**Name:** Files\\Group 2 - Leisure Walking\\Participant 25 - Interview

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|  | **Timespan** | **Content** | **Speaker** | **Section** | **Themes** |
| 1 | 0:01.0 - 0:12.0 | Right, I'll jst mak suer that;s on, and that we have sound. Right then, so have you been here long? | Me |  |  |
| 2 | 0:12.0 - 0:18.0 | Been here four years. Four years.Before that I was doing four years in another one of these hotels  | Participant 25 |  |  |
| 3 | 0:18.0 - 0:19.0 | Oh right | Me |  |  |
| 4 | 0:19.0 - 0:22.0 | Same Company, so eight years with the company, so… | Participant 25 |  |  |
| 5 | 0:22.0 - 0:24.0 | Oh fantastic | Me |  |  |
| 6 | 0:24.0 - 0:26.0 | It's a good company to work for.  | Participant 25 |  |  |
| 7 | 0:26.0 - 0:30.0 | Well, I had a look at the brochure and you have a lot of beautiful sites | Me |  |  |
| 8 | 0:30.0 - 0:39.0 | We are a fortunate company, in that none of it is mortaged, it's all - itl;s all ours [laughs]  | Participant 25 |  |  |
| 9 | 0:39.0 - 0:40.0 | Beautiful  | Me |  |  |
| 10 | 0:40.0 - 0:41.0 | Absoluteley. | Participant 25 |  |  |
| 11 | 0:41.0 - 1:01.0 | Um, right, so we've been through an overview of what the project is about, and ideally I am looking for your role - your position here as manager, just to see how you communicate with customers using maps, or if you see them using maps - even if they don't is the... | Me |  |  |
| 12 | 1:01.0 - 2:00.0 | Our client has changed recently, well, I say recently, in the last couple of years it has changed drastically. Historicaly this company has always done sort of five day holidays, and those sort of guests come back year on year. However, because our core market are mature - very, very mature, they are unfortunately dying out. So we have had to open up to different markets so Booking.com, laterooms.com and that has made a significant difference to where our client base is, and I think, as you mentioned before, they are very much already looking online, they are finding somewhere that is close to where they want to be, um, they know where it is, they can see it on a map online, or Google, or whever, and that is very much helping them in making a decision. It has affected us only in the sense that instead of doing five night holidays, now we do one or two nights.  | Participant 25 |  |  |
| 13 | 2:00.0 - 2:02.0 | Okay, so that's a lot shorter | Me |  |  |
| 14 | 2:02.0 - 2:04.0 | Mmm. Yeah. | Participant 25 |  |  |
| 15 | 2:04.0 - 2:12.0 | Does that, I mean, just out of curiosity do you manage your own booking or do a third-party like Avivo do it?  | Me |  |  |
| 16 | 2:12.0 - 2:20.0 | No, no, we do it all. So when they book with Booking.com, we will get an e-mail from Booking,com and that will come straight to us, and then we wll process it from there.  | Participant 25 |  |  |
| 17 | 2:20.0 - 2:25.0 | Okay, so is it just literally the information on form they filled out online and then maybe their details  | Me |  |  |
| 18 | 2:25.0 - 2:26.0 | Yeah, that's right, yeah. | Participant 25 |  |  |
| 19 | 2:26.0 - 2:32.0 | And how would you direct a customer to getting here, or would they just look at that on the website?  | Me |  |  |
| 20 | 2:32.0 - 3:01.0 | They will look at that on the website, and the other thing - we do get regular phone calls asking for postcodes, SatNav, whch again, I guess is another medium of mapping, but yeah, again, generally nowadays, where historically we used to have to send maps on the back of our confirmation letters - people don't do that anymore, we don't need to because there are so many different avenues to look at.  | Participant 25 |  |  |
| 21 | 3:01.0 - 3:03.0 | So there is a wider array | Me |  |  |
| 22 | 3:03.0 - 3:05.0 | Yeah, that's right, yeah. | Participant 25 |  |  |
| 23 | 3:05.0 - 3:17.0 | And is that, because, I mean a lot of the smaller business have to send out a letter still inclduing the local area. Is that because you have got qute a lot of brown signs that you have paid for?  | Me |  |  |
| 24 | 3:17.0 - 3:54.0 | That's right, yeah. Well, yeah, I do that, um, two years ago, because from my point of view we're not just a hotel, we're a historical building and so we wanted to make people aware that there was actually something there. Um, I don't know if you know the company, but the company originated completely from a Christian background, and the locals generally still look at us as a very closed off kind of place "oh, you can't go up the hill - oh no you can't go up the drive", and so putting the bron signs up, it's made peopel aware that - actually, there is something up there.  | Participant 25 |  |  |
