

WHO IS YOUR CUSTOMER?

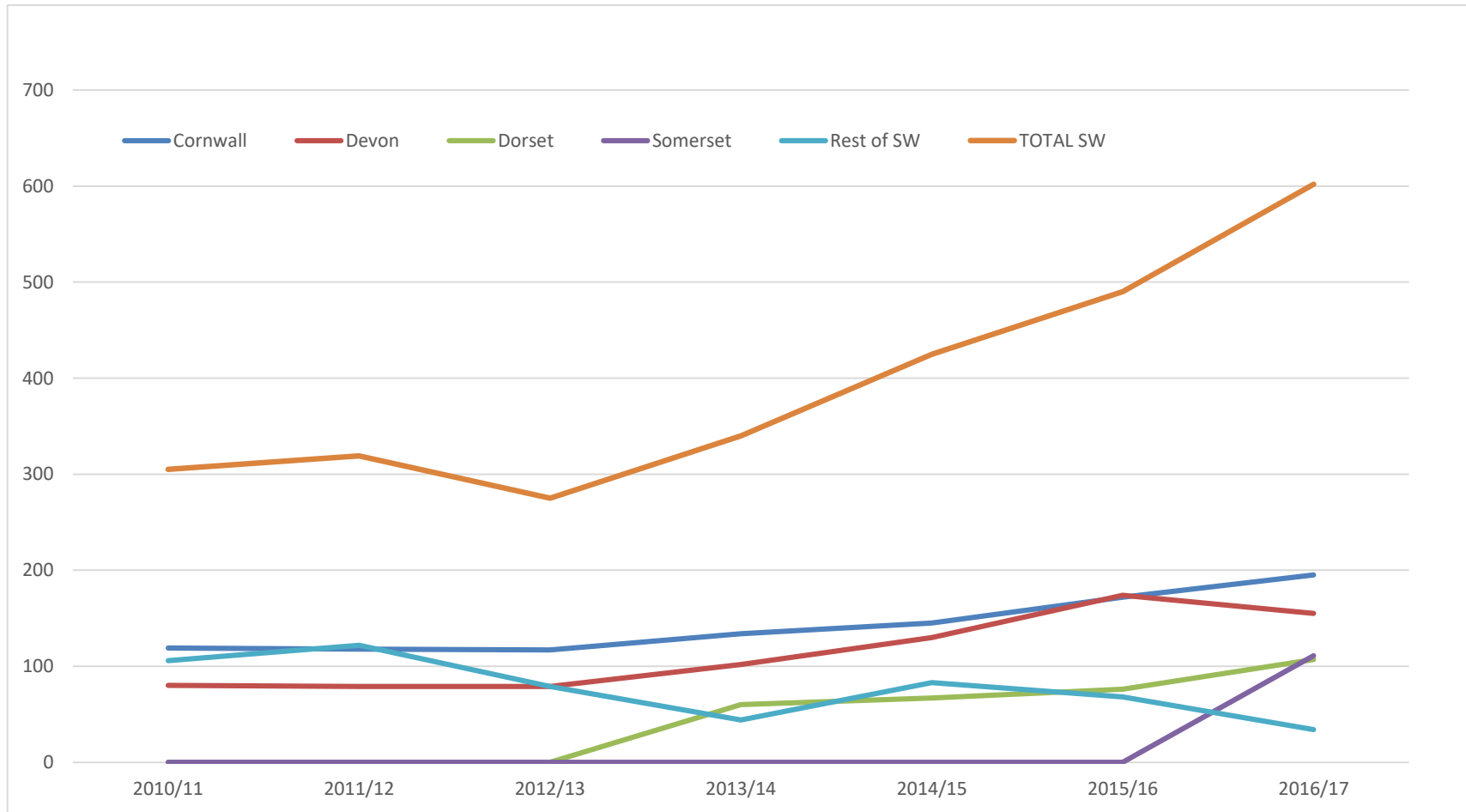


Tourism Awards - The Customer



- ❑ Businesses that aspire to being 'the best'
- ❑ Want recognition
- ❑ And Feedback

Tourism Awards – entries



West Country Tourism Conference - The Customer



- ❑ Businesses that want to keep in touch with the latest
- ❑ To be inspired
- ❑ And informed

