

Welcome



Tourism Briefing 10th April 2017

The purpose of today

- Background to tourism in Fylde
- Tourism developments
- TIC desks – St Anne's and Lytham
- How you can help us to help you
- Events, events, events...

Fylde Visitor Economy 2015

- Total visitor numbers 3.1m
- Day visitors 2.6m
- Overnight visitors 0.5m
- Economic Impact £222m (60% overnight visitors)
- FTE jobs supported – 3,002
- Accommodation stock 9,849 (2/3 non serviced)

Some media numbers

- Discover Fylde Facebook – 2,965 Likes
- Discover Fylde Twitter – 1,314 followers (+50%)
- Visit LSA – 256K unique visitors (2.7m page views)
- Visit Lancashire – 550K page views for Fylde (+60%)
- 1940's Facebook page – 2,732 likes
- PR through Radio Lancashire



Twitter activity – Discover Fylde

Home Moments Notifications Messages Search Twitter Tweet

Discover Fylde @DiscoverFylde
TWEETS 5,147 FOLLOWING 386 FOLLOWERS 1,283

Trends · Change

- #legsit
People are taking aim at Daily Mail's 'Legs-it' front page
- #TuesdayMotivation
@Philwalkercomic is Tweeting about this
- #poundcoin
No-one knows what the 'hidden feature' of the new pound coin is
- #r4today
1,678 Tweets
- #charitytuesday
- #DailyMail
Politicians hit out at 'Legs-it' Daily Mail front page
- Sarah Vine
1,063 Tweets
- #BrexitBritain
- New £1
1.37M Tweets
- Serious Fraud Office

What's happening?

Discover Fylde @DiscoverFylde · 1m
The Blackpool Brass Band will perform on selected Sundays in Ashton Gardens in St Anne's May to Sept. Free admission
visityhamstannes.co.uk/whats-on/brass...

Who to follow · Refresh · View all

- Andrew Noble** @AndrewN...
Follow
- PJT & TheCrowMandala** ...
Follow
- Paul Lankester** @Plank_60
Follow

Find friends

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Advertise with Twitter

Twitter activity – Discover Fylde

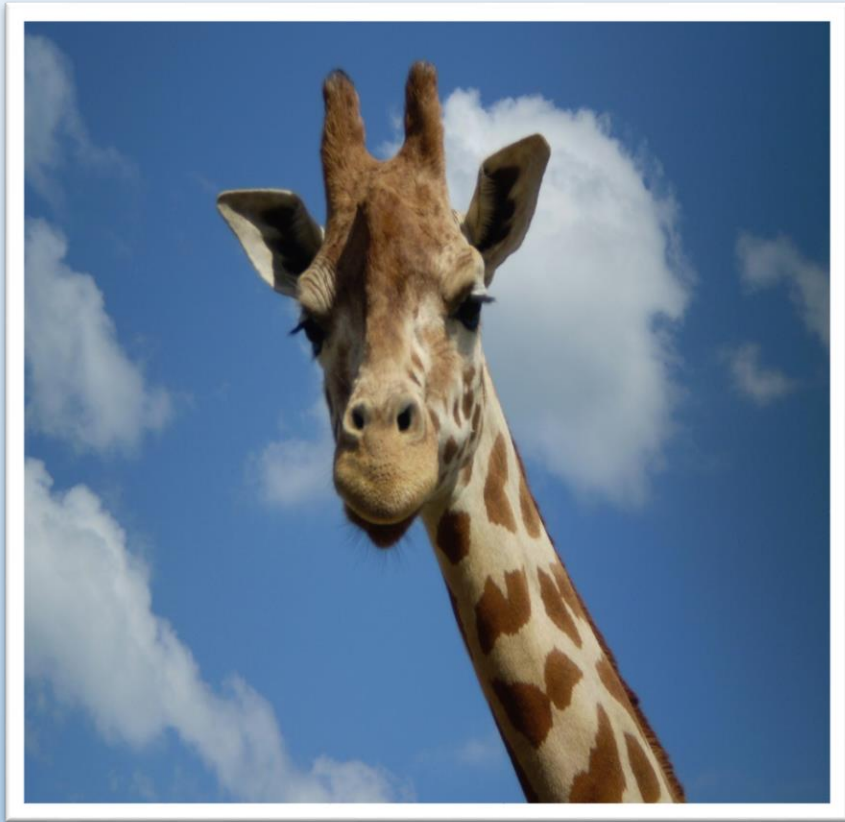


Discover Fylde @DiscoverFylde · 24s

Visiting the area for an event in 2017? Why not stay over - there's plenty of quality accommodation in the area

