**Name:** Files\\Group 2 - Leisure Walking\\Participant 26 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:02.0 | …that is quiet some time | Me |  |  |
| 2 | 0:02.0 - 0:33.0 | Yeah, it is actually. Um. It's one of those things. You don't want to stay too long at one place, but with this job because I've not stayed at the same role, I've kind of continually progressed pretty much every year, so it's kind of like getting a new job everytime [laughs]. Ultimately, it's the same job, but I do the social meia, and now I;m the website manager aswell. So. And we're doing a lot more with Googel maps on our website now. | Participant 26 |  |  |
| 3 | 0:33.0 - 0:37.0 | Okay, so is that, how come Google, is that a choice, or? | Me |  |  |
| 4 | 0:37.0 - 0:55.0 | It's, well a lot of it's down to our developers because they work directly with Google, and it seems to be the almost sort of de facto, you know, if you're providing location information, it tends to be - we tend to use that mostly. | Participant 26 |  |  |
| 5 | 0:55.0 - 0:59.0 | Is that because, I mean I know they have a Map Engine, but is it that they are using? | Me |  |  |
| 6 | 0:59.0 - 1:02.0 | Yeah. It's down to that really. | Participant 26 |  |  |
| 7 | 1:02.0 - 1:03.0 | But is there… | Me |  |  |
| 8 | 1:03.0 - 1:04.0 | ..the integration | Participant 26 |  |  |
| 9 | 1:04.0 - 1:10.0 | Is it, but, when they made the map, is it that that was just the natural choice, or was there a consideration of other things aswell? | Me |  |  |
| 10 | 1:10.0 - 1:18.0 | Er. As far as I know, it was a natural chocie. I'm not too sure about what other options there were. | Participant 26 |  |  |
| 11 | 1:18.0 - 1:33.0 | Yeah, no, I mean that's obsolutely - I find quite intersting when people like the Metropolitan Police use Google, where really you think they shodul be using the state. You know, you would imagine they would use Ordnance Survey, but... | Me |  |  |
| 12 | 1:33.0 - 1:38.0 | Yeah, it's funny. Because really, I suppose before Google Maps wasn't as accurate. I mean the Peak District didn’t really exist on it up until about two years ago. Yeah. | Participant 26 |  |  |
| 13 | 1:38.0 - 1:41.0 | Where now it's all…? [gestures at full with hands] | Me |  |  |
| 14 | 1:41.0 - 2:03.0 | Yeah. Because I was all, er, I was like "Fucking hell, where's the Peak District?" so I got onto it, and it took about six month to get around because the, er, development team for Google Maps is all in Florida or something, and they were all like "oh, we, we, we'll sort something out" [made them sound laid back] eventually got something. | Participant 26 |  |  |
| 15 | 2:03.0 - 2:06.0 | And did you have to sort of send them a spreadsheet, or anything? | Me |  |  |
| 16 | 2:06.0 - 2:22.0 | Yeah, I had to send them a - what did I send them now? - I think I sent them an Ordnance Survey map actually. I sent them something that wa likse "here you go - here’s the proof! The Peak District is a place, it's a thing!". It had the green shade, but there was no labelling or anything on it. | Participant 26 |  |  |
| 17 | 2:22.0 - 2:32.0 | That's, well, they are. Well, they are - just going back to that, I mean that's fascinating - did they have anything on there, like businesses or anything at all? | Me |  |  |
| 18 | 2:32.0 - 2:46.0 | Er, at that point - nothing. No. I mean there was addresses, but nothing. I mean like now, you can zoom in and you can see all businesses and everything, but that's really kind of snowballed in the last couple of years hasn't it I suppose. | Participant 26 |  |  |
| 19 | 2:46.0 - 2:59.0 | Yeah, and that one - is that, I mean obvioulsy you can put that onto maps as an individual with Google, but is that - do you think that is down to individuals, or is that a big dataset going into there and is it sort of… | Me |  |  |
| 20 | 2:59.0 - 3:22.0 | Um, I think it was sort of the latter. Um, I don't honestly know actually? Well, I'm assuming it was, it had possibly just been missed off their list 'cause I think they kind of just broadbrush things first and then drill-down into the detail, and then obviously the Peak District still wasn't quite as famous as we'd like. | Participant 26 |  |  |
| 21 | 3:22.0 - 3:25.0 | As you'd imagine being the first national park. | Me |  |  |
| 22 | 3:25.0 - 3:27.0 | I know, yeah. | Participant 26 |  |  |
| 23 | 3:27.0 - 3:35.0 | But um, do you think any other types od media fed into that? Any other applications, any other websites, any other types of - connect with it in any way, or provide information into it? | Me |  |  |
| 24 | 3:35.0 - 3:37.0 | With Google Maps? | Participant 26 |  |  |
| 25 | 3:37.0 - 3:40.0 | Well, with any digital map really | Me |  |  |
| 26 | 3:40.0 - 3:43.0 | And do we provide anything? | Participant 26 |  |  |
| 27 | 3:43.0 - 3:47.0 | Well yeah, I'm just trying to see how different information sources fit together, so when you're.. | Me |  |  |
| 28 | 3:47.0 - 4:03.0 | Okay, so we have our app - that uses Google Maps aswell. Um, the problem with the Peak District is signal [gestures at up and down] so terrobly hit and miss, but our app is, you can use it offline aswell. So everytime it gets a signal, it updates iteself. | Participant 26 |  |  |
| 29 | 4:03.0 - 4:06.0 | Then it's ready to use. | Me |  |  |
| 30 | 4:06.0 - 4:09.0 | Yeah. Err, is that any good? [looks self-concious, unsure about his last answer] | Participant 26 |  |  |
| 31 | 4:09.0 - 4:14.0 | Yeah, I'm just seeing of there are others really | Me |  |  |
| 32 | 4:14.0 - 4:18.0 | Well, if you can sort of give me any examples I can sort of tell you if we've got [shrugs] | Participant 26 |  |  |
| 33 | 4:18.0 - 4:36.0 | Oh, it's just if we've got - seeing of you've got, like some B&B's for example, they find - and pubs - they find things like TripAdvisor or Yelp have a big impact on them, and I;m just trying to figure out - with Peak District, if you see any that are more important, or if you see any ordering of that? | Me |  |  |
| 34 | 4:36.0 - 4:38.0 | Er, Well yeah, TripAdvisor. | Participant 26 |  |  |
| 35 | 4:38.0 - 4:39.0 | Is that.. | Me |  |  |
| 36 | 4:39.0 - 4:47.0 | We, we've got their review system, or revoew API built into our DMS | Participant 26 |  |  |
| 37 | 4:47.0 - 4:48.0 | Okay | Me |  |  |
| 38 | 4:48.0 - 4:54.0 | So, they come, they feed straight in. Um. Oh God, I feel a bit stupid now! [laughs] | Participant 26 |  |  |
| 39 | 4:54.0 - 5:07.0 | Well you've given me a lot to go on, but yeah, that's quite interesting to build in there. But is there any choice there on why TripAdvisor and not, say, Google Reviews, or…? | Me |  |  |
| 40 | 5:07.0 - 5:09.0 | It was really demand. | Participant 26 |  |  |
| 41 | 5:09.0 - 5:10.0 | Okay. | Me |  |  |
| 42 | 5:10.0 - 5:14.0 | Demand from the industry. Lots of them had really positive reviews, and they wanted to showcase that. | Participant 26 |  |  |
| 43 | 5:14.0 - 5:15.0 | Okay | Me |  |  |
| 44 | 5:15.0 - 5:29.0 | We also have our own guest reviewing system, um, which is probably a bit more accurate because you don't have to - well, I mean you do have to have to have stayed at the property to review it. Whereas with TripAdvisor, I don't think you do. | Participant 26 |  |  |
| 45 | 5:29.0 - 5:30.0 | No, I mean anybody could go on there couldn't they? | Me |  |  |
| 46 | 5:30.0 - 5:31.0 | Yeah. | Participant 26 |  |  |
| 47 | 5:31.0 - 5:38.0 | I mean, I know when you book a holiday abroad for example, they often have TripAdvisor. | Me |  |  |
| 48 | 5:38.0 - 5:40.0 | Yeah. It's a familiar thing | Participant 26 |  |  |
| 49 | 5:40.0 - 5:45.0 | So would you say itls faniliarity that, I mean, know they are a lot of review systems out there, but is it that it’s the main one they use or…? | Me |  |  |
| 50 | 5:45.0 - 6:12.0 | Um, probably. Probably the ones. I mean there are a lot of people out there give negative reviews, and they don't want to show TripAdvisor and that is an opt-in thing, so I think we do even charge if they want to host it on, so it's like a little add-on, a little bolt-on to their advertising package. | Participant 26 |  |  |
| 51 | 6:12.0 - 6:26.0 | Okay, and do you - and what's your interaction like, with local businesses or other third-parties, like for Avivo for example, working on their behalf? You know, when they are getting information onto Booking.com. I sthere muhc…[gestures at interlocking fingers] | Me |  |  |