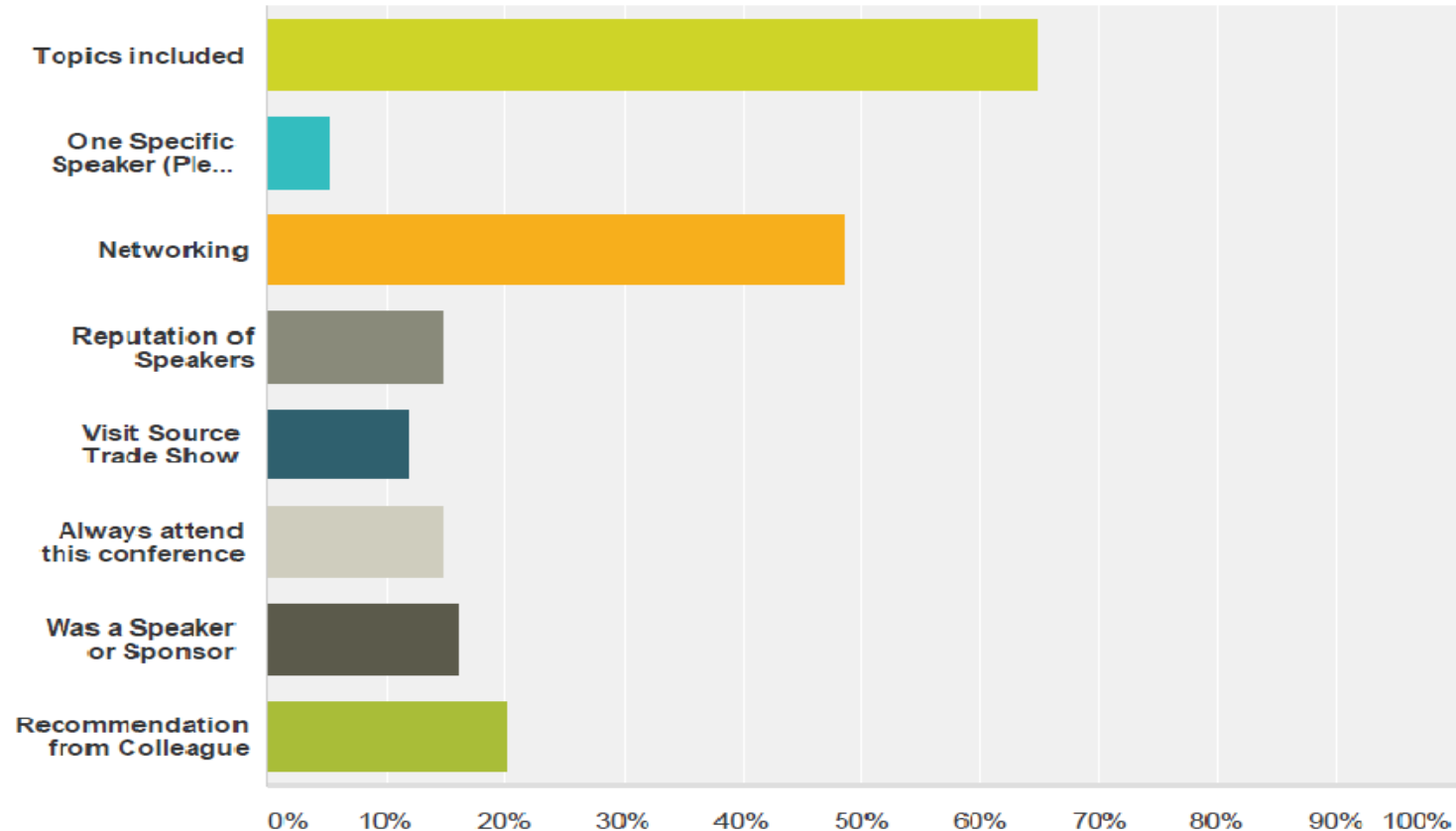
West Country Tourism Conference

– What delegates say



