



# First Year Tourism Degree Student Feedback: Visitors



# Matlock Bath Visit Experience

- Day visitors – mainly 50+ and families from within 50 miles radius on a repeat visit
- At the Heights of Abraham the visitor was more diverse and came from a wider radius and were visiting the Peak District
- Visitors to Heights of Abraham were not always aware they were in Matlock Bath
- Spending mainly on parking and lunch (mostly fish and chips)
- Activities – going for a walk, shopping (Masson Mill) visit an attraction (Heights of Abraham primary, Mining Museum secondary)
- It's a friendly place to visit
- Attractions are well managed
- Is there a Chamber of Commerce?



# Students' perspectives

- Many are repeat visitors
- Want more to do for families that is affordable
- Better retail experience
- Some visitors were not aware of what was on offer in the destination
- More information in the destination
- More information on the heritage and culture of the destination
- Signage
- Parking was an issue – parking was over priced, visitors limited their stay by parking restrictions
- Destination is made up of a variety of activities but do not work together as a destination
- Many respondents appear happy to be in Matlock Bath
- They like a discount voucher
- There is a need for a wet-weather experience indoors
- More diverse food offer and maybe they are also looking for a variety of dining experiences



# Students' Reflections and Skills Building

- Interpersonal skills
- Communication skills
- Organisational skills
- Team work
- Assessing a destination
- How to improve a destination
- British holiday culture



# Business Focus Group : Common Themes

2<sup>nd</sup> Year Team : Ainsleigh, Rheann, Seana, Shannon

1. Collective voice is needed to establish a community voice.
2. Better sign posts around Lovers Walk and the village.
3. Creating a way for visitors to learn and interact with the history of Matlock Bath.
4. More community events linking to seasonality to obtain a constant tourist flow.
5. Potentially better advertising.
6. Develop a better marketing mix to resolve the issues above.
7. Find a way to target international and European visitors.
8. Resolve the parking issue.
9. Encouraging tourists/ day visitors to stay and not just drive through.
10. To ensure the community works together.

