

Ayrshire & Arran Tourism Team

Industry Feedback

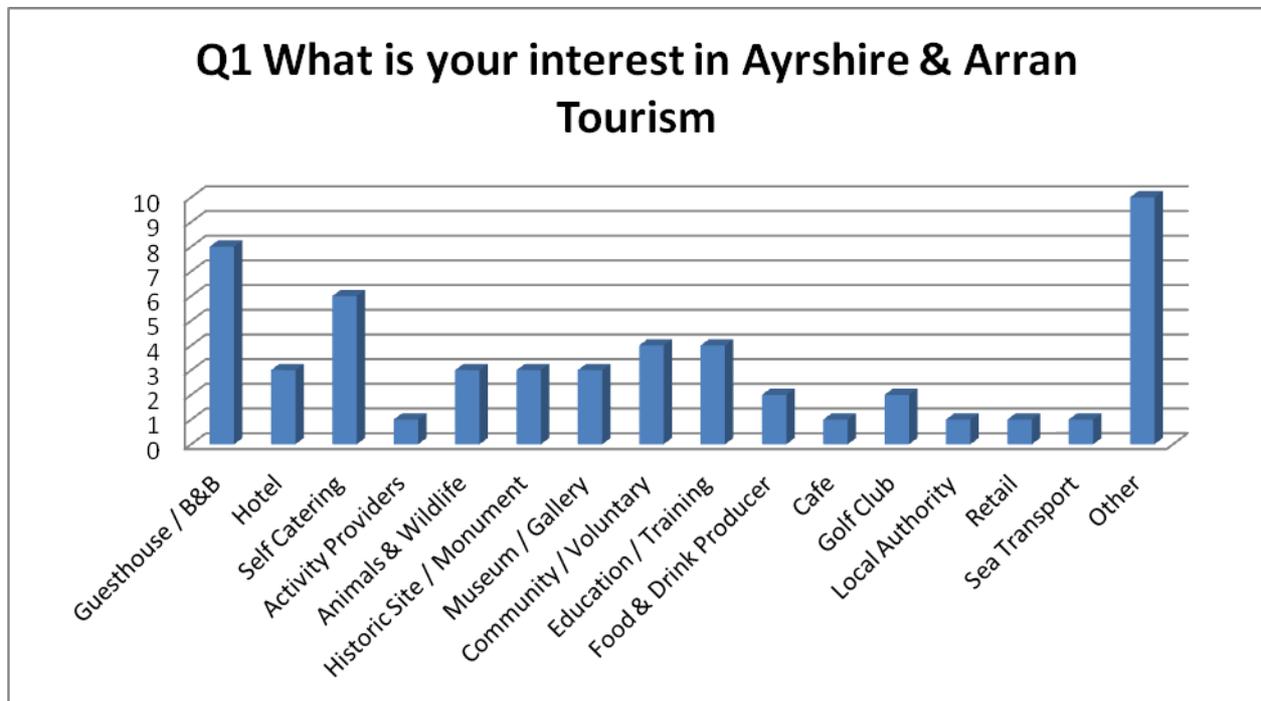
December 2014



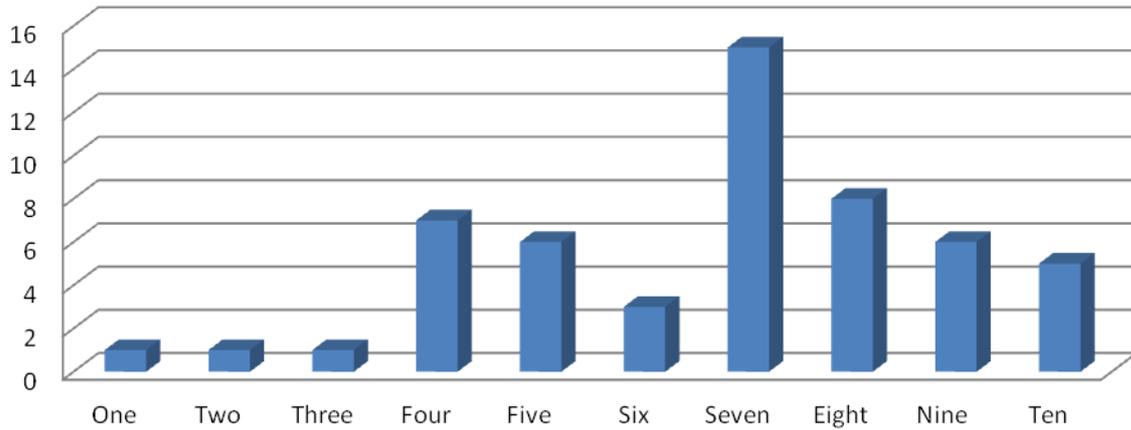
Introduction

During October, an industry feedback survey was sent out to registered businesses and stakeholders across Ayrshire & Arran. Six questions were posed via survey monkey to assess current ratings of pan-Ayrshire tourism team service and to help identify possible areas for