

Comments and Questions

What membership benefits would you value?

- Publicity, profiling.
- Workshops, networking, excellent case studies
- More effort to promote county's attractions!
- The best promoted website in the world
- Links from Herefordshire Council websites NOW

We send on average 1 'Snippets' or e-shot each wee. Are they useful?, What frequency works best?

- Sometimes useful – probably 1 in 3 – but always good to know what's going on.
- Frequency fine!
- Keeping in touch and aware of events is good.
- Sometimes useful dependant on what it is we're looking to do at that time.
- Frequency good

Your tourism thought for the day

- Have you considered developing your disabled access rating – the one from VisitEngland is so expensive and generally covers accommodation only.
- More shared packages
- More shared data
- A co-ordination to join the dots is required
- More known contacts for things like leaflets
- Where to recommend people to after they visit us.
- Membership is important – tourism can be quite isolated
- Help with social media please!

Cllr John Jarvis

There is nowhere to go to to seek views from others in the industry. Can there be a forum for problems that can't be solved on their own?

A – A great idea and we will look at how this can be achieved.

Comment: We will be setting up a 'closed' Facebook group for Advertisers/Members in the new year. This will be an on-line forum where questions can be asked, information shared and where we can all help each other. If anyone might like to help us manage this Facebook presence on our behalf, please get in touch with clare.oreilly@visitherefordshire.co.uk 01432 268430

Tim Kidson

How important is a 'Yes' vote to the Hereford BID (Business Improvement District)?

A – Very important as provides funds with which to improve Hereford Cit. It is important for Hereford to remain as part of Herefordshire and to work with the market towns. County towns and areas need to work in harmony, not in opposition.

Patrick O'Reilly

Are you intending to use 'The Wye Valley' for promotion rather than Herefordshire? My guests are more aware of The Wye Valley than Herefordshire.

A – It is important that all areas of the county are recognised and I (Alan) haven't found the Wye Valley to have this level of profile over Herefordshire.

Nick Meers

Visitors often explore a small area or visit places outside of Herefordshire. Could there be a loyalty scheme across the county to make links and encourage visits within the county?

A – It is important to create links across all areas of the county to encourage more tourist days within Herefordshire. We are weakening our offer if we do not cross promote.

Comment: We will be encouraging all attraction/activity members once the 2014/2015 scheme is set up to offer familiarisation visits to Visit Herefordshire members. We will also explore the possibility/feasibility of a loyalty/passport scheme.

Jane Jones

I find it really difficult to get hold of a good supply of leaflets about Herefordshire attractions for our guests. Where can I go to get them?

A – The Explore Herefordshire & The Wye Valley Guide 2015 will be available mid- February which is a great 'one-stop' shop for information. A supply will be available from PPL (distributor) pplbarry@hotmail.com. We are also planning a Bedroom Browser in conjunction with PPL which will be a reference brochure for accommodations to have in their rooms/self-catering accommodations.

Comment: Talk to PPL for a supply of relevant leaflets as they are the distributor that currently hold the most Herefordshire leaflets.

David Palmer

Herefordshire planning is creating difficulties for us promoting agriculture over tourism. They are not adhering to the national policy and we are in danger of having a chicken unit less than 400 metres from our boundary. Has anyone else had this experience?

A – As a membership organisation we will have a protocol for contentious issues. If 80% of the members have a similar view on an issue, Visit Herefordshire would look at taking it on.

Comment: A protocol will be drawn up as part of the membership scheme.