



Attraction Focus Group – 2pm Monday 9th July 2018

Chaired by Richard Cuming

Notes taken by Angie Wright – ERBID Operations Executive

Meeting Notes and Action Points:

1. Welcome to Matthew from Churston Golf Club and Jessica from Riviera International Conference Centre and apologies from businesses that couldn't make it this time.
2. To carry point number 10 over from last time, Angie to action stats for each attraction product page. For the attraction business to be more astute with their product pages, with a minimum of 300-word description, but 600 words would be stronger and good quality high res images.
3. Carolyn pointed out the importance of completing the How's Business survey with only 7% from the attraction businesses completing the survey. Richard to encourage all ERA members again, which he has already been doing with reminders. Are we getting to the correct person/email address? Sereny going to send another email address for DSRRB.
4. If any attraction business would like to take part in the Seafood FEAST with an event seafood related, there is still time to do so and your business will be promoted free. It is really important to make this first year successful.
5. The Seafood FEAST is great timing because it is in the shoulder season, which is what businesses are relying on to encourage visitors to the area.
6. Great news on the England's Seafood successfully receiving £125,000 funded grant
7. New Destination Management plan has been signed off for another 5 years following on from Turning the Tide.
8. TV ad evaluation – right decision has to be made before spending another £130,000 on TV campaign. Research company to work on the 55+ age group for their feedback. It is a lot of money and this has to be checked it is working properly. In the business plan it states we will have TV campaigns. The most visited page on the website was to Be Inspired. Carolyn shared with the group, costings of the Great Days Out 2019 and the Days Out Campaign from the Spring Campaign 2018.
9. Going around the room, the overall feel was Jan, Feb, March and Easter were very slow starters due to the extreme weather conditions, especially for the outside attractions, where the indoor attractions benefited more. From May business has been picking up with June being a bumper month and bringing businesses back from worrying times. The Gov effect is still having a big effect on visitors coming to the area, it is very damaging. Some staff are not allowed annual leave in the school holidays, so how does this work for them? Carolyn/Richard to contact Kevin Foster and ask for his views on this.

10. Angie to email all attractions the school holiday dates from across the UK
11. Can businesses capture postcode data, so we learn which area visitors are coming from.
Discount vouchers from the Passport have all postcodes on, can the BID company help to sort them? Carolyn is interested to know if any visitors from the Plymouth area are visiting following on from the campaign.
12. Looking at how to spend the marketing budget in 2019, posters at the tube stations In London were suggested with a positive outcome, no mobiles can be used and people are looking at what is around them, it is a captive audience. London has the biggest growth of visitors coming to the area.
13. Simon pointed out that the beaches campaign is really positive and the sharing on social media is really working.
14. Nathan to attend the next meeting.

NEXT MEETING Wednesday September 19th, 2pm at the RICC