mindful of?

MT We're seeing bluefin tuna, which hasn't been here since the 50s. Some say crab stocks are declining - on the other hand, we're seeing a lot of octopus, obviously tracking food in warmer water. I swim in the sea every day and the water is warmer.

We're going to experience change. The world has woken up to the fact I don't think of sustainability as a buzzword anymore. It's a behaviour. If you're in business and you're not adopting sustainable practices, you will end up being a dinosaur.

MH I remember you telling me stories about your Westcountry boyhood and the relationship you had with fish back then. When you look back do you ever think: "Blimey - how have I done all this?"



This recipe is by Jordan Hatfield, head chef at the Offshore Restaurant & Bar, an eatery involved with the Seafood Feast. Taken from A Taste of the West Country, published by We Make Media www.wemakemedia.co.uk

- 6 fresh half-shell scallops, from the Hantshead Seafood Co.
- 1 sheet of chicken skin (saved from a previous roast or removed from thigh/leg)
- Four sprigs of parsley
- 1 lemon
- 4 slices of fresh sourdough bread
- 100g Meggy Moo's Dairy Peppered Butter
- Sea salt

Wash the scallops in the shell, under slow, cold running water to remove any silt, sand or shell fragments.

Preheat the oven to 200°C/392°F. Fan-gas mark 6. Line a baking tray with non-stick paper, lay the chicken skin out flat and season lightly with salt.

Roast the skin in the oven until it is crispy and completely dried out.

While the chicken skin is cooking, chop the parsley and cut the lemon into six wedges.

Slice the sourdough and dice the butter. Remove the chicken skin and transfer to some kitchen roll to absorb any remaining liquid fat.

Take half the chicken skin and snap it into small crackling pieces, then chop the remaining skin into a fine crumb. Arrange the scallops on a tray, add a small knob of butter, a sprinkle of the chicken skin crumb and a pinch of sea salt to each half.

Roast in the oven for 8 minutes until the scallop meat is cooked.

To serve Dress the scallops with a little parsley, a squeeze of lemon juice and a piece of crackling, and serve with the sourdough.



ROASTED SCALLOPS WITH CRISPY CHICKEN SKIN, BUTTER AND SOURDOUGH BREAD

Brought to you by RAW

29 SEPTEMBER
England's Seafood FEAST
TO 15 OCTOBER 2023

The English Riviera Ad

Only 29th Sept - 15th Oct, view our programme of 50+ menus and events.

[Learn more](#)

Call to action – www.englishriviera.co.uk



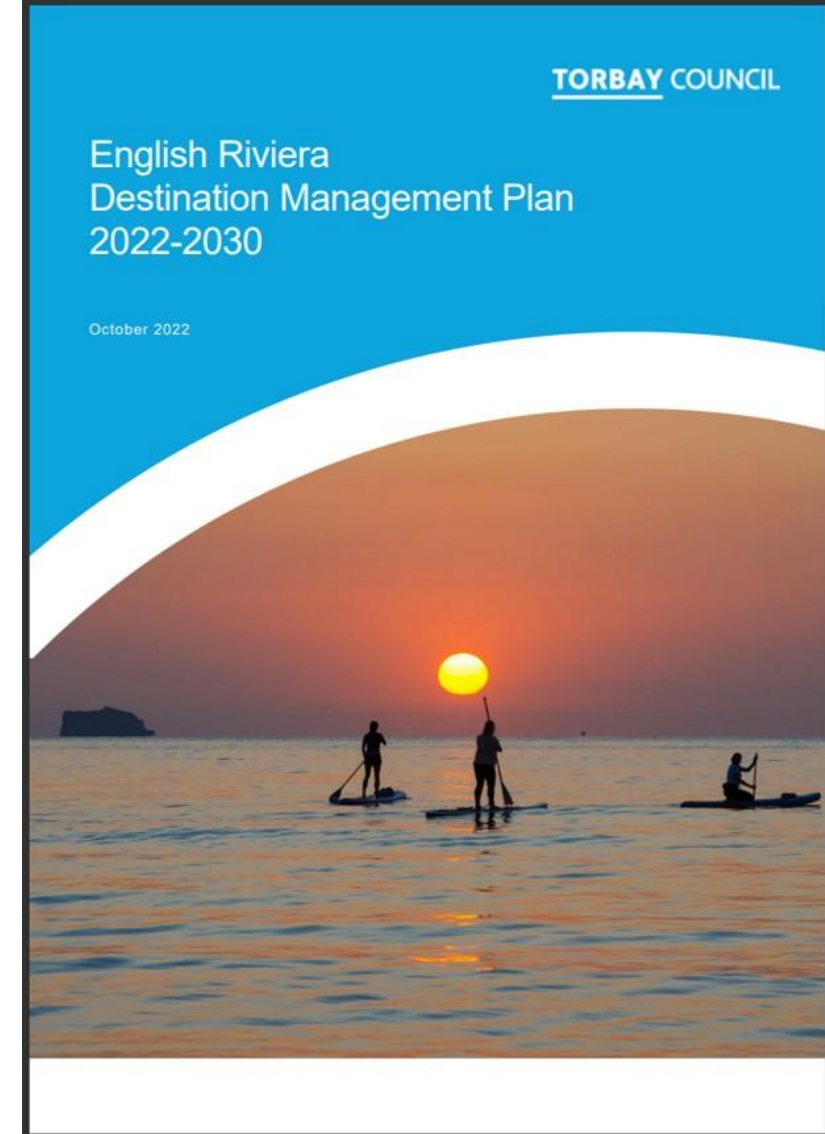
Destination Management Plan Opportunities for Growth

We need to target a broader range of the market to grow our year-round visitor economy:

- **Cultural Explorers** – couples aged 40+, domestic and international, mini-breaks, heritage, history, foodies, walking, disposable income
- **Young Actives** – 18 to 34, love active engagement with the great outdoors, quality time with friends

BUT we need the products.

Combining themes and being creative works well.



Working Together

Next Steps – How YOU can get involved



- We need more authentic **Bookable Visitor Experiences** to be developed by businesses that go beyond the normal tourist trail.
- Businesses could work together to create new experiences.
- Experiences come alive with ‘Story Tellers’ and Guides.
- **ERBID Company will promote these online & seek additional media coverage.**



Tomorrow's Tourism



ENGLISH  RIVIERA
Naturally Inspiring

Together we can make the English Riviera an
unmissable year-round coastal destination