



Northumberland National Park Authority

Sustainable Tourism in Northumberland National Park

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Northumberland National Park Authority



National Parks in the UK

- Our finest landscapes
- Primarily man altered, cultural landscapes
- Purposes
 1. conservation and enhancement
 2. understanding and enjoyment

‘An internationally recognised brand’



NATIONAL PARKS
Britain's breathing spaces

UK National Parks



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National Parks role in the UK

- **Conserve and enhance** - Landscape, biodiversity, historic environment and cultural heritage - the “Special Qualities”
- **Understanding and Enjoyment** – Public access, visitor information and interpretation, visitor centres and attractions, activities, support for tourism businesses, marketing and promotion
- **Sustainable social and economic well being** - of local communities



Tourism in National Parks

- £Spend p/a – From £85m (Exmoor) to £950m (Lake District)
- Largest sector of the economy in National Parks
- However, in the past tourism seen as a threat – ‘Loving them to Death’
- Increasingly seen as a driver of rural growth
- Can be seen as assisting the conservation and enhancement of National Parks

**Sustainable Tourism is central to national parks –
not a bi-product**



Tourism in Northumberland National Park

- **1.5** million visitors p/a – mostly focussed on Hadrian's Wall
- **£Spend** p/a – 150m in wider area
- Second largest sector of the economy
- Key element of the National Park Management Plan
 'A Welcoming Park'
- Much of tourism infrastructure outside of the Park
- A relatively unknown but authentic destination
- A 'high risk' destination
- Part of the wider Northumberland product



Elements of Tourism Activity

- Information and Interpretation
- Infrastructure management and maintenance
- Sustainable Tourism Product Development
- Sustainable Tourism Business support
- Branding and Marketing



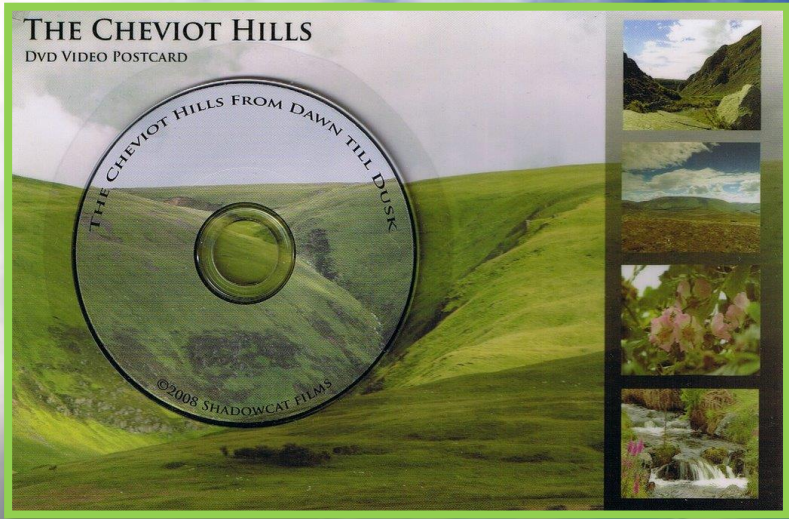


Infrastructure management





Sustainable Tourism Product Development





Sustainable Tourism Business Support





Northumberland National Park Authority

Branding and Marketing



LOCAL ORGANIC CHEESE

LOCAL ORGANIC CHEESE

Hadrian ORGANICS

SIMPLE £10 9 Box.



Northumberland National Park

Northumberland
TOURISM

NORTHUMBERLAND
AN INDEPENDENT SPIRIT

www.visitnorthumberland.com

www.northumberlandnationalpark.org.uk



Partners

NATIONAL PARKS
Britain's breathing spaces



ENGLISH
HERITAGE



THE NATIONAL TRUST

NORTHUMBERLAND

Northumberland County Council



**Campaign for
National Parks**

Keeping beautiful places safe



Northumberland
TOURISM



KIELDER
WATER & FOREST PARK



shepherds
walks



NASTRO
Northumberland Astronomical Society



yha

be inspired



HADRIAN'S WALL
COUNTRY



NORTH PENNINES

Area of Outstanding Natural Beauty



MERRELL



NORTHUMBERLAND COAST
Area of Outstanding Natural Beauty

VisitEngland 



National Parks
England



Northumberland
Uplands



Forestry Commission



VisitBritain



The Heart of
Northumberland



Conclusion - National Park tourism role:

- Joins up service delivery at a local level
- Engages local communities and businesses
- Attracts significant additional resources to enhance the environment and visitor infrastructure
- Actively supports tourism businesses
- Manages key visitor infrastructure
- Supports destination marketing
- Control development to conserve and enhance the 'place'
- Promotes a sustainable approach and test new ideas

‘Enhances the National Park as a place to live and visit - ‘Integrated destination management’