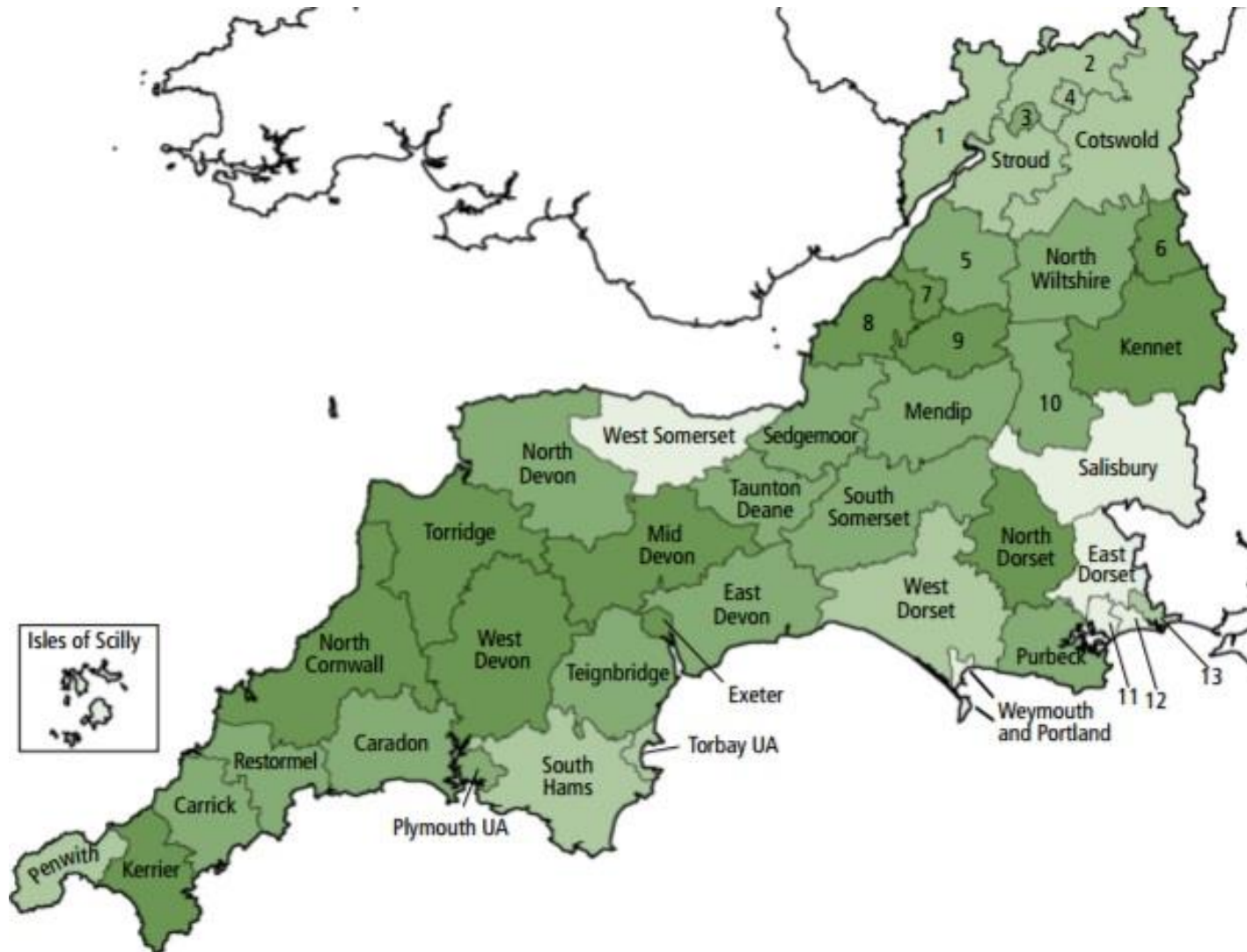
Please tell us why you attended the Conference? (tick all that apply)