visitythamstannes.co.uk






TIC Desks

- Reopened at the Town Hall
- Print provision
- Notice boards
- TV monitor
- Now selling tickets for Blackpool attractions
- Blackpool Transport tickets
- Lytham Festival tickets – tbc
- Lytham Windmill TIC

Existing Visit Lytham St Annes website

visitLytham St Annes.co.uk
A Lancashire coastal gem

Online Guide Request Info Follow Us...

search site...

HOMEWHERE TO STAYACTIVITIESATTRACTIONSWHAT'S ONWINING & DININGINSPIRE ME!VISITOR




St. Annes
Sand
Dunes



Lytham



St Annes on Sea



Golf



Rural Fylde



View our Online Guide NOW!

Search Accommodation

Type:

-- Any --

Location:

-- Any --

Name:

Price

Min Price (£)

0

Max Price (£)

Price Range: (£) 10 - 1000

☐ Grading

☒ 5

☒ 4

☒ 3

☒ 2

☒ 1

☒ Awaiting Grading

☐ Green Tourism Accredited

Welcome to Lytham St Annes

Pretty little villages, cycling, walking, bird watching, tea shops, cafes, stylish restaurants, boutique hotels, spa hotels and so much more all await here in rural Fylde, Lytham and St Annes. Located a short distance from Blackpool and Preston, the area has so much to offer visitors. Experience bracing walks in the winter, nostalgic seaside fun in the summer, a feast of festivals and events to see us through the year; we're sure you'll agree it can't get much better than this!

St Georges Day Charity Festival - 17 to 23 April 2017.

A range of music, comedy and dance, celebrating England's finest.

St Annes Kite Festival - 2 / 3 September 2017.

The skies above St Annes seafront will be awash with colour on Saturday and Sunday as fabulous display kites take to the air on the beach adjacent to the pier. The festival will feature single line kites of all shapes and sizes, including a 30 metre long inflatable Octopus, flying cows, dogs, hippos, and new for this year - Oscar - THE WORLD'S LARGEST TEDDY BEAR KITE. Plus 2-line and 4-line stunt kites flown in time to music, and so much more.

Lytham Festival - is set to run from 2nd to 6th August 2017.



Taking to the main stage on Lytham Green will be Olly Murs, Hacienda Classical, Madness, The Human League, Midge Ure, Collabro, Jodie Prenger, Ruthie Henshall and many, many more.

1940s Wartime Festival 19th / 20th August - 2017.

Taking place on Lytham Green this is a must for all the family. Come

How to add an event

visit **Lytham St Annes.co.uk**
A Lancashire coastal gem

Online Guide Request Info Follow Us...  

search site...

HOME WHERE TO STAY ACTIVITIES ATTRACTIONS **WHAT'S ON** WINING & DINING INSPIRE ME! VISITOR

Lytham Festival
Olly Murs will be headlining Wednesday 2nd August 2017

You are here: What's On

What's On

There are events in Lytham, St Annes & The Fylde countryside throughout the year. These range from traditional Farmers Markets, craft fairs through to family fun with miles of beautiful sandy beach. There are traditional seaside attractions and others such as Triathlons, Car Rallies and long standing events that are part of the local history and heritage like the local Club Days.

Visit Lowther Pavilion, the only theatre within the Fylde borough, for top entertainment, a family show or a craft fair. There is an abundance of events scheduled to suit everyone's tastes and keep all ages entertained and involved throughout their stay in Lytham St Annes. Use the simple search facility to find out what exciting events are being held in the area which will correspond with your visit.

(Images shown - Blake / Omid Djallili)

Please note that event information may be subject to change or cancellation, so please do check before travelling. Fylde Borough Council makes every effort to maintain the accuracy of the information on this website but cannot accept responsibility for any error or alteration to details, which may occur.