| 52 | 6:26.0 - 6:56.0 | We have an inward polling system - let me think now - er, God, - you can see - ugghh. Because I've just taken over as website manager aswell, you can see there is a lot of back-end stuff I don't deal with, and that probably falls into it, but the inward polling system then allows people to book through TripAdvisor and Booking.com. | Participant 26 |  |  |
| 53 | 6:56.0 - 6:58.0 | Okay, and then they can - so that... | Me |  |  |
| 54 | 6:58.0 - 7:03.0 | Through our website, so they can go that way, or they can go - if somebody has got a desktop booking system, they can do it that way. | Participant 26 |  |  |
| 55 | 7:03.0 - 7:04.0 | Okay, yep. | Me |  |  |
| 56 | 7:04.0 - 7:12.0 | Um, on the individuals records. Um which, you know, it's got all the sort of geolocation stuff on it | Participant 26 |  |  |
| 57 | 7:12.0 - 7:15.0 | Yeah, and that has a lot of data to it. | Me |  |  |
| 58 | 7:15.0 - 7:16.0 | Yeah | Participant 26 |  |  |
| 59 | 7:16.0 - 7:35.0 | Okay, then. Jumping onto the main questions then, so we've seen you use Google a lot. But are there any others you use as a background map, or as a different type of map - for example, on your print leaflets, is it from Google, or is it…? | Me |  |  |
| 60 | 7:35.0 - 7:43.0 | Um, no, no. For the printed leaflets we bought the use of Ordnance Survey map. | Participant 26 |  |  |
| 61 | 7:43.0 - 7:44.0 | Okay. | Me |  |  |
| 62 | 7:44.0 - 8:03.0 | And my colleague Dan, he's working on a project at the minute, where we are doing another map for the summer of cycling. And it's a summer long series of events, and the map is going to be sort of fold out leaflets with all the sort of pinpoints, where all the events are, with all teh dates and everything on it. | Participant 26 |  |  |
| 63 | 8:03.0 - 8:04.0 | Okay | Me |  |  |
| 64 | 8:04.0 - 8:07.0 | Um, and that will be from an Ordnance Survey | Participant 26 |  |  |
| 65 | 8:07.0 - 8:09.0 | Is that, because I know you had a festival of walks not so long ago, is that | Me |  |  |
| 66 | 8:09.0 - 8:15.0 | Yes. Similar sort of thing, yeah. We actually did, er. Let me just - wait one second [particpant leaves shot] - actually just see if we've got any old ones we did [particpant leaves room]. | Participant 26 |  |  |
| 67 | 8:15.0 - 9:23.0 | [in room alone] | Me |  |  |
| 68 | 9:23.0 - 9:31.0 | [participant returns in room] this, I can't give them to you, because these are the only ones we've got, but these are the um, [participant returns in shot] Explorere maps we did a year or so ago, um... | Participant 26 |  |  |
| 69 | 9:31.0 - 9:34.0 | Okay, because OS is Explorer aswell, so that's a good.. | Me |  |  |
| 70 | 9:34.0 - 9:35.0 | Yeah | Participant 26 |  |  |
| 71 | 9:35.0 - 9:44.0 | [looking at the map scale] oh, they are 1 in 25 aswell. | Me |  |  |
| 72 | 9:44.0 - 9:49.0 | Yeah, and they tend to be quite popular aswell. They do a lot better than some of the others [opens upleaflet to show map properly]. But yeah, that’s the sort of um. | Participant 26 |  |  |
| 73 | 9:49.0 - 9:52.0 | Yeah, they have a nice scale and they're well centred, | Me |  |  |
| 74 | 9:52.0 - 9:58.0 | Mmm. And that is, whenever we do a printed map, that;'s the sort of style that we use. | Participant 26 |  |  |
| 75 | 9:58.0 - 10:08.0 | And is there, when you're doing a printed map, instead of using Google, is there a rationale behind the choice of this for print media, or | Me |  |  |

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| 76 | 10:08.0 - 10:29.0 | Um, because we've worked failry closely with Ordnance Survey on previous projects, prior to me being here, so I think it's more of a legacy thing, and tried and trusted. It wouldn't surprise me if - I don't know what the, er, because Google Maps is obviously going to be sort of encroaching on...[gestures at the printed leaflets] | Participant 26 |  |  |
| 77 | 10:29.0 - 10:31.0 | Yeah, and obvioulsy that's going to… | Me |  |  |
| 78 | 10:31.0 - 10:33.0 | On the Ordnance Survey isn't it. | Participant 26 |  |  |
| 79 | 10:33.0 - 10:37.0 | And then, do you get much feedback in terms of that? | Me |  |  |
| 80 | 10:37.0 - 10:39.0 | On the use of these? [nods to printed leaflets] | Participant 26 |  |  |
| 81 | 10:39.0 - 10:41.0 | Er, yeah. | Me |  |  |
| 82 | 10:41.0 - 11:00.0 | Well. These. These were very well received. There was one in particular, er not that one [searches throug the leaflets]. That one. That one was really well received [hands me aleafl;et to look at]. I thnk it's because it's all about Market towns. I think it's er...[half-shrugs] | Participant 26 |  |  |
| 83 | 11:00.0 - 11:03.0 | Ah. SO is this one more for day trip visitors? | Me |  |  |
| 84 | 11:03.0 - 11:04.0 | Yeah. | Participant 26 |  |  |
| 85 | 11:04.0 - 11:06.0 | Okay. | Me |  |  |
| 86 | 11:06.0 - 11:10.0 | So, it's quite a small scale, but the, er…[pauses while I look through the map] | Participant 26 |  |  |
| 87 | 11:10.0 - 11:15.0 | So it's this imagery and the text, and the way it relates to the map isn’t it? | Me |  |  |
| 88 | 11:15.0 - 11:20.0 | Yes. Yeah, I think they’ll be, we'll they will be numbered. | Participant 26 |  |  |
| 89 | 11:20.0 - 11:24.0 | Are, they, ah, there they are there they are numbered. | Me |  |  |
| 90 | 11:24.0 - 11:25.0 | Yeah | Participant 26 |  |  |
| 91 | 11:25.0 - 11:27.0 | Oh, here we are, Castleton | Me |  |  |
| 92 | 11:27.0 - 11:32.0 | Yeah, so it's just done by name on these, but I think on this one it's numbered [looking at a separate leaflet] | Participant 26 |  |  |
| 93 | 11:32.0 - 11:33.0 | yeah. And I mean that's quite interesting in itself. I mean on Google, they wouldn't go along the corridor and up the stairs would they? | Me |  |  |
| 94 | 11:33.0 - 11:40.0 | No. [laughs] | Participant 26 |  |  |
| 95 | 11:40.0 - 11:47.0 | But I imagien I will be able to find these online will I, as PDF's? | Me |  |  |
| 96 | 11:47.0 - 11:54.0 | Er, [making clocking sound] - let me think. I can get them. I can get them yeah. | Participant 26 |  |  |
| 97 | 11:54.0 - 11:56.0 | Oh, it's alright | Me |  |  |
| 98 | 11:56.0 - 11:58.0 | I can make a note of it, or if, yeah, I'll make a note of it. And I'll try and get these, | Participant 26 |  |  |
| 99 | 11:58.0 - 12:01.0 | Oh, that would be if you could. | Me |  |  |
| 100 | 12:01.0 - 12:14.0 | Yeah. They do exist [pulls out his smartphone to use it] I'll make some notes on here. Yeah, I think because somebody is using these to try see if we can generate interest by doing them again. That would be good actually. | Participant 26 |  |  |
| 101 | 12:14.0 - 12:18.0 | And just out of curiosity, do you distribute these yourself, or? | Me |  |  |
| 102 | 12:18.0 - 12:24.0 | Um, these go out through - oh, who are we using at the moment - at moment we are using Take One [who had a stall in Participanst 25's hotel], er, do you know of them? | Participant 26 |  |  |
| 103 | 12:24.0 - 12:26.0 | Yeah, I've seen those in hotels where they have all the... | Me |  |  |
| 104 | 12:26.0 - 12:59.0 | Hotels, all the sort of drop-boxes really. Er, but yeah, they go out to TIC's. These mainly went out to TIC's, er, because they were used as a dispersal tool. Er, do you know of dispersal? - so when, we have like our visitor guide which attracts, it brings people here, and these are really sort of, when they are here, to spread them out, spread the people out when they visit. So, there's a, they've got a different function to the sort of flagship visitor guide. | Participant 26 |  |  |
| 105 | 12:59.0 - 13:05.0 | Okay. And does that, because I didn't reallly realise it was quite so closely tied [they share offices in an open plan space, I glanced at the reception where a board has organsiations in the building] - how does that fit in with the Chamber of Commerce? | Me |  |  |
| 106 | 13:05.0 - 13:08.0 | So we're, effectively we are part of the Chamber of Commerce… | Participant 26 |  |  |
| 107 | 13:08.0 - 13:10.0 | Right! Okay. | Me |  |  |
| 108 | 13:10.0 - 13:36.0 | …trading as Visit Peak District in Derbyshire. Er, part public, part private. So, er, county council is our sort of biggest single public sector funder, but then we also work with lots of other commercial partners - aswell as the accomodation providers and what not. But if we're doing big campaigns, we always sort of need to generate support from teh private sector to support the marketing of the local area really, yeah. | Participant 26 |  |  |
