

# WELCOME



### **TODAY'S MEETING**

- ★ Presentation about the Tourist Information Centre and to present the new 'Visit Lynton & Lynmouth' website
- ★ Question & Answer session





# PREVIOUS WEBSITES & PROMOTION



### REPRESENTED BY TOO MANY VARIANTS









- ★ Chaotic, clunky, outdated information not clearly displayed
- ★ None of these were mobile friendly
- ★ Inconsistent branding = visitor confusion

# PREVIOUS WEBSITES & PROMOTION



### **CONFUSION & CONFLICT**

- ★ Which site were people supposed to land on?
- ★ Inconsistent maintenance, not kept up to date?
- ★ Where were Accommodation Providers to advertise?



# THE NEW WEBSITE





and their market probability from the strain of some life.

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### **CLEAR & CONCISE BRANDING**

- **★** Better navigation
- ★ Easy to use features
- ★ Fully responsive across range of screen widths and display types including mobiles
- ★ Bespoke admin back-end, so easily updated!

# TIC - THE FACTS



### **FUNDING?**

Don't you get funding from the North Devon District Council / Exmoor National Park / North Devon Marketing Bureau / Visit England?

- ★ There is NO FUNDING
- ★ Any grants which we could be eligible for, apply only to capital expenditure not for operational costs

# THE FACTS



### WHERE DOES OUR MONEY COME FROM?

- **★** Memberships
- ★ Shop Sales
- **★** Commission

£10,800 (2017/18 approximate values)

# THE FACTS



### WHERE DOES OUR MONEY GO?

- ★ Purchasing stock for the shop
- **★** Overheads
- **★** Staff Wages

£10,900 (2017/18 approximate values)

# THE QUESTION...



### WHY DO WE NEED A TIC?

★ We could just update the site remotely and answer the telephone from home...

## **OUR ANSWER**



### LYNTON & LYNMOUTH NEED A TIC

- ★ As a primary tourism destination we need to provide an information centre
- ★ The TIC has a vast local knowledge about the towns and their history
- ★ Accommodation providers still send their guests to us
- ★ Visitors like to speak to a real person



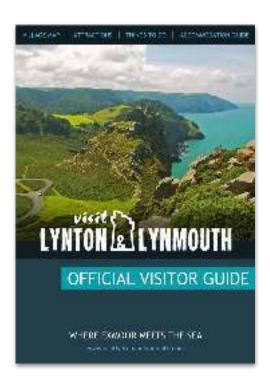
## ESTABLISH > PROMOTE > MAINTAIN

- ★ Establish the new Visit Lynton & Lynmouth identity and branding
  - Our new official, purpose built, tourism website this is the ONLY upto-date landing page for visitors searching for Lynton & Lynmouth.
  - Utilise social media Facebook, Twitter, Instagram
  - Regular newsletters to subscribers and our members



## ESTABLISH > PROMOTE > MAINTAIN

- **★ Promote** Lynton & Lynmouth as a top tourist destination
  - Work on driving traffic to the new website
  - Connecting with other tourist offices
  - Launch a new OFFICIAL town guide, which features a clear map, top attractions and useful information.







#### Welcome to Lynton & Lynmouth England's Little Switzerland

Semanded by sweeping moodants, deep wonded over valleys and the High, rugged of the of Europe, Lynton & Commouth are a truly unless certification and an ideal base to explain all that farmers and botto Devon have to offer

Walk in the factoreps of the Romantip poets or take a boat trip. From the harbook, Experience the Hedder Valley, Wassly-Bay and the Doore Value or discover the bictors of parlocal heritiage tries and experient.



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#### CONTACT US.

Lynton & Lynmouth Tourist Information Centre.

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Form mail: Exer Rossi, Episters, Denier ECS 657

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# I MET WATER

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OFFICIAL VISITOR GUIDE

WHERE EXMOOR WEETS THE SEA.



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#### Lynton & Lynmouth Cliff Railway



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## ESTABLISH > PROMOTE > MAINTAIN

- ★ Maintain the TIC not only as a tourism hub but to provide useful feedback and data to local businesses
  - Provide information and stats on occupancy, visitor levels and trends
  - Organise events for members and non-members alike to meet and discuss future opportunities
  - Be a forum for information exchange

## WHAT ELSE CAN WE DO?



### OTHER MARKETING IDEAS

- ★ Produce guides and activity packs which compliment the new website - 'Be Inspired' pages
- ★ Promote events in and around Lynton & Lynmouth
- ★ Publicise our town hall as a venue for weddings and events
- ★ Market the towns as a filming location



### MORE THAN JUST BOOKINGS

- ★ FULL MEMBERSHIP WELCOME PACK
  - Explaining what membership offers and the work we do
  - How commission is paid and when it applies
  - FAQs plus all our contact information
  - Visit Lynton & Lynmouth logos and graphics to use on members websites and marketing



### **YOUR LISTING**

- ★ 5 x High quality photos of your property
- ★ 250-word property description
- ★ List of facilities and opening times
- ★ Google location map
- ★ Direct enquiry from
- ★ DIRECT LINK to your properties booking platform and/or website



## **COMING SOON...**

- ★ MONTHLY reporting on website traffic, click-throughs and enquiries
- ★ Access to the online 'Membership Portal'
  - Update and change your website listing
  - Upload new images
  - Add last-minute availability
  - Post special offers



### **HOW MUCH?**

- ★ £10 a month
- ★ Featured Listing for a bit extra
  - Your property's images and link to your listing across the top of 'Where to Stay' page
  - On 'Be Inspired' pages

# **NON-MEMBERS**



## YOU CAN BE LISTED TOO

- ★ Full listing on the site
- ★ Pay higher but still competitive rate of commission

## WHAT CAN YOU DO?



### **HELP US HELP YOU**

- ★ SIGN UP! Our goal is for all Lynton & Lynmouth accommodation providers to be members
- ★ BE PROUD! Display the Visit Lynton & Lynmouth logo EVERYWHERE!
- ★ CONTRIBUTE! Link your website back to Visit Lynton & Lynmouth
- ★ DISTRIBUTE! Get copies of the Official town guide and give them to your guests on arrival.

## WHAT'S NEXT?



### **FUTURE DEVELOPMENTS**

### **★ LIVE AVAILABILITY**

Drive more DIRECT BOOKINGS by providing our own booking system with LOW% commission for bookings made through visitlyntonandlynmouth.com

