

## Number and Type of Tourist information Enquiries 2013

### 1. Volunteer Bureau – Town Hall

1.1 Since May 2013 the volunteers have been formally recording the number and the type of enquiry they receive and the questions asked. The nature of TIC enquiry was not recorded at the beginning, only that it was a TIC enquiry. However the subject of the enquiry is now logged.

311 tourist information enquiries were recorded. Taken from the volunteer bureau information, a breakdown of the enquiries is shown in the following table:

Table 1. Summary of type of enquiry

| Subject of enquiries  | No. of enquiries |
|---|------------------|
| B & B accommodation   | 2                |
| If TIC returning to Town Hall   | 2                |
| Councillor checking to see if they were stocking tourism leaflets correctly | 1                |
| Gift shop   | 8                |
| Maps  | 16               |
| Other destinations  | 5                |
| Attractions information   | 13               |
| Events information  | 12               |
| Postcards   | 10               |
| Group Visit   | 1                |
| General tourist information/leaflets  | 20               |
| Where is TIC  | 30               |
| Type of enquiry not recorded (therefore assume general enquiry)             | 95               |
| Incorrectly listed as a TIC enquiry   | 25               |
| Listed as TIC enquiry but with no subject detail                            | 71               |
| <b>TOTAL</b>  | <b>311</b>       |

1.2 In October 2013, new leaflet racking was introduced at the museum and the leaflet carousel was moved to the Town Hall to stand in the foyer by the door. This is stocked with Maidstone specific attractions and events leaflets.

1.3 As a result the number of enquiries has reduced greatly. There have only been 32 recorded enquiries October – December. These were mainly for gifts and cards and specific attraction information not on display.

1.4 The number of enquiries for the location of the TIC has also reduced. On further investigation it appears that TIC location enquiries come mainly from local residents who thought the TIC was still there. Visitors appear to be looking at the new pedestrian signage that was installed between May and October and following those directions. (The 2<sup>nd</sup> monolith with the map was installed on the lower High Street ready for the opening)

### 2. Visitor Information at the Museum

2.1 The total number of visitors to Maidstone museum is recorded. The number of specific tourism phone calls, email enquiries, web visits and holiday guides sent out by the team at the museum are recorded.

Table 2. Tourist Information Enquiries Jan – December 2013

| Enquiry via:                                       | No. of visitors/ enquiries |
|--|----------------------------|
| Total Museum and Visitor Information               | 70,411                     |
| Tourist Information phone enquiries                | 4,244                      |
| Tourist Information Email enquiries                | 291                        |
| Brochure requests via website                      | 975                        |
| Brochure requests via advertising                  | 8,390                      |
| Total visits to visitmaidstone.com                 | 273,428 (up 25%)           |
| Unique visits                                      | 233,707                    |
| Page views   | 723, 960                   |
| Percentage visits viewed on table or mobile device | 46%                        |

2.2 Visitor Information at the museum generates income through a number of services including sale of tourism souvenirs, guide books and commission through tickets sales. There were over 7700 souvenirs and tourism services purchased.

Table 3. Income generating Tourist Information Jan – Dec 2013

| Tourism Tickets Sales, Services and Retail Sales | No. of items purchased |
|--|------------------------|
| Guide books and maps                             | 218                    |
| Maidstone & Kent souvenirs                       | 4,855                  |
| Postcards  | 2,178                  |
| Coach tours and holidays                         | 98                     |
| Maps   | 74                     |
| Theatre tokens                                   | 116                    |
| Guided walks                                     | 30                     |
| Kent produce                                     | 103                    |
| Ticket sales for external events                 | 30                     |