| 25 | 3:54.0 - 3:57.0 | And I guess it's almost a kind of rebranding in a way? | Me |  |  |
| 26 | 3:57.0 - 3:58.0 | That's right.  | Participant 25 |  |  |
| 27 | 3:58.0 - 4:10.0 | Okay, and it's, I notice there is quite a few and a lot of small business don’t have that in place. I mean, I think they are about £250 to £500 a sign aren't they? | Me |  |  |
| 28 | 4:10.0 - 4:14.0 | Um, the ones that we got were £1200. | Participant 25 |  |  |
| 29 | 4:14.0 - 4:15.0 | Ooph.  | Me |  |  |
| 30 | 4:15.0 - 4:27.0 | But it's worth it. The booking we have had in, just by having those, just because people have noticed, but the booking we have had in they have paid for themselves. So, Quiet happy with that [laughs].  | Participant 25 |  |  |
| 31 | 4:27.0 - 4:55.0 | Because I noticed when, because I came up from the train station, initially I was a little worried would I be able to find the building, but it was really quite easy, even as a pedestrain there is no ambiguity there. Okay. So really, my main question is, and this two-fold, first which types of map do you personally use if you were to commujicate with a customer?  | Me |  |  |
| 32 | 4:55.0 - 5:16.0 | If we're to communicate out - erm, if we are asked for directions, we do have a little map that goes on the back of the confirmation letter, but that has already been organised and it has descriptions on it, but as I say, we don't really use that very much. Most of the time itls the case now that you pop the DE4 JHE in your Google or Satelite...[long pause].  | Participant 25 |  |  |
| 33 | 5:16.0 - 5:18.0 | or the SatNav. | Me |  |  |
| 34 | 5:18.0 - 5:20.0 | That's right. | Participant 25 |  |  |
| 35 | 5:20.0 - 5:28.0 | And is it, the mapo that ou sent out that your moving away from, was that branded just for you, or…? | Me |  |  |
| 36 | 5:28.0 - 5:34.0 | Thatls right, yeah. I think it was branded for us, and then below it's got descriptions for getting here from the North or South. | Participant 25 |  |  |
| 37 | 5:34.0 - 5:47.0 | Fantastic. Okay, and is it, I mean, how does that compare - stepping outside your role for a momemnt - but which sort fo maps would you use in your general day-to-day life? | Me |  |  |
| 38 | 5:47.0 - 6:02.0 | I'm a bit of an avid walker, so I like paper. I like a big paper map, so the OS ones. Generally don’t use them very much, but I like top have them if I'm out. Itls like a security thing [laughs].  | Participant 25 |  |  |
| 39 | 6:02.0 - 6:06.0 | So, sort of like a 1 to 25 of Dark Peak or something? | Me |  |  |
| 40 | 6:06.0 - 6:07.0 | Yeah | Participant 25 |  |  |
| 41 | 6:07.0 - 6:13.0 | And stepping back into the role again, do you ever see any of your customers here using maps at all, or?  | Me |  |  |
| 42 | 6:13.0 - 6:48.0 | Absoluteley, I mean we have a large walking base of guests, and then again they are quite traditional. Our core market are quite traditional guests, um, you know there are some of them that won’t have a mobile phone. It's just not something that is done. But again, they are into their big OS maps. There are, I say, again, most of them are into big paper maps. Some of them are more into your little booklets. Er, but generally, you know, they are traditional walkers, yeah.  | Participant 25 |  |  |
| 43 | 6:48.0 - 6:51.0 | And do you get groups come and stay here, or… | Me |  |  |
| 44 | 6:51.0 - 7:07.0 | We do, yeah. Generally with the groups, what will happen is the organiser will come a few months prior and they will then reccy the walks and again they will then use the larger OS maps, but when the group comes they will just have bits of them.  | Participant 25 |  |  |
| 45 | 7:07.0 - 7:12.0 | Okay, and are they sort of photocopied onto A4, or..? | Me |  |  |
| 46 | 7:12.0 - 7:15.0 | I wouldn't like to say if they were photcopied, because that would be wrong [laughs] | Participant 25 |  |  |
| 47 | 7:15.0 - 7:24.0 | Oh yes. And are they, I'm just curious because you daids that people have moved form sort of 4/5 days to 3 days. I | Me |  |  |