improvement. The results of the survey highlighted overall a good level of satisfaction with the tourism team, with the industry scoring the pan Ayrshire tourism team highly on responsiveness and their partnership approach.

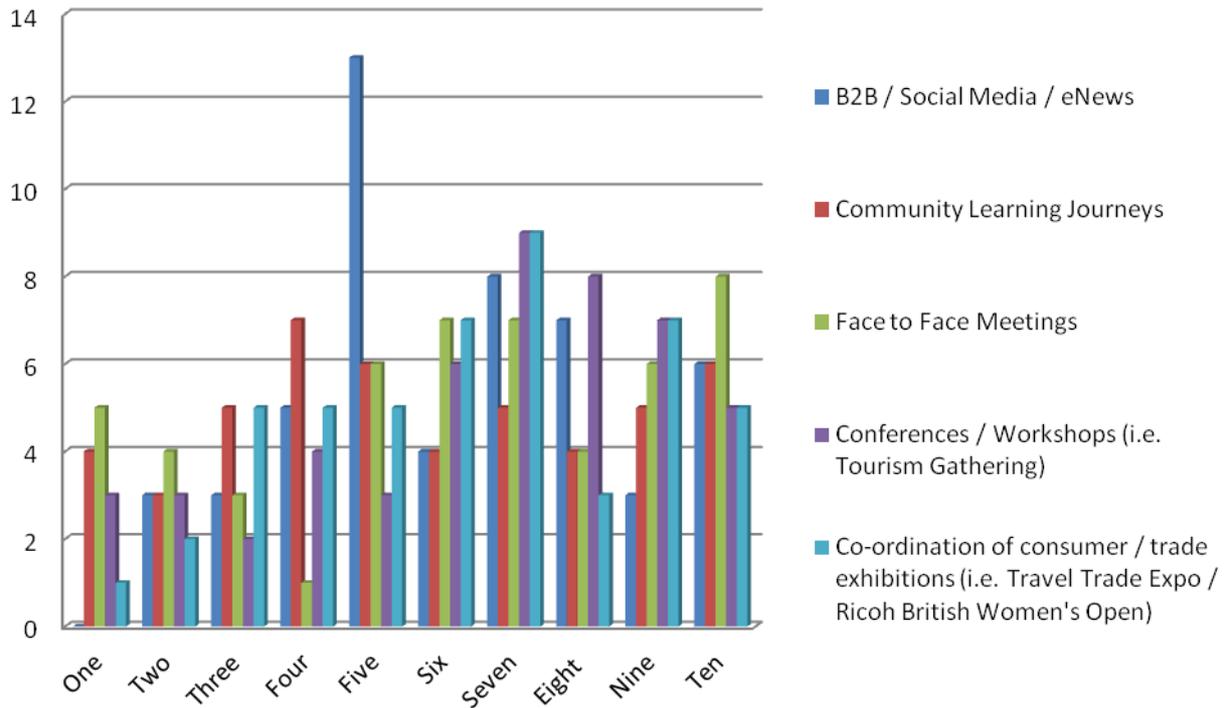
Areas for improvement will be considered over the coming months and suggestions made by the industry acted upon wherever feasible. The next industry survey will take place May 2015.



