



TORBAY DEVELOPMENT AGENCY



Turning the Tide for Tourism in Torbay

Action Plan



Action Plan - Turning the Tide for Tourism in Torbay

Strategic Priority	Key Actions	Who is responsible	How will we measure success	When
Development of a year round destination providing year round employment	Keep visitor services open all year	TBC and private businesses	Increased shoulder season occupancy	Ongoing
	Establish the English Riviera Tourism Company	Torbay Council	Defined KPIs in Strategy	Spring 2010
	Develop effective relationships with regional/national tourism partners	ERTC		Spring 2010 onwards
Delivery of world class service through investment in skills training of local people	Make industry aware of all tourism and hospitality training opportunities	TDA/Employment & Skills Board, LSC, ERTC/TTCC	Numbers receiving accredited training	Spring 2010 onwards
	Organise any specific training needs to achieve objectives	ERTC	Increased occupancy and rates for participating businesses	Spring 2010 onwards
	Introduce online visitor feedback mechanism on englishriviera.co.uk	ERTC	Number of complaints	Spring 2010 onwards
Provision of visitor focused, market trend led product development	Establish Core Tourism Dev. Areas/revise planning policy	Torbay Council	New areas confirmed, revised policy adopted	
	Establish 'growth action groups' for: Maritime Leisure, Global Geopark, Agatha Christie, Events, Business	ERTC	Number of new packages/services introduced on englishriviera.co.uk	Spring 2010
	Address and fill product gaps	All stakeholders	Number products introduced	Spring 2010

Strategic Priority	Key Actions	Who is Responsible	How will we measure success	When
<p>Need to attract new visitors from a broader market profile</p>	<p>Rejuvenate the English Riviera brand and everybody promote it</p> <p>Improve the effectiveness of englishriviera.co.uk</p> <p>Increase PR activity and invest in a quality image library</p> <p>Launch seasonal and 'Best in Bay' online marketing campaigns</p> <p>Invest in continued market research to closely monitor trends</p> <p>Maximising training opportunities for everyone in the tourism chain</p>	<p>All stakeholders</p> <p>ERTC and all stakeholders</p> <p>ERTC and all stakeholders</p> <p>ERTC</p> <p>ERTC</p> <p>ERTC and all stakeholders</p> <p>ERTC</p>	<p>Visitor volumes and values</p> <p>Web statistics and business feedback</p> <p>Increased PR coverage</p> <p>Increased web traffic/feedback from participating businesses</p> <p>Being up to date with market trends</p> <p>Number of businesses taking part and improved visitor feedback</p>	<p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p> <p>Spring 2010 onwards</p>

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