



Birmingham Heritage Week 2018 - Debrief

Positively Birmingham Walking Tours

Introduction

We were pleased to participate in Birmingham Heritage Week for the third year running in September 2018. We took the opportunity of launching: 'Tour No. 3 Discovering Birmingham'.

Here we review our efforts to enable us to both for the benefit of Heritage Week and also to consider how to build on our experiences and take our 'tourism offer' forward. Last year as well as launching Tour No. 2 we trialled the audio units – these have been a success and our new Tour 3 works on offering a very different tour utilising key strengths of the audio system.

Tours on Offer

Initially we put up more tours culling them down a bit if they did not have any bookings 2 weeks out.

Day	Tour 1 Canals, Georgians, Victorians and C20th	Tour 2 In the footsteps of Burne- Jones	Tour 3 Discovering Birmingham
Friday 7th			19 (4 VIP)
Sunday 9th			25 (2 VIP)
Tuesday 11th			10
Wednesday 12th		10	
Friday 14th		10	
Saturday 15th	26		
Sunday 16th			20 (1 VIP)
Totals	26	20	74

Table 1: Bookings for Birmingham Heritage week

Origins of 'Tourists'	2017 No.	2018 No.
Local Birmingham	64	61
West Midlands	23	17
Rest of UK	12	25
Europe	3	8
Rest of world	3	2
VIPS (BCC, Hotels, Tourist sites)	7	7
Total	112	120

Table 2: Where did our participants come from?

We offered a free place on Tour No. 3 for those in tourism marketing and also hotel and tourist venue front of house staff. A total of 7 people took up this offer.

Marketing Our Tours

Newsletter: We produced this especially for Heritage Week. This was given to hotel receptions and also to people who came on tour as well as being available for download from our website and Twitter and Facebook links. [See Appendix]

Hotels: We visited about 20 hotels with our newsletter. We found, as last year, that very few hotel reception staff were aware the Birmingham Heritage Week. None of them had any information about events for the week. Most hotels were not interested in any leaflets about our tours as they have given away control of leaflet racks to commercial companies. We also emailed our newsletter to hotel reception email addresses.

Twitter and Facebook: Heritage Week staff were on the ball both with their own entries and also reacting to ours. Our Facebook efforts need to improve but Twitter activity is good. Instagram was more used this year and it was good to see positive interaction by @VisitBirmingham on Instagram (though not in other social media).

Media Interaction: We sent out a press release about our New Tour No. 3. This may have been used in newspapers – we have not had time to monitor. It was not picked up by mainstream broadcast media. #BrumHour presenter David Massey came on tour as a VIP and then interviewed us on his show. [Listen here: \(starting at 44 min 33 sec\).](#)

Feedback on our Heritage Tours on Tripadvisor

We use Tripadvisor as our main means of feedback on our tours.

Tripadvisor	Heritage Week Tripadvisor Activity
Reviews on Heritage Week activity so far	15
Positively Birmingham Walking Tours ranking	#2/27 to #1/27 during the week
Ratings	ALL 5*
Comments on Birmingham Heritage Week	A lot of very interesting comments from the public can be read here....

Table 3: Feedback on our Heritage Week tours on Tripadvisor

Summary and Some Ways Forward

- ‘Tour 3: Discovering Birmingham’. It was 6 months in the making but the response of this very different tour has been fantastic. So positive that we are intending to run it on Sunday afternoons through October and November.
- Audio System: Our experience of this is now such that we have incorporated this system in a very positive way and this has been a key success we have built to a high level.
- Our VIP tickets had similar uptake as last year. We made excellent contacts both with senior municipal staff and also media. We will be continuing to offer VIP FREE tickets for front of house tourism and hotel staff into the winter.
- Heritage Week clearly has limited marketing funds. Considering this the website and social media presence was at a high level. However a full marketing communications plan is not in place. We found hotels in particular appreciated our visit the week before Heritage Week – though we could not determine any noticeable bookings on our tours due to this activity.
- We are a small tourist offer in the city but we are clearly fulfilling a need. We need to seek greater support so we can establish ourselves more. In particular while we are #1/27 tour in the city the VisitBirmingham website and social media sites does not link in to us. It was suggested by a senior VIP guest that we should contact West Midlands Growth Company to try and work together on this.

Jonathan Berg, 19th September 2018

Positively BIRMINGHAM Walking Tours



Autumn 2018

New Walking Tour at Birmingham Heritage Week

We are delighted to launch our 3rd walking tour during the 2018 Birmingham Heritage Week. The new tour takes its name from the guide to the city, the *Discovering Birmingham* walk gives a great introduction to the city. It includes lesser explored city centre canals and parts of the Jewellery Quarter

Tour tickets: To download leaflets, check dates/availability and book tickets (£10.60) at:
www.positivelybirmingham.co.uk.

Heritage Week	Tour
Fri 7 th Sep	No. 3: Discovering Birmingham
Sun 9 th Sep	No. 3: Discovering Birmingham
Tues 11 th Sep	No. 3: Discovering Birmingham
Wed 12 th Sep	No. 2: Footsteps of Sir Edward Burne-Jones
Fri 14 th Sep	No. 2: Footsteps of Sir Edward Burne-Jones
Sat 15 th Sep	No. 1: Canals, Victorians & Today's City

Tours start 13.30 lasting 1 ¾ hours

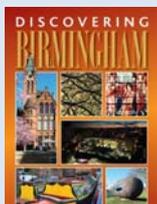
Positively Birmingham – Coffee Table Book



- A real feel for how this city goes about work, rest and play
- 192 pages with around 300 colour photos.
- Best-selling book of the modern city

A great gift and now on offer in Foyles, Grand Central, the Library of Birmingham foyer shop and ICC shop at just £12.

Discovering Birmingham – Guide to the city



- An introduction to the city
- 44 pages including map
- High impact photography
- Great value at just £5 with discounts from the publisher for bulk purchase

Ideal for meetings, recruitment events and many other business uses. Readily accessible stocks kept at Foyles, Grand Central and Library of Birmingham foyer shop, beside the new Tourist Information Centre.

Retail & Trade Enquiries

- If you would like to consider stocking these books do please contact us for trade terms.
- Tel: 0121 765 4114
- info@positivelybirmingham.co.uk

Positively Birmingham Walking Tours

Walking tours will run on Saturday afternoons and selected Wednesdays throughout the winter.

- We are often rated #1 Tour of Birmingham on TripAdvisor.
- Our tours donate part of the ticket price to SIFA Fireside.

Tour No. 1: The canals, Georgian and Victorian Birmingham, 20th Century architecture and today's city, including new developments all around us.

Start/finish: Library of Birmingham.

Tour No. 2: The central area of the city to the Bull Ring. We also consider artist Edward Burne-Jones, whose work we experience on our adventure.

Start/Finish: Birmingham Museum & Art Gallery.

Tour No. 3: Based on the new tourist guide *Discovering Birmingham* and a copy is included in the ticket price (normally £5). **Start & finish:** Library of Birmingham. **Includes exploration of the new Centenary Square once complete in early 2019.**