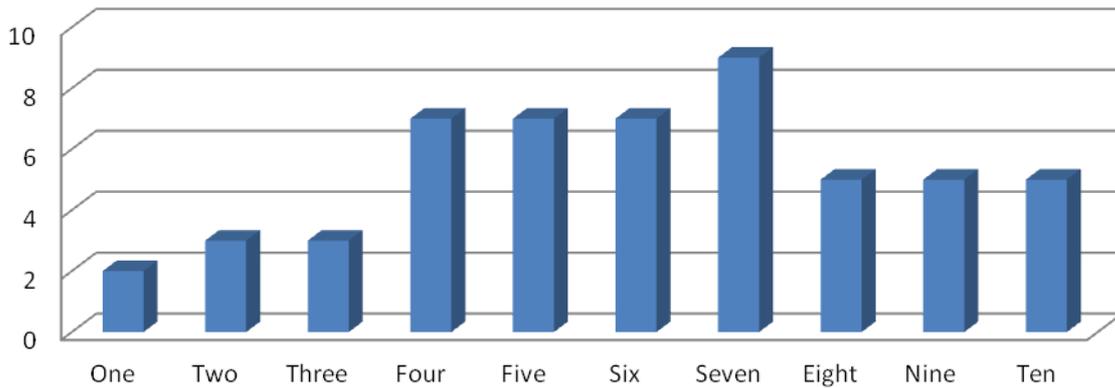
Q2 On a scale of 1 (poor) to 10 (excellent) how do you overall rate the support offered by the tourism team?



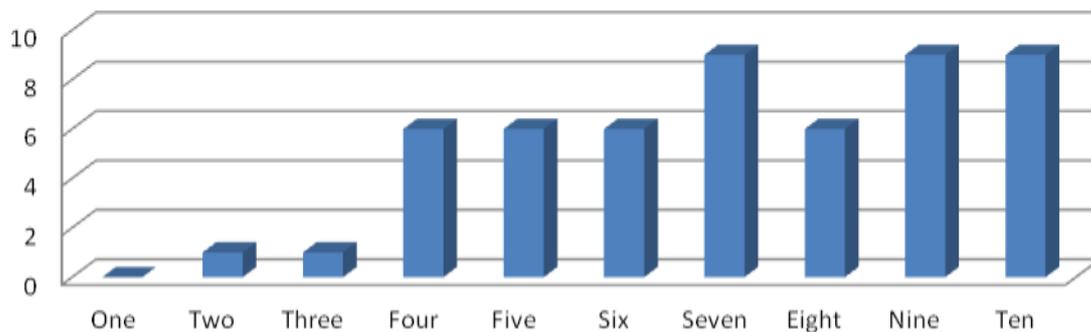
Q3 On a scale of 1 (not very useful) to 10 (extremely useful) how useful are the following services provided by the tourism team?



Q4 On a scale of 1 (not responsive) to 10 (extremely responsive) how responsive do you feel the tourism team are to your needs?



Q5 On a scale of 1 (not confident) to 10 (extremely confident) how confident are you that the tourism team are working on behalf of the industry across the region to improve tourism?



Q6 Do you have any suggestions which may improve tourism team engagement with the industry

Feedback 1

It seems I do not fit into the big picture. There is little link with other groups/ hotels or other venues . Most work I do seems to be from Greenock with cruise ships,with tour operators from Glasgow or extended tours in the Highlands. There has been little work in the usual tourist attractions like Burns centre or Culzean. Dumfries house seems to be raising its profile more now.

Unfortunately Ayrshire does not seem to be included in most itineraries or is just past through en route to the Central belt. It's not that there is nothing to do or see it - it is getting them here first is the problem. Most itineraries are planned by companies at least 2 years ahead so Ayrshire needs to offering something special. I can plan special tours on any theme but these need to be marketed. e.g. S Ayrshire village tours, Robert the Bruce, Wallace, Ayrshire coast and islands, Robert Adam, castles trail etc. N America is very interested in genealogy always. - get the US Market!

Feedback 2

Improve the VS website. Reopen some TICs.

Feedback 3

Maybe do site visits and see the property

Feedback 4

I have no experience of your services for self catering. There was not an option in the survey to say "don't know".

Feedback 5

Promote better communication links bargains and deals between different providers like CalMac and Scotrail to provide a combined ticket to Arran.

Consider developing more marine moorings in Fairlie Bay or in Ardrossan. Potential for community moorings should be exploited.

