

## ERTC Tourism Outcomes 2013/14

- The ERTC will continue to work in partnership with Torbay Council to deliver the adopted Turning the Tide for Tourism Strategy 2010 – 2016 to protect employment within the sector which provides approximately 13,000 jobs and £380m of related spend for the local economy.
- The ERTC will continue to modernise and lead on the implementation of official destination marketing and promotion with a key aim to attract new visitors, extend the traditional season, and grow visitor numbers in excess of 1.1 million staying visitors and 2.5 million day visits.
- Through the expansion of the English Riviera Promotional Partners Campaign the ERTC will work to continue to secure increased funds from the private sector, to an anticipated level of £225k for 2013/14, a 30% increase since 2009, to support the delivery of official destination marketing activity.
- The ERTC will continue to manage and modernise the official Visitor Information Service, making further efficiencies, and extending the reach of this service to reach in excess of 1 million visitors. This will be achieved through increased online customer contact through the use of all digital and social media channels including the continued promotion of the new My Riviera Apps.
- The ERTC will continue to work with relevant tourism agencies in order to identify any additional funding available to support the work of the ERTC. Current projects include working with Visit England and the ERTC has been successful in accessing RGF funds via the national seaside thematic marketing campaign being led by Visit England. This means the English Riviera is included in a national marketing campaign for 2013 that would have not been achieved otherwise.
- The ERTC will continue to raise quality standards through the continued promotion and delivery of sector specific training, including Welcome English Riviera and national quality accreditation schemes including English Riviera Approved. This is resulting in more tourism businesses embracing national quality standards and becoming officially accredited and trained in customer service.

- The ERTC will continue to help raise the positive profile of Torbay through their continued participation and success in achieving respected Tourism Awards and through their PR work. The ERTC's PR work in 2012 resulted in £2.5m of domestic and international media coverage for the destination. The ERTC has won four tourism awards to date in addition to the resort being rated the top seaside destination in the country by Trip Advisor in the 2012 Traveller's Choice Awards.
- The ERTC will continue to work closely with the industry to ensure long term unification across the sector through the delivery of regular industry communications and sector specific industry events including leading on staging the annual English Riviera Tourism and Business Exhibition and Conference with key partners to secure strong allegiance to the English Riviera brand.