Discover Pass

Overview 2009 activity and results

November 2009

1. Background

The Discover Pass was launched in March 2008 and ran throughout the year where 3,585 passes were sold generating 1,586 use's and an estimated 2,600 visitors through the doors of attractions. The pass was re launched for 2009 in April with bus events promoting the Pass in Sunderland, Gateshead, North Tyneside, South Tyneside and Newcastle.

The pass was opened up to attractions outside of Tyne & Wear in 2009 and in total 44 attractions from across Tyne & Wear, Durham and Northumberland took part in the pass.

This report sets out the rationale, activity and results relating to the pass and its usage in 2009 along with an assessment of its impact upon attractions and the visitor economy. The report also raises some of the issues surrounding both the usage and administration of the pass to inform discussions around how the past should be best delivered and managed in 2010.

2. Marketing and Promotion

2.1 Launch events

The pass was launched in April 2009 with teams of Discover branded sellers and a Discover branded mobile bus profiling and selling the pass in key locations across Tyne & Wear. The locations were Market Square in Sunderland, Northumberland Street in Newcastle, South Shields Town Centre in South Tyneside, Morrison's car park in North Tyneside and outside the Metro Centre in Gateshead. Around 400 passes were sold across the 5 events and coverage of the events were achieved across local press.

2.2 Marketing

The pass was advertised across a range of media including

- **Real Radio Campaign** – This included sponsorship of the Jonathan Morrell breakfast show for 3 months across the summer and included 3 mentions of the pass per hour across the 3 hours of the show. It also included a Discover micro site that linked from the main Real Radio site.

- **Paid for press advertising –** 20x4 Discover adverts in the South Shields Gazzette, Sunderland Echo, and News Guardian. – The Journal TV pages banner for 5 weeks, a full page and ¼ page advert in the Crack Magazine and a half page in the Living North Out and About supplement.

- **Free or in kind advertising** – A whole range of free advertising was secured from partners including:
  - Gateshead Council News – full page back cover
  - NGI National insert – half page with print run of 1 million
  - NGI September insert – half page with print run of 530,000
  - What's On Guide – half page inside front cover with print run of 400,000
  - Pocket Guide – Half page with print run of 250,000
  - EAT festival brochure – Full page inside front cover with print run of 30,000
  - Tyne & Wear Food Guide - Full page inside front cover with print run of 30,000
  - Daily Mail/Enjoy England supplement (1/4 page print run of 2,000,000
  - DFDS Seaways booking confirmation flyer

- o North Tyneside Council News – Editorial
- o South Tyneside Council New Editorial

- **Banner advertising** - Times online – Also advertised on attractions websites including; Climb Newcastle, Newcastle Racecourse, Sunderland City Council and the Customs House.

2.3 Press and PR

The pass launch was supported by press activity that secured coverage in the Journal, Evening Chronicle, Chronicle Extra and Whitley Bay Guardian. Ongoing coverage was achieved profiling the pass and the value of savings and celebrating sales. Coverage was achieved in the Journal, the Evening Chronicle, Sunderland Echo and britainonthecheap.com.

SHIPSHAPE: Lots of great days out ahead

Get out and about on your very own doorstep

The PAGE 6 feature

Families feeling the pinch can still have fun without breaking the bank during the summer holidays. SUE WATSON discovers how.

How to have a don't-break-the-bank holiday

Free days out on your doorstep

Free fun for the whole family

By CHRIS MCBRIARTY

IN THE DEEP: Anna Etchells, marketing manager of Blue Reef Aquarium, with Otto the octopus

There was also added value secured through the Real Radio campaign where attractions were profiled through the pass on the afternoon show. A full list of attractions taking part along with there offers were sent through to Real Radio and a whole range were profiled by the DJ in the afternoons.

Discover week was launched in October to coincide with the school half term holidays, to mark the week Washington Wetlands Centre, Gibside, Life Science Centre, Bedes World and the Blue Reef Aquarium were giving away Discover Passes to the first 100 visitors through the door. The week received coverage in the Journal.