| 109 | 13:36.0 - 13:57.0 | Okay, so, I'm just [Particpnats smartphoen rings] yeah {gesture that it okay for him to take the call, he hangs up]. Does it - if you had two towns of equal size, and you had four businesses in one town that were members, and in the other town you didn't have any members, is there any sort of weighting towards [gestires at levelling, like scales] | Me |  |  |
| 110 | 13:57.0 - 14:55.0 | Well, the, because we're a membership organisation as you know, um, technically we can't work with people unless they are members, or with businesses unless they are members. However, last year we set up something called a town-team membership, because, what we realised was the smaller businesses like your independent ships so to speak, they can't really affor-they can't really justify the cost of a single membership and advertising on top of that. Um, so we sort of took that on-board, and thought -w ell, we want them under the, um, umbrella. So we created the town team membership. So there is only a few of those, so you have Buxton, which has a town team membership. Leek - in the Staffordshire Moorlands. Bakewell, and Cheadle. And yeah, so what they do - I canb't remeber the cost off the top of my head - they consolodate all the businesses in their town, and say "oh, you are now a Vist Peak District member". | Participant 26 |  |  |
| 111 | 14:55.0 - 14:56.0 | Oh fanstastic | Me |  |  |
| 112 | 14:56.0 - 14:57.0 | So then they do get listed on our website. | Participant 26 |  |  |
| 113 | 14:57.0 - 15:10.0 | Because that was one, wher I know with smaller businesses with the old Rosette awards, and the Tourist Board, a lot of businesses missed out especially when they were starting up. So it's quite - mean, I don't think there was an equalivalent back then, was there, of...? | Me |  |  |
| 114 | 15:10.0 - 15:14.0 | No, and the rating thing thatls no longer…[pauses] | Participant 26 |  |  |
| 115 | 15:14.0 - 15:35.0 | No, and itls what you find with the B&B's, they are not even bothering with that old rosette/stars, itls straight to online, and they would rather invest in a third-party. So I mean, that's quite an interesting thing about collating them together aswell, and giving them that opportunity. | Me |  |  |
| 116 | 15:35.0 - 16:03.0 | Mmm [agrees], and it's, I mean, because I'm a film-maker aswell, and what we were doing was - as part of the package, they would get a film made for the town, so that, I would go round there, and they would tell us all the best ponts of interst, so I would go down there and film it, maybe do some interviews with people form the area talking highly about the area, and, so yeah. Yeah, we've got soem videos that we've one for Leek and Buxton. | Participant 26 |  |  |
| 117 | 16:03.0 - 16:05.0 | That's good, and I mean Bakewell is Bakewell, they always have tourists there! [joke]. | Me |  |  |
| 118 | 16:05.0 - 16:10.0 | Yeah, yeah, exactly. I mean, we are looking at doing one for them at some point, but it's just sort of fitting it in, yeah. | Participant 26 |  |  |
| 119 | 16:10.0 - 16:14.0 | Well, I mean if you go in the Peak of summer, well that's just, you can't move. | Me |  |  |
| 120 | 16:14.0 - 16:56.0 | Yeah, exactly, I know, yeah. So and that's the other thing aswell, and we recognise that, and we're always trying to push the shoulder seasons and, um, identifying the sort of markets that would be suitable for growth, such as your young couples, that might not, you know, they might have had teh peak District as part of their lives when they were younger, but then they, as they grow older they've not been since school or something. So I was a bit like that myself, and then it's kind of like rediscovering - sorry, I've lost my trail of thought now. That, but also with that, that brings new sorts of communication, so they rely a lot more heavily on the digital side of things, and instant access. | Participant 26 |  |  |
| 121 | 16:56.0 - 17:00.0 | Do you, when you say instant access, do you mean more mobile, or just? | Me |  |  |
| 122 | 17:00.0 - 17:04.0 | Yeah, yeah, I do. Probably 50% of our website users are mobile. | Participant 26 |  |  |
| 123 | 17:04.0 - 17:07.0 | Wow, that's actually quite a lot. | Me |  |  |
| 124 | 17:07.0 - 17:13.0 | Yeah, I mean I've, I think itls about 51% I think. | Participant 26 |  |  |
| 125 | 17:13.0 - 17:19.0 | That's actually quite high. I actually thought, I suppose a lot of them are probably visiting whlst they are staying | Me |  |  |
| 126 | 17:19.0 - 17:20.0 | Yeah. | Participant 26 |  |  |
| 127 | 17:20.0 - 17:25.0 | Well, that must be quite a challenge in a way, for a website in itself to be that mobile heavy. | Me |  |  |
| 128 | 17:25.0 - 17:47.0 | We, yeah, I mean we're sort of, we we're doing at the minute, we've done a redevelopment of the site, we're ironing out the creases, and building the mobile website. Because it's a little bit more mobile friendly now, but it's not ideal, and we're just sort of looking at the most important features that we need to include on the mobile site. | Participant 26 |  |  |
| 129 | 17:47.0 - 17:48.0 | Because of course, for a lot of websites 10% is quite high for mobile isn’t it. | Me |  |  |
| 130 | 17:48.0 - 17:50.0 | Yeah | Participant 26 |  |  |
| 131 | 17:50.0 - 17:53.0 | So, 50, is..that's quite a challenge. | Me |  |  |
| 132 | 17:53.0 - 17:55.0 | Well, actually that's mobile and tablet, so.. | Participant 26 |  |  |
| 133 | 17:55.0 - 17:59.0 | Okay, But that's still.. | Me |  |  |
| 134 | 17:59.0 - 18:01.0 | It's still pretty high isn’t it. | Participant 26 |  |  |

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| 135 | 18:01.0 - 18:20.0 | Yeah. But um, just moving onto the next one. In terms of how you envisage your customers using maps, could you give me an exampel of how - from your perspective - of how they would use a map as a visitor, what would they, how would it fit in? | Me |  |  |
| 136 | 18:20.0 - 18:40.0 | I mean, well personally I think these are really good example really [picking up the paper lefalet]. Er, it is. We're not doing these this year, as far as I am aware, but, er, how they use maps? I haven't got a clue how they use maps I suppose really. | Participant 26 |  |  |
| 137 | 18:40.0 - 18:47.0 | I mean, but do they - it's quite intersteing you're not rinting theses, is that on a cost basis or…? | Me |  |  |
| 138 | 18:47.0 - 19:37.0 | Yeah, it's down to budget, because unfortunately, I think - which one was it? [goes through the leaflets] Only that one actually paid for itself. Because they are effectively attractions, but - oh hang on, no, that one didn't even pay for itself, because these were literally from a budget that was invested for dispersal, and um, that budget doesn't exist any more. So, we're just, well, I said we're making another one, for the summer of cycling. We're using that as a concept, because we thought these worked, and if that can sort of generate the income to wash it's own face, we can look at possibly doing them again, on that sort of level, rather than. | Participant 26 |  |  |
| 139 | 19:37.0 - 19:40.0 | Yeah, but these are lovely. | Me |  |  |
| 140 | 19:40.0 - 19:51.0 | Yeah, and if with the events they don’t want to pay to go in it, it's difficult, because if you only have a handful of people that doesn't make for much of a... | Participant 26 |  |  |
| 141 | 19:51.0 - 20:11.0 | No, well, especially with 50% are mobile, by default 50% are, yeah. And is it, just thinking about where, I don't know if you have visibility of - probably not - where they have gone afterwards, wher ethey have come from, the top referrers or referrals, or..? | Me |  |  |
| 142 | 20:11.0 - 20:13.0 | Yep. Er, on our website? | Participant 26 |  |  |
| 143 | 20:13.0 - 20:14.0 | Yeah. | Me |  |  |
| 144 | 20:14.0 - 20:31.0 | Er top refferal is Google, which, obviously is a top one, er, and social media is quite high. I couldn't give you the exact percentages at the moment, but, um, yeah. | Participant 26 |  |  |
| 145 | 20:31.0 - 20:35.0 | And do you know which social media channels are the mos, or.. | Me |  |  |
| 146 | 20:35.0 - 20:48.0 | Facebook, is the single highest for referrals. I thought Twitter might be quite high, but Facebook still seems to trump it, which um [shrugs] | Participant 26 |  |  |
| 147 | 20:48.0 - 20:55.0 | Well, if it's there, it's there. And are they... | Me |  |  |
