

EuroGites Autumn Workshop 2013

On-line Travel Agents — Beat them, or join them?

Old Hall Hotel, Buxton

In the beautiful Peak District of England



Join in a broad reaching and in-depth discussion about the Impact of the the World-wide market place on our sector and activity

On-line Tourism Agents (OTA) have an increasing impact on booking and sales. Different to the traditional channel of Tour Operators that had little relevance for micro-services in rural tourism, OTAs are dealing well with this size of business. They compete in the formerly captive market and competence of Rural Tourism associations.

Tuesday 26 November

Arrive in Buxton on Tuesday 26 November. Transfers from Manchester (MAN), Liverpool (LPL) and East Midlands (EMA) will be arranged on a group basis once details are received. Prices for Individual Transfers will be supplied and booked and prices advised.

Book into the Old Hall Hotel (or similar) in the centre of historic Buxton, one of the UK's most outstanding Victorian Spa Towns 30 miles away from Manchester in the stunning Peak District region. Dinner will be arranged.

Wednesday 27 November

Start the day with a real English breakfast in the hotel.

- 1) **Setting the Scene** **10am – 10.45 am**
State of Art amongst the participating delegates - how do they see the OTAs, practical experiences, general vision (*5 minutes max. per participant*)
- 2) **Understanding the Impact – Good for Sales or Bad for Business** **10.45 – 11.30 am**
Presentation from an OTA and an industry specialist (tbd). Then a broad based discussion will take place to understand how the OTA's have impacted our sector of the Market and how they see their role.
- 3) **Local Reaction** **11.45 am – 1.00 pm**
Anthony Climpson, OBE, Tourism Manager of The New Forest.
Anthony is writing a paper on the impact of OTA's for the UK Tourism Alliance. He is also a Sector Leader on the England Tourism Strategy. At a local level he has implemented a "book direct" campaign for The New Forest with great affect and he will be sharing his thoughts.
- 4) **Lunch in the Hotel** **1.00 pm – 2.00 pm**

5) Beat Them or Join Them?

2.00 pm – 3.00 pm

Neil Curtis, Managing Director of Net Visibility will lead a discussion on effective Search Engine Optimisation and ways both to out fox the OTA's and earn more direct income AND how to work with them for effective financial gain.

Speakers and Sessions are still subject to change

3.30pm – late LOCAL FARM STAY VISIT and DINNER

A visit to a leading local Farm Stay property will be arranged subject to daylight and local weather conditions, along with a trip to a local pub, restaurant or similar.



Buxton is one of most popular tourist destinations in the Peak District famed for its natural spring water and Georgian architecture. The town was founded by the Romans who called it Aquae Arnemetiae. It was the fifth Duke of Devonshire who put Buxton on the map with development in 1780s - the centrepiece being the Georgian Crescent.

The University of Derby's Buxton campus is set under the Devonshire Dome which is the largest unsupported dome in the country with a diameter of 174ft and open to visitors. Guided tours, a bistro, fine dining and spa and beauty treatments are available to book. The Old Court House and George Street & Quadrant area is home to a wealth of great places to eat, whilst the Cavendish Arcade features a range of independent boutiques.

The town's magnificent architecture includes The Pavilion Gardens, 23 acres of award winning ornamental gardens including serpentine walkways, play areas, lake & a miniature railway. There is a historic Winter Gardens linking the Opera House with the main complex. The building houses a bistro, Art Café, Gallery in the Gardens, retail area & Tourist Information Centre.

Getting to Buxton

Old Hall Hotel, The Square, Buxton, Derbyshire, SK17 6AG

**Group transfers will be arranged from Manchester (MAN),
Liverpool (LPL) and East Midlands (EMA)**

PUBLIC TRANSPORT

By air

Manchester Airport - train from Airport station to Manchester Piccadilly,
change there for Buxton
Doncaster Sheffield Airport - catch the 707 shuttle bus Airport to Doncaster train station,
every 30 minutes. From Doncaster train station get a train to Buxton - you will need to
change trains at Stockport train station
Leeds Bradford Airport
East Midlands Airport

By road

From the M1 North – Exit junction 29 and follow the A617 to Chesterfield. Then follow the
A619 onto the A6 to Buxton. The hotel is in the town centre next to the train station

From the M1 South – Exit at junction 23a onto the A50 and then A38 towards Derby. In Derby
follow the signs for A52 Ashbourne and then the A515 to Buxton. The hotel is in the town
centre next to the train station

From the South West – Take M5 north to the M6 and exit at junction 15. Follow A500 towards
Newcastle-under-Lyme and then the A53 to Buxton. The hotel is in the town centre next
to the train station

By bus

The Transpeak - which links Derby, Matlock, Bakewell and Buxton every hour, with some
journeys continuing on to Stockport and Manchester

A National Express Coach service also runs from Chesterfield to Heathrow & Gatwick Airports 6
times a day

The Skyline 199 bus from Manchester Airport directly to Buxton, every 30 minutes - £10.10
return (£5.20 single)

By train

Derby train station
Manchester train station
Sheffield train station
Leeds train station
Nottingham train station