

## Notes from the Attractions sector meeting

Thursday 8th July 2021

Key findings/comments from attendees:

- Recruitment proving a big issue. Affecting front of house, catering, spa and cleaning staff mainly with many other staff having to help in areas they wouldn't normally be involved with.
- Ability to thrive being tested particularly for those who are mainly indoors. The weather plays a big part in footfall depending on attraction type but generally those with more outdoor attraction thriving.
- Indoor attractions need more footfall and cashflow for the next 6 months to a year looks like being a big problem.
- Many very grateful for both grants and the furlough scheme which have effectively kept them in business.
- Online booking in advance looks like becoming a permanent fixture in future as much easier to manage numbers etc.
- Groups practically disappeared though signs of interest returning.
- Track and trace causing huge issues both for staff who get pinged but also guests having to cancel at the last minute. Just one person being pinged and forced to self-isolate has a massive knock on effect on the remaining team.
- Most planning to make mask-wearing optional for staff and visitors.
- Evidence of people wanting to start spending money though depends on the offer.
- Change of law allowing people to marry outdoors could provide an extra source of income for some.
- Lot more interest in volunteering from people looking to change their lives after Covid.
- Having to work hard to manage guest expectations where things have had to change post covid.
- Encouraging to see locals who haven't visited for years returning to attractions.

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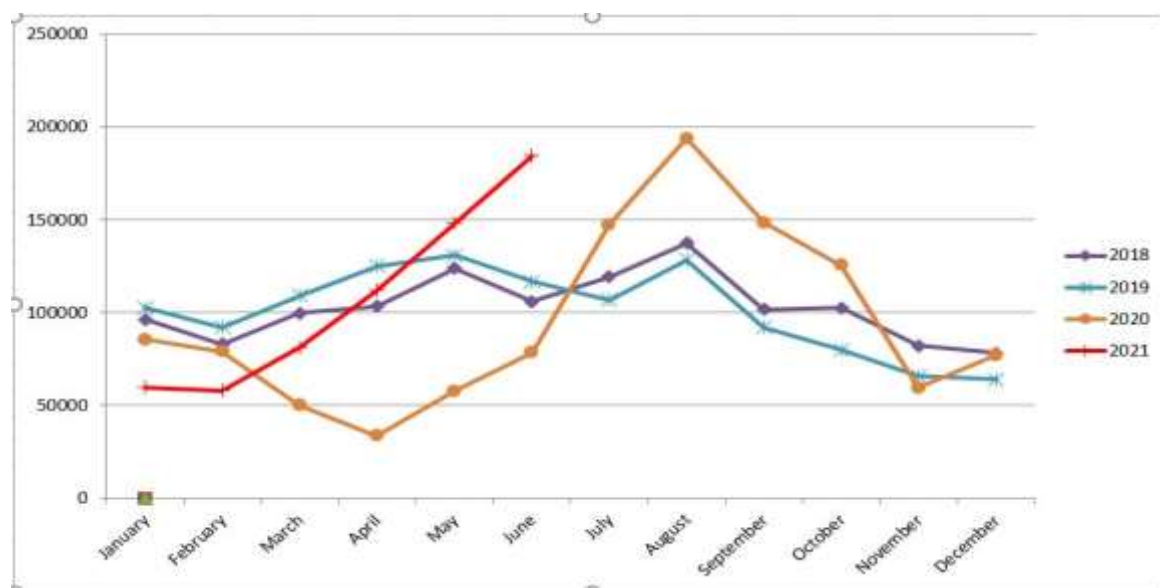
### Updates from Cotswolds Tourism

**Free training courses:** Cotswolds Tourism have produced a series of training courses which are at [www.cotswolds.com/partnership/training](http://www.cotswolds.com/partnership/training). They cover a wide range of subjects and range from bitesize to longer sessions.

**Digital guides:** Digital guides to Cotswold towns are also available at [www.cotswolds.com/digital-guides](http://www.cotswolds.com/digital-guides) and are great pointers for your guests to get a feel for the different areas.

**Cotswold browsers:** We have repurposed some VisitEngland funding to produce brand new bedroom browsers which are available free of charge to all accommodation providers via local TIC's. Please call before turning up to check they're there. Work in progress! They have laminated covers making them cleanable.

**Google analytics** for the Cotswolds.com website clearly demonstrate the effects of the pandemic: lockdowns indicated by huge drops in interest, the approaching end of each lockdown a renewed surge of interest. The first six months of 2021 show unique visitors down just over 7% on 2019 but this masks huge differences: January to February down 30% or more but the busiest June ever 58% up on 2019!



Within the overall numbers there are also huge differences between different sectors:

- Self-catering – up **90%**
- Gardens – up **88%**
- Food & drink – up **69%**
- Camping/Glamping – up **50%**
- Activities – up **41%**
- Family fun – up **46%**
- Hotels – up **14%**
- Shopping – down **20%**
- Historic houses – down **35%**
- B&Bs – down **36%**
- Tours – down **37%**
- Museums – down **40%**

**Membership** currently free until September 2021 and currently looking at what happens then.

Keep up to date via our **B2B social media channels**: Twitter @cotstourismbiz; Facebook [www.facebook.com/groups/851272778718986](https://www.facebook.com/groups/851272778718986); Linked-in [www.linkedin.com/company/cotswoldstourism](https://www.linkedin.com/company/cotswoldstourism)

**T-Stats & data** Really good input from the tours sector to [Tstats](https://www.visitbritain.org/tstats) – please enter 0 for months closed and in notes state Covid restrictions. If you are not yet signed up please contact us at [cotswoldstourism@cotswold.gov.uk](mailto:cotswoldstourism@cotswold.gov.uk) or review [www.cotswolds.com/tstats](https://www.cotswolds.com/tstats)

We have sent out a [survey link](#) to help South West Tourism Research Company's work compiling our annual economic impact study. This data is used by LEPS, local authorities and businesses so your input is valuable.

Keep an eye on **consumer sentiment** with [www.visitbritain.org/covid-19-consumer-sentiment-tracker](https://www.visitbritain.org/covid-19-consumer-sentiment-tracker) and VisitEngland's **business advice hub** [www.visitbritain.org/business-advice](https://www.visitbritain.org/business-advice)

**Visit England** are running a domestic campaign **Escape the Everyday** [www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday](http://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday) and we are running **Escape to the Cotswolds**. Funded by our successful bid to the DMO recovery marketing fund, this entirely digital campaign is linked to bookable experiences in the Cotswolds [www.cotswolds.com/escape](http://www.cotswolds.com/escape).

DCMS launched a [tourism recovery plan](#) recently.

**Being bookable on Cotswolds.com** Our website is now fully connected to Visit England's TXGB platform & several other polling channels including Free to Book, Supercontrol & Eviivo. For more information on **TXGB** [www.txgb.co.uk/](http://www.txgb.co.uk/) & polling options or get in touch with Sally Graff

Cotswolds Tourism are working with the AONB on 2 new walks getting visitors out of the centre of Bourton on the Water and hope one will go to Greystones.

If any attraction is interested in finding out more about film tourism, Kim Hallett – head of filming at Waddesdon Manor has set herself up as a consultant and is happy to have a chat about opportunities. Check out her website at [www.kimhallettconsulting.co.uk](http://www.kimhallettconsulting.co.uk), email Kim at [kim@kimhallettconsulting.co.uk](mailto:kim@kimhallettconsulting.co.uk) or call her on 07920 517965.