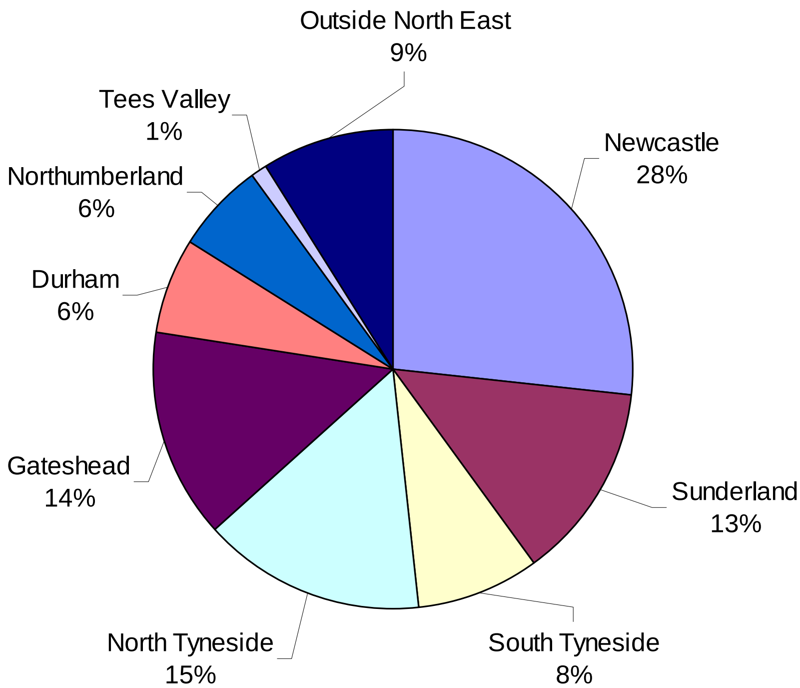
3. Sales

Sales between April and November have shown a marked improvement on 2008. In 2009 **4,283** Discover Passes were sold, an increase of **19%** on the total number of passes sold in 2008.The majority of the sales came through TIC's who accounted for 3,227, online sales came to 569 while passes sold at events such as University open days and he Discover Pass Launch events in each of the local authorities came to 487.

An area of sales that was significantly down on 2008 was the number of passes sold through accommodation providers. In 2008 around 1,200 passes were sold to accommodation providers to either give away to guests or to sell on for the same price. This level of interest was not renewed in 2009 with only just over 100 sold.

3.1 Who is buying the pass?

From all of the records collected over the last two years there are a total of 3,127 customer records who have provided address details so that we can determine where people who are buying the pass are living.



The area with the clearest concentration of residents with a Discover Pass is Newcastle with 28% followed by North Tyneside, Gateshead, Sunderland and South Tyneside who all have a relatively similar share of residents with a pass. Passes then filter out into Northumberland and Durham who both have 6% of the share.

3.2 Visitors from outside Tyne & Wear

Almost 10% of passes sold over the last two years were purchased by visitors from outside of the North East, with the most popular origin being Yorkshire who accounted for 100 passes and 37% of the share. The table below illustrates the main destinations from outside the North East that purchased passes either before or during their stay.

Origins of visitors who bough passes from outside the region			
Yorkshire	**36%**	South West	**4%**
Midlands	**15%**	Cumbria	**4%**
South East	**15%**	Northern Ireland	**3%**
Scotland	**8%**	London	**2%**
North West	**6%**	Ireland	**1%**
Overseas	**5%**	Wales	**1%**

After Yorkshire the second highest represented regions were the Midlands and the South West. Within the Midlands visitors tended be from the East Midlands and south of the region specifically. Visitors from the South East were concentrated around the Home Counties but Scottish visitors were scattered between the Borders, Edinburgh and the North West of the Country.