| 148 | 20:55.0 - 21:00.0 | It’s, Twitter seem to have a wider reach, but Facebook seems to get more engagement. | Participant 26 |  |  |
| 149 | 21:00.0 - 21:19.0 | Okay, I mean, yeah, I see that when I'm recruiting people aswell, so itls quite an interesting match. And just thinking about before that, where they have gone even, do you think this fits in with any other review sites, or any other information sources before they come to you, or at the same time? | Me |  |  |
| 150 | 21:19.0 - 21:22.0 | Um, so do people come to us looking for inspiration? | Participant 26 |  |  |
| 151 | 21:22.0 - 21:29.0 | Oh, er, no, I mean Information, like, you've put Tripadvisor in, and you've put Goohle Maps in, but do they go to any other information sources first or.. | Me |  |  |
| 152 | 21:29.0 - 22:06.0 | Ah, that's, er, they don't, I wouldn't say they come to us from those websites. They effectively find a property they like, and then on that listing it will have the TripAdvisor widgets, and then that's how they would get onto TripAdvisor from there, and book from there, because we do *do* online bookings with our webiste, but with TripAdvisor's 3% commission, you can't really compete with that, and I mean we don't charge commission with ours, it's just a sort io like, a feature that we like to give. | Participant 26 |  |  |
| 153 | 22:06.0 - 22:09.0 | Because it then gets more visits | Me |  |  |
| 154 | 22:09.0 - 22:12.0 | Yeah, and also it gives us at least a bottom line that we can then report on. | Participant 26 |  |  |
| 155 | 22:12.0 - 22:28.0 | Yeah, I mean that makes sense. But are the, I mean, I guess in terms of - so when people are coming visit the Peak District and they are looking at your site, do you think they are still looking at manual books aswell, or...? | Me |  |  |
| 156 | 22:28.0 - 22:40.0 | Er, yeah, we do, I mean obviously we do the visitor guide and we do 150,000 copies of that each year and they get posted out to people who are interested in the Peak District | Participant 26 |  |  |
| 157 | 22:40.0 - 22:41.0 | Okay. | Me |  |  |
| 158 | 22:41.0 - 23:00.0 | Um, let me think now, we don't automatically send them out to people who have previously registered an interest, but they get an e-mail saying obvioulsy that if they are intersted, order it online - we'll post it out. Yeah, we still do quite a lot of that. | Participant 26 |  |  |
| 159 | 23:00.0 - 23:03.0 | Okay, so then they’ve got a choice, and they get a chance to... | Me |  |  |
| 160 | 23:03.0 - 23:14.0 | Yeah, I mean we get probably about twenty to thirty thousand requests through the website for the visitor guide, the rest of it goes out through our TIC's and just different distribution channels | Participant 26 |  |  |
| 161 | 23:14.0 - 23:16.0 | That's still quite a lot | Me |  |  |
| 162 | 23:16.0 - 23:27.0 | It is yeah, I mean, with, erm, because we run big campaigns aswell every now then, that's always sort of pushing the main product. | Participant 26 |  |  |
| 163 | 23:27.0 - 23:33.0 | I'm just thinking in terms of change, like I remember not long ago Masson Mills started doing whiskey… | Me |  |  |
| 164 | 23:33.0 - 23:34.0 | …yes… | Participant 26 |  |  |
| 165 | 23:34.0 - 23:48.0 | Now, if something new comes along, how quickly is that sort of put onto a digital map and put onto your site, or do ever get to a point where you have put it on your site but it's not on the map yet, or…? | Me |  |  |
| 166 | 23:48.0 - 23:52.0 | Er, when you say 'digital map', on Google or…? | Participant 26 |  |  |
| 167 | 23:52.0 - 23:54.0 | Just any… | Me |  |  |
| 168 | 23:54.0 - 24:01.0 | …because I wouldn't say that we put anything onto digital maps ourselves, like with that, if a business comes and registers with us as a member, then yeah it goes onto the destination management system, which... | Participant 26 |  |  |
| 169 | 24:01.0 - 24:06.0 | ah, and then it's there | Me |  |  |
| 170 | 24:06.0 - 24:11.0 | Yeah, exactly. So it's there at the same time as it goes onto the website. | Participant 26 |  |  |
| 171 | 24:11.0 - 24:17.0 | But I mean, is that part of business process, where somebody joins, AND IF they are member… | Me |  |  |
| 172 | 24:17.0 - 24:23.0 | Yeah, they have to fill out a form, all their details, their address, all that information, and then yeah, it all comes as one. | Participant 26 |  |  |
| 173 | 24:23.0 - 24:27.0 | It's not a case of, that they join, and then later it's updated | Me |  |  |
| 174 | 24:27.0 - 24:30.0 | No. It's as they join, straight away. | Participant 26 |  |  |
| 175 | 24:30.0 - 24:40.0 | So, I mean, that's quite interesting - where if it's something new, it's straight there. But with print media | Me |  |  |
| 176 | 24:40.0 - 25:15.0 | This is the thing, I mean we're looking at lots of ways for giving smaller businesses opportunities for advertising aswell, where becaiuse of digital channels, we can offer pay-per-click advertising on our website, which is something we are looking at doing because smaller businesses, they can't justify paying £200 for an advert tht's just 'there'. Whereas if they ay £200 pay-per-click, they could get 500 clicks for that, or a 1000 or whatever. So they get a guarantee that every penny is working for them, which is...[shrugs] | Participant 26 |  |  |
| 177 | 25:15.0 - 25:16.0 | Which as a small business is exactly what they need. | Me |  |  |
| 178 | 25:16.0 - 25:32.0 | Mmm, yeah [agrees]. And we have lots of opportunties going to be coming out through the website, lots of differnet geosearches and they are just going to pop up all over the place, so I'm quite exciting about it because it will bring us more revenue [laughs]. | Participant 26 |  |  |
| 179 | 25:32.0 - 25:34.0 | Well, yeah. | Me |  |  |
| 180 | 25:34.0 - 25:37.0 | And aswell, the small businesses get a bite of the apple. | Participant 26 |  |  |
| 181 | 25:37.0 - 25:43.0 | And aswell, I suppose you're getting more complexity of information, which is then | Me |  |  |
| 182 | 25:43.0 - 25:44.0 | Yeah | Participant 26 |  |  |
| 183 | 25:44.0 - 26:16.0 | Um, now you've mentioned in some ways that people would use your maps for a choice of site, but - it's giving them information on what's available, where the members are, but how - um, if somebody is ocming into the Peak District, they have booked into a B&B, they're in London, they want to get away for the weekend. They have had a look on the webiste, Googled it and boomph, they've got the information, but to what extent do you think um, a digital map, like Google would inform their choice on wher they go compared to others sources? | Me |  |  |
| 184 | 26:16.0 - 26:54.0 | Um, I think it would be of good value really. Um, depending on if you downloaded a digital map, what sort of information is going to be on that, or is it going to be everything. I would say a lot of it, you could base itm you could do a sort of thematic base, so if somebody is coming along to the Peak DIstrict and says "Oh I want to to see all the film Tourism hotspots" - click. There's a map, a digital map downloaded. I mean that's something I would like to do at some point | Participant 26 |  |  |
| 185 | 26:54.0 - 27:16.0 | Oky, but at the moment, is it - how would they choose the site? Is it - for example, with these [points at the leaflets] you've got the maps, with a bit of provenance for different towns, um, but on a digital map, do you think it is the map that informs that choice, or do you think it's other forms of information that are available | Me |  |  |
| 186 | 27:16.0 - 27:42.0 | Phew. Good question. I think a lot people come here to discover a certain area, because you know, probably the average stay here is between two and three nights, so you're not going to go from one end of the Peak District to the next, so I think it is about what they decide, where they've booked, and then sort of maybe decide within a ten mile radious of that. | Participant 26 |  |  |
| 187 | 27:42.0 - 27:43.0 | Okay | Me |  |  |
| 188 | 27:43.0 - 27:44.0 | …destination. | Participant 26 |  |  |
| 189 | 27:44.0 - 27:47.0 | So it's the map sort of helps them see what is there in relatin to them? | Me |  |  |
| 190 | 27:47.0 - 27:49.0 | To there, yeah. | Participant 26 |  |  |
