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## Office Report – 2015

The Tourist Office was open from Monday 2nd June 2015 to Sunday 30<sup>th</sup> August 2015. The CVTI is glad to report that all shifts were covered yet again this year. The CVTI would like to take this opportunity of offering their sincere gratitude to the following persons:- Hazel Taylor, Ian Anderson, Helen Bream, Barbara Nash, Brian Lawrence, Monica Hunt, Zillah Jamieson, Guiseppe Amaroso, and Graham Bell, for their magnanimous endeavors in manning the Office for the three months.

Sadly, yet once again, we have seen a fall of 190 in the number of visitors who have visited the office. It is the view that there are several factors involved

- a) The decline in the availability of accommodation with the continued closure of the Seafield Arms Hotel, the closure of the Bayview Hotel and the non-availability of Guest Houses this year
- b) The weather has been most unkind
- c) The lack of spaces for touring caravans
- d) With the unseasonable weather and the favorable exchange rate against the Dollar and the Euro, this has probably meant an increase in the number people travelling abroad.

Another factor that may have some bearing on the numbers is the increasing use of the web. This is also reflected in the difficulty in obtaining some leaflets and brochures this year. I would therefore remind everyone that it is increasingly important to keep our own website up to date at all times.

Please remember that the numbers only reflect those visiting the Tourist Office and not the total numbers visiting Cullen.

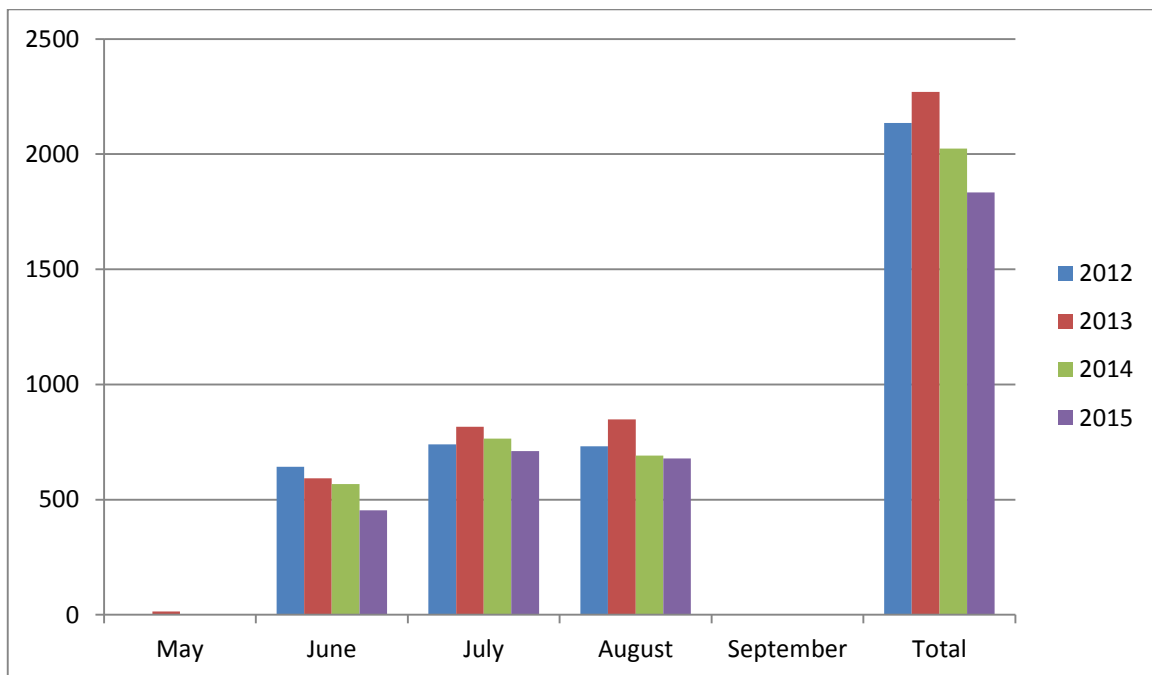
As we approach the end of the year, the CVTI is now making preparations for next year. Yet once again, despite efforts to extend the operation, the Office will be open June through to the end of August.

