



First Attraction Focus Group - 2pm Monday 16th April 2018

Present:

Chaired by: Richard Cuming

Notes taken by: Angie Wright – ERBID Operations Executive

Meeting Notes and Action Points:

1. To make sure group has representation from all the different attractions & leisure sectors. Currently no representation from amusements arcades, cinema & theatre involved. Simon Wallace to approach Vue & Paignton Pier
2. Carolyn to do a general update at each meeting following on from How's Business monthly survey. All businesses to be encouraged to take part in the refreshed 'sector specific' survey.
3. Round table on 'How's Business' to also take place at future meetings. Early Easters recognised as always being a disappointment for outdoor attractions. 'Gove' affect is still negatively impacting visitor trends with a continued concentration of visitors in the school holidays.
3. Carolyn to get costings for a non-visitor survey to understand more Day Visitors are not visiting the area
4. Carolyn to get costings on a Regional TV Day Visitor campaign for 2019 with the group not valuing Radio advertising and looking for a refreshed approach to marketing to day Visitors for 2019. Future campaigns should also include targeting Bristol and Yeovil.
5. ERBID Executive Team to prepare and share a 2019 national school holiday calendar to share with ERBID partners.
6. Future Campaigns need to focus more on promoting the fact that we have many attractions in a concentrated area meaning that multi visits to more than one attraction can be easily made presenting 'Great Value for Time' as our point of differentiation.
7. Need to also not forget the 'hook' of our hinterland and in particular the 'pull' that Dartmoor National Park has which is on our doorstep. This has been backed up in previous ERTC research.
8. Greater in-resort marketing needed with for example attractions being better promoted at Events to encourage increased time and money spent in the resort.

9. More focus needed on potential of international market, particularly German market and potential need for more translated communication platforms including own business web sites.
10. To get Product Page statistics sent to each business
11. To set up a B2B Attractions FB Group to help with communications
12. Nathan to attend next meeting
13. To work with selected Bloggers to enhance PR activity with ERBID Executive Team helping with itineraries etc.
14. James Hull was appointed as Vice Chair to Richard Cuming as chair.

Next meeting Monday July 9th at 2pm RICC

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