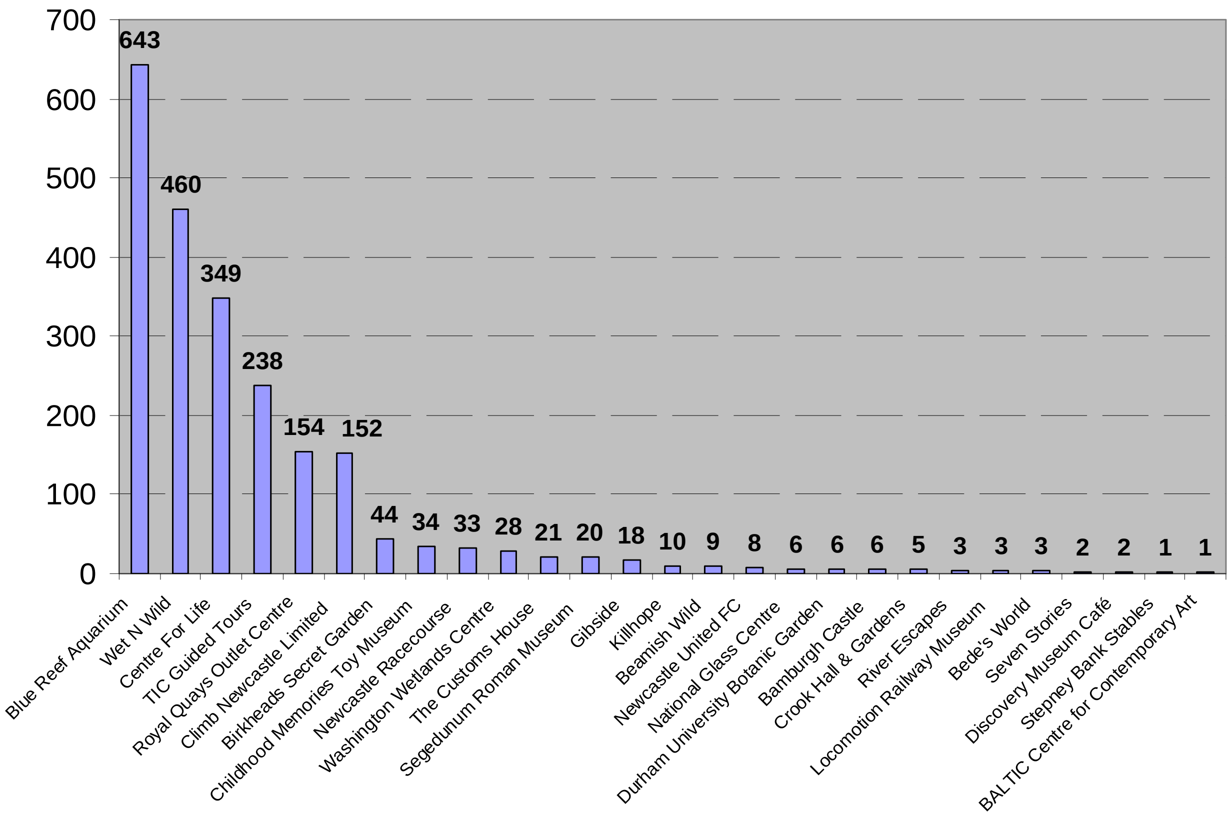
There were 26 passes bought by visitors from overseas, Ireland and Northern Ireland had the most with 11 between them, other countries included in very small amounts were the USA, Australia, New Zealand, Singapore and Barbados. The majority of the overseas visitors purchased passes from the Newcastle Tourist Information Centre.

4. Pass usage

From data available the pass usage has improved greatly on 2008 in 2009 with a reported 2,259 unique passes generating an estimated 4,840 visitors through the doors of attractions Overall this is an increase 57% on 2008 levels.

Where was the pass used

As with 2008 the pass usage is still dominated by a small number of attractions. Blue Reef Aquarium received the most pass uses in 09 with 643, followed by Wet and Wild (460) and the Centre for life (349).



However the spread of pass uses has spread itself across a greater range of attractions in 2009. In 2008 15 attractions reported that they did not receive one use of the pass while in 2009 this number halved to seven. Climb Newcastle an attraction that did not take part in 2008 received 152 uses of the pass in 2009 and Royal Quays shopping outlet received over 100 more uses than last year. There is still however the issue that the majority of the attractions are receiving few uses. Over half of the attractions that took part received less than ten uses of the pass. To an extent this is an inevitable consequence of applying a one size fits all discount format to over 40 different attractions that all have different offers, and different audiences with their own unique set of values and motivations. Add to this a relatively modest marketing budget and no dedicated staff time and it maybe is not surprising that many attractions received few visits. This is an area that should be looked at in terms of the marketing plan for 2010, how can work more closely with attractions and there current audiences, creating advocates within attractions who sell on the value of the pass.