If you wish to add a confirmed tourism event or show to the website, please click [here](#)

If you wish to notify Fylde Council about a proposed event, or apply for event funding click [here](#)

Where to Stay
Hotels, B&Bs & Guesthouses, Camping & Caravanning, Self Catering, Graded


Attractions





Wining & Dining
Pubs, Restaurants, Sugarvine, Taste Lancashire

Activities
Birdwatching, Boating, Bowling, Family Fun, Golf, Shopping, Swimming...

Visit Lancashire Conferences Marketing Lancashire Request Information My Lancashire

Visit Lancashire Where life feels good

Enter search here... 

E-news Sign Up    

HOME EXPLORE ACCOMMODATION FOOD & DRINK THINGS TO DO WHAT'S ON INSPIRE ME OFFERS WEDDING VENUES PLAN YOUR VISIT CYCLE WIN

You are here: Information > Add an Event to VL.com

Add an Event to VL.com

Would you like to see your event on visitlancashire.com? Just send us the details using the simple form below!

Visitlancashire.com receives over 5 million page views every year so to ensure that our visitors find quality information, please make sure you complete all of the fields below. You need to make sure your event has a **full and inspirational description** as well as a quality image to ensure your event is promoted to its full potential.

We aim to add your events as quickly as possible however at busy times they can take up to 5 working days to show on visitlancashire.com. If you require your event to be added urgently, please fill in and submit the below form, and then email online@marketinglancashire.com indicating the event and the date you require the event to be listed.

The information you send through will be checked by Marketing Lancashire before it is added to visitlancashire.com. Your event may also be added to your local district's tourism website.

If we feel your event is not 'tourism' relevant it will not be added.

Events with no images will not be uploaded

*When uploading an image please make sure it is a .jpeg and no bigger than 1 MB.

If the image you submit is larger than this you will receive an ERROR MESSAGE after selecting 'SUBMIT' and your event will NOT be sent through to us.

Please enter your product information below.

Event Name: *

Address: *

Address Line 2:

Address Line 3:

Town / City: *

County / State: *

Postcode / Zip Code: *

Location: -- Please Select -- *

Category: -- Please Select -- *

Telephone: *

Website:

Email: *

Description: *

Image:

Openings

From: To:

Opens: *

Closes: *

Add another Opening


General Pricing Text:

