VISITOR INFORMATION CENTRE NETWORK

TIDI UPDATE GUIDANCE

August 2014

OVERVIEW:

Following on from NITB's workshops and training sessions facilitated by Tourism Engineers we agreed to include a tool in the TIDI Business Plan to help gather statistics which will help to demonstrate the wide range of services delivered by the Visitor Information Centre Network.

We recognise that centres do so much more than just service the visitor on a face to face basis and in line with the vision of The Visitor Information Plan to 2020 (VIP) there is a need to increase the proactive nature of the network's activity. In doing this work we have also taken the opportunity to make a few tweaks to the Business Plan, the detail of which is outlined below.

Please note these are only tweaks rather than large scale amends. We will gather feedback to these changes in the next few weeks and months and review further requirements thereafter.

These guidance notes are divided into the following areas:

- Branding
- Reports
- Terminology
- Miscellaneous

BRANDING:

The new network brand has been applied to the TIDI Business Plan so you will notice a change to the look and feel of the pages.

REPORTS:

The reporting function now allows you to group Centres by their Gateway, Destination, Local or Seasonal categorisation. Seasonal centres will have two designations e.g. Seasonal and Destination. The screen show below shows that only Local Centres have been selected for this report. You can select / deselect in line with individual needs or use the Select All tab if you wish to run a full network report.
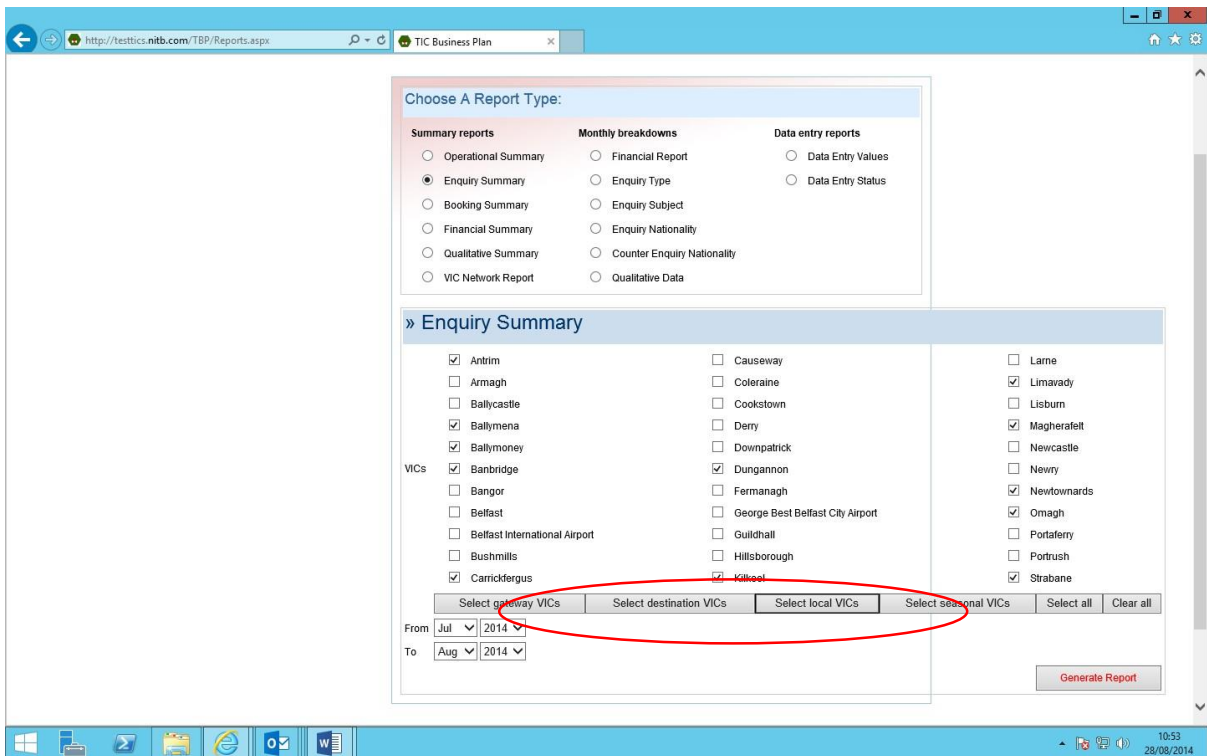
The **Bookings Reports** (number, value and summary) have been combined into 1 report which includes a field to record commission and booking fees. BABA historical information is hidden but we can still access should you require it. We recognise that no one is using the TIDI Reservations system anymore to make a booking (though some may use it to record information on manual bookings.) The Business Plan now makes reference to TIDI and Other and we expect that over the fullness of time all bookings will be entered as Other (be they online or manual).

Across all reports any Tools that have not been used for a long time have been hidden (e.g. graphs, budget/variance headings). Previously the variance info replicated the actual info so we have now added a formula which will show the **year on year (YOY) figure as a + or - % on the previous year**.