Answered: 74 Skipped: 0



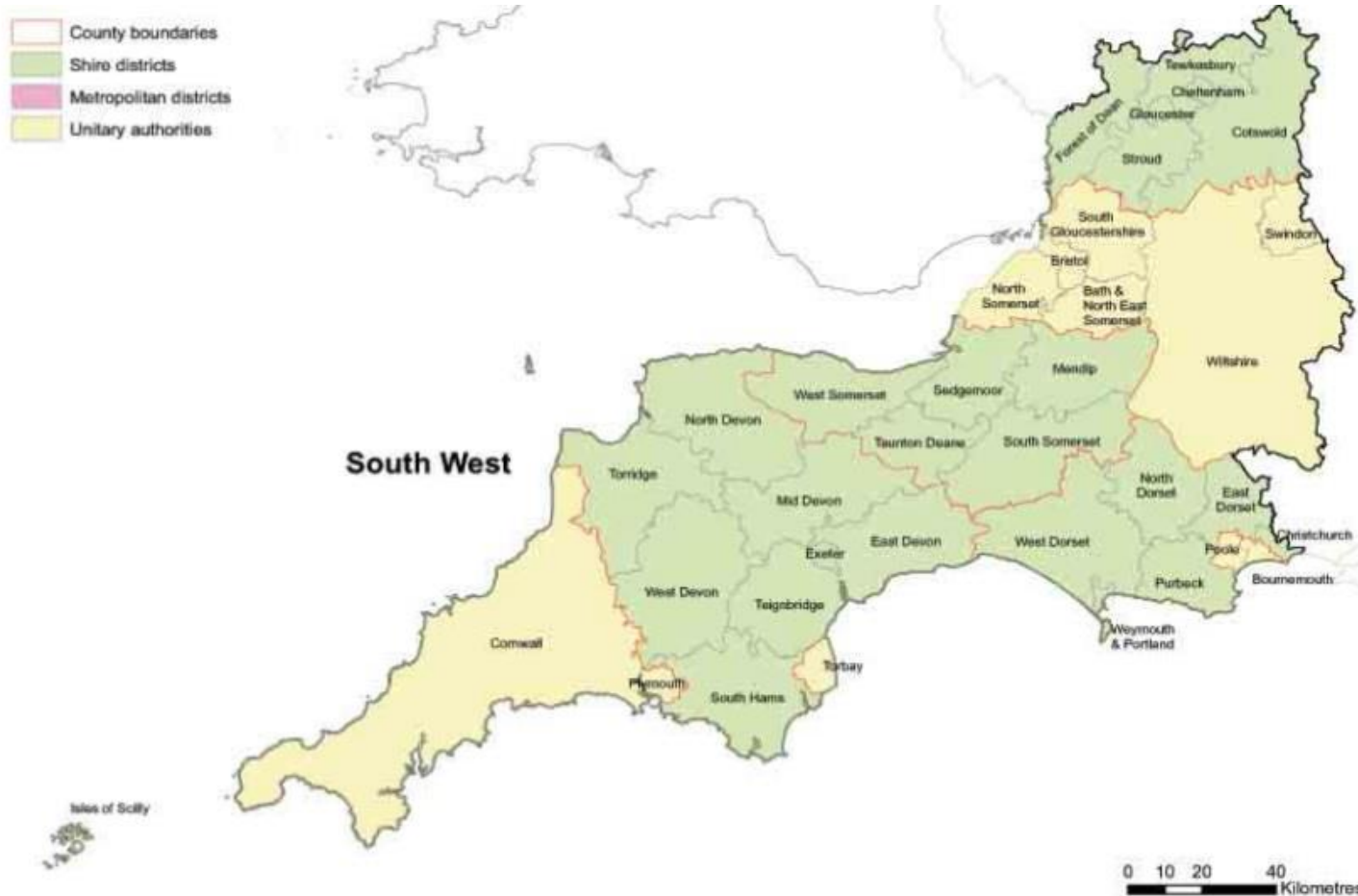
The professional organisation
for anyone working in tourism
destination management.