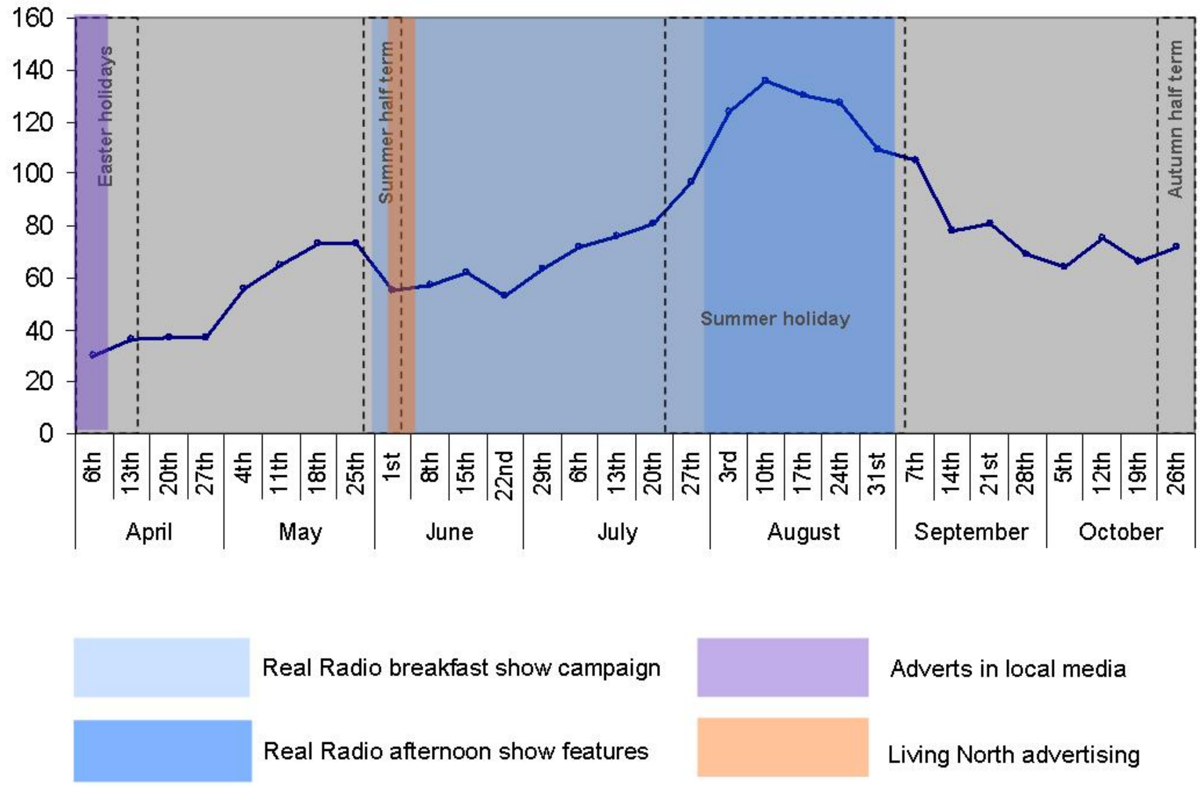
When it was used

The overall pattern of usage follows the same pattern as in 2008 with the summer period and the August in particular unsurprisingly accounting for the spikes in activity. Half term holidays would appear to have less of a bearing than the main summer period. These spikes have been driven by uses at the Blue Reef and Life Science Centre where both attractions have child friendly offers.

	March	April	May	June	July	August	Sep	Oct
2009 uses	-	140	267	227	389	626	333	277
2008 uses	45	150	182	181	246	437	130	205
change	-	-7%	+47%	+25%	+58%	+43%	+156%	+35%

The graph below overlays the overall patterns of pass usage against the key holidays and areas of paid for marketing activity.

Calendar of activity vs Pass usage



Due to not all attractions providing the exact dates passes were used some flat profiling of attractions visitor numbers has had to be done. The diagram above should be used as an indicator of the key times of activity not necessarily as an exact measure of every pass use.

Visits to website

Interestingly in direct comparison to the increase in passes used the total number of unique visitors to the Discover section of the website is down significantly in 2009. There were a total of 17,247 visits to the Discover pages across 2009 compared to 30,375 in 2008, this represents a drop of 43% on the whole of last year.

