

BUSINESS NEEDS AND SUPPORT

During the Tourism review a business survey was also sent out with media releases encouraging businesses (non members as well as members of Cotswolds Tourism) to complete: 90 responses were received.

Questions looked to discover: if businesses were members of the Destination Management Organisation; their reasons for being/not being members; the services they valued; how they felt about the support they have received during the pandemic; their key markets; and their future training needs.

Main findings include:

- Top benefits of membership were all digital (inclusion on Cotswolds website and social media channels), closely followed by aspects of business support (networking opportunities and member updates)
- All aspects of support during Covid were rated positively, especially ‘general updates’ (77% rated helpful or very helpful) and updates on regulations (73%)
- When asked “what areas of training or support you feel your business and you would benefit from?” the top five answers (out of 13 options) were all digital:
 - Digital marketing - Social media (70%)
 - Digital marketing - Website training – SEO, content, images (66%)
 - Digital marketing – Maintaining customer contact (61%)
 - Digital marketing - Managing online reputation (52%)
 - Online booking & distribution (50%)
- Other training needs included:
 - Making my business more accessible (48%)
 - Green tourism and sustainability (43%)

The first outcome of the business survey has been the design of a proposed programme of on-line digital training for businesses, due to go live at the end of March 2021.

Training Provider 1:	Training Provider 2:
1. Email marketing	1. Making connections with influencers
2. Google analytics	2. Increasing overall visibility
3. SEO	3. Images
4. Social media strategy and content plan	4. Social media audit
5. Social media hashtags	5. Social media basics including how to schedule, great content
6. Social media scheduling	6. Sponsored social media ads
7. Social media insights	7. Social media strategy planning
8. Investing in your website (*subject to agreeing a price)	8. Marketing plans
9. Benefits of blogging (*subject to agreeing a price)	9. TripAdvisor
	10. Websites