Operational Summary for Destination VICs

April 2014 to June 2014

	Jun 2014	Apr 2014 - Jun 2014	Jun 2013	Apr 2013 - Jun 2013	YoY variance (last month)	YoY variance (total)
Income						
Accommodation income	£411.35	£1,562.25	£338.99	£1,088.39	21.35%	43.54%
Retail income	£26,161.72	£76,282.14	£31,658.72	£71,146.63	-17.36%	7.22%
TOTAL	£26,573.07	£77,844.39	£31,997.71	£72,235.02	-16.95%	7.77%
Retail sales per visitor	£0.60	£0.51	£0.79	£0.60	-24.39%	-15.80%
Total sales per visitor	£0.61	£0.52	£0.80	£0.61	-24.01%	-15.37%
Enquiries						
Total enquiries	49,056	167,608	47,704	138,444	2.83%	21.07%
Bookings						
Total bookings	62	148	53	100	16.98%	48.00%
Bookings as % of Total	0.13%	0.09%	0.11%	0.07%	13.76%	22.25%

QUALITATIVE REPORT – new:

In line with the **Visitor Information Plan** there is a need for Centres to become more proactive with their local stakeholders, trade and community.

A report has been set up to capture activity and evidence to support this requirement. The following information will be required going forward.

The information below shows the areas that you are being asked to capture information on going forward.

PR/Promotions – record in numerical format the number of instances your centre has produced a press release and been featured in the local press / media or organised a promotion in your area in the current month.

Brochure Distribution – record in numerical format the **number of brochures** / tourism literature that have been distributed by your centre in the current month. **This may include events literature.** This list is not exhaustive but will include serviced enquiries or top ups to brochure racking points (LIO's, transport terminal brochure racking points, cafes/ bars, serviced events). In light of the expected reduction in print over time it is likely that this information will be recorded at certain times of the year. If no brochures have been dispatched in a given month just record a 0 in this box.

*Stakeholder Engagement – record in numerical format the number of times you have corresponded with your local stakeholders in the current month (meeting, phone call, or any form of correspondence).

By way of definition stakeholders are the people who affect your VIC and are affected by it. The list could include local Councillors and officers, local statutory agency staff, funders, local interest groups, local education groups, local media, local ratepayers. Whilst your trade are also stakeholders, for the purpose of this exercise it is important to differentiate the above from your trade / industry.

Further info:- a school group would be covered as 1 community engagement. A meeting with multiple Chamber of Commerce members etc would be 1 engagement. If however you meet / contact people on an individual basis then you would record as individual engagements.

*Industry Engagement – record in numerical format the number of times you have contacted your trade / industry e.g. accommodation / attraction forum meeting, visit, phone call etc in the current month.

By way of definition Industry covers anyone involved in the provision of the visitor experience on the ground e.g. accommodation providers, transport providers, visitor attractions, food and drink providers.

Further info:- If you are hosting a meeting for multiple members I would record that as 1 industry engagement but if you are doing individual visits to your industry then I would record as 1 entry/ engagement per visit. Similarly, if you are phoning / servicing members of your trade you can record as 1 entry / contact. This information is being gathered to assist centres with providing evidence of their wider value to the locale. VIC isn't just about servicing the visitor in the centre but is the main hub / conduit for local tourism and brings everyone involved in the customer journey together.

Events Serviced – record in numerical format the number of events the VIC has attended / supported in the current month.

Further info:- This is capturing the event your staff attended, not the brochures distributed. Brochures distributed to service a private group etc would be recorded in brochure distribution above.

Ezines Sent – record in numerical format the number of ezines sent in the current month. For example how many of the What's On communication tool or preferred template are emailed (or distributed in another format).

Ezine Opening Rate – record how many are opened **as a percentage.** Software is available to process this request but if your Council does not yet have access to this please leave blank until such times as this is available. NITB will be able to see at a glance where the need is and advise accordingly.

TERMINOLIGY UPDATES:

Terms have been updated in line with current business practices e.g. post / fax is hidden and web/email is now grouped as correspondence for new entries. Historical information will still remain under the previous headings.

BABA references have been hidden throughout the Business Plan.

MISCELLANEOUS:

Some amends to the ALL section where VIC staff enter their data. The following tabs, which relate to a time when there was a charge for NITB and Failte Ireland brochures, have been removed.

> o NITB Literature o
> Failte Ireland

If you have any queries or wish to provide feedback please contact Jayne O'Neile on
j.oneile@nitb.com

Network Queries

Refer to the further info in blue above for queries raised by the network plus the following:

Question: In the number of bookings section Tidinet is still referred to - could this be removed as we no longer use Tidinet?

Answer: Some centres were using it to record info manually hence I opted to leave it in for now. It will be removed in time but you are right in that all bookings should really be recorded as other going forward.