

Wigtown

Business Actions

- Look at www.tourism-intelligence.co.uk
- Mystery shopping
- Start feedback cards ask 'what else can we do'
- Mystery visit to town- can we work with another town?
- Can we transfer discount?
- Customer feedback slip on tables
- Group collaboration
- Brochures for guests on request
- Email in advance of stay any activities on locally
- People always remember the negative not the positive
- Email follow up
- Discuss improving the performance of catering businesses in the Machars with Chamber of Trade & Whithorn/Wigtown
- Prepare customer feedback form
- Get feedback for a service possibly a form
- Mystery shopper eg Chamber of Commerce
- Welcome back note. Email/card just before arrival, cards on returners, likes, dislikes etc
- Look up Gems of Midlothian
- Notice board in car park explaining view across loch
- Install answerphone in centre
- Info board to explain view you see etc
- Answering machine for out of hours

Collaboration Ideas

- Exchange visits
- Exchange leaflets & host events
- Info & leaflets in each other's establishments
- Be more aware of what's on offer at other places, help move visitors around the county
- We need to get to know each other to share information to pass on to visitors
- Tourist info relating to Galloway must be at Gretna
- Use growth fund better
- More constituted groups in Dumfries & Galloway
- Look at mystery guest/visitor programme
- Buying group
- Travelling exhibition & accommodation pack
- A smile costs nothing!