20 Years Ago



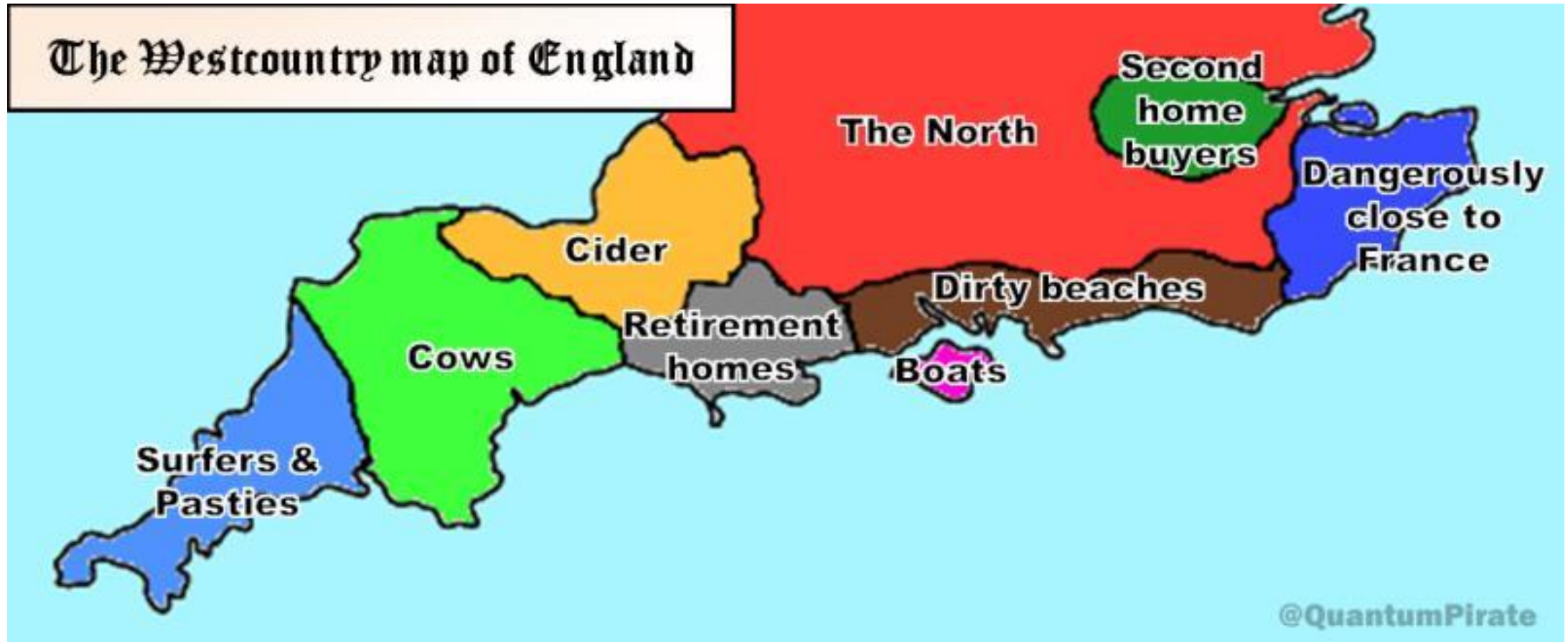
- 55 local authorities
- Most had tourism officer
- Most members of TMI

Now



- Fewer LAs
- DMOs + ATPs
- Reflect destinations better
- Many members of TMI

Or if you prefer ...



In parallel



- ❑ Industry led
- ❑ Educational sector
- ❑ Partnerships

Today's TMI Customer

Destination Management is
now EVERYBODY'S
BUSINESS



Student / Practitioner TMI Forum



- ❑ Students – want jobs
- ❑ Employers – want experience
- ❑ Catch 22
- ❑ Volunteering key

- Growing in membership & diversity
- Student reps
- Growth in affiliated courses
- Work experience / Volunteering initiative
- www.tmi.org.uk

Visit Devon CIC



- Formed April 16
- Industry Board
- www.visitdevon.co.uk just relaunched
- Ambitions for Promotion, Research & Info, Support, Quality, a Voice

Board Members



Rhys Roberts (Chair)	Best Western Tiverton Hotel
Robin Barker	Services for Tourism
Alasdair Cameron	Formerly of Exeter Cathedral
Kate Doodson	Cosmic
Tim Hassell	Illington & Thurlestone Hotel
Liz Hore	Victoria Inn
Andrew Leadbetter	Devon County Council
Rick Turner	The Big Sheep
Simon Fishwick	DATA & Company Secretary
Sally Everton	Sally Everton Associates
Tanya Bellingham	Plymouth University
Alex Graeme	Devon Unique Tours
Josh McCarty	National Marine Aquarium

... All TMI
members or
Prospects



THANK YOU