| 48 | 7:24.0 - 8:08.0 | That's right, and again they are looking for a different type of holiday. Again, where our core market come here, they want to go on a coach a couple of times of week, wheras the guests that are coming through booking.com and laterooms, they are shoirt breaks, so they don't want to travel to anything too far or do anything particularly strenuous. So yeah, where from a mapping point of view: "Where can we go" Bakewell - A6", easy dircetions. It's a lot simpler than when our core market are saying: "I'd like to go on a walk, and I'd like a 5-mile walk and not too strenuous and..." and at that point you have then got to start thinking 'big maps'. | Participant 25 |  |  |
| 49 | 8:08.0 - 8:22.0 | Just thinking about that, when people are going the shorter routes, do you still dircet people like "you go up the A6" or are they requesting things like the postcodes or more specfic.  | Me |  |  |
| 50 | 8:22.0 - 8:36.0 | It's rare that we get asked for postcodes, it's more "I want to go to Bakewell..." or "...Monsall head", or "I want to go to Dovedale...", so it's then a matter of - we can do it by roads. | Participant 25 |  |  |
| 51 | 8:36.0 - 9:00.0 | The reason I ask is because I know a lot of the tourist information places now keep a massive list of all the car park postcodes, because people want those for SatNav, so it's just intersting to see…okay, and in terms of the maps, obviously in your personal life you prefer the OS maps, but do you think your customers have a preffredd type of map they perhaps would use in general?  | Me |  |  |
| 52 | 9:00.0 - 9:09.0 | Um, as I said if we were to look at our traditional core market, it would be the OS maps - your large paper maps.  | Participant 25 |  |  |
| 53 | 9:09.0 - 9:15.0 | So that wouldn’t be digital - as you mentioned that would be paper, or potentially photocopies.  | Me |  |  |
| 54 | 9:15.0 - 9:17.0 | That’s right [laughs] | Participant 25 |  |  |
| 55 | 9:17.0 - 9:38.0 | Okay. That's quite intersting to see aswell, I mean, that you can print off from a digital version of OS maps, so I would be intrigued to see how they are doing that. But, I mean, How - in terms of using te maps, actually phsyically using them, is that still quite an individual activity, or are they sort of putting on a table and standing around?  | Me |  |  |
| 56 | 9:38.0 - 9:49.0 | They will, I mean they use the conference room and they will spread themselves out, and they will work out where they want to be, so it is quite a social thing, you know they are planning for the group as opposed to an individual, yeah.  | Participant 25 |  |  |
| 57 | 9:49.0 - 9:53.0 | And I suppose with a tablet or mobile phone, you can’t really do that. | Me |  |  |
| 58 | 9:53.0 - 9:55.0 | yeah, yeah. | Participant 25 |  |  |
| 59 | 9:55.0 - 10:09.0 | Okay, Um, and the other one - I suppose as more of a sort of concrete process, could you sort of walk me through an example of where one of your customers might use a map, from start to finish? | Me |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 60 | 10:09.0 - 11:00.0 | Okay, um, good example, is one of my guests, he brings groups regularly, um, so he will make us aware he is coming for a couple of months prior. He will then sit in a conference room with his friend, and then he'll plan where they want to be going. They will then do reccy's each day, so they will practice each walk using the maps and keeping them with them. In that, they will be making sure they can do the walks without the maps when they bring the group. It's, so it's a confidence thing isn't it, so they want to be confident when the group come, and they want to be confident whne they are going. So that's when and why they use the maps. And they will still take them with them, on the off-chance they need to divert, but generally they will wonder around without a map when the group come.  | Participant 25 |  |  |
| 61 | 11:00.0 - 11:02.0 | Okay, so it’s sort of legitimising authority isn’t it? | Me |  |  |
| 62 | 11:02.0 - 11:05.0 | Yeah, it is. Very much so [laughs] - "Yes, I know where I am going" | Participant 25 |  |  |
| 63 | 11:05.0 - 11:15.0 | And a few of the walk leaders I have spoken too are very assertive. They seem to come from quite high up managerial positions, and they seem to lead naturally. | Me |  |  |
| 64 | 11:15.0 - 11:17.0 | Mmm [eating a biscuit] that's right. | Participant 25 |  |  |