Your Name: *

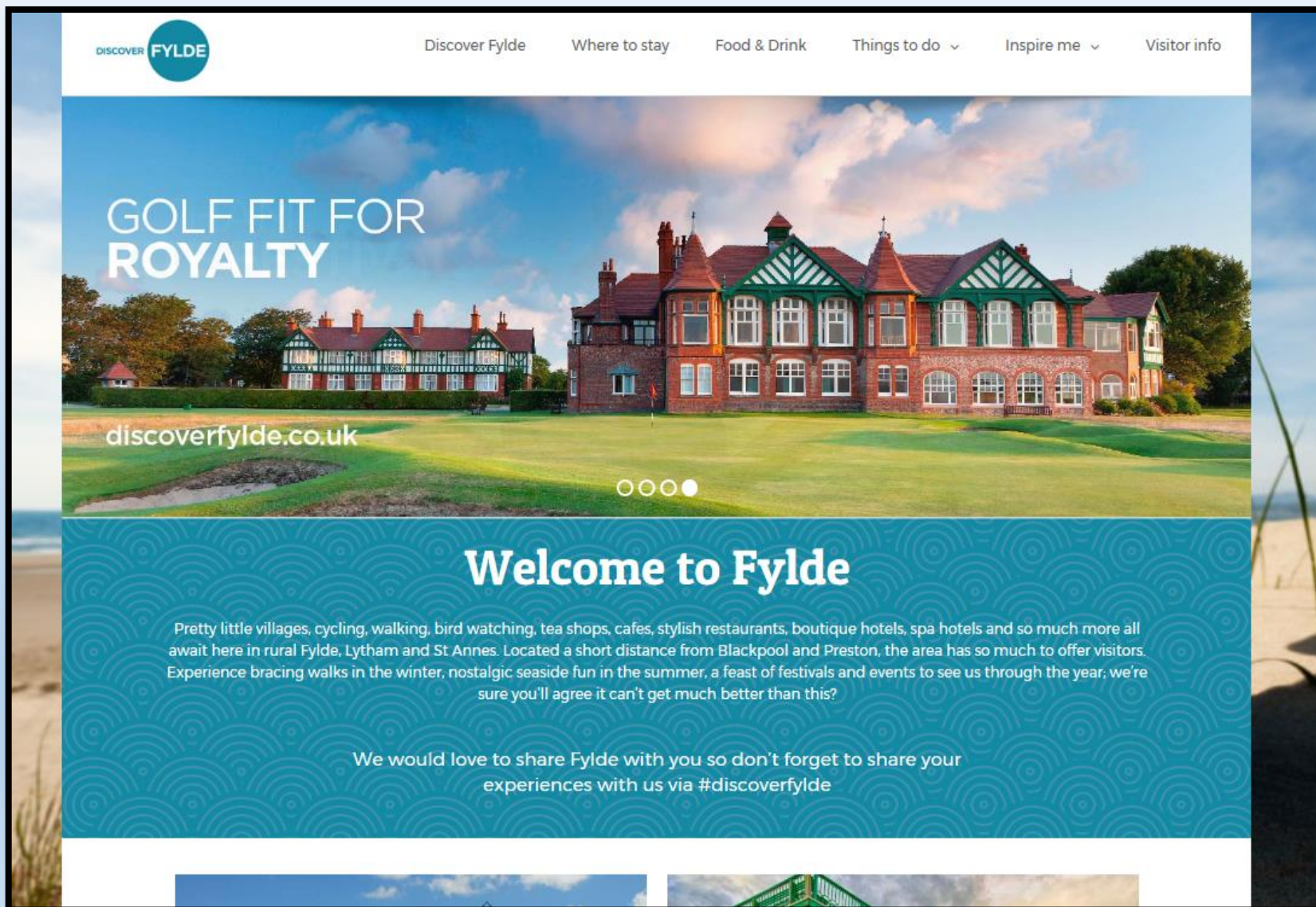
Email Address: *

Telephone:

(Please make sure when you select a file for an image that you click on **upload afterwards**.) *

☐ I'm not a robot 

New Discover Fylde website – launch 2017



New aerial photography



Events in 2017

- Triathlons, running, cycling, walking...
- Club Days
- Fylde Gallery, Lytham – open all year
- St George's Day Charity Festival – 19 to 23 April
- St Anne's Music Festival – 21 / 23 July
- Kirkfest – 22 July
- William Rainford Golf event – 7 to 11 Aug
- Fylde Rural and Farming Show – 19 / 20 Aug
- St Anne's Victorian Festival – 2 / 3 Dec

St Georges Day Charity Festival

19-23 April 2017



Raising the Flag, Comedy night, England's Finest, The White Helmets, Family Fun Day, Band Concert, Family Barbeque, Golf tournament, Community Choir Competition...

www.stgeorgesdayfestival.com

LYTHAM FESTIVAL AT A GLANCE

80,000

Expected 2017 Total Festival Attendance

70,000 (92%)

Occupancy of Lytham Festival 2016

14,300,000 people*

Lytham Festival's Media reach (2016)

428,686 (276,197 Unique)

Visits to lythamfestival.com
over past 12 months

£698,708

Lytham Festival's 2016 PR Reach Value

8,407

Twitter Followers

25,585

Facebook Likes

22,000+

Lytham Festival TV Viewers (2016)

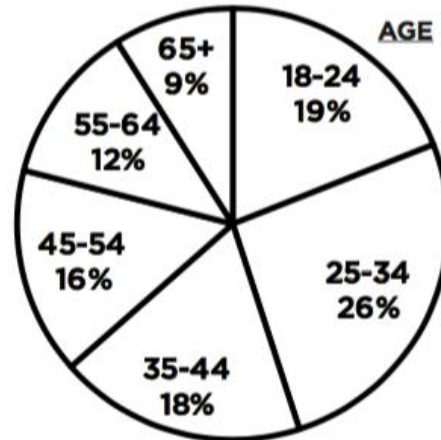
*Based on published PR activity in 2016

THE AUDIENCE

Lytham Festival has built a large audience of repeat attendees who are passionate about live music and the arts, and are open to trying new things in new locations.