| 191 | 27:49.0 - 28:10.0 | Okay, and is it the - just thinking about digital maps, and aswell with some of your members are, where somebody is staying, how far would a digital map inform their choice of route between those places? I mean, do you think they are more likeley to use the road signs - the brown signs, SatNav, digital maps, or...? How - | Me |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 192 | 28:10.0 - 28:20.0 | Er, increasingly SatNav's, beceause they are increasingly good nowadays, aren't they? And um, I think everywhere is postcoded pretty much. | Participant 26 |  |  |
| 193 | 28:20.0 - 28:23.0 | And that's a big shift isn’t it? | Me |  |  |
| 194 | 28:23.0 - 28:41.0 | Yeah, massive shift and I still don't know my way around all parts of the Peak Distrcit, and so my SatNav that I takle everywhere - it gets me to places like Hathersage Moor, and you know, I'd say that is pretty good. Maybe a few years ago that wouldn’t have been as accurate, but...[pause] | Participant 26 |  |  |
| 195 | 28:41.0 - 28:43.0 | Is that…[pauses] ? | Me |  |  |
| 196 | 28:43.0 - 28:45.0 | Sorry, go on | Participant 26 |  |  |
| 197 | 28:45.0 - 28:54.0 | No, I was just thinking is that something you have to work with on your website, like putting more postcodes available? | Me |  |  |
| 198 | 28:54.0 - 29:04.0 | Yes, yes, everything that gets listed as a business on ours has to have a postcode, a sort of base location - fr the consumer. | Participant 26 |  |  |
| 199 | 29:04.0 - 29:10.0 | Is that, because you've got your members, but do you put things like public toilets, or… | Me |  |  |
| 200 | 29:10.0 - 29:11.0 | We don't no, but we work with, um, very closely with tourist information centres, and they can provide a lot of that information. | Participant 26 |  |  |
| 201 | 29:11.0 - 29:23.0 | Okay | Me |  |  |
| 202 | 29:23.0 - 29:37.0 | Er, what we try to steer away from, is - if you're - we're not a tourist information centre, you know, so we provide the information to an extent but certain aspects of it, sort of ground level…[pauses] | Participant 26 |  |  |
| 203 | 29:37.0 - 29:39.0 | Yeah, it's not… | Me |  |  |
| 204 | 29:39.0 - 29:43.0 | Although the TIC's are sort of depleting aren't they? So…[shrugs] | Participant 26 |  |  |
| 205 | 29:43.0 - 29:46.0 | Well, slowly yeah. | Me |  |  |
| 206 | 29:46.0 - 29:48.0 | Well they are remodelling themselves… | Participant 26 |  |  |
| 207 | 29:48.0 - 29:50.0 | More digitally? | Me |  |  |
| 208 | 29:50.0 - 30:17.0 | Well, yeah. I'm actually working a project now with Visit England, I think it's called 'More Destination' or something, and it's a Twitter campaign. And it's getting the TIC's using Twitter, in a consolidated fashion so it's familiar for the customers, um, Visit England are going to be putting quite a bit of money into promoting this service for this, and it's integrated directly into the Twitter platform aswell, which is really quite good. | Participant 26 |  |  |
| 209 | 30:17.0 - 30:51.0 | Ah, because I know, um, they had one not long ago, I think it was called, not Skills for life, or Walk for health or Walk for Life. They had a series of walks and they were collated nationally, I think Public Health England might have had something to do with that. That was quite intersting to see they had consolidated all that differnet information, so if somebody is 50, they can see a 3 mile walks, that it's not too much elevation, things like that. It's getting all that data together isn't it | Me |  |  |
| 210 | 30:51.0 - 31:15.0 | Um, and that’s' it. And we've just been updating our routes, not all our routes, been adding them to actual records on the website, so it is all geolocated and they can click on that, and they can actually download the PDF map aswell, or they could just use the DMS record to get where they want. | Participant 26 |  |  |
| 211 | 31:15.0 - 31:22.0 | I'm just thinking, is that - when you've got a PDF is that a print off Google, a static image, or is that OS? | Me |  |  |
| 212 | 31:22.0 - 31:41.0 | Umm, oooh, do you know what, I don't think they are either actually. The ones we've been doing in the past few days are quite old. Um, but I just wanted to sort of bring the, because we didn't have them on the website, and I was sort of like "well, they're still exisiting wallks" we just need toi get them onto the...[pause] | Participant 26 |  |  |
| 213 | 31:41.0 - 31:52.0 | Get them on? | Me |  |  |
| 214 | 31:52.0 - 31:58.0 | Digitise the locations and everything, whereas before, where it was just a downloadable PDF, where it was just getting one of these [picks up a leaflet] up ther really. | Participant 26 |  |  |
| 215 | 31:58.0 - 31:59.0 | Because I suppose a lot, I know if you go to Walk magazine they have got their own. There is not much topography, you've not got all the places, but it gives you the basic route round. | Me |  |  |
| 216 | 31:59.0 - 32:04.0 | Yeah. | Participant 26 |  |  |
| 217 | 32:04.0 - 32:06.0 | Just a bit of text here, says turn left now, or..so it's it that sort if...that level of detail? | Me |  |  |
| 218 | 32:06.0 - 32:09.0 | Yeah | Participant 26 |  |  |
| 219 | 32:09.0 - 32:10.0 | Well, it gets you round doesn’t it | Me |  |  |
| 220 | 32:10.0 - 32:12.0 | Yeah, Yeah | Participant 26 |  |  |
| 221 | 32:12.0 - 32:27.0 | Okay, and the other one, an odd question really. Do you think a digital map ever helps inform somebody's sense of place - so an idea of what Cromford would be like before they get there, or…? | Me |  |  |
| 222 | 32:27.0 - 33:04.0 | Um, I suppose it then depends on which digital map is then being used, because if it's quite a basic one, then I don't see how it would. Hmm, Does it give a sense of place. I suppose then, it's - it might be down to the styling of it, you know it's quite a clean contemporary style of map with new fonts, you might not associate that with like a heritage sort of lovcation - and vice versa, maybe, I don't...[pauses]. | Participant 26 |  |  |
| 223 | 33:04.0 - 33:13.0 | Well, it is a but like that when you get the Peak Railway, you see the nice Wyvern flag, the nice wooden Midland Railway sign, | Me |  |  |
| 224 | 33:13.0 - 33:22.0 | Yeah, that gives you the sort of feeling that maybe there is sytlisic sort of things you can do with digital maps to sort of - to really push that I suppose. I don’t know. | Participant 26 |  |  |
| 225 | 33:22.0 - 33:28.0 | And, er, and is - I mean that's quite interesting in itself, that you thought about self-branding a map. | Me |  |  |
| 226 | 33:28.0 - 33:49.0 | Or even if you kind of like, had like I was saying thematic, if you had different styles of map, but people would come for thematic reasons, but f it was themed maps, where you know - if it was to all the historic houses of the Peak District, you know, then you could go for a certain branding for that, or...[pauses] | Participant 26 |  |  |
| 227 | 33:49.0 - 33:54.0 | I don't know if Zoopla do, I mena theirs is like a refinement panel isn't it - for when you are buying ahouse | Me |  |  |
| 228 | 33:54.0 - 33:56.0 | Oh right, yeah. | Participant 26 |  |  |
| 229 | 33:56.0 - 34:08.0 | They have different ones, where you can put the value in, it narrows search down. I mean, that's quite flat in a way. It's just a database with a layer for each sort of, and the layer connects | Me |  |  |
| 230 | 34:08.0 - 34:09.0 | Yeah. | Participant 26 |  |  |
| 231 | 34:09.0 - 34:14.0 | But yeah, it would be interesting to see that. | Me |  |  |
| 232 | 34:14.0 - 34:26.0 | Althought that would be quite difficult to do wouldn't it, I mean a digital map for me, you're talking about something that's going to work across the board isn’t it. | Participant 26 |  |  |
| 233 | 34:26.0 - 34:38.0 | Yeah, it’s fairly static content and then you’re just filtering on, I dodn't know, you click on wineyards, or winebars and it will just not show anything that is not assigned to winebars | Me |  |  |
| 234 | 34:38.0 - 34:39.0 | Yeah, yeah. I mean that is quite flat. But to have it branded on each layer, that would be quite interesting. | Participant 26 |  |  |
| 235 | 34:39.0 - 34:46.0 | yeah | Me |  |  |
| 236 | 34:46.0 - 34:53.0 | Yeah, I mean I suppose that would just be some sort of piece of code that would create some sort of er, skin over the top of it, wouldn't it. | Participant 26 |  |  |
| 237 | 34:53.0 - 35:02.0 | But then I wouldn’t know how that would work, I mean normally you would just host it in a little iFrame would you? Like a… | Me |  |  |
| 238 | 35:02.0 - 35:23.0 | Yeah. Yeah. Maybe, but then I don't know. I suppose really it’s thatls trying to enforce the sense of place. Do you think that's the job of a map, or do you think - assuming people know what they want when they're coming to get the map? | Participant 26 |  |  |
