

A large, light purple illustration of a coach is positioned on the left side of the slide, showing the front and side profile of the vehicle.

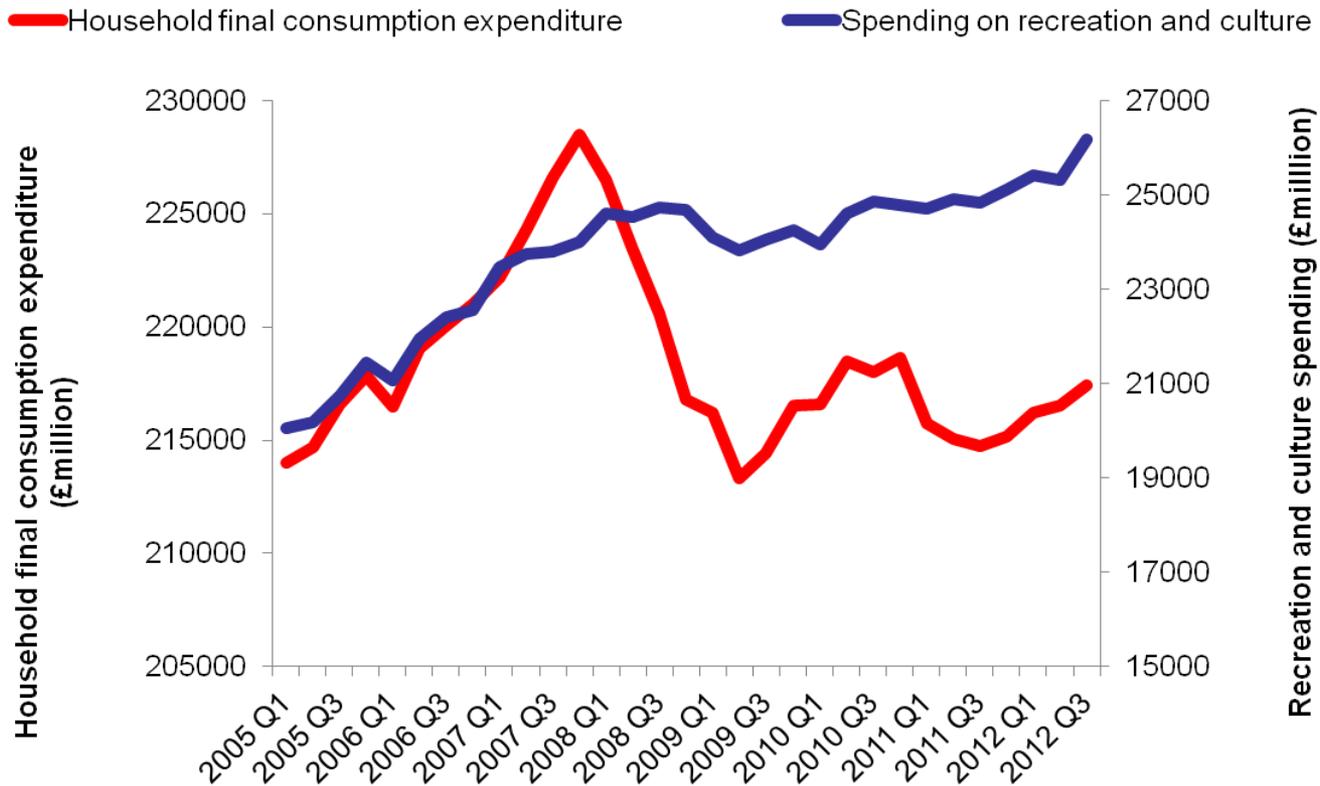
CPT's Coach Friendly Scheme

Wiltshire Association of
Visitor Attractions

The UK Coach Industry

- In 2014 there were an estimated 5 million overnight holiday trips involving coach/bus travel at home and abroad and the total value of all expenditure on these holidays was estimated to be almost £1.6 billion
- In 2014 just over 3 million domestic holidays involved coach/bus travel and total spend on these holidays was estimated to be £835 million.

