

2005 Pembrokeshire Guide – Advertisers comments

1. *Would liked to have seen views of (a village) - this is missing in the 2005 issue!*

This is a common type of comment. This particular village is represented in most years but not in the current guide. There are so many photogenic parts of Pembrokeshire that can be included but there isn't the space to cover everything so we rotate pictures. We try to give a balanced picture of the whole county but can't guarantee including everywhere every year.

2. *We don't get quite the same number of enquiries as we used to. More enquiries from internet sources.*

Identifying where internet enquiries come from is difficult but a proportion will be from people who have visited the visitpembrokeshire.com web site or have found the web address in the Pembrokeshire guide.

3. *Do they make contact with us? Answer NO! ('they' refers to the tourism marketing team at Pembrokeshire County Council)*

Sorry, but there are rather a lot of tourism operators (over 5000) for us to try to keep in touch with. There are the Destination Pembrokeshire newsletters we mail to you, the regular e-mails we send, information on the guide and invitations to stakeholders meetings but we, unfortunately, don't have time to phone you up or visit. We're always happy to talk about any issues you have but it's up to you to raise them.

4. *Lack of adequate consideration given to a reasonable issue that we raised during the year - arrogant is perhaps a little strong.*

We can't work out who this is or what the issue was and would really like whoever made the comment to contact us so that we can work out what went wrong. We try to take any issue seriously.

5. *We do seem to get constant postal correspondence, which is good, but we operate 3 separate units and only speak English, so maybe 1 copy without the Welsh alternative would save a lot of ink, paper and stamps.*

Most of this correspondence isn't coming from Pembrokeshire County Council. It's probably coming from the Wales Tourist Board or organisations like PLANED. We only send out documentation in Welsh if it's specifically requested.

6. *Decide how to market Pembrokeshire - encourage development and focus on improving. Aim at Jersey, not Blackpool, and think greater disposable income, not volume of day trippers.*

Spot on. That's what we're trying to do.

7. *Peak vs. Out of Season balance has swung back to peak. How about including a day of what to do in November?*

We've gone one step further than that and now produce an Autumn & Winter breaks supplement to the guide. All accommodation & attractions open all year get a free listing. We'll be putting a lot of effort into developing this brochure in the future.

8. *I would like to see a grid ref map to locate each property.*

Should be easy enough to do. We'll try next year.

9. I do get confused by which group does what - PCC guide, Pembrokeshire Tourism, WTB etc. It's confusing who does what and whether they duplicate or complement each other.

We produce a 'Who's Who in tourism in Pembrokeshire' document for exactly this reason. It's regularly updated & available to download from the www.visitpembrokeshire.com/travel_trade web site.

10. It would be nice if PCC could do its own property vetting and rating for small owners. This would make things much easier when letting on a small scale.

A local scheme might be possible if the Welsh Assembly impose statutory registration of accommodation businesses. They are considering the idea.

11. Address the scarcity of good pubs and restaurants.

The recent visitor survey identified places to eat as a problem area. A good range of places to eat was very high on visitors list of factors that were important to their holiday but was the area where there was most dissatisfaction too. A solution will be hard to achieve, however, and will need everyone (including the tourism industry) to get behind this.

12. When asking caravan and camping parks for pricing details please state whether you expect to include electric hook-up and awning or not.

Will do. We'll include something in the description to say electric hook up & awnings are extra.

13. Apart from the promised return to increased editorial next year, include reference to spring/autumn advantages (e.g. weather, coastal flowers, less crowded, cheaper, indoor attractions). There is a winter brochure, but it wouldn't hurt to state this in the main guide.

Will do. The period between Easter and the beginning of the school summer holidays is probably our best opportunity for growth. The weather is good & we have ample capacity.

14. Good quality photographs - but I would like (in the 2005 brochure) to have seen included more on buildings to represent history and culture i.e. St Davids Cathedral, Tudor House, Nevern Church, Pentre Ifan, Carew Castle etc.

While a lot of people find history and culture fascinating, some find it a big turn off, particularly new younger markets - our future visitors. If we can hook them on activities & beach life, we can convert them into regular visitors. As they mature, they are more likely to develop deeper interests. Also, most UK destinations have good historical attractions but very few have our outstanding coastal scenery.