



Accommodation Focus Group Meeting – Tuesday 25th June 2019

Riviera International Conference Centre, Torquay 2pm

Present: Angie Wright (AW) Carolyn Custerson (CC), Robbie Clymo (RC), Stuart Lewton (SL), Des, Claire Allen (CA), Gary Cook (GC), Paul Feasey (PF) **Chair** - Anthony Payne-Neale (APN)

- 1. Welcome** – to Gary Cook from Hoburne Devon Bay and Claire Allen from The Millbrook
- 1a Apologies** - received from Keith Hutchinson (KH), Nigel Ede (NE), Leandra Goldberg (LG)
- 1b Matters arising** – Asked when the BID survey will be sent out, which will be September.
- 1c Previous minutes** - approved

2. Trends Update

Businesses saw a bit of a mixed bag over Easter, some were busier than others, May was slightly up on last year and June has started with a struggle. Some businesses have had to reduce prices to encourage visitors to stay.

More visitors are looking for a one-night stay on a Saturday night and are prepared to pay a premium price.

The holiday parks are seeing more and more going for a Monday to Friday and Friday to Monday break. Weekends are proving the strongest.

The Visitor Information Centre saw a 2% increase but there is no reason why this year is any better than last year, International visitors are showing a 26% drop over 2018, mainly since the referendum results. On a positive note, US visitors are up due to the marketing of Mayflower 2020.

3. 2019 Marketing Campaigns

CC updated and distributed her May board report. Please see attached.

The first year the BID company produced a regional campaign, the second year saw two new TV campaigns with two key markets, one for the over 55's and one for the under 35's

Year three we have repeated the over 55's on ITV central and also promoted the English Riviera brand at Waterloo station which showed the new aerial footage with the focus on our beaches

Action – Please can we see numbers to go alongside the 115% increase – to see the bigger picture on visitors to the website.

4. 2020 Marketing Plans

This is the year before the ballot, we have to seen to have a strong positive focus for where we will spend levy partners money. We have to think BIG on national campaigns – London again, using the underground carriages with posters. To focus on Birmingham and the Midlands with new TV 30 second adverts. To get real people for the over 55's, under 35's and family campaigns to support the 30 second adverts.

All levy partners can share the ER branding to encourage visitors to the area.

To use drone footage and get celebrities visiting the theatres/area to endorse with their own messages.

To send out strong messages to encourage/attract new visitors to the area using all social media platforms.

There is more traffic coming from London than, Wales and Swindon.

Action – To look into advertising prices on taxis

Action – Report on destination guide requests

Would it be possible to send the destination guide to Drs surgeries up country, which could be sat in their waiting rooms for months?

Call to action What's on in the area? Can we add more value to this?

To look at the cost of online bookings, how much do we spend? Bournemouth have removed online bookings.

5. Website performance & Updates – This has been covered earlier.

6. Events Update

For 2019, The ERBID company ring fenced £25,000 for events with Torbay Council having no budget left for events.

£10,000 went to the Air show, Pirates £5000, BMAD £5,000 and Seafood Feast

The ERBID board will be asked to increase sponsorship to the air show, so that the new name for 2020 will be the English Riviera Air Show. Moving forward it would be good to see commentary in Torquay, Paignton & Brixham.

£3000 have been given to Brixham Harbour of Lights for Christmas 2019.

More events/offerings are needed from November 1st, to encourage visitors to our area, we have nothing to offer to compete with other towns.

7. New Tourism Awards

Tourism awards are going very well with 72 entrants from the area, fourteen categories to choose from to enter. Judging is happening as we speak.

8. ERBID renewal 2021

BID renewal to be called ERBID2. The renewal is June 2021. Looking at 4 possible options.

Should we have a new Facebook official page?

10. AOB

Facebook resources – Information page

More events/conferences are required, as not enough in the off-shoulder months.

Claire was asked what her thoughts were on the meeting – Claire found it very interesting and would like to join the focus group.

Nigel Ede of Heathcliff House has handed in his resignation from this focus group.

NEXT MEETING: Riviera International Conference Centre on September 24th at 2pm.