| 239 | 35:23.0 - 35:49.0 | Um, I mean it's more, um, do you think - it’s more information. I mean you can't put everything on a map. It would just be a mess, but is, the information that is showing rather than the information that is not, is that enoughtio give you a rough idea of what it is like? | Me |  |  |
| 240 | 35:49.0 - 35:54.0 | [pause] er, so, iof like do you mean if you did a search for all the historic houses, for example? | Participant 26 |  |  |
| 241 | 35:54.0 - 36:29.0 | Um, yeah. If you just looked at say, Matlock, would it give you, um, just trying to think - because when you visit Matlock, there is quite a few tearooms, but when you look on a map, it hasn't really got all of those, it has the Fishpond and then a few other details, but with the information that is missing from that, do you think that gives you the same sense of place compared to say visiting Buxton, or...? | Me |  |  |
| 242 | 36:29.0 - 36:40.0 | Yeah, so, if what you are saying is if you looked at Matlock, and it brought up the variety of businesses that are in Matlock, and just by looking at that sort of array you can get a feel of what a place is going to be like? | Participant 26 |  |  |
| 243 | 36:40.0 - 36:42.0 | Well, yeah. | Me |  |  |
| 244 | 36:42.0 - 36:53.0 | I think so, yeah, because there's, because especially in, and around this part of the country, like - do you know Leek? | Participant 26 |  |  |
| 245 | 36:53.0 - 36:56.0 | Um, not very well. | Me |  |  |
| 246 | 36:56.0 - 37:04.0 | It's very very linked with the antiques trade, lots of heritage - er, industrial heritage, and lots of links with Willima Morris and all - sort of that, and a very big vintage scene, so if you lokked ta that and you saw the type sof businesses there, you'd kind of be like "oh, well that's where I'll go if I want to buy antiques or check out vintage shops", but I suppose that with Matlock, it's a similar sort of thing - because lots of tearooms, lots of chippies, and [half-shrugs] | Participant 26 |  |  |
| 247 | 37:04.0 - 37:25.0 | Okay, it's just interesting to see.. | Me |  |  |
| 248 | 37:25.0 - 37:31.0 | But form that I don't know if you would get the sense that it is very geared toward bikers! | Participant 26 |  |  |
| 249 | 37:31.0 - 37:34.0 | No, you might not, which is… | Me |  |  |
| 250 | 37:34.0 - 37:40.0 | So, when you get there, you’d be like bloody hell, look at all these bikers that are here [laughs] | Participant 26 |  |  |
| 251 | 37:40.0 - 37:51.0 | So there is something that is missing, but it's not necessarily the business data, is it that the bikers come on a Sunday when the weather is nice and Snake Pass is clear, or... | Me |  |  |
| 252 | 37:51.0 - 38:11.0 | I mean, the work that, obviously when you look at Matlock on our website it gives you an introduction to Matlock, so that creates a sense of place. Um, I don't know how you would do it any other way really, but I'm sure there is a way | Participant 26 |  |  |
| 253 | 38:11.0 - 38:15.0 | I mean, there must be some kind of, maybe a video of people... | Me |  |  |
| 254 | 38:15.0 - 38:21.0 | Oh, yeah. I mean videos are always the, always, you now it's kind of like showing you rather than…[pause] | Participant 26 |  |  |

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| --- | --- | --- | --- | --- | --- |
| 255 | 38:21.0 - 38:24.0 | Rather than static. | Me |  |  |
| 256 | 38:24.0 - 38:25.0 | Mmm. | Participant 26 |  |  |
| 257 | 38:25.0 - 38:27.0 | But yeah. I mena that covers all the questions then actually. | Me |  |  |
| 258 | 38:27.0 - 38:32.0 | Does it? Is there anything you want to ask me again, because I know I probably got them a bit muddled up [referring to the topic guide] | Participant 26 |  |  |
| 259 | 38:32.0 - 38:42.0 | Um, the only ones I would be massively intrigued by is how important you think digital maps are, both for a Peak District vistor overall... | Me |  |  |
| 260 | 38:42.0 - 38:49.0 | Overall, I think very important. I really do, because I think it's quite a hard place to navigate around. You know, I don't think signage is as good as it could be | Participant 26 |  |  |
| 261 | 38:49.0 - 38:53.0 | No, well, brown signs, they're expensive aren't they | Me |  |  |
| 262 | 38:53.0 - 38:54.0 | Yeah | Participant 26 |  |  |
| 263 | 38:54.0 - 38:57.0 | About £1200 are they | Me |  |  |
| 264 | 38:57.0 - 39:27.0 | Yeah, something ridiculous, and I wonder how much gets swallowed up in what knows, who knews! But yeah, I do think that the more people are relying on digital technology, phones and whatnot, I Think it's just going to get more and more reliant on digital technology, and it's just going to get better, the more information fed into them to give more data, probably ultimatley it will create a sense of place on the map. | Participant 26 |  |  |
| 265 | 39:27.0 - 39:45.0 | Does it, I mean just going back to something you said earlier. Do you see digital maps as somehow different to paper maps? Um, SatNav gives directions, whereas people are not necessarily opening up the A-Z, or map for directions anymore… | Me |  |  |
| 266 | 39:45.0 - 40:01.0 | Yeah, well with a digital map, you can kind of go "oh, I want to find out more about that place" click. It's almost like a rabbit's warren of information isn't it? Wheras with this [opens leaflet] it's "right, I've read as much as I can read"…[pause] | Participant 26 |  |  |
| 267 | 40:01.0 - 40:04.0 | What do I do now | Me |  |  |
| 268 | 40:04.0 - 40:12.0 | "..what do I do now. Oh, there's a website, so I have to go onto my phone do [gestures at tapping on a smartphone screen] and look again for something", whereas if I was just on a digital map on my phone, it's just click - ooh, and agaib. zoom-in, and it's [gestures at circulation/movement] | Participant 26 |  |  |
| 269 | 40:12.0 - 40:14.0 | So itls just a lot faster | Me |  |  |
| 270 | 40:14.0 - 40:25.0 | Yeah. It's a lot faster, it's more instant, and, um, dynamic, because the content - if it’s every going to be updated - I mean these are obsolete [lifts up leaflets], you know, it's [shrugs] | Participant 26 |  |  |
| 271 | 40:25.0 - 40:28.0 | They could be in a B&B sat there for… | Me |  |  |
| 272 | 40:28.0 - 40:51.0 | Yeah, exactly, that's, I mean I do definatley think there is room still for print, and I think maybe even more now people are like reclaiming on to the "hey I prefer having something to hold, and smell the paper" and all that. You know, itls that whole thing with books and kindles and stuff isn't it. What, but I don't think poeple have much of an infinity, apart from teh OS maps. Peopel love the OS maps don't they? | Participant 26 |  |  |
| 273 | 40:51.0 - 40:53.0 | The paper-ones. | Me |  |  |
| 274 | 40:53.0 - 40:54.0 | Mmm [agress}. | Participant 26 |  |  |
| 275 | 40:54.0 - 40:59.0 | Yeah. I'm not sure if that is down to the signal or, because GPS will only tale you so far, but for [gestures at up and down hills] | Me |  |  |
| 276 | 40:59.0 - 41:10.0 | mm. Yeah., I think for walkers, they always like to have that apsect of - if my phone dies, I've always got something there to refer to. | Participant 26 |  |  |
| 277 | 41:10.0 - 41:15.0 | And is it, do you think in some ways it could actually be an identity aswell? You know, they like the [gestures at holding an open map]. | Me |  |  |
| 278 | 41:15.0 - 41:19.0 | They like the look and feel. Yeah. Possibly, and they like wearing round their neck with the…[gestures at a lanyard or hotleaf] | Participant 26 |  |  |
| 279 | 41:19.0 - 41:24.0 | Like with a walk-leader, if it sort of legitimates their authority. | Me |  |  |
| 280 | 41:24.0 - 41:47.0 | Yeah. Yeah. I think that people are who are, have been into walking, or are into that already - Geography enthusiasts and all that, they will always have that desire maybe. But for people we're trying to target, who maybe - first step into walking and all that, digital maps all the way I think really. | Participant 26 |  |  |
| 281 | 41:47.0 - 42:09.0 | Okay. So That's good. So I suppose it's quite a broad range of people, and some of them are walkers., hardcore treckers and others might be, I don't know, a Sunday stroll. There is that split, and itls good to see that from the other side aswell, not just me seeing it! | Me |  |  |
