



More than A to B

10 Tips for Providing Better Travel Information to Your Visitors

South West Tourism

South West
England

southwesttourism 
The Regional Tourist Board for the South West of England

Why Provide Better Travel Information?

You can't have tourism without travel and, being unfamiliar with an area, the value of good travel information is all the more important.

The experience of travelling from home to your business is the first experience in a visitor's trip and as we all know first impressions count. Within the destination, visitors will often look, not only for ideas of what to do, but how to travel around.

Travel is also important in terms of tourism's impact on the environment and local residents. Providing visitors with information that makes them aware of the full range of travel options can open up opportunities for visitors who don't have access to a car and encourage lower impact travel.

Of course, many areas in the South West are not well served by public transport, but even then there are opportunities to help visitors enjoy what is on the doorstep of their accommodation, or lower mileage options - all of which helps visitors to have a more relaxing (and lower cost) stay.

Don't forget that it's not just about A to B – the South West has some fantastic journeys which are an experience in themselves.

Here are some ideas to help provide your visitors with better travel information...

Arrival Travel

1. Provide a 'Personalised' Journey Planner

The screenshot shows the 'transport direct.info' website interface. The main navigation bar includes 'Homepage', 'Plan a journey', 'Find a place', 'Live travel', 'Tips and tools', and 'Login'. A sidebar on the left lists various travel services like 'Door-to-door journey planner', 'Find a train', 'Find cheaper rail fares', etc. The main content area is titled 'Door-to-door journey planner' and contains a form for entering travel details. The 'From' field is empty, and the 'To' field is filled with 'Salford Lads Club', which is circled in red. Below the location fields are date and time pickers for 'Leave on' and 'Return on'. At the bottom of the form, there are checkboxes for 'Public transport' and 'Car route', and buttons for 'Advanced options', 'Clear page', and 'Next'.

Transportdirect.info is the leading website for planning journeys by public transport & car.

Create a link with your location pre-set (see example) so that the visitor simply needs to state their start location. Use “An Easy Way for Visitors to Plan Their Journey” to set up a link.

Other features include: cost comparisons, a day trip planer, nearest car park locator & live traffic news for all modes of transport.

Arrival Travel

2. Help Your Visitors Avoid Jams



HA Info Line:
08457 504030



Help visitors avoid the stress of traffic jams by making use of the Highway Agency's resources:

1) HA Info Line – Visitors can speak to advisors with the latest traffic data. Suggest visitors add it to their mobile

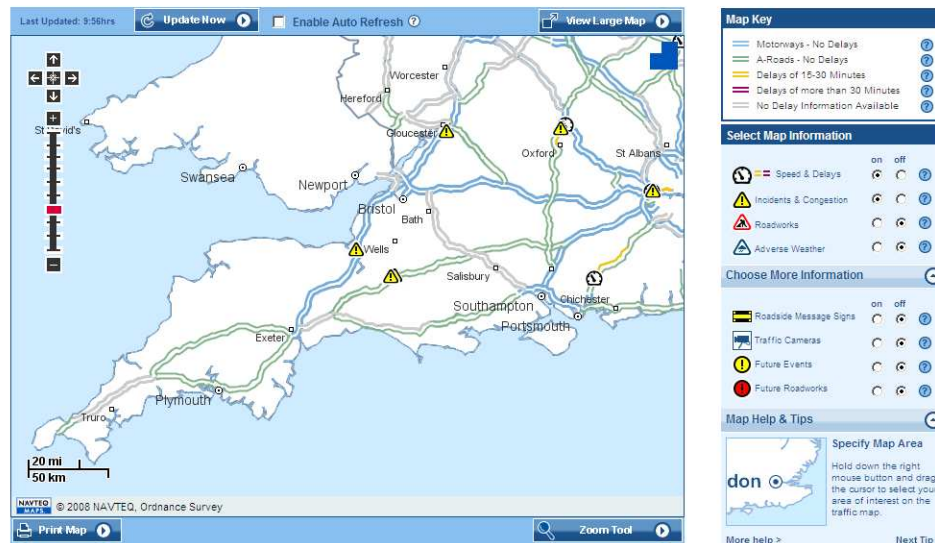
2) Highways.gov.uk/traffic – The site to check before leaving

3) Traffic Radio – A DAB station

Due to funding issues, publication of the 2010 edition of the Summer Getaway Map is currently on hold.

As soon as there is any change in this situation, businesses will be alerted through South West Tourism's "Tourism Industry Newsletter". To sign up, [click here](#)

This page provides you with an overview of the current traffic conditions on England's motorways and major A-Roads.



Arrival Travel

3. Think Ahead to Encourage Public Transport



You may want to consider promoting a discount, bonus or pick up service to attract visitors to come without their car.

If so, remember that they will also need to know *in advance* that there will plenty of options of things to enjoy without a car.

Provide this information on your website and in pre-arrival information to ensure your visitors can make an informed choice.

Arrival Travel

4. Help to 'Bridge the Gap'

The screenshot shows the traintaxi website interface. At the top left is the traintaxi logo and the text "the guide to taxis serving all train, tram, and underground stations in Great Br". Below this is an image of a train and a taxi. A search box contains the text "please enter the name of your station" and "wareham" with a "submit" button. Below the search box is a prompt "or click on the first letter of your station name . . ." followed by two rows of alphabet buttons (A-M and N-Z). An arrow points from the search box to a results page for "Wareham". The results page lists local operators: "Stallin Cars" (01629 650125), "Rehards" (01629 656676), and "Mike" (01629 650094). It also includes advice on using Transport Direct and a link to a "disabled page". A sidebar on the left contains navigation links: "check for taxis at a station", "download the traintaxi guide", "all about the traintaxi project", "feedback", and "homepage".