| 65 | 11:17.0 - 11:53.0 | Yeah, but they are quite good fun. But um, obviously that was a fantastic example, but onto another one now, in terms of your role as - here- as manager, how do maps fit in with your intercation with customers? And that includes not just the confirmation that you automatically send out, but um, alos in terms of at the front desk - at reception, if people ask "how do I get to Matlock" - does a map fit in with that at all? | Me |  |  |
| 66 | 11:53.0 - 12:03.0 | We, with any request we get at the desk, the girls find it easier just to go to AA.com, RAC.com, or Google - yep. | Participant 25 |  |  |
| 67 | 12:03.0 - 12:05.0 | Okay, so just straight onto the internet | Me |  |  |
| 68 | 12:05.0 - 12:14.0 | That's right, because the system is there, it's already awake, it's literally just a matter of [gestures to tapping a keyboard] and you're done. Print that off and then they will hand that over.  | Participant 25 |  |  |
| 69 | 12:14.0 - 12:16.0 | Thatls, yeah, okay… | Me |  |  |
| 70 | 12:16.0 - 12:25.0 | I mean, we do have maps behind the desk, but we find it easier, and the guests find it easier to do, because it's clearly written direction - "turn left here, turn right here".  | Participant 25 |  |  |
| 71 | 12:25.0 - 12:27.0 | So it's more about the text than the image?  | Me |  |  |
| 72 | 12:27.0 - 12:28.0 | Yeah | Participant 25 |  |  |
| 73 | 12:28.0 - 12:42.0 | Okay, so that sounds absoluteley fine. And then another one, which is quite an odd one. DO you - how important do you think digital maps are, in general, for your customers? | Me |  |  |
| 74 | 12:42.0 - 12:47.0 | Digital maps or digital directions?  | Participant 25 |  |  |
| 75 | 12:47.0 - 12:49.0 | Well, both. | Me |  |  |
| 76 | 12:49.0 - 13:49.0 | Digtal maps are less important, I think, than the actual dircetions. I think that's where people are at the moment, or where my guests are at the moment. They eant clear, concise, this is where you go. Um, my core maket, my traditional market almost need to be spoonfed, and it is, it's very much a matter of - if I gave them a map, they woulf still expect me to write down directions. So it's easier to just go aa.com, get the directions, and say "there you go". But with regard to your booking.com, your sort of internet based, shorter, newer market, I think they are probably more reliant on digital maps becase they want to see what is around, where if you have a text dircetion, it doesn't tell you what is local' Whereas, if they were to go onto a digital map it would tell you what attractions, how far away they are, and they would have a better understanding of where they are. so the two markets are very different.  | Participant 25 |  |  |
| 77 | 13:49.0 - 13:51.0 | And that's quite intersting. And are the, I am just thinking, in terms of the AA and RAC, they are both very car based, driving. So do you find a difference in the way your newer walkers are looking at what’s around them in relation to where they are?  | Me |  |  |
| 78 | 13:51.0 - 13:52.0 | Yeah. | Participant 25 |  |  |
| 79 | 13:52.0 - 14:08.0 | And are they more likley to walk arther than drive, or, is there a difference in their transport? | Me |  |  |
| 80 | 14:08.0 - 14:35.0 | We're quite lucky in where we are, in the sense that the public transport is very good, and we are in a good area anyway. Generally most people do drive everywhere, and they will start a walk somewhere else, um, if they were to walk from here it would be a very short walk - three, four miles. But the heavy walkers or the good walkers, yeah, they will drive somewhere and do a circular. | Participant 25 |  |  |
| 81 | 14:35.0 - 14:39.0 | Okay, so then they will go up to Tor or something like that.  | Me |  |  |
| 82 | 14:39.0 - 14:42.0 | That's right, yeah. | Participant 25 |  |  |
| 83 | 14:42.0 - 15:02.0 | Okay, and another one is a little bit of a strange question really, um, do you think a digital map in anyway informs a customers sense of place, in terms of what they perceive a place would be like before they get there?  | Me |  |  |
| 84 | 15:02.0 - 15:29.0 | Um, yes, it probably does. It gives you a good understanding of what is around you. It gives you a good understanding of the geographics. Um, which again, is compeletely differnet to just having text, so yes, it definateley cerates an idea of where you're going, and what you're doing. So from a sales point of view, from a marketing point of view, tourists point fo view - itls a good thing.  | Participant 25 |  |  |
