

CITY AND COUNTY OF SWANSEA

MINUTES OF THE ECONOMY & INVESTMENT CABINET ADVISORY COMMITTEE

HELD AT CHAMBER MEETING ROOM, CIVIC CENTRE, SWANSEA ON
WEDNESDAY, 4 FEBRUARY 2015
AT 5.00 PM

PRESENT: Councillor J C Bayliss (Vice Chair) Presided

Councillor(s)	Councillor(s)	Councillor(s)
J C Bayliss P Downing	C R Doyle P Lloyd	B G Owen G Owens

Officers:-

S Hopkins - Tourism and Marketing Manager
F Jenkins - Strategic Manager, Culture Tourism,
Marketing and Events
J Tinker - Democratic Services Coordinator

17 **APOLOGIES FOR ABSENCE.**

An apology for absence was received from the Chair, Councillor N S Bradley.

18 **DISCLOSURES OF PERSONAL AND PREJUDICIAL INTERESTS.**

In accordance with the provisions of the Code of Conduct adopted by the City and County of Swansea, no interests were declared.

19 **MINUTES.**

The Minutes of the Meeting of the Economy & Investment Cabinet Advisory Committee held on 12 November 2014 was approved as a correct record.

20 **OVERVIEW PRESENTATION REGARDING DESTINATION MANAGEMENT PLAN.**

Steve Hopkins, Tourism and Marketing Manager and Fran Jenkins, Strategic Manager Culture, Tourism, Marketing and events gave a presentation regarding the Destination Management Plan.

The importance of tourism was outlined and why there was a need for a Destination Management Plan. The Tourism Scrutiny Panel had identified the reasons why people came to Swansea which included:

- Beauty
- Premier league
- Landscape
- Gower
- Dylan Thomas
- Mumbles

Key elements of the survey results were highlighted together with the aspects which were considered important and those which were not considered as being done well and these were the main focus. However, 97% of visitors between March and September had had an enjoyable experience. The key findings of the Scrutiny Tourism Panel, in respect of vision was 4 Strategic Themes:

- Working together
- Driving quality
- Tackling seasonality
- Ensuring sustainability

Future challenges included:

- Continuing to raise awareness
- Building of existing working relationships
- Conducting large scale research
- Quick win projects

It was stated that another survey would be carried out in March and it was considered beneficial if the results of the survey would be submitted to this Committee. It was considered important that the reasons be analysed why visitors did not want to come to Swansea. It was suggested that a presentation be given to a future meeting regarding the marketing of the Destination Management Plan.

AGREED that:-

- (1) A link to the Destination Management Plan be emailed to all members of this committee.
- (2) Feedback from the survey and a presentation regarding the marketing of the Destination Management Plan be added to the workplan as items for future meetings.

The meeting ended at 6.00p.m.

CHAIR