Many tourism businesses are a few miles from a station, but not well served by public transport.

Traintaxi.co.uk allows the visitor to discover which taxi companies serve your station.

Hire car companies can also arrange pick up/ drop offs from major stations allowing the visitor to do their main journey by train, but then have the flexibility of a car in the destination area.

Arrival Travel

5. Cut the Costs & Crowds of Train Travel



Help visitors forget the commuter train and rediscover the romance of rail!

Highlight that advance booking creates significant savings *and* guarantees a seat – vital for travelling on a Friday afternoon.

Link to 'The Man in Seat 61' website (www.seat61.com) – it includes a UK section with hundreds of tips, including how to get a cheap ticket.

Don't forget to promote First Great Western's 2 for 1 offers for train travellers and, if you are in Cornwall, the Night Riviera Sleeper.

Travel in the Destination

6. Make the Most of Your Local Attractions

Dyrham Park
(5 minutes drive away) National Trust property. Details supplied from The National Trust web site: www.nationaltrust.org.uk

Gardens open all year – house is on **mansion, garden and deer park**

- William and Mary mansion near
- Lavish 17th-century collection
- Victorian domestic quarters g
- Elegant formal gardens, wood
- Film location for *Remains of the*

Willsbridge Mill
(8 minutes drive away) Details su www.forestofavon.org.uk/willsbri

Telephone 0117 932 6885 or email

Set in a peaceful valley on the edge Corn Mill and Long Barn, located with education programmes, out-door cla learning about nature and simply en

Opening Times – The Nature Reser on School days and for specific even

Wildlife – This green oasis, which w wildlife habitats – woodland, ponds, running along the fast – flowing Sist badgers, and bats.

The Wick and Golden Valle
(8 minutes drive away) details sup

You can see the Peregrine Falcons in the Quarry. The Wick Golden Valley Local Nature Reserve (LNR) is an important and unique place. There are few reserves in South Gloucestershire with such a diverse habitat

Awards

You are here: [Home](#) > [Things to Do](#) > 2-20 Mins

2-20 Mins

Places to go and things to do within 20 minutes driving distance from Dyrham Park...

Whilst on holiday in this beautiful part of Cornwall, if you find hidden gems that other visitors won't see, please add them to our web site.

Kartworld
Go Karting - open all weather

Just off the A38 near Liskeard is Go Karting at Kartworld. It's a fun place to visit for all w of age groups.

Telephone 01579 347229
Postcode PL14 3PJ

Cotehele & Cotehele Mill - National Trust

Cotehele is just off the A388 towards Calington and just past St Mellon. It is the media furniture, armour, rich hangings and tapestries. It is a lovely estate with riverside and w watermill, with stoneground flour for sale. It has a river quay with Edgcombe Arms tea

Things to Do

- Events 2009
- Food and Drink
- Beaches
- Local Walks
- China Fleet Club
- Rame Peninsula
- Eden Project
- 2-20 mins Drive
- 20-40 mins Drive
- 60 mins Drive

Most visitors arrive by car and much accommodation is not well served by public transport.

However, you can still have a big influence on visitor travel by:

- Promoting things to do 'on site'
- Focussing your list of things to do on 'attractions'/ locations that are within walking distance, or only a short journey.
- Focussing on places where the visitors will be able to spend a good length of time can also help in lowering mileage & increasing relaxation.

Travel in the Destination

7. Let the Experts do the Hard Work



Providing timetables is useful but can still be complicated.

Why not promote the Traveline number to your customers and encourage them to add it to the 'contacts' on their mobile phone for when they are out & about?

Operators can provide all the information they need to get from A to B by public transport (including places where buses will stop that are not 'official' bus stops).

Lines open 0700 – 2200.

Calls cost 10p per min plus any network charges

Travel in the Destination

8. Jump Aboard!



Few businesses would recommend something to their customers that they haven't tried themselves. So why not discover what options are on offer from your business – both within walking distance & by public transport.

There's nothing like first hand experience to know what works well (and doesn't).

You can then promote these ideas as your 'favourites' – a lot more engaging than a timetable.

Travel in the Destination

9. Sell the Experience



The South West has some excellent journeys that can be as much an experience in themselves as a way of getting from A to B.

These added benefits could include spectacular (and unique) views, unusual means of transport, or simply the opportunity to enjoy a drink!

Travel in the Destination

10. Flag Up the Offers



As well as First Great Western's 2 for 1 offers (see Tip 5), there are a number of other special offers that can help save money:

- Groupsave – 3 or 4 people can travel off-peak by train for the price of two
- Plusbus – Adds bus travel to your train ticket.
- Day/ multi day 'ranger' tickets for buses and trains can be useful – both the Cornwall & Bristol/ Bath areas have a combined 'ranger' ticket covering both modes

South West Tourism (SWT)

South West Tourism is the independent strategic regional body for tourism, mainly funded by the South West of England Regional Development Agency.

Role of SWT:

- The leader and voice of tourism at regional level
- To provide intelligence, knowledge, advice, and promote best practice, in business operations, skills, quality and welcome
- The custodian of the regional tourism development strategy and regional tourism development plan
- To provide expert advice and guidance which facilitates wise and targeted investment in tourism infrastructure and development
- By working with “beacon businesses” to support tourism development in the region through T2015 Action Programmes, which tackle pan regional areas of weakness and opportunity
- To facilitate the continuous improvement in how the appeal of the region, the tourism experience themes and its destinations are communicated and promoted to our existing and potential visitors.