| 85 | 15:29.0 - 15:37.0 | And would you, I'm just trying to think, is there anyway you have ever contributed toward a digital map or put anything up there?  | Me |  |  |
| 86 | 15:37.0 - 16:15.0 | Not that I know of, as a company not that I know of, But then again, the company is somewhat old-fashioned, because of the market it has always targetted. Now that we are moving into different markets, it's probably something that will end up on the table. But at this point the company has been looking at coach groups, it's looking at expanding it's core market, because obviously with online bookings you're paying extra in commission, so we want to try and keep the core market we have got, but it's getting new guests in. That's our aim at the moment.  | Participant 25 |  |  |
| 87 | 16:15.0 - 16:19.0 | Okay, well that's quite a delicate balance to manage the two isn’t it  | Me |  |  |
| 88 | 16:19.0 - 16:21.0 | Absoluteley. | Participant 25 |  |  |
| 89 | 16:21.0 - 16:40.0 | And it's interesting, because I imagine quite a lot of the smaller B&B's, they're almost reliant on that latter half, Especially becaise a lot of retirees take over a B&B, and they may not have an existing base. So its quite intersting to see the difference between the two strategies.  | Me |  |  |
| 90 | 16:40.0 - 16:51.0 | Sure, yep. And I mean, we are lucky with the cleint base that we have, but as I say, because of their age - they are reducing numbers. | Participant 25 |  |  |
| 91 | 16:51.0 - 16:54.0 | Whichis quite sad.  | Me |  |  |
| 92 | 16:54.0 - 16:56.0 | It is [laughs] but it's part of life I suppose.  | Participant 25 |  |  |
| 93 | 16:56.0 - 16:59.0 | But it's a fantastic location, right by the train station there and next to the town.  | Me |  |  |
| 94 | 16:59.0 - 17:04.0 | Oh yeah, we've got a good spot. | Participant 25 |  |  |
| 95 | 17:04.0 - 17:41.0 | Um, we have covered one of the questions already - whch was 'to what extent od you think a digital map informs your customers choice of route', and obviously we've been through that, weher it's mostly textual like RAC, um, and that’s with yoru core cleints. Um, with your newer clients, do you think a digital map - and there is a difference between choice of route and where they choose to go, but where they have that relational detail, does it inform their chocie of route to get there do you think?  | Me |  |  |
| 96 | 17:41.0 - 18:02.0 | I think so, I don't - like I say, if you have got a good map that has places of interest, that will steer yu - like if you now you want to go here, and there are other plecaes neraby, that will steer you to places of interest en route.  | Participant 25 |  |  |
| 97 | 18:02.0 - 18:14.0 | Right, and I'm just thinking about places of interest. Do you think - so it informs their route, but does it infomr their actual choice, or do they get other informatin and choose based onw what's available?  | Me |  |  |
| 98 | 18:14.0 - 18:35.0 | I think it will assist in making that choice, I mean a lot of our against - again we have got a lot leaflets, so they will have already seen things of interest and at that point when they are lookig at a map, it will be "ooh, that's that, and yes we wnated to go there, and that's..." and so the map will assist them in doing that, yeah.  | Participant 25 |  |  |
| 99 | 18:35.0 - 18:56.0 | And just thinking about that, just in terms of a lived practice, so they have taken out a leaflet of, I don't know, the Animal Farm in Matlock. They have seen it. Ho do they use that map then, is that sort of sat around breakfast on the mobile phone, or...how does that fit in? | Me |  |  |
| 100 | 18:56.0 - 19:08.0 | I think that they, it's not so much a breakfast..I think it's an evening thing. SO they will be sat in their room, planning the next day on their tablet, and looking for what they are doing the next day. | Participant 25 |  |  |
| 101 | 19:08.0 - 19:13.0 | There is, so it's sort of in their room, and...  | Me |  |  |
| 102 | 19:13.0 - 19:20.0 | Yep. Very rarely do we see people playing on their tablets. Looking for things isn't normally done ground floor, it's normally done in their bedroom. | Participant 25 |  |  |
| 103 | 19:20.0 - 19:22.0 | Okay, so it's almost like a private  | Me |  |  |
| 104 | 19:22.0 - 19:23.0 | Yeah. | Participant 25 |  |  |