Graham Bell  
Secretary  
CVTI

## 1) Visitor Numbers

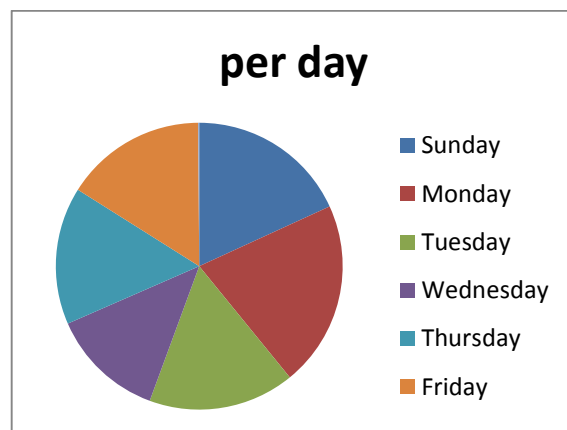
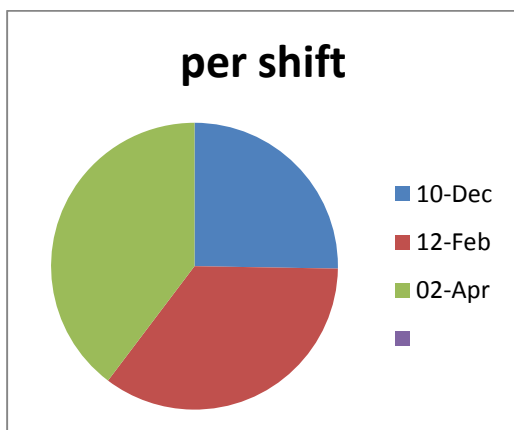
Please note that the numbers in this report are for the number of visitors to the Tourist Office, and therefore in no way reflect the number of visitors to Cullen.

| Year | May | June | July | August | September | Total |
|------|-----|------|------|--------|-----------|-------|
| 2015 | 0   | 454  | 711  | 679    | 0         | 1834  |
| 2014 | 0   | 568  | 765  | 691    | 0         | 2024  |
| 2013 | 14  | 592  | 816  | 848    | 0         | 2270  |
| 2012 | 1   | 643  | 740  | 732    | 0         | 2135  |
| 2011 | 232 | 538  | 895  | 1007   | 236       | 2428  |



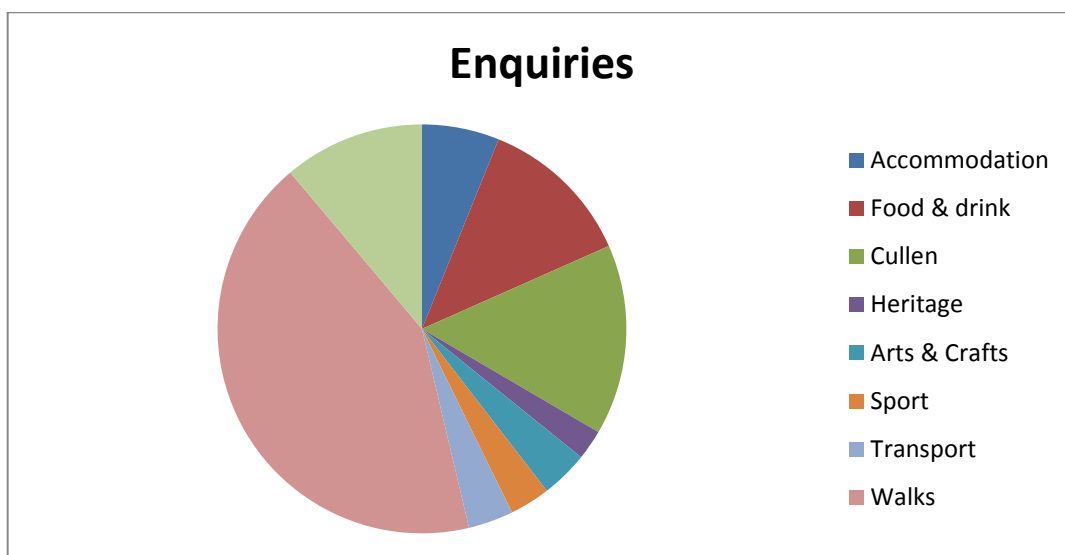
## 1) Visitor Numbers per Day and per Shift