With most attendees travelling by car, and willing to spend up to three hours to do so, many ticketholders stay overnight in a hotel, and consider the event as not only a concert but a fully fledged festival experience.

Over the course of the week, Lytham Festival attracts an audience of well over 70,000 ticketholders, the majority of whom are aged 25-34 and shown to live in relative affluence. This, combined with Cuffe and Taylor's commitment to a yearly £200,000 National Media spend brings Lytham Festival's reach to well over 14 Million people per year.



St Anne's International Food Festival – 13 Aug



St. Anne's on the Sea
INTERNATIONAL



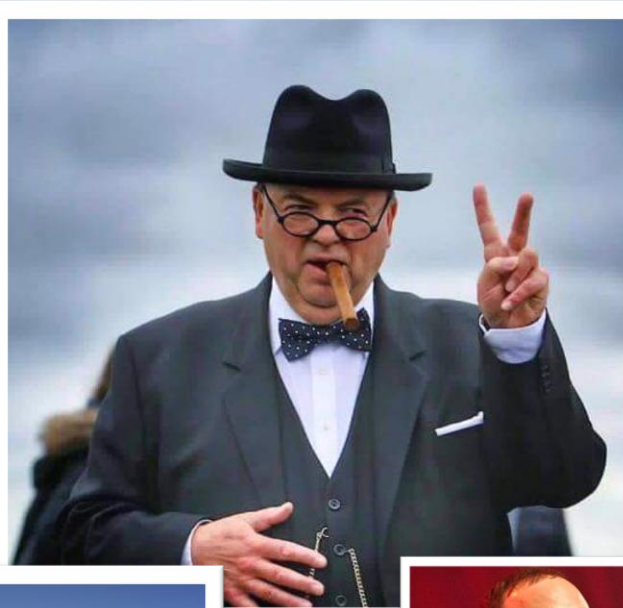
Festival



Demonstrations start in the Marquee at 11am-5pm with free bite samples of signature dishes, Free entry, Food & Drink Stalls, No Alcohol.

Tim Dixon

Lytham 1940's Wartime Weekend Aug 19 / 20



Lytham Hall Events

Marianne Blaauboer



Recurring events

- parkrun Saturday morning (200+)
- Pram walks (10+)
- Couch to 5K training (10+)
- Nordic walking (20+)
- Civic Society coffee morning (20+)
- Book club (10+)
- Orienteering trail
- Secret door trails



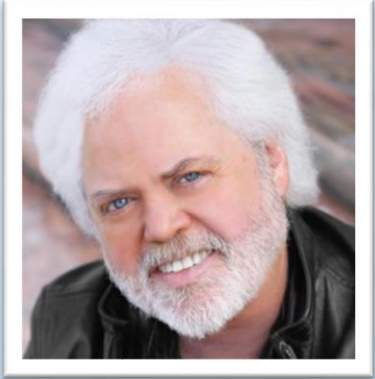
Lytham Hall Events

Popular returning events

- Snowdrop walks (2,100)
- Easter Sunday Family Fun Day (1,200)
- Open air theatre (2,000+)
- Art & Craft Fair twice a year (3,000)
- Lytham Club Day (3,000+)
- Flower Power (500)
- Mega Mini Meet (1,000)
- Classic Cars (1,500)
- RVPT Vintage Bus running day (2,000)
- Halloween Spooktacular (900)
- Christmas carols



Lytham Hall Events



New events

- Clairvoyant evening
- Murder Mystery Evening
- Steam Fair (5,000)
- Merrill Osmond concert
- Fundraising evenings (Tom Jones tribute, 1920s, 1960s)





Lowther Pavilion Theatre & Gardens

www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



THE THEATRE

www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk



www.lowtherpavilion.co.uk

Pat May

St Anne's International Kite Festival 2 / 3 Sept 2017



Thank you for coming

