



Expert advice for tourism businesses affected by the severe weather

Friday 7 March 2014

Please see below information from Visit Cornwall:

Tourism businesses across Cornwall are being offered expert advice and support in a series of 'Open for Business' conferences organised by **Visit Cornwall** as part of the Government backed extreme weather recovery programme.

Supported by Visit England and Cornwall Council, the conferences have been devised to help businesses that have been directly affected as a result of storm and flood damage, as well as those that have concerns about bookings for Easter and the summer.

Conferences

Local conferences will be held in Truro, Looe, Penzance and Bude, from 9:30am to 1pm with optional one-to-one business advice sessions in the afternoons, at the following venues:

- Truro, Alverton Hotel: Thursday 13 March
- Looe, Hannafore Point Hotel: Friday 14 March
- Penzance, Queen's Hotel: Monday 17 March
- Bude, Falcon Hotel: Tuesday 18 March

Professional advice

The conferences will provide professional advice on a range of topics including:

- Using PR in a crisis
- Effective use of social media
- Visit Cornwall marketing campaign
- Best use of email
- Flood recovery planning
- Getting the most out of Google
- What does your website say?

To book a place

For more information and to book a free place, visit:
www.openforbusinesscornwall.com

The conferences will provide practical advice to tourism businesses and help them to tap into support measures available. With 74% of businesses reporting a 10–20% reduction in year-on-year bookings, it is

hoped the help on offer will boost business in the lead up to Easter. The conferences, paid for by the Government, offer an opportunity for tourism businesses to learn from top class experts in the field and further enhance their marketing know-how, whether they have been directly or indirectly affected by the recent storms.

Visit Cornwall will also be making other help available to businesses directly affected by the recent storms on 25, 26 and 27 March. Depending on the level and nature of requests for support, this may include local workshops, remote support and in-depth face to face business advice.