	March	April	May	June	July	August	Sep	Oct
2009 page views	2,471	2,603	2,163	1,664	2,402	2,788	1,315	1,841
2008 page views	2,387	3,725	3,757	3,637	4,435	5,367	3,496	3,562
change	**+3.5%**	**-30%**	**-42%**	**-54%**	**-46%**	**-48%**	**-62%**	**-48%**

Value of the pass

It is estimated based upon the information provided by the attractions that the pass contributed to a minimum of **£12,700** worth of direct savings at attractions in 2009. This does not include any savings that may have been made by visitors who used the pass to acquire a discount booklet for the metro centre or people who used the pass at Dalton Park, Bedes World, the Odeon Silver link, Ocean Beach Pleasure Park or the Sage Gateshead restaurant. Had information been available on usage at these venues it is expected that the actual figure will be much higher.

In terms of value to the attractions of the pass, based on the value of offers provided by the attractions the usage that they reported that between them pass contributed to generating around **£19,000** in revenue for the attractions.

There will also be a wider impact upon the Tyne & Wear economy of the pass if people are using it as the basis with which to make to make day trips. There will be expenditure on ancillary activities around visiting attractions such as food and drink and transport. The average visitor spend by day visitors within Tyne & Wear is £29.79, based on this and the number of visitors that used the pass the estimated total expenditure within the local economy linked with the pass in 2009 is estimated to be around £144,183. However clearly some of these day visits would have happened anyway, results form a visitor survey covered later in this report suggest that 71% of visitors that used the pass were influenced directly by the pass and of these 29% suggested that the pass was the main reason that they made the visit to the attraction. The calculation below uses these ratios to estimate what the net additional value to local visitor economy that the Discover Pass may have had.

Total Visitors	**4,840**
71% of which were influenced to visit by the card	3,436
29% of which made the trip directly because of the card	**997**
Average spend per day visitor within Tyne & Wear	£29.70
Estimated additional net value of to T&W economy of card	**£29,611**

Please note that this estimate is calculated on the basis of available information from attractions, with the full range of data from all attractions this number would increases significantly.

Is the Pass helping to distribute people around Tyne & Wear?

One of the main benefits for attractions taking part in Discover is that through the affiliation with the pass and its collective branding, marketing and promotion, it is able to gain exposure to a wider audience of potential visitors across Tyne & Wear. This is particularly important for smaller attractions without large marketing budgets or access to distribution channels, and Local Authority run attractions whose appeal will extend to visitors beyond electoral boundaries but its resources and remit may not.

As a result one of the key functions of the pass is to distribute visitors to attractions across Tyne & Wear as widely as possible. To illustrate the extent to which the Discover Pass have been distributed across Tyne & Wear the table below takes a sample of attractions and displays the percentage of the visits which came from passes purchased from TIC's within that attractions local area and those from passes bought from TIC's outside.

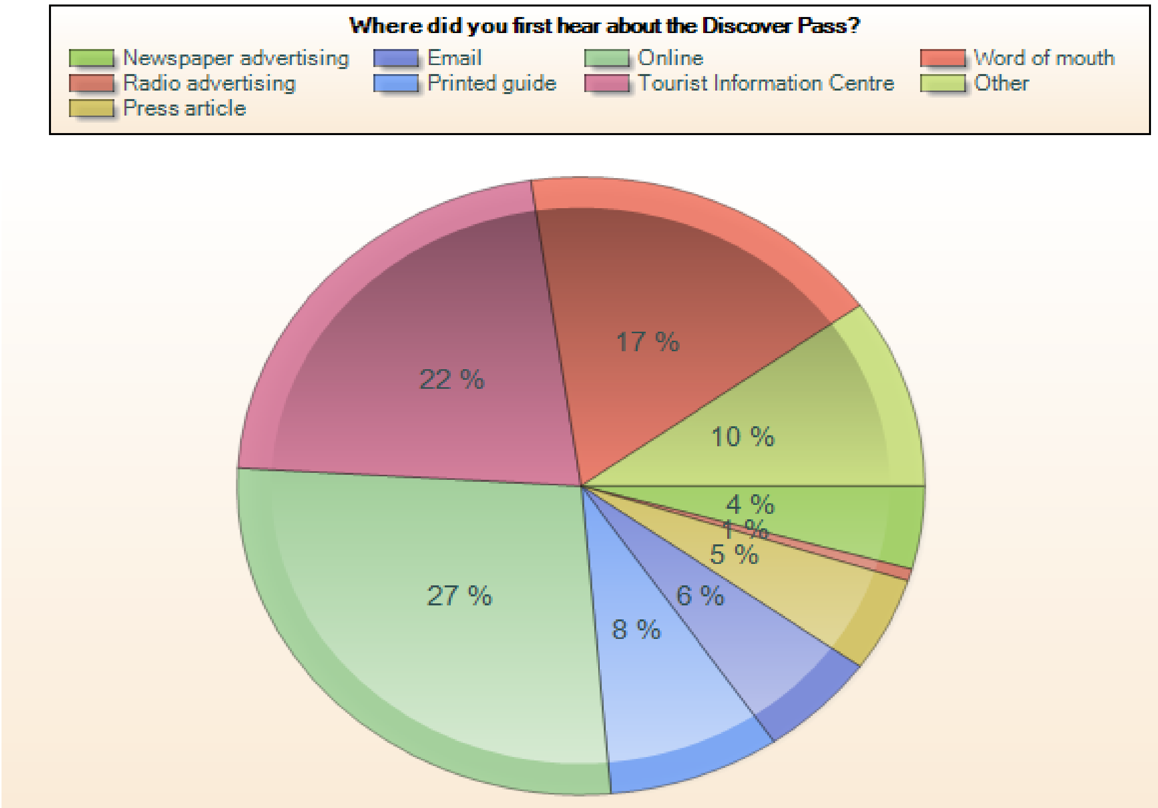
Attraction	% of visits from within attractions local area	% of visits from outside attractions local area
Climb Newcastle	**66%**	**44%**
Washington Wetlands Centre	**12%**	**88%**
Birkheads secret garden	**21%**	**79%**
Childhood Memories Toy Museum	**65%**	**35%**
Gibside	**27%**	**73%**

