

# HOW CAN WE HELP SURVEY


## 2019 RESULTS: KEY FINDS

The How Can We Help Survey 2019 opened in April until July and aimed to open communications between the Tourism team and members of the Tourism Industry in order to establish areas of interest or concern to a range of businesses and to identify ways in which these areas can be improved.


This year's survey had a good number of responses with 91 respondents compared to 72 in 2018.

71.4% of respondents were accommodation providers, 26% attractions and activities, 9% events, 7% eateries and 7% other.


### COMMUNICATION



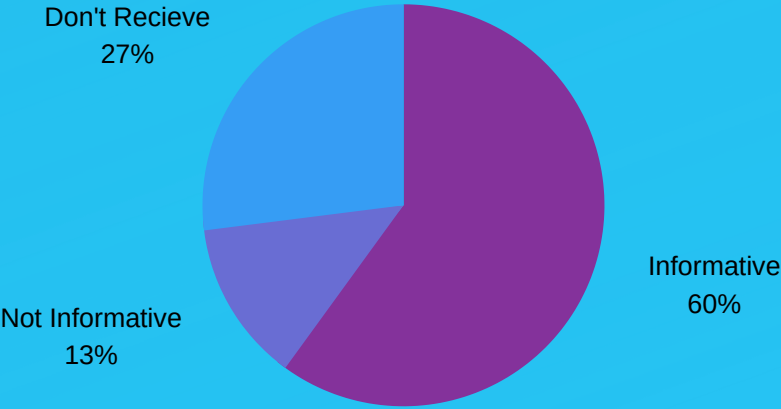
33% of respondents believe they only communicate with a member of the Tourism team once a year whilst 13% said they never did.



76% rated it easy to very easy to communicate with the team with 19% stating it is not at all easy.



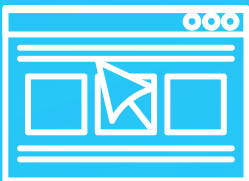
Suggestions to improve included information on the long term focus of the department, updates on trends and figures, upcoming events and visiting cruise ships.



60% find the Trade newsletter informative, whilst 27% don't receive them. 13% of respondents do not find the content informative.

60%

of respondents do not use the Trade Site with a large number stating they didn't know it existed.



40%

of respondents visit and make use of the Trade Website.



45%

of respondents find the content available on the Trade Site useful for their business.



The three most popular events attended by participants of the survey were:

24%

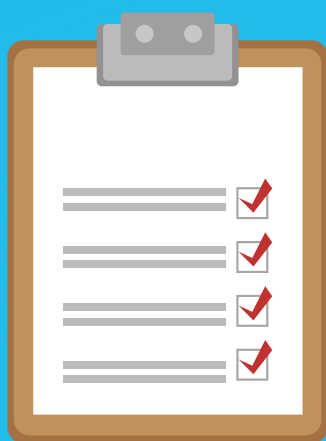
Tourism Industry  
Day 2019

14%

Equality Information  
Session

12%

Website Workshop



Respondents commented that they enjoyed the Social Media sessions but have mentioned they would like more advance notice as they have to organise their busy schedules.

## MAIN OBSTACLES



Travel prices and  
availability



Government  
Regulations



Communication with  
Tourism



Experienced Staff  
required for roles



Finding the time to do  
advertising



Limited Season



Positive feedback received about the support provided stated information and advice is easily available and they feel supported. The tourism staff are helpful and approachable.

Constructive feedback highlighted the difficulties with government departments and regulations, the lack of out of season business and time to attend everything.



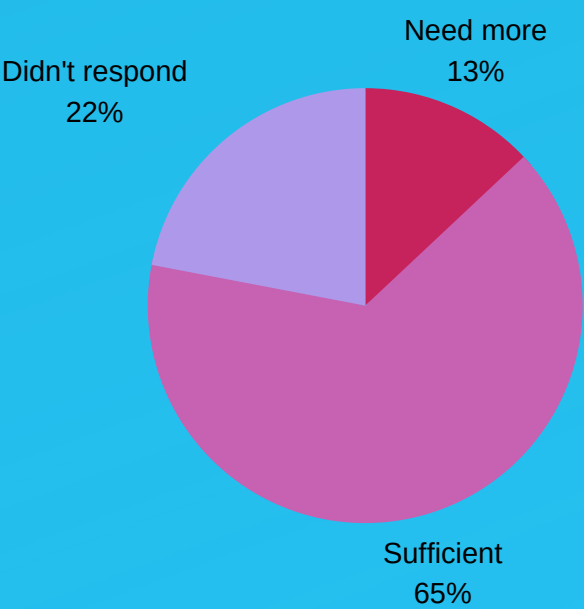
According to participants, the best time to hold events would be:



Tuesdays 53%  
Wednesdays 53%  
Thursday 51%



11am - 5pm  
87%

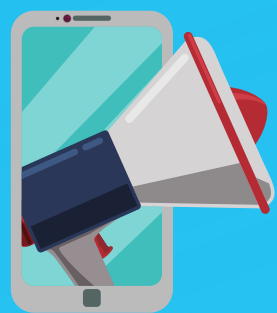


65%

of respondents felt that the areas covered by development courses and training were adequate and no additional training was required.

## DEVELOPMENT COURSES

The more popular of the proposed courses were:



Digital Marketing  
51%



Social Media  
43%



Understanding Key Markets  
41%

## IN SUMMARY

The results of this survey are useful for highlighting a number of issues that have arisen or developed since last year's survey.

Providers have highlighted what events they would like to see and what further support and development is needed from the team.

A majority are happy with the support and resources provided, feeling confident that they know they can ask us for help.

Travel prices, hiring experienced staff and marketing are the key obstacles that the providers face on the whole, as well as a lack of updates regarding key markets and strategy from the Visit Agency.

Promotion of the use of the Trade Site is key as many of the information they are lacking is available there, but they are unaware of its existence or too busy to read it thoroughly.