



Attractions Focus Group Meeting – Tuesday 18th June 2019

Riviera International Conference Centre, Torquay 2pm

Present: Angie Wright (AW) Carolyn Custerson (CC) James Hull (JH) chaired meeting, Sean Towney (ST), Sereny Damon (SD), Simon Jolly (SJ)

Welcome – CC introduced ST from Golden Hind as a new member to the group. CC invited ST to the group as no attraction representing Brixham.

1. Apologies - received from Richard Cumming, Simon Wallace, Richard Hanbury, Matthew Gill, Deidre Makepeace, David Hill and Danny from Vue Cinema, who was invited to join us.

1a Matters arising – BID renewal update and approach for adding new members to the focus group.

1b Previous minutes - approved

2. Trends Update

Most attractions reported that March, April and May are up on last year with no concerns but others are facing some tough targets. It has been noticed that there are more families with pre-school children visiting. Events have been helping with footfall in areas and encouraging more visitors to visit the attractions. Group visits are increasing, especially with international students.

CC reported that the VIC are seeing a big increase from international visitors, especially from the US and this is due to the marketing of the Mayflower 2020 event.

CC asked SD if it was possible to get an Agatha Christie bus instated again from Easter going from Torquay to Greenway, visitors are asking all the time and it is so difficult to get them there. Lots of them are 65 plus and the Woodland Walk from Greenway Halt is out of the question with mobility issues.

Action SD to come back to the focus group on this.

3. CEO update

CC updated and circulated her May board report. Please find attached for those absent.

London's Waterloo promotion has had a very positive impact and the BID company will be considering this again for 2020 in the London area. Brand awareness is really important and no individual business can afford to do this on their own budget.

A date for your diary - The English Riviera annual exhibition will be on March 18th 2020 at the Riviera International Conference Centre.

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.

The BID company are looking to launch an ER voucher experience via the website any commission earned will go back into marketing the Bay.

Google are lowering the ranking of any business with business listings on the website with under 300 words. This is having a negative impact on the English Riviera ranking, so Angie and Sarah are working on this to update these businesses and keep us on top of the rankings.

Research shows that Bournemouth and the Isle of Wight are showing a 10% drop in visitors, this is a national problem due to the weather and Brexit.

Action required from all attractions – to capture your visitors' postcodes, just the first two letters will be sufficient. Plymouth is showing very strong by far on campaigns.

Action – JH to share information on family fun golden ticket.

Action – Nathan to let us know who the last Golden Ticket winner was.

The new family fun footage on ER website will be released the end of June to encourage families to visit for autumn, especially October half term.

4. Christmas 2019

To keep Christmas on the agenda.

Train of Lights boosted confidence for strong events in the area, we need to join up Torquay, Paignton & Brixham for Christmas. There are no campaigns in place at the moment.

If moving forward the BID went through, the BID would like to develop Christmas.

5. 2020 Marketing

CC circulated 2020 National Marketing Campaign – Please find attached for those absent.

Looking to target domestic staycation visitors, to include in the video all ages and genders from different cultures having an ice-cream. To be shown by videos and posters in a two-week integrated national marketing campaign.

To build on events in the area like the half marathon, to encourage runners and families to stay over.

The South West Coast path brings many walkers, so we need to sing about it and get visitors to stay over.

6. AOB

BID renewal to be called ERBID2. The renewal is June 2021.

CC and AW are meeting with the Isle of Wight BID representative to gather more information.

In September a survey will be sent out to all businesses to find out what their thoughts are about the BID and if they want another BID.

Torbay Council is to lose another 8.5 million off the budget, so there is no money for Tourism.

The attraction focus group needs more businesses in the group. Language schools should be invited.

Action JH to approach new businesses.

7. Date of next meeting

Tues 17th September 2019 at 2pm