| 282 | 42:09.0 - 42:30.0 | Yeah, we definitely, there is definateley a demand stilll for hardcopy material, but there is so much ways you can work the digital maps - the intergration into, er, you can share it, you can do…distribute it so much faster. | Participant 26 |  |  |
| 283 | 42:30.0 - 42:35.0 | Yea, and it is a faster medium when itls, I mean these are lovely. | Me |  |  |
| 284 | 42:35.0 - 42:57.0 | Yeah, I thought they were quite good, I mean. The problem is, you're stood in, where-ever you are and it might be just a little too big [opens leaflet map up to full A1 size], are you going to sit there are read it, or what? It's each to their own isn't it, and...it's almost like a book isn't it? | Participant 26 |  |  |
| 285 | 42:57.0 - 43:17.0 | And just out of curiosity, when you are putting images on now, just thinking about maps with things like Google Street-View, they tend to move the aesthetic more toward everday life, rather than - if you like - they are quite stylised shots [points at the leaflets]... | Me |  |  |
| 286 | 43:17.0 - 43:18.0 | …yeah… | Participant 26 |  |  |
| 287 | 43:18.0 - 43:35.0 | ...of a main building, it’s marketing that town, it's saying "it's a beatiful town, come and have a look". On images your taking now, if there that push in demand to sort of move towards a sort of Googley, Street-View-ey kind of flat everyday scene, or is it still quite marketed. | Me |  |  |
| 288 | 43:35.0 - 43:44.0 | Um, so your kind of user-generated content stuff, where someone has gone out and with an iPhone and gibe "Oh, I love it here" and then that's the picture we use, like that or... | Participant 26 |  |  |
| 289 | 43:44.0 - 43:58.0 | Yeah, I mena does that feed into the imagery you use or choose to put out, or do you... | Me |  |  |
| 290 | 43:58.0 - 44:01.0 | We still prefer to, well, a lot of the images we source come directly form the TIC's or the providers, or what not really, or, we own - we go out and take our own images, mainly for campaigns, or if there is a requirement for this, for example if Bolsover has not got a picture and we desparately need one, somebody will go out and take one, but I think with photography becoming more sort of democratised, you can take decent photos with anything nowadays can't you? So, but the Googel StreeView thing, that's taken from the car then isn't it, so... | Participant 26 |  |  |
| 291 | 44:01.0 - 44:57.0 | But are they, so in terms of doing that, is that where the sort of the TIC/VIC's, sort of, is the manager from there sort somebody from there then taking a lot more ownership to go out, get an image to really sell their... | Me |  |  |
| 292 | 44:57.0 - 45:22.0 | Possibly, yeah, I think so. I mean ultimately, we've still got to aspire to make people want to go there. Ultimatley, photographers don't like blue sky, fluffy clouds and stuff, but it actually looks nice and people thing "I'll go there". So I do think there is still room for, not neccessarily professional photography, but good photography I think. | . Um, ultimatley a lot |  |  |
| 293 | 45:22.0 - 45:47.0 | Are you, I mean, one last question which I'm quite interested in, do you, does your approach to maps differ from - because it is the Peak District, to say the South Downs where - basically it's coastline, it's beach, it's all the same. Do you have a differmet approahc to another location might have? | Me |  |  |
| 294 | 45:47.0 - 46:04.0 | Er, it's difficult to say really because, I mean I suppose because we've got the four counties, you know, everybody is staking their claim for their side of the peak district and their side, and um, it's difficult to answer actually… | Participant 26 |  |  |
| 295 | 46:04.0 - 46:07.0 | No, no, that's fine. | Me |  |  |
| 296 | 46:07.0 - 46:29.0 | Er, I don't know. I don't know if it does actually, because ultimately the digital maps are provided - you know, the Tourist Board in the South Downs is still doing the same job as us. Obviously we've got different products, but, I mean there is still walking down there, and...[pauses] | Participant 26 |  |  |
| 297 | 46:29.0 - 46:37.0 | There's still, yeah, the demographics might shift a little, but is the overall process that is still quite the same. | Me |  |  |
| 298 | 46:37.0 - 46:41.0 | I think so, yeah. I think it's pretty, I would have thought so. | Participant 26 |  |  |
| 299 | 46:41.0 - 47:32.0 | The fact, as you say, you're trying to target a market really. | Me |  |  |
| 300 | 47:32.0 - 47:40.0 | Very, with our recemt campaign we've gone very much toward a sort of 25 to 35 year old, er couples, groups, and then your 55 plus empy nesters, you know - kids have left, and they are trying to reclaim their youth maybe, or they are trying to do all these things they were trying to do all these years ago, and we've found that they message you can put to those two core groups, or three core groups, is pretty much the same. because these empty-nesters aspire to be younger, and they want to be doing the things that the youngsters are doing and they wnat the adrenaline activities, and um, maybe not so much a high adrenaline activity, but you know - maybe a good walk or something with a bit of adventure to it, and um...[pause] | Participant 26 |  |  |
| 301 | 47:40.0 - 48:39.0 | And is that, I mean that's an intriguing one. I mean, are they, is there any reason why itls those particular groups you are after, I mean is there a shortage, or…? | Me |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 302 | 48:39.0 - 48:59.0 | Um, because they, when we analysed our data and we looked at where a majority of our market is coming - sorry, a majority demographic are your families, and they your - I don't really know how to put this, but then they're kind of - older people that always come to the peak district. You don't need to remind them it's here, you know, it's part of their life already. So these, like I was saying before, somebody who has maybe been here on field trip to the Peak District when they were a kid, then that;s it, and then they go "oh, Peak Distict, Lake District - Oh God, I didn't know there was, I didn't know they were the same place". And then all of sudden, it's almost all of these sort of almost building on these areas of growth really. And um, you know, trying to encourage people not to come for a day. Try and come to stay for a few days, and discover it for that area, then come back again, discover another part of the Peak District. | Participant 26 |  |  |
| 303 | 48:59.0 - 49:00.0 | And are you, if somebody was to visit the Peak District, Spur of the moment, they just turn up. Other than Google, who would refer them to you spefically, other than your members? Is there any specific other channels you could go down? | Me |  |  |
| 304 | 49:00.0 - 49:01.0 | Er, Visit England, | Participant 26 |  |  |
| 305 | 49:01.0 - 49:02.0 | Right, okay… | Me |  |  |
| 306 | 49:02.0 - 49:03.0 | And Visit Britiain | Participant 26 |  |  |
| 307 | 49:03.0 - 49:04.0 | Right, okay and they feed, they point to you direct? | Me |  |  |
| 308 | 49:04.0 - 49:37.0 | Yeah. I mean they, the way they see their role is - they are 'curators of content' so, they don't ultimatley want to host the content, they just want to drag the interested people in and say, there you go - there's the Peak District, there's the Cotswalds, so a lot of referrals come that way, through um, yeah. What else? Sorry I'm just, my heads a little bit fried today becase I've done quite a lot, just remind me of the question. | Participant 26 |  |  |
| 309 | 49:37.0 - 49:44.0 | Um, just seeing who would refer you here - would a non-member business... | Me |  |  |
| 310 | 49:44.0 - 49:46.0 | Refer their customers to us? | Participant 26 |  |  |
| 311 | 49:46.0 - 49:47.0 | Yeah | Me |  |  |
| 312 | 49:47.0 - 50:04.0 | For information, yeah. They um, I don't know roughly how, to what extent, but I know a lot of people, even those who aren't our members, they still see us us someone where theor guests can come and get information. | Participant 26 |  |  |
| 313 | 50:04.0 - 50:13.0 | And is that because you've got aswell carved identity, or - well, it is a brand - a sort of brand that;s there,a nd also something quite static | Me |  |  |
| 314 | 50:13.0 - 50:14.0 | Yeah, Um-hum [agress] | Participant 26 |  |  |
| 315 | 50:14.0 - 50:15.0 | Okay. | Me |  |  |
