



Tourism Newsletter

Happy New Year

Thanks to everyone who helped a number of initiatives in 2009 be great successes. We look forward to a strong season in 2010, with many activities well in the planning stage.

Keep an eye out for notices in the next week or so regarding the upcoming 'Tourism Issues and Ideas' forums that we will be holding in the last two weeks of January, designed to help us all plan and deliver successful Tourism activities in the year(s) to come!

TOURISM CONTACTS:

Kate Sleep
Tourism Officer
424043
ksleep@scilly.gov.uk

Jenny Bennison
Senior Tourism Assistant
424031
jbennison@scilly.gov.uk

Sophie Hughes
Tourism Marketing Assistant
424047
shughes@scilly.gov.uk

David Jenkins
Tourism Assistant
424031
djenkins@scilly.gov.uk

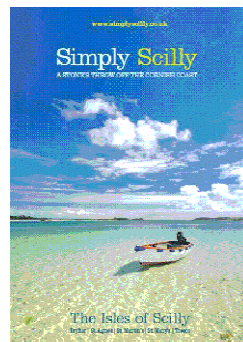
Vacancies and Openings

Please do keep us updated with your openings and vacancies for next year, so we can help manage visitor expectations and provide current and prospective visitors with up-to-date information.

Business Information

If you would like to see more business and trade information available through the Tourism Office, please let Kate know your ideas. We aim to support your businesses in any way we can, if there are information needs you have that we can help fill, please contact Kate at the TIC.

2010 Brochure



Website viewings and downloads of the brochure using the new interactive technology:

Dec 13—31 1323 viewings

Postal Requests/Fulfilment

Nov 26—Jan 4 2010 1152 posted

Feedback Forms (average responses from all forms returned):

How Would you rate the brochure for:	
Relevance	Excellent
Ease of Use	Good
Overall quality	Good
Design/layout	Good
Front Cover	Excellent
Use of Photos	Excellent
Information Pages	Excellent
Maps	Excellent
Index of Accommodation	Good
Accommodation Listings	Good
Things to Do	Good

Marketing Activity— Island Marketing & Mercury PR

Attendance at a Destinations South West meeting; the work Island Marketing has been doing to improve the Islands profile has resulted in 6 more cruise ship stop off points secured for the Isles of Scilly in 2010.

Feature in Destination UK which generated 50 enquiries for more information on the Isles of Scilly from both consumers and also holiday companies/organizers looking to proactively target the Islands with their customers in 2010.

Production of a list of TV programmes to be proactively targeted to get coverage on the Isles of Scilly ASAP, using a number of news and general interest hooks.

50 press packs have gone out to all of the nationals in addition to the main regional dailies and specialist travel press, with more going out this week, with the new brochure.

A newsletter will also be issued w/c 11th January going out to thousands of named consumers, highlighting latest developments such as Frommer's, the launch of the new Simply Scilly brochure etc.

Press trips being organised for 2010 include the Sunday Telegraph and Dive Magazine.

Tourism Office Latest Activities

Current priorities in the Tourism Office include: preparing for the 26 Cruise Ships currently booked for 2010 (for dates, please contact Kate), Walk Scilly and the new section on simplyscilly.co.uk, improved quayside visitor information, website updates

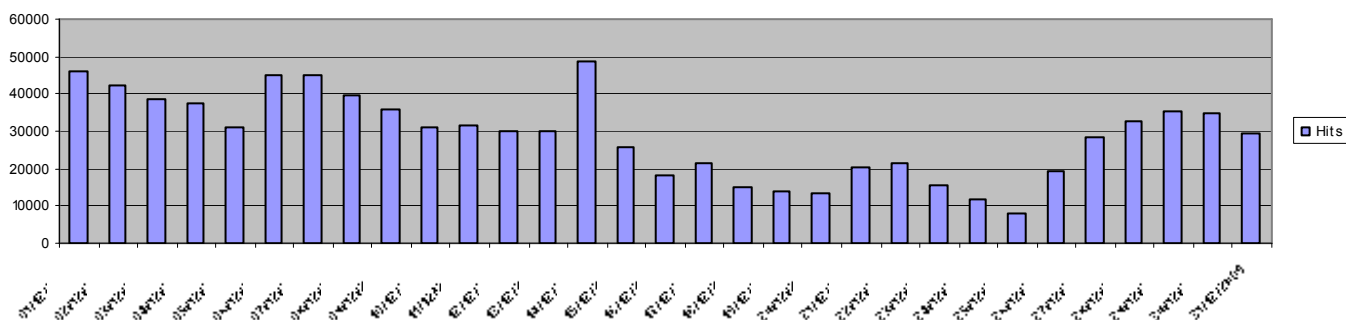


Tourism Newsletter

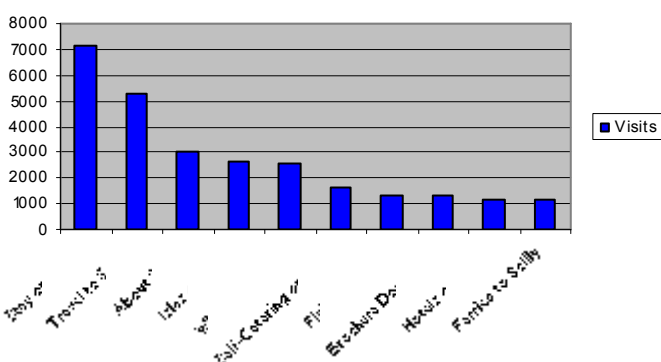
Simplyscilly.co.uk

2009 proved an exceptional year for usage of the simplyscilly.co.uk destination website. Improvements were made and the website proved to be a key source of information for visitors. Statistics are now available on all businesses and accommodation featured on the website, as well as comparative information against your sector as a whole. Please contact Kate at the TIC for further details.

Simplyscilly.co.uk - Dec 2009 - Hits



Simplyscilly.co.uk - Dec 09 - Visits to Child Pages



International research shows the web is becoming increasingly important:

- 61% of UK visitors used the internet for information gathering prior to a holiday
- reasons for using the internet, in order, were: to find out more about the location; to help plan an itinerary, to look for fares and schedules; to find out about accommodation; to find out about events & activities
- bookings using the internet were as follows: travel – 88%; accommodation – 45%;
- sixty-eight per cent of visitors make their decision to travel six months prior to arriving
- visitors who used more information sources when planning their holiday had a more satisfying holiday

Simplyscilly.co.uk - 2009 Usage - Hits