Feedback 6

I feel that the courses are generally aimed at mornings and I cannot always attend as I car share with my husband who is a part time postman. Recently I have been interested in a few courses but been unable to attend as they were all on the same day of the week- a Wednesday, which is the only day of the week I am working with the public out with my business.

Plus I am out at New Cumnock and would like to see something happening at this side of the map. Lochside House Hotel is a great local venue. The new council building in Cumnock is also a good venue. An organised car pool would help those who are having difficulty with transport costs and availability.

Feedback 7

The initial strategies were very well done and have been effective in some areas; however I feel that the team has not engaged and done enough to gain more support for their efforts. This may be a parochial view and coming from Cumbrae I personally feel a bit left out of activities that go ahead on the mainland. I would like to suggest that when looking for input into strategies you outline what you would like to see from the community, how community groups should be organised to get the most out of the tourist initiatives and what type of responses you need to progress.

Personally I have asked a few questions and had good responses but also have had occasions where I do not get a response. It is also difficult to engage businesses when their main priority is their own business and time is the issue. On the islands, in particular, would it be a good idea to have a tourist representative actively involved in the islands requirements and pushing the benefits of the strategies to business and locals.

Feedback 8

It is important that there is no confusion between Visit Scotland and Ayrshire & Arran team.

Feedback 9

Possibly more events to engage with other tourist attractions to share ideas, hear their views of what works and what doesn't work.

Feedback 10

Better publicity about the work being carried out by the Tourism Team e.g. West Sound, local papers to reach businesses not registered with B2B as well as informing the general public.

I am sure a lot of businesses are still unaware that there is an Ayrshire Tourism Strategy in place funded by the 3 Councils and of the huge in-roads that the tourism team have made in a short space of time and on a relatively small budget. Plus more support and resources.

Feedback 11

Maybe a meeting of members that you work for

Feedback 12

It's a difficult one as many people in the industry are not easy to connect to. Somehow a greater understanding of the tourism infrastructure needs to be imparted to the industry and a more interactive two way conversation encouraged. What about a bit on the website where the industry could ask questions and get answers / have a conversation?

Maybe it is time to go back to the industry, summarise to them what the team has achieved to date, what they are currently working on, and ask what projects the industry think the team should be moving on with next. The industries comments could then be considered by the councils, the TLG and the tourism team to form future action. Maybe do this annually as a strategy review.

Feedback 13

I made a request regarding attending a community development trust meeting but had no reply. The group I am involved with need someone to come to them and develop ideas before they can be genuinely motivated. I would really like someone to facilitate a session where lots of ideas are gathered and analysed. That might get folk off the starting block.

Feedback 14

Hold exhibitions locally at clubs. My golf club would be delighted to host such an event.

Feedback 15

Doing a great job, however need more engagement from the industry sectors to help deliver the big picture!

Feedback 16

I would like more help with developing my marketing via technology - this is the best way to attract people to the area. That means technology seminars, are there any that I can go to please.

Feedback 17

This questionnaire does not address my situation. You need a box for "not applicable" or "chose not to use this service". I have used 1 for this which gives a wrong impression of the quality of the service. It may have well have been good had I had cause to engage with it.

Feedback 18

Direct contact required as we see little acknowledgement to our situation

Feedback 19

Keep a stable team together!!

Feedback 20

I think it is extremely important that the public sector really empowers and trusts the tourism team to lead and deliver on behalf of the industry.

Right now it seems too laborious, too corporate and difficult operationally for the team.

Feedback 21

It would be useful if the team could look closely at the distribution of accommodation across the region. Our town features possibly the most significant 2 square miles of sporting activity anywhere in Scotland but is poorly placed to attract say a visiting golf party of 40 for a week. Seamill Hydro 7 miles away has the accommodation but is regularly booked for wedding guests in periods of 1-2 nights. The smaller Brisbane Hotel has also regular wedding bookings.

Very impressed by the start made towards a one-stop golf tourism solution; but think that may have to be focused on Troon/Prestwick/Turnberry due to the accommodation imbalance. A Premier Inn would work for us.

Responses collated from 53 surveys completed during October / November 2014.

Report prepared by Laura Cree, Ayrshire & Arran Tourism Team.