Tourism Spend



Daily Mail Survey

- 16% of all surveyed said they had never taken a coach holiday but would definitely consider it.
- This equates to 1.6 million potential customers!!**



CPT's Coach Friendly Scheme



cpt
coach
friendly
status



towns, cities & villages



- A number of years ago, in an effort to raise the profile for coaches and highlight the importance and necessity for them to have adequate access to Towns, Cities and Attractions, CPT introduced the concept of Coach Friendly.

CPT's Coach Friendly Scheme

Recipients of this prestigious status have been:

- 2003** Rochester (Medway)
- 2004** Stratford-upon-Avon, Windsor, and Southport
- 2005** Salisbury and Scarborough
- 2006** Eden Valley
- 2007** Chester
- 2008** Bury
- 2009** Lichfield City and Alnwick Castle and Town
- 2010** Ironbridge "World Heritage Site"
- 2011** Cardiff City, Liverpool and Coventry City
- 2012** Shrewsbury
- 2013** Chesterfield
- 2014** Devizes, Burnham-on-Sea and Llandudno
- 2015** Perth
- 2016** Bournemouth, Blackpool, Betsw y Coed, Conway

NEW FOR 2016!

cpt
coach
friendly
status



visitor attraction



CPT's Coach Friendly Scheme

VISITOR ATTRACTIONS

- The scheme has been designed to;
- ‘recognise and reward visitor attractions that demonstrate a commitment to welcoming coaches and groups’
- encourage and guide those attractions that are not currently fully ‘coach friendly’ to improve their offer
- be promoted as being a way to raise standards across the coach tourism industry for the benefit of coach operators and visitor attractions
- Nominations are welcomed and encouraged from members of the coach tourism industry, including Drivers, Couriers, Tour Guides and Tourist Coach Operators. Attractions may of course nominate themselves.

CPT's Coach Friendly Scheme

VISITOR ATTRACTIONS

- Dedicated and easy-to-find group/coach page/information on website
- There must be clear evidence that the Attraction welcomes coaches and consults with local bodies and the industry on issues relating to coaches i.e planning, traffic etc
- Clear directional instructions and signs for visiting coaches.
- Dedicated, adequate, ideally free coach parking (and policed to avoid misuse by other vehicles)
- An on-board Coach Welcome
- They must provide, through literature and/or via the internet, a comprehensive tourism proposition.
- Adequate facilities for group comfort (toilets, refreshments, waiting areas etc).
- Coach and drivers facilities
- Facilities to handle disabled coach passengers
- A named representative(s) who can be contacted or on hand to deal with difficulties and an agreed system to resolve conflicts and complaints.
- Consideration of an on board thank-you and a wave away

CPT's Coach Friendly Scheme

VISITOR ATTRACTIONS

THE ASSESSMENT

- An assessment strategy for anyone wishing to participate in this process will follow strict judging criteria.
- The initial assessment will be based primarily on website analysis and existing literature, backed up by a phone call, photos and operator feedback. Where a personal visit appears necessary this would be undertaken by CPT and possibly their Regional Managers.
- Final judging to take place by the panel at CPT Headquarters.

CPT's Coach Friendly Scheme

VISITOR ATTRACTIONS

THOSE AWARDED THE STATUS WILL RECEIVE:

- Dedicated profile page on the new Coach Friendly website (www.coachfriendly.co.uk) managed by the holder of the Status with space for town/city to promote themselves to coach operators and drivers
- A framed Certificate confirming the status
- Hyperlink to their own Website
- Supply of Coach Friendly leaflets which can be personalised and used to promote themselves to tour companies/guides, coach operators and drivers
- Unlimited use of Coach Friendly logo online and in print

CPT's Coach Friendly Scheme

cpt
**coach
friendly
status**



towns, cities & villages



cpt
**coach
friendly
status**



visitor attraction



CPT's Coach Friendly Scheme

Any Questions?









