

## SWOT Analysis of Northumberland Coast Area of Outstanding Natural Beauty

<https://www.northumberlandcoastaonb.org/files/Downloads/Tourism%20Strategy.pdf>



### 2.9 SWOT analysis

From the situational analysis above the strengths, weaknesses, opportunities and threats to sustainable tourism on the Northumberland coast can be summarised as:

<b>Strengths</b> <ul style="list-style-type: none"><li>• The landscape, especially its natural beauty</li><li>• Peace and quiet, sense of place, wild and rustic</li><li>• Year round wildlife opportunities</li><li>• Range of outdoor activity facilities</li><li>• High repeat visitor rate</li><li>• High satisfaction rate</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Short stay accommodation (for example for walkers and cyclists)</li><li>• Seasonality</li><li>• Safe cycling routes (traffic free, circular, family and amateur friendly)</li><li>• Wet weather and indoor activities</li><li>• Information provision, particularly regarding public transport</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Developing low impact tourism activities</li><li>• Developing packages</li><li>• Developing seasonal tourism and niche markets such as dark skies, wildlife tourism, photography and cookery courses</li><li>• Encouraging car free days</li><li>• Rise of staycations</li><li>• Events and festivals to promote the off season and extend the shoulder season</li><li>• Food trails</li><li>• Developing local distinctiveness</li><li>• Attracting new visitors to become repeat ones</li><li>• More circular routes, rides and trails</li><li>• Improved public transport – connections and communication of services</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Balancing economic and environmental impacts</li><li>• Other tourist destinations within the UK</li><li>• Economic downturn</li><li>• Weather</li><li>• Threats to sense of place e.g. traffic and congestion, especially at honey-pot sites</li><li>• Decrease of public sector funding - need to adapt to this</li><li>• Competition, people not turning off the A1, Northumberland not recognised as a destination in its own right</li><li>• Litter and dog fouling</li><li>• Perception of Northumberland as a summer only destination</li><li>• Cost of fuel</li></ul>