| 105 | 19:23.0 - 19:52.0 | Oh, that's quite interesting, so - I know when I was a child, you would go away, you would be in a hotel or maybe a B&B and then in the morning you would be looking through the leaflets while enjoying breakfast, so it's quite an interesting change there. Um, the other one which is a little bit odd - do you think the information that is on a map is complete and trustworthy? Or do you think there might be errors and information missing on the map?  | Me |  |  |
| 106 | 19:52.0 - 20:22.0 | You run that risk whether it be a digital map or a paper map. You know, I've led several walsk following a map, a paper-map and ended up where there is a hedge where there should eb a footpath, but, yes, you would expect it to be as accurate as possible because it's updatable. It's there. Um, however I personally, I woudln't be surprised if a digital map was inaccurate  | Participant 25 |  |  |
| 107 | 20:22.0 - 20:48.0 | Would you, if you - for example, you were walking along a digital map, and you found that actually the footpath is here, but what you notice is actually where the footpath is stating is way over where a landowner has moved a sty illegally, and you can see where the original footpath was, would you amend that on a digital map at all?  | Me |  |  |
| 108 | 20:48.0 - 21:10.0 | Me pers…probably not, because I don't have a good enough understanding of doing things like that. Um, bit if I did have, yes, definitely. Because, that's the whole idea of a digital map, it's something that you can adjust, it's something that you can make it right, and it benefits everyone  | Participant 25 |  |  |
| 109 | 21:10.0 - 21:11.0 | So, is that.. | Me |  |  |
| 110 | 21:11.0 - 21:17.0 | So, yes, the idea of doing it would be right, and if I had the know how I probably would.  | Participant 25 |  |  |
| 111 | 21:17.0 - 21:26.0 | So is it, not that is some ways they have made it difficult, but itls almost that it's inaccessible to make that change?  | Me |  |  |
| 112 | 21:26.0 - 21:27.0 | Yep | Participant 25 |  |  |
| 113 | 21:27.0 - 21:36.0 | Okay, so I mean, that's an interesting on itself. Itls a bit like, I donb't know if you have ever looked at Wikipedia?  | Me |  |  |
| 114 | 21:36.0 - 21:37.0 | Yeah. | Participant 25 |  |  |
| 115 | 21:37.0 - 21:44.0 | Becaise it's, some people contribute to that, and some people don't. Which is an interesting debate in itself.  | Me |  |  |
| 116 | 21:44.0 - 21:50.0 | Yeah, but then again it's all got to be taken with a pinch of salt.  | Participant 25 |  |  |
| 117 | 21:50.0 - 22:00.0 | Well, yeah, because yea, it's made by individuals. Um, I suppose, really that;s the main bulk of the questions covered, but is there anything you would want to cover on digital maps at all?  | Me |  |  |
| 118 | 22:00.0 - 23:00.0 | No. As I say, from our point of view, we are a bit of a unique busienss because the market we cost our trade on are very traditioinal, and so these historically have alwys been paper, books, and then it has only been recently with the booking.com, the laterooms.com, the way out guests are now booking and where our new guests are booking I guess is where the diigital side comes in, because they are doing it in a completeley differmet way. I mean ten years ago, our guests used to have to ring and put in a request to have a room, then the manager used to work out who he wanted to stay, and then he would ring them back and say "well, yes we'll let you come". Whereas these days, you're online and it's very much a matter of "I want to go there, it's a good rate, it's in a place I want to be" they can see that and book it.  | Participant 25 |  |  |
| 119 | 23:00.0 - 23:03.0 | It's almost a bit of an increase in choce isn’t it? | Me |  |  |
| 120 | 23:03.0 - 23:05.0 | Absolutely, yep. | Participant 25 |  |  |
| 121 | 23:05.0 - 23:22.0 | But it's, just thinking [coughs] sorry, I was thinking about that - now you mentioned booking.com, but are there any other sort of channels for booking, or for getting information about the hotel? | Me |  |  |
| 122 | 23:22.0 - 23:53.0 | We've got, obviously we've got the Christian Guild website, that's the hotel website and you can book online with the website and that has basic information. Um, you've probably got more informatuon - and this is slightly embrassaing, you've probably got more information form a map or mapping poiint fo view with booking.com than you have on our own website. Which is wrong really, because our website should be complelety spot-on.  | Participant 25 |  |  |
