



RYDE TOWN COUNCIL

NOTES OF AN INFORMAL MEETING OF THE MARKETING WORKING PARTY HELD ON THURSDAY 9 MAY 2019 AT TOWN HALL CHAMBERS, LIND STREET, RYDE, ISLE OF WIGHT COMMENCING AT 10.00AM

Present: Julian Critchley (Chairman), Malcolm Ross

Also Present: Will Myles, Managing Director Visit IW

In Attendance Saskia Blackmore, Ryde Town Council (Clerk)
Liz Dutton (Administration Officer)

1/19 **APOLOGIES**

Apologies had been received from Cllr Henry Adams and Karen Lucioni.

2/19 **MEETING WITH WILL MYLES, MANAGING DIRECTOR, VISIT IW**

The Chairman welcomed Will Myles to the meeting and the Chairman explained that the Town Council were keen to explore ways of further marketing Ryde as a destination.

Mr Myles informed the meeting that the Visit IW survey conducted in 2018 of those coming to stay on the Island, 11% stayed in Ryde. This figure remained fairly stable over the year and also in previous years due to limitations on accommodation. He stated that the top 4 google searches via the VisitIW website were all in Ryde being Quarr Abbey, the Bus & Coach Museum, Wight Karting and Solent Forts. A mixture of ages visited the Island from families and young families to couples and active seniors. Coach parties remained important as filler traffic to keep accommodation ticking over during quieter periods of the year.

He confirmed that the decision of where to stay had been made by the majority of people visiting before they travelled. Therefore advertising at station terminals, platforms and ferry ports would be better targetted at places to visit and things to do rather than places to stay.

Mr Myles suggested that the Town Council could extend distribution of the Town Map into Hampshire to attractions and hotels/B&B's and to ensure its availability at accommodation venues in the Bay area as Sandown and Shankin accommodated the highest number of overnight visitors on the Island. The numbers of visitors staying on the Island for 5 nights or more had increased by 9% whereas those staying on short breaks had reduced by 2%.

Mr Myles made a number of suggestions including that Ryde could have its own page on the VisitIW website but would need ideas of what to populate the page with. Also the advertising on posters site at various locations including Gunwarf. Mention was also made of using social media including bloggers and influencers. He agreed to put the Town Council in contact with the Partners Manager at SWR to look at poster sites along the rail network.

The Chairman thanked Mr Myles for his time and for his helpful contributions.

Given that some members of the working party had other commitments to attend the Clerk agreed to email and update members on current marketing projects and initiatives.