

What sells and what doesn't!

Which products and price ranges are best suited to earn you income and save you time?

Don Symonds

Bakewell Visitor Centre Manager

Is Bakewell Visitor Centre for you?

- Know your market
- Know our market
- What are your expectations?
- What are our expectations?
- Pricing

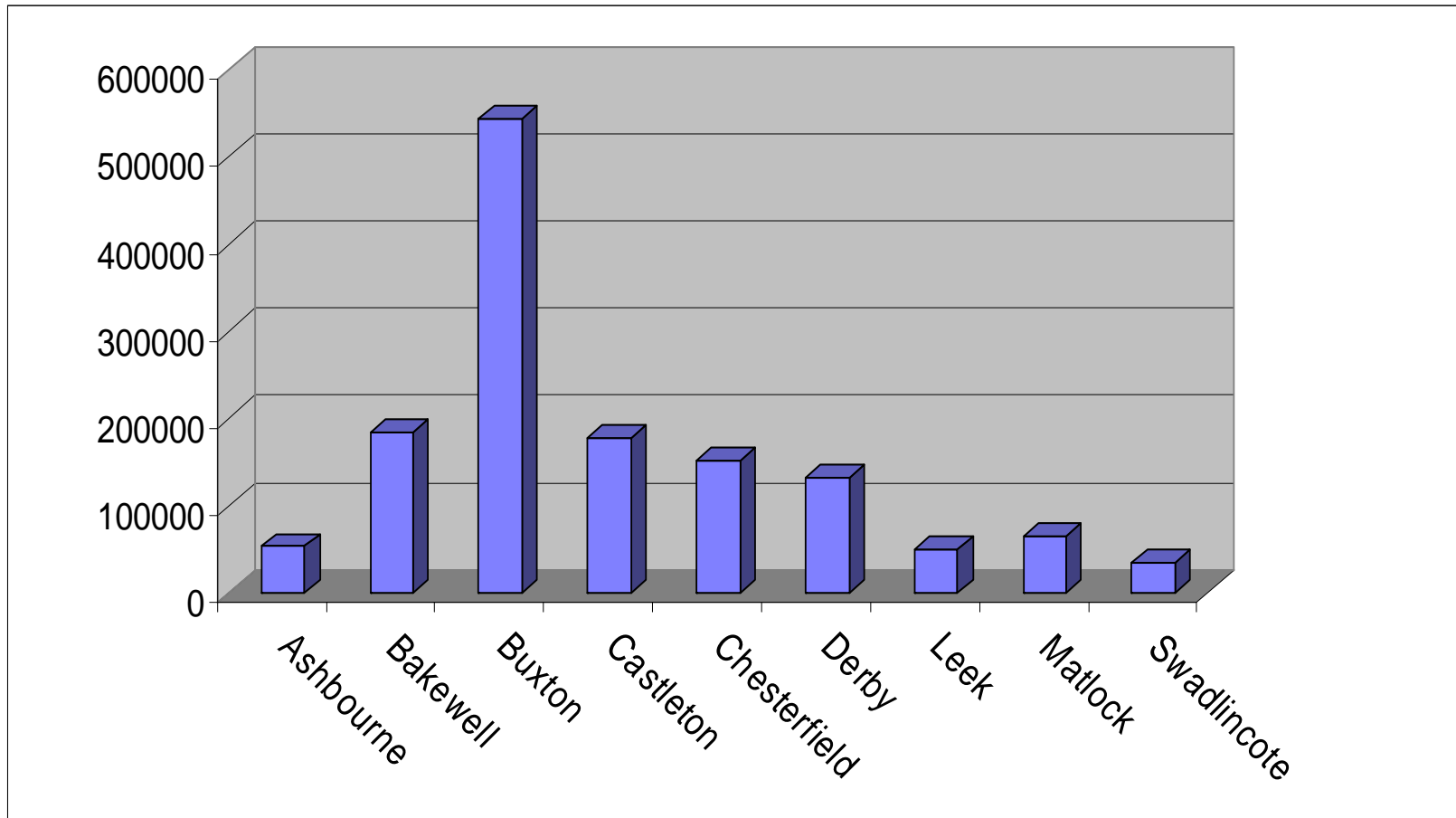
Know your market

- Who will be interested in buying your product?
- What is the best way to reach them?
- A bit of market research.
- Bakewell Visitor Centre?

Know our market

- 9 Derbyshire TICs had a total of just over 1.38m visitors in 2009/2010

Derbyshire TIC Visitor Numbers



Know our market

- 9 Derbyshire TICs had a total of just over 1.38m visitors in 2009/2010
- Bakewell 184,000 - £128,000 S/H 70p
- Castleton 178,000 - £130,000 S/H 73p
- Locals / visitors
- Under 25s
 - Bakewell: 5% Castleton: 22%

What are your expectations?

- Are you in it to make money or is it more for pleasure?
- At Bakewell we have 35 specifically local suppliers excluding books – probably another 15-20.

What are our expectations?

- Income
- Display
 - Ranges look better and sell better.
- Rotation
- Storage
- Seasonality
- Competition?

Pricing

- Cost based or value based?
- Consistency.
- Examples:
 - Dry stone walls.
 - Glassware.
 - Cards etc
 - Ceramics

Do your products hit the mark?

- For more information
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