

"The Pembrokeshire Guide needs to go back to a well balanced Guide for all of Pembrokeshire and all seasons".

1. We try to cover the Pembrokeshire tourism product fairly both, geographically and sectorally. We also try to include images and suggestions that appeal to all types of potential visitors from young to old, from families to couples, from campers to hotel guests. What we cannot do is cover everything that is available in every edition of the Guide.
2. We try to maintain a balance of photographic images in the guide between North & South Pembrokeshire. In the current guide there are 39 images of North Pembrokeshire, 34 of the South & 32, which could be in either area. Of the larger images, apart from the cover, which alternates between North & South each year, 7 are North Pembrokeshire and 8 South Pembrokeshire.
3. Tackling seasonality is one of our main objectives and is why we have included more spring, autumn and winter images in the latest Guide than any previous guides, including Broad Haven, Whitesands, Marloes, Pentre Ifan, The Preseli's, Traeth Llyfyn and Tenby. Two pictures; the one on page 3 and on page 7 are the dominant pictures on these pages. We have to be cautious, however, as we are not sure that including non-summer images is the best way of promoting non-peak periods and we do not want to compromise the high earning potential of the summer.
3. We produced the first edition of a winter supplement in 2003 to try to address seasonality. All guide advertisers were invited to appear in it at no extra cost.

"The cost of adverts relative to bookings is declining".

1. The cost of adverts increases each year in line with inflation in order to pay for the increases in costs we have to bear. The charges operators make also increase each year. Some of these increases have been well above inflation due to a general increase in demand.
2. 65% of advertisers are reporting year on year increases in enquiries and bookings which suggests that the performance of the Guide is not the only cause. Innovation and change is not something which only the Council should consider.

"Pembrokeshire County Council is stretching itself in too many directions. It should concentrate on the Guide alone".

1. Of all the marketing budgets, only 7.9% is spent on activity that does not involve the Pembrokeshire Guide. A further 3.1% is spent on activities that have indirect benefits to Guide advertisers such as the overseas work we do with The Regional Tourism Partnership. The Overseas Guide, however, includes all the Pembrokeshire Guide advertisers.
2. To concentrate solely on the Guide would mean that other promotional channels like PR and the Internet would be missed and opportunities for targeting niche markets passed over.

3. Pembrokeshire County Council has a wider remit of developing tourism throughout the County but chooses, at the moment, to focus the bulk of its activities through the Pembrokeshire Guide.

"WTB produce a Guide for Pembrokeshire. Why do you not supply them with the Guide you produce?"

1. This is exactly what we do do. WTB help distribute our Pembrokeshire Guide rather than produce their own. Distribution via WTB makes up about 1/3 of the total.

"Not all the agents are in the agency section".

1. Some agencies operate in very specific areas, some others choose to place adverts for individual properties in each of the area sections. We are happy to accommodate these requests. If an agency wants to place a single advert and they cover the whole county, it is more appropriate to put it in the agencies section.

"Encourage more service providers - eg. shops, pubs, restaurants to advertise. They too benefit/depend on tourists but accommodation providers have most outlay on advertising to bring people into the area".

1. We quite agree. The catering sector benefit more out of visitor spending than accommodation does! Persuading them to advertise, however, is difficult.
2. The Council does produce the Food guide & Arts & Crafts guide, which are funded by the operators appearing in them. While the print runs are modest, they do help attract visitors.

"Why is X advertising in two sections?"

1. Unfortunately for this operator, they lie on the boundary for two area sections, so do not fit well into either. We allowed them to take adverts out in both. In fact we suggested this approach.

"Review the information on pricing panels".

1. There has been some discussion at a national level about price information in brochures so a review of what we put in the price panels might be a good idea. We will look to add it in the next years survey.
2. The price information boxes on non-standard adverts ie. adverts that people supply themselves, rather than the ones we have made up for you, are chosen by the advertisers themselves. We would like these adverts to have comparable prices, but we do not insist they follow the same format.

"Could use heritage to better advantage".