(These number only reflect those visiting the Tourist Office)



## 2) Types of Enquiries

Whilst the vast majority of enquiries are of a general nature, the following chart indicates the breakdown of the specific enquiries.



## 3) Sales

| Item                    | No  | Cost | Gross          | Profit        |
|-------------------------|-----|------|----------------|---------------|
| "I love Cullen" Sticker | 2   | .50  | £1-00          | £1-00         |
| Cullen Print            | 0   | 9.99 | 0              | £0-00         |
| Walks Brochure          | 106 | .50  | 0              | £53-00        |
| Photocopies             | 3   | .20  | £0.60          | £0.60         |
| Calendar - Cullen       | 5   | 5.00 | £25-00         | £0-00         |
| Calendar - Banff        | 0   | 6.50 | £0-00          | £0-00         |
| Cullen to Sandend       | 7   |      | £38-50         | £3-50         |
| Heritage Tales          | 6   | 5.00 | £30.00         | £3-00         |
| More Heritage Tales     | 4   | 5.00 | £20.00         | £2.00         |
| Cullen Recollections    | 1   | 3.95 | £3-96          | £0.50         |
| Recipe Book             | 3   | 3.50 | £10.50         | £1.50         |
| Donations               |     |      |                | £26.21        |
|                         |     |      |                |               |
| <b>Total Sales</b>      |     |      | <b>£187.76</b> | <b>£91-31</b> |

#### 4) **Visitor's Comments**

These are just some of the comments made, extracted from the visitors book.

Thanks for all the wise words and info

*Mark Hudson & Verity Russo - Australia*

It is a lovely Town with friendly and helpful staff

*Jan Collins - Tasmania Australia*

Sadly it has been only a brief visit, but a very impressive one. Very helpful staff

*Roger Shaw – Rotherham South Yorkshire*

As usual the staff have been very helpful

*David Hutchinson - Kirkcaldy Fife*

Office well stocked with brochures and a very helpful staff

*Val & David Selfridge Linlithgow, West Lothian*

Very Helpful and informative. Cullen is a splendid place

*Jim & Edith Hart - Durham*

Thanks very much for your help. Cullen is a lovely place

*Menzies & Laura - Aberdeen*

Thanks for the advice about your beautiful town

*Ben French – Tasmania, Australia*

Very helpful and full of information

*Eileen Malory - England*

Very helpful and we obtained literature to help us on our journey

*S Stillard – Victoria, Australia*

Most enjoyable and informative. Thank you

*Kenneth & Vicky Austin – Nova Scotia*

It was extremely helpful to be able to find what we were looking for

*W Scede – England*

Thanks for the advice and the suggestions

*M Smith – Swindon*

Spent a lovely day in Cullen, after receiving help from Brian, who pointed us in the direction of the places of interest

*Helen Birnie St Fergus*

Keep Tourist Centres Open

*Alex Allan – Fife*

Many thanks for the most helpful advice

*Margaret Jones N Ireland*

Thanks for all the nice words and information

*Sue Gebert – Austria*

We were guided by a friendly and helpful staff

*Hank & Marra Roes – Netherlands*

Very useful info, even for someone who thought he knew it all

*Ian Anderson – Bristol*

Very Helpful and I Love the Town

*Ann Beaumont - Nottingham*