



Attraction Focus Group – Thursday 15th November 2018

RICC, Torquay 2pm

Present: Angie Wright (ERBID), Richard Hanbury (Reach Outdoors), Carolyn Custerson (ERBID), Simon Wallace (Torbay Council Beaches), Matthew (Churston Golf Club), David Hill (Dinosaur World), James Hull (Kents Cavern), Mike Rhodes (Babbacombe Model Village)

Apologies: Matt Newberry (Torre Abbey), Sereny & Andrew from DSRRB, Jess & Simon from RICC

Chair: Richard Cuming (Bygones)

Minutes of last meeting approved

Budget & Rationale

The budget for 2019 will be much tighter than 2018, from 31st March 2019 the Seafood fund will cease. Carolyn is already working with GWR on another fund available.

There will be £40,000 - £50,000 carried forward to promote big ticketed advertising.

The ERBID have committed to advertising at Waterloo Station. It was decided that one major station would have a better impact than five sub stations. The call to action will be VISIT www.englishriviera.co.uk – this will be expected early April with the hard winter predicted.

The over 50's TV advert will re-run in the Midlands in the middle of March 2019 – The results from the 2018 advert saw 30% up on traffic to the website, 70% up on guide requests and 3.5 million viewers saw the advert.

The TV advert will see new background music, the removal of the helter skelter, more footage from the drone and more focus on the ER branding.

January 2019 will also see a new digital Family Fun Campaign, the concept is time – 'So much to see and do, you won't have time to do it all'.

This will be focussing on family moments ie: families on the beach, visiting attractions, doing activities together.

Research shows that families are nervous pre-Brexit

Advanced accommodation bookings are stronger for 2019

There is an events fund being developed – There is deep concern if we lose BMAD, the airshow or the Pirates Festival. Events can apply for a fund. If the airshow change from Torbay Airshow to the English Riviera airshow more funding could be possible from the BID company.

Torbay Airshow needs to widen the commentary area to include Torquay.

Changing events from FREE to chargeable could be the way forward and the attraction group thinks this could help with more visitors visiting them. As well as spending on food & drink.

Torbay Council have no more money to support events in the English Riviera.

Official Data Collection

2017 showed a growth for the first year in value and volume, official figures can be found on www.englishrivierabid.co.uk

The last year 2016 of the ERTC had no money to spend and saw a 20 million drop in visitor spend.

Day visitor numbers are decreasing which is a national problem and not just in the English Riviera.

How's Business – Please find the time to fill this survey in, it is so important

Postcode Collection – how can we help to collect postcodes – really important to understand which areas should be targeted in the future.

2018 saw all money being invested in Exeter and after information collected, Plymouth was where the bulk of the visitors were coming from. Plymouth are actively targetting the English Riviera.

Can all visitors be asked to fill in a postcode on the discount vouchers from the ERA passport booklet? If all postcodes could be collected for a year, that would give us so much information.

Performance, Monitoring and Evaluation (T-stats)

Investing in T-stats will be going ahead.

Businesses will start in January to input live data.

450 B&B's are now registered with Air B&B, there is a big government campaign for safety, fire is a big issue. Properties are being used for commercial gain. On a positive note there is more capacity.

ER Attraction Pass

Since 2009, it has always been brought up but no incentive has been produced.

A pass is required similar to York and London to cover all attractions and transport.

The ERBID company could assist in the running of it. If 2020 is planned the BID could provide the initial development and appoint a company to produce the pass.

Action to put on ER Attractions agenda to see what the overall view is.

We are facing a decline in day visitors and we need to understand what the modern visitor wants.

New visitor Map

Should we charge the visitor for the map?

Aim to do a 50,000-print run.

Do the ER Attractions group want to sponsor the map?

We have enough maps until March 2019.

Action – ERBID to look and produce the map for 2019

Overall update on season

Most businesses have reported as the best year ever but the snow and the hot weather did have different impacts on the different types of attractions.

October half term was a strange one with it being nearly over 2 weeks with the different half term dates.

Most businesses saw the second week as the busiest when had staff cover for the first week.

Group visits have been successful to the English Riviera following on from the Group Exhibition March 2018. The next Group Exhibition is March 27th 2019, to be held at the Riviera International Conference Centre.

Action James & David to find out about group visits to other attractions since Group Exhibition.

Visiting day pattern as changed

Action to ask Claire from Beverley Holidays if they are seeing more shorter breaks.

Action Angie to provide school holiday dates for different areas in the UK for 2019

Date of next meeting March 7th at 2pm – Riviera International Conference Centre