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# tourism newquay

for the trade...

July 2009 Issue 2

## Welcome...

to the second Tourism Newquay trade newsletter. Firstly, I hope that your season is progressing well—we at Tourism Newquay are undertaking a variety of initiatives to increase awareness and attract visitors and you'll find updates on how things are progressing in this newsletter. We also have new projects in the pipeline, such as an online business survey and the rollout of an exciting new membership scheme. Don't forget, if you'd like to get in touch, my contact details are on page 4.



Cheers! Richard Wilcox

## The Future

We will be looking to roll out a comprehensive Tourism Newquay membership later in the year.

The membership will be a crucial component in ensuring that there is a marketing effort for you, the trade, here in Newquay.

With future public funds uncertain, the aim of Tourism Newquay was always to be self-sufficient and your financial input moving forward will be vital in ensuring that creative, innovative, award winning marketing continues for Newquay and in Newquay.

Without your support, there will be no marketing arm for Newquay. Much more, including sector wide presentations and informative literature to follow.

## Website update

The website continues to go from strength to strength. A 32% increase in hits over the past 6 weeks now sees the site running at 35,000 unique hits per month and maintaining its no 1 listing in Google for 'Newquay' search term.

Over 130 Newquay businesses have now either taken out enhanced entries or advertising, a great start and indicative of the Newquay trade's desire to support a local, quality led marketing effort.

*If you are considering advertising, some of our current top 5 most viewed pages (unique views, more detailed reports are available)*

1. Stay Newquay section – over 7,000 per month
2. Beaches map page - over 6,000 per month
3. Nightlife page - over 5500 per month
4. Special Offers page - over 5500 per month
5. Virtual High St page - over 5000 per month

I would urge anyone to take advantage of this exciting promotional tool, the official and award winning website for Newquay. Prices start from only £50 for an annual enhanced entry which would give your business a page on the site.



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## PR Campaign Update

Your financial support so far has enabled some exciting PR work to be carried out, encompassing press trips, building an online social media campaign and organising PR events. Work is being carried out to raise awareness of the marketing effort both at regional and national levels.

### Online PR

Official pages on Twitter and Facebook have shown significant growth. Updated daily, now have over 1000 followers.

### TV BBC Series on British Tourism

Potentially a fantastic opportunity to reach a huge primetime audience this summer with a documentary series on British Tourism. I have been liaising with the producers since they wish to feature Newquay, to ensure that it is the right kind of message that goes out. More information in due course.

### Offline PR - Local and Regional Coverage

Extensive effort has gone into ensuring a regular Tourism Newquay message in local and regional media, with press releases on a weekly basis being issued to all local regional and national press. All press releases can be viewed on Media section of website. Highlights include:

#### Full page article in Western Morning News

Follow up Newquay for adrenalin story in Cornwall Today

Three stories on This is Cornwall website

Article on Business Cornwall website

### Offline PR - a selection of National Coverage confirmed

#### Who?

BBC Countryfile

Birmingham Mail

Abroad Magazine (Ireland)

OK! Hot Stars

Daily Express

Manchester Evening News

Prima Magazine

Yorkshire Evening Post

Glasgow Evening Times

Olive magazine

#### Theme

Competition

General travel

Travelling with small children

Newquay as a hot 09 destination

New London City route/travel

Family UK break

Family holiday

Young family UK break

Couple short break

Family Holiday

An example of the power of PR, the Daily Express article (May) resulted in a 400% 'spike' in web hits the following day, with over 4000 hits in a 24hr period.

# Business Events

Tourism Newquay will be embarking on a region-wide attendance of business and networking events starting with St Mellion Business Show on July 1st.

Such events are important to champion Tourism Newquay as a viable, self-sustaining way of marketing destinations.

# Survey

We'll shortly be putting together a Tourism Newquay business survey, as we would like to gauge how the season is progressing and what the issues are from each sector.

Plus we'll be asking for your feedback on us, Tourism Newquay - where you think we should be marketing, suggestions, ideas and comments on the website or our PR campaign.

## Newquay First

As mentioned in the last newsletter, Tourism Newquay has become a key partner in the Newquay First project, an exciting retail and business training scheme launched at the end of May.

- 9000 loyalty cards have now been sent to all TR7 households.
- There has been an excellent response, with over 50 businesses so far signing up to the scheme.
- The expanding list of offers (which is updated regularly) and participants can be viewed on a dedicated website and on [www.visitnewquay.org](http://www.visitnewquay.org) under the Shop Newquay section.
- If you wish to get involved please email [info@NewquayFirst.co.uk](mailto:info@NewquayFirst.co.uk) or tel Guy Thomas, Town Centre Manager on 01637 854046.



## Partnership Activity

### Western Greyhound

Reciprocal advertising agreement reached with Western Greyhound bus fleet. Visit Newquay adverts can now be seen on buses across Cornwall.

### RNLI

Reciprocal banner ad swap and promotion of forthcoming beach safety initiatives. Possible logo on banner flags to be distributed around town.

### Corporate Games

Newquay will be hosting the Corporate Games in September and again reciprocal arrangements in place for online banner ad and links plus the Tourism Newquay logo is on the official Corporate Games programme

# Stop Press

Work has begun on a new annual event for Newquay, the aim being to fill a gap for early May 2010. More details to follow...

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## TIC News

Business levels through the newly re-opened Newquay Tourist Information Centre (TIC) continue to rise, particularly in relation to accommodation bookings.

The Tourism Newquay branded TIC, now with a newly appointed team of local staff is being run in partnership with the Newquay Town Council and Visit Cornwall. Discount memberships are now on offer to tourism businesses in all sectors to take advantage of this new sales outlet for holidays in Newquay. Members of the TIC get a full entry on the main Cornwall accommodation database called the DMS which shows in and is bookable by all TIC's in Cornwall and the South West region as well as advertising in the TIC and inclusion on all requests for accommodation lists.

Members are encouraged to keep their prices and availability up to date via an updating website so that all the TIC's can satisfy the increasing demand they are experiencing for accommodation in Newquay.

Don't delay - join today. Whether you're an accommodation or activity provider, attraction, shop or restaurant, you can join. Download the appropriate membership form via the TIC page under the Travel Newquay section on the VisitNewquay.org website <http://www.visitnewquay.org/travel-newquay/newquay-tourist-information-centre.php>.



## Special Offers

As you will have read from the website updates article on Page 1 of the newsletter, the special offers page is one of the most frequently viewed on the site with over 5500 unique page views.

Please feel free to take advantage of this page by emailing details of any offers you have through to me, along with contact info and a relevant weblink.

## Contact Info

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