| 123 | 23:53.0 - 24:18.0 | Yeah, well, a lot of people do really. I mean the Metropolitan police, they, theirs really should be up to day, but they just embed Google. It's quite interesting that a state map would do that. | Me |  |  |
| 124 | 24:18.0 - 24:29.0 | Mmm. Yeah. But yeah, we have our website - you can book through there. Theer is booking.com, laterooms.com. But those are the only real sort of external booking methods. Everything else is just call in. E-mail, and faxing. Yes! We still use a fax machine! [laughs] | Participant 25 |  |  |
| 125 | 24:29.0 - 24:41.0 | And do you still go for the, do you imagien your customers still go on the AA, to see where it is - or do they go through a different channel? | Me |  |  |
| 126 | 24:41.0 - 25:26.0 | Our core market, or traditional market - they have 5 hotels, and basically they do the rounds. So one year they will do us, next year they will do Albert Hall, then Sett Arms. Very, um. It's all return business. Which is wonderful. It’s a fanstatic way to be. So generally, no. I think the AA guides, I think they are dying a death to be honest - because of the internet. ER, and again, with regards to mapping. Um, with internet I can say "I want to be here" and it will just tell you, wheras if you've got an AA guide, you've got to flick through and be looking at things. It's a lot easier. The only thing is, the internet has made tourism a lot easier  | Participant 25 |  |  |
| 127 | 25:26.0 - 25:41.0 | Okay, so I mean along with that you've got the internet used by your newer customers, so there is this increased choice.  | Me |  |  |
| 128 | 25:41.0 - 25:43.0 | Mm,. Absolutely. | Participant 25 |  |  |
| 129 | 25:43.0 - 25:48.0 | Just thinking about that - are there any other resources you might imagine that they might use? Would they just - I mean, how would they, if they didn't already know about Christian Guild, how would you imagine they would find your hotel?  | Me |  |  |
| 130 | 25:48.0 - 26:09.0 | Um, again, it is very much internet based. Itls all local, for us at the moment I think itks lcoation, location, location, that we're in a spot-on place. Um, we're in the right place. We give the right rates, we give good service, and that's how it develops.  | Participant 25 |  |  |
| 131 | 26:09.0 - 26:21.0 | And how, do you know if you have a strategy so that you make sure that if somebody is searching for you, that you are maybe one of the first that comes up, rather than… | Me |  |  |
| 132 | 26:21.0 - 26:42.0 | We have a marketing company that basically runs our website, and they - I'm not a computery chap, but they put in keywords, key search words and they work with Google Analytics. Um, yeah, we have a company bascially that does it for us.  | Participant 25 |  |  |
| 133 | 26:42.0 - 26:45.0 | Okay, so you've got a specialist.  | Me |  |  |
| 134 | 26:45.0 - 26:46.0 | Yep. | Participant 25 |  |  |
| 135 | 26:46.0 - 26:48.0 | Okay, and again, thatsl quite intersting because a lot fo the smaller ones don't have | Me |  |  |
| 136 | 26:48.0 - 27:02.0 | That's right. We are lukcy because we are big. We've got five hotels. Five quite big hotels, and we can afford this one man to play around on the internet it's great [laughs] | Participant 25 |  |  |
| 137 | 27:02.0 - 27:07.0 | No, well, that's fantastic. But no, that actually covers all of my questions, so yeaj.  | Me |  |  |
| 138 | 27:07.0 - 27:09.0 | Well, that was simple | Participant 25 |  |  |
| 139 | 27:09.0 - 27:14.0 | It was! So I will go through it all now, and compare it across | Me |  |  |
| 140 | 27:14.0 - 27:18.0 | Yeah, I think the comparison to small B&Bs would be very interesting  | Participant 25 |  |  |
| 141 | 27:18.0 - 27:53.0 | It would be, I mean I'm - I don't know if you would be interested, it will probably be a month from now, but I will be running a focus group aswell. That will be at Matlock Town Hall. Obviously I will send you an invite. And I mean, I'll be looking to get well, later this afternoon I will be speaking with somebody from Communicationd at VisitPeak, um, I have also spoken with soem smaller B&B's, and I have had a lot of walk-leaders and walkers, and what I'm trying to do is a get a group togetehr and sicuss how that cross-splitting. SO that shoudl be quite interesting. But I wil sen dyou an invite.  | Me |  |  |
| 142 | 27:53.0 - 27:55.0 | Absoultely, yeah, absolutely.  | Participant 25 |  |  |
| 143 | 27:55.0 - 28:06.2 | Okay, so what I'll do is I will switch that off. | Me |  |  |