| 316 | 50:15.0 - 51:12.0 | The other thing that might be of interest to you, well you can see it - there's an example here [points at the leaflets]. On that one it's called 'Peak District and Derbyshire' and on that one it's just called 'Peak District'. Um, we're going through a two brands process where we are going to be splitting the Peak District and Derbyshire. Because argueably, Derbyshire is a brand in itself aswell as the Peak District, and at the moment we - on a lot of things, we say 'the Peak District and Derbyshire' and soemtimes it;s a bit of a mouthful, and a lot of people associate this area with that or that, or both, and what we want to do - because obviously Derbyshire is pretty much the same size as the Peak District - just going off to teh side, is kind of split the two up, but still feed in the same information into each portal and then analysing how that split has worked | Participant 26 |  |  |
| 317 | 51:12.0 - 51:25.0 | I was going to say, because Derbyshire is, just trying to think - because as you get out toward Ashbank, near Stoke, you've got the Moors there, the Moorland - itls almost the Peak District, but it's in Staffordshire, so... | Me |  |  |
| 318 | 51:25.0 - 51:40.0 | Um, yeah, and we look at the Peak District as, the Peak District holiday destination so it does take in the fuzzy border, you know, so peple who might have a holiday cottage on the outskirts of the Peak District still see themselves as being a Peak District property. | Participant 26 |  |  |
| 319 | 51:40.0 - 51:49.0 | So it's, um, would you go as far as - I mean it's a bit outside the Peak District per se, but Melbourne, which is right on the border with Leicestershire. | Me |  |  |
| 320 | 51:49.0 - 51:55.0 | Um-hum, yeah, we work with them yeah, the Melbourne festival, um… | Participant 26 |  |  |
| 321 | 51:55.0 - 52:00.0 | Okay, I mean that's quite a broad, yeah. | Me |  |  |
| 322 | 52:00.0 - 52:19.0 | And then all the way up to the, you know near the National Forest, South Derbyshire. But then we were also working with Nottinghamsgire with projects too, so um, it kind of further reaches out | Participant 26 |  |  |
| 323 | 52:19.0 - 52:21.0 | So, I mean, yeah, that's really interesting, to split the two to see how it goes. | Me |  |  |
| 324 | 52:21.0 - 52:57.0 | Um, yeah. Yeah, and one of the main reasons for that is because a lot of the businesses in Derbyshire don't associate themesleves with anything to do with the Peak District, and whilst we're called the Peak District and Derbyshire, they still don't feel any sort of reason as to why they should be involved with us, so if we can sort of successfully split the two but keep the relationship, hopefully we can start wrking more with strictly Derbyshire businesses, | Participant 26 |  |  |
| 325 | 52:57.0 - 53:00.0 | Because I guess you're members might be "I want to be a member of both". | Me |  |  |
| 326 | 53:00.0 - 53:32.0 | Yeah, well that, exactly the other side of it too, is properties who are listed as Derbyshire and the Peak District would be featured on both websites - however, the person who is paying the same amount of membership who is on the Staffordshire side of the Peak District woudl only be on this one. Yeah, so there is a few sort of comprimises maybe, but you knmow, we're trying to, and we want to work with as many people as we can, and feed out as muhc business into the lesser known areas of Derbyshire aswell. | Participant 26B343C350B327:B342B327:B344C350B327:B342 |  |  |
| 327 | 53:32.0 - 53:37.0 | Okay, and then you actually get people moving around, and get them spending | Me |  |  |
| 328 | 53:37.0 - 53:39.0 | Mmm, yeah. | Participant 26 |  |  |
| 329 | 53:39.0 - 53:45.0 | No, that's really good. What I'll do, is I’ll call an end to the interview, and then I’ll flick that off [pointing at the camera] | Me |  |  |
| 330 | 53:45.0 - 53:49.0 | I mean are you happy, I do feel like I've not…probably not as up on what you need. | Participant 26 |  |  |
| 331 | 53:49.0 - 54:02.0 | No. no, I have actually got a lot out of that. More than anything just to see how they are being used as part of your website. | Me |  |  |
| 332 | 54:02.0 - 54:13.0 | Yeah, yeah, it's definately a core part of the website. Every single business listing is featured within that, so yo can..I mean with the app aswell. I've got the app on my phone, but my phone is pretty much dead. | Participant 26 |  |  |
| 333 | 54:13.0 - 54:17.0 | Yeah, Well I'll have a look, and I have seen it. | Me |  |  |
| 334 | 54:17.0 - 54:55.0 | But um, the explore app, Peak Explorer sorry, um, that uses Googel Maps, and er, not all businesses are featured on there because you have to pay a fee to be on the app aswell, but, effectively they all could be. Um, and that is it, ultimatley it's just with the flick of a switch, you kow if they say - well we want to be on the app, it's effective, so yeah, in that respect it's very, itls good for us, and itls good for businesses, yeah. | Participant 26 |  |  |
| 335 | 54:55.0 - 55:02.0 | What’s, and also, I mean do you put key points of interest on, like Mam Tor, or…? | Me |  |  |
| 336 | 55:02.0 - 55:17.0 | Not at the moment, but I'm, er, looking at new thinsg that we can start puttting in and I want it to do maybe an element of geocaching, but, not s much you get there and you find something, but you get there, you would register that you had been there and it releases a special offer. | Participant 26 |  |  |
| 337 | 55:17.0 - 55:18.0 | Okay, yeah | Me |  |  |
| 338 | 55:18.0 - 55:35.0 | And because I think apss, they need to have some form of, is it gamification or, wher you are going to keep coming back because you want to know the next thing because you want to see what's next, or what is new. At the moement, it's very much like a listing of things app. | Participant 26 |  |  |
| 339 | 55:35.0 - 55:38.0 | So what that be like a QR code, you know weher you [getsures to using a smartphone[ and "Bipp". | Me |  |  |
| 340 | 55:38.0 - 55:56.0 | Possibly, or, if the signal situation gets better in the Peak District, then if they are there, maybe it - if they have already got the app, maybe it automatically says "you've just hit the checkpoint, here';s your offer". You know, like a sort of geofencing.. | Participant 26 |  |  |
| 341 | 55:56.0 - 55:59.0 | Yeah, like um, er FourSquare and Swarm. | Me |  |  |
| 342 | 55:59.0 - 56:14.0 | Yeah. That sort of, that's a, and I think that would have an element of, you know, people wanting to come back and do more, yeah. Especially if they do prizes are good, and | Participant 26 |  |  |
| 343 | 56:14.0 - 56:17.0 | Well, it's, I mean, yeah | Me |  |  |
| 344 | 56:17.0 - 56:18.0 | Or the offers, I don’t mean roizes! | Participant 26 |  |  |
| 345 | 56:18.0 - 56:21.0 | Yeah [laughs]. And I don't know if, is it Google Now, where they incorporated elements of that | Me |  |  |
| 346 | 56:21.0 - 56:23.0 | Is, have they? | Participant 26 |  |  |
| 347 | 56:23.0 - 56:25.0 | Um, they were looking at that. | Me |  |  |
| 348 | 56:25.0 - 56:26.0 | Right. | Participant 26 |  |  |
| 349 | 56:26.0 - 56:27.0 | I mean it’s a separate product to their Maps, and I don’t know how far they have got with that, but that's geofencing, but I don't know how far businesses have got with that. | Me |  |  |
| 350 | 56:27.0 - 56:30.0 | Mmm. I think that's, I would love to see that on our app. | Participant 26 |  |  |
| 351 | 56:30.0 - 56:45.0 | You can almost imagine having Google Glass, walking down the street, and then the shop offers [gestures at adverst flicking up on the glasses screen] | Me |  |  |
| 352 | 56:45.0 - 56:55.0 | Well, yeah, that's it really isn't it, but then also, locations like Mam Tor, they already exist on Googel map anyway, so... | Participant 26 |  |  |
| 353 | 56:55.0 - 57:08.0 | So it's just a case of pulling them up. But I Suppose, if you've already got they layer there on Google map, they can already see that. | Me |  |  |
| 354 | 57:08.0 - 57:23.0 | Yeah, yeah, of course. Bit it would be nice as you say, where all the best views of the Peak District are all there, and you go "oh, been to that one, been to that one, got to go to that one". | Participant 26 |  |  |
| 355 | 57:23.0 - 57:28.0 | Yeah, no, that would be - but yeah, what I'll do is I will switch that off and,,[stands up to tunr off camera] | Me |  |  |
| 356 | 57:28.0 - 57:31.0 | Yeah, but like I say sorry if I;ve not, er,.. | Participant 26 |  |  |
| 357 | 57:31.0 - 57:34.6 | No, no, that's been really good thank you [camera off] | Me |  |  |