1. Unfortunately, it appears that heritage is not as important to visitors as it is to local residents. We have some fantastic historical buildings and castles but they are not unique. Most destinations have comparable historical monuments while we have exceptional coastal landscapes which is why we tend to focus on them.
2. A regional campaign, currently focusing on Dylan Thomas, is likely to be expanded to become a showcase for cultural attractions, which should enable us to promote Heritage much better.

"There is, perhaps, too much information to take in. I feel there is a mountain of paperwork. I would suggest asking proprietors whether they would like English or Welsh literature to start reducing costs".

1. Not all the information advertisers receive is from us. Much of it comes from the Wales Tourist Board, especially the grading information. While we work very closely with WTB, they are a completely separate organisation.
2. Pembrokeshire County Council's policy is to mail out information in English, unless it is specifically requested in Welsh.

"More could be done with promotion work in TIC's - video's/DVD's playing so customers can see what Pembrokeshire has to offer".

1. The only Pembrokeshire TIC's that can currently show video's are Pembroke and Fishguard. There were problems with constantly failing equipment in Pembroke plus very limited usage so it was replaced with a static display.
2. We have considered having a Pembrokeshire video/DVD produced as a promotional resource, but the cost is prohibitive, plus we have only been asked for video's three or four times in the last five years.

"Add school holiday dates to the trade web site".

1. Good idea, we've done it.

"Add a list of specialist tourism trade suppliers to the trade web side".

1. Good idea, we will look into it.

"Hold meetings for each area".

1. We hold two stakeholders meetings each year, but only get 30-40 people at each. If we were to hold separate meetings in 3 different locations, turnout would be likely to be too small.
2. The idea of holding one meeting for the whole county is so that everyone can appreciate other areas problems or issues.

"Do not lose sight of the walkers and bird watchers etc. who are introduced to the area, will come back year-after-year whilst the young and active tend to try a new experience each year".

1. A good point and one we need to keep in the back of our minds. We do say that one of the most important jobs the Guide has to do is introduce new visitors to the county as we are fairly sure that once they know what we have got to offer they should come back but that view might not necessarily be true for everyone.

"Introduce an open forum on the trade web site to post questions, suggestions and encourage discussions".

1. This might be problematical but hopefully this is a starting point. This is something Pembrokeshire Tourism might be better offering.

"The only contact I have with the team relates to the Pembrokeshire Guide".

1. We are a very small team with a huge tourism product to promote, so, unfortunately, we cannot get out and about very much. We do, however, have two stakeholders meetings each year that advertisers can attend and are always happy to discuss issues you might have on the telephone/e-mail.

"The printing quality is poor on Page 3".

1. You might have a rogue copy. We haven't noticed a problem in other copies.

"Printing could be improved".

1. We specify a good quality paper rather than the 'top spec' you need for really sharp quality so that we can afford to print more guides. As we now print 270,000 guides, even a small increase in paper quality could cost tens of thousands of pounds.

"Make it a smaller size in order to fit into bags - people could carry it with them easier".

1. The A4 format is fixed. The WTB and all the other marketing areas in Wales agreed to have the same format so that working together is easier. The co-ordinated work we do with WTB and cross-selling between marketing areas is an important part of developing all of Wales as a visitor destination. This level of co-operation doesn't happen in England!

"Include a better map showing detail and highways and byways".

1. The map is intended for orientation purposes rather than a replacement for ordnance survey or other more detailed saleable maps.

"Colour accuracy of photographs needs to be improved".

1. None of the photographs have been colour enhanced, they are printed as the photographer saw them!
2. Some advertisers photographs do not reproduce very well because the material provided isn't as good as it could be.

"Put pressure on the Council to do something about the state of the county (as opposed to Coastal) footpaths".

1. Pembrokeshire County Council's Rights of Way Section are trying to tackle the poor state of many rural footpaths and have developed a strategy to help them prioritise their work.
2. This question comes from an operator in Carmarthenshire, so, unfortunately, Pembrokeshire County Council cannot help in their vicinity. We will pass on the comments to Carmarthenshire County Council.

"Keep up the good work".

1. We'll try our best to!