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Welcome...

to the winter edition of Tourism Newquay's trade update. There's lots to report on at the moment, from the marketing effort of the 12 Days festival, our involvement in South West Tourism's national marketing campaign, the activity of the Newquay Safe partnership and the forthcoming Taste Cornwall event in Bristol in partnership with VisitCornwall.



All the best, Richard Wilcox



The concept of 12 Days is to pull together the great range of activities taking place in Newquay over the festive period under one promotional umbrella. Marketing the events in this way makes it more effective to highlight the destination offering rather than smaller, individual events.

New events such as the Food & Arts Fair are being organised by Richard Wilcox and Town Centre Manager Guy Thomas. 12 Days is very much a partnership approach, with public sector assistance from Cornwall Council, Newquay Town Council and NCCT and private sector sponsorship from The Headland Hotel who are the title sponsors and The Bay Hotel and Spa. A regional advertising and PR effort with support from VisitCornwall and Cornwall Council, will serve to reinforce the message. The full programme of activity can be downloaded from visitnewquay.org but a flavour can be seen below:

27th Nov Illuminating Newquay!

19.00pm

The big switch on with Pirate FM girl band Eden performing their new single. Plus carol singing, lantern parade, carousel, late night opening and launch of Newquay best dressed Christmas shop window competition.

19th Dec – 12 Carols for 12 Days

16.30-18.00pm

Town Council organised carol singing procession through the town.

19th-20th Dec Food & Arts Fair

10.00am-17.00pm on each day

The fair will see a variety of quality Cornish food and art producers, live cooking and cocktail demos from leading Newquay chefs, music from Tretherras School Jazz band, Newquay Harbour Shanty singers, Pirate FM girl band Eden and a variety of children's activities.

15th - 20th Dec The Live Music Trail

15th Dec – Live jazz at Pizza Express

17th Dec – Live blues at The Central Bar

17th Dec - The Blues Brothers live at Buzios Bar

18th - 20th Dec - Jazz & Ale Festival at The Chy & Kooler Bars

Taste Roadshow

The first roadshow will be taking place at Cabot's Circus, Bristol on the 24th Nov.

Celebrating the best of Newquay and Cornish produce, we are taking Nick Hodges, head chef from The Headland to undertake live cooking demos and food giveaways.

Air SouthWest are our travel partner and future taste events will take place at various Air SouthWest departure points such as Newcastle, Glasgow and Manchester in 2010.

Our Taste Cornwall display will feature live cooking demos as mentioned, plus an on stand competition driving people to visitnewquay.org with marketing literature on Newquay and Cornwall being distributed. Local PR at each destination will reinforce the campaign.

Interested in getting involved?

If you'd like to be part of a future event, then please get in touch with me using the contact details in this newsletter.



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Membership

One tourism service - Tourism Newquay. One membership. One fee.

That's the message all businesses in Newquay will shortly get when they receive information on membership for 2010. For the first time, whether you're an attraction, accommodation provider or cafe, you will be able to pay once for an annual membership and get the joint benefits of involvement and promotion via the award winning Tourism Newquay marketing campaigns plus the excellent services of Newquay TIC.

Tourism Newquay, as the official tourism service, enters its crucial next phase because at present, there are no confirmed public sector funds to promote Newquay from 2010 onwards. As such, widespread support via Newquay trade membership will be vital in securing a long term Newquay tourism service, a Tourist Information Centre and national marketing campaigns.

Tourism Newquay membership will for 2010, offer some fantastic business benefits:

- Only members can have an enhanced presence on VisitNewquay.org, the official website, the number 1 site on Google for 'Newquay' searches with over 30,000 unique monthly hits
- Only members have access to the Cornwall promotional database so that your business can be seen by all Tourist Information Centres in Cornwall and the South West allowing direct bookings to you from anywhere in the region
- Only members can have access to Newquay TIC's excellent links to the county wide TIC network, VisitCornwall, EnjoyEngland and VisitBritain
- Only members can be promoted via the award winning, innovative and UK wide marketing campaigns
- Only members will receive the extensive support and service of the rebranded Newquay TIC
- Only members will be eligible for a 25% discount on VisitCornwall's annual membership

The rollout of the membership will be backed up by extensive local PR, trade presentations and workshops. For further information, please contact me using the details in this e-newsletter.

SW Tourism Campaign

South West Tourism has secured a marketing campaign worth a potential £1 million to support the region this summer and into 2010.

SWRDA has put up £750,000 and is looking to work with public sector and private sector partners on a number of large scale campaigns, which are expected to bring in a further £250,000.

The marketing activity is being co-ordinated by SW Tourism, which will utilise the marketing budget around a number of themes, including Business Tourism, Festivals & Events, Town/City Breaks, Countryside breaks.

I have signed Newquay up for the Towns Short Breaks theme, the only Cornish town to do so. Extensive exposure will include a 16 page supplement within the Daily Telegraph early next year with weblinks, plus an email to Visit England's email database of 650,000 and an email to SW Tourism's email database of 30,000. There will also be weblinks from the experience page on visitsouthwest.co.uk and inclusion in PR activity from South West England's PR Agency.

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Winter Campaign

Inclusion in the £1m SW Tourism marketing campaign forms one element of a strong and varied winter campaign, that will see the visitnewquay message being pushed out across a number of marketing channels.

Some of the key messages will include:

- Newquay, the adventure/experience/adrenalin capital,
- Year round/Spring/Cool Newquay 'the experience never ends
- Themed short breaks – foodie, walking, experience something new, adventure – highlighting the value added
- Targeting Newquay as a great base/to the lapsed visitor 'you know what you're missing', 'door to shore'
- Newquay festival scene – 'feel the vibe', 'be part of something'

Delivered via

- ongoing regional and national PR campaign
- PR events such as the Taste roadshow, Face of Newquay
- Event led marketing
- Online – social media platforms, visitnewquay.org, database marketing
- Partner marketing – VisitCornwall, SW Tourism, private sector involvement such as Air SouthWest

Again, as with all the initiatives highlighted, please feel free to contact me for further information and updates.

Newquay Safe

Home Office Minister Bill McKenzie came down to Newquay for a 2 day visit, attending a Newquay Safe meeting in the process. He commented on the commitment of those involved as 'fantastic' adding 'he has never seen corporate commitment as strong as Cornwall's.'

The multi agency partnership that sees representatives from Devon and Cornwall Police, Cornwall Council, Town Council, Licensing, Primary Care Trust, Newquay Residents Association, Drug & Alcohol Awareness and of course Tourism Newquay, is tackling over 20 identified areas. These projects are being led by the various officers around the Newquay Safe table. Tourism Newquay is taking the lead on several of the marketing/communications areas.

Further information can be found by clicking on Cornwall Council's website www.cornwall.gov.uk and searching for 'Newquay Safe'.