Clearly the proportion of local visitors to visitors from further afield to attractions will vary based on an attractions size, profile, the nature of its offer and the demographics of its key audience. However despite this the results highlighted in the table do offer some very positive signs that Discover Pass users are moving across Tyne & Wear to visit attractions. Most significantly would appear to be the Washington Wetlands Centre where 88% of the visits as a result of a pass were made by people who purchased the pass in another local authority area. Gateshead's rural attractions also appear to benefit from attracting visitors from other areas with the sub region 79% of Birkheads Secret Garden Discover visitors came from Newcastle, South Tyneside, North Tyneside and Sunderland 2/3 of Discover users who visited Gibside came from outside Gateshead.

5. Consumer Feedback

To aid evaluation and development of the pass for 2010 a survey was carried out with consumers who purchased a pass and provided an email address and consent to be contacted. Over the 2 years around 8,000 customer details forms have been completed, once the those who had not provided e-mail addresses and those who did not consent to be contacted had been removed we were left with a customer database of 1,647 Of these people 159 users responded (9.6%), the results are summarised below.

In terms of where customers found out about the pass online provided the most responses and accounted for 27% of the survey. This could have come through people visiting the visitnewcastlegateshead.co.uk visitor site or following links from banners that were created for attractions websites that directed people to the discover pages. Tourist information Centres are still playing a key role in both awareness as well as sales and word of mouth is starting to play a part in raising awareness of the pass.



One of the issues that arose from monitoring usage of the pass is the difference between the numbers of pass sales compared to pass uses. With pass sales being much higher than uses there is an issue of people buying the pass but not going on to use it, from the sample 74% of those who bought the pass used it and 26% hadn't. Of those who didn't use it a range of answers were given but the most common recurring themes were:

- The occasion to use the pass just hadn't arose
- They had forgot that they had the pass
- Nothing of interest to use on the pass
- Attractions didn't advertise that the pass could be used very well.

The final point around the pass not being advertised strongly enough within attractions was a recurring theme through different parts of the survey and is an issue that should be addressed going into 2010. From the responses the issue with consumers is a mixture of awareness and welcome. Some consumers attended attractions where they were simply unaware that they could use the pass because of a lack of presence while some responses suggested that the while they knew that the pass could be used the lack of presence put them off trying to use the pass.

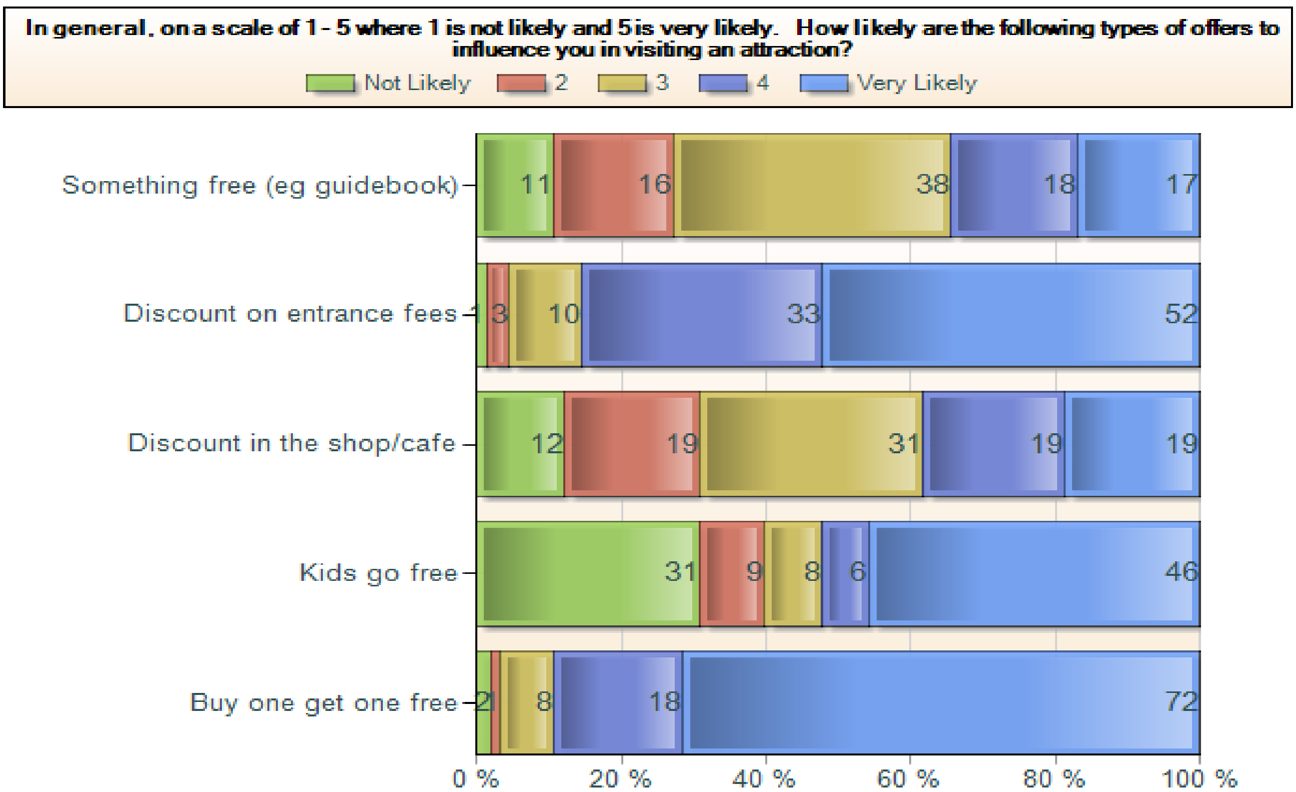
Of the customers who used the pass **77%** visited the website to see what attractions and offers where available which is a higher than expected return and does suggest that in developing the literature to accompany the pass for 2010 there maybe less need to fill the physical print with as much detail as possible.

In terms of influence **71%** of people who used the pass said that the pass influenced them to visit the attraction that they used it at. Of these people we wanted to drill down a bit further into the extent to which the pass had influenced them into visiting an attraction.

- **18%** said that the pass did not make that much difference – I would have visited anyway but it was nice to have a discount.
- **53%** said that the discount offered by the pass was the main difference between me visiting the attraction that I did and another one.
- **29%** said that the discount on the pass was the main influence in their decision to visit the attraction.

These results are very positive and suggest that people who do buy the pass value it and use it proactively to influence decisions on what attractions to visit.

In more general terms we were interested in what types of offers influence visitors to visit an attraction. Respondents to the questionnaire were asked to rate how likely different types of offers would be in influencing them to visit an attraction. The results are shown below.



There are some significant differences between the types of offer and how much influence they have across the sample. Discount on entrance fees and buy one get one free offers on appearance would seem to be by far the most popular offers with consumers. 85% of consumers suggest that discounts on entrance fees is either very likely or likely to influence them to visit an attraction while this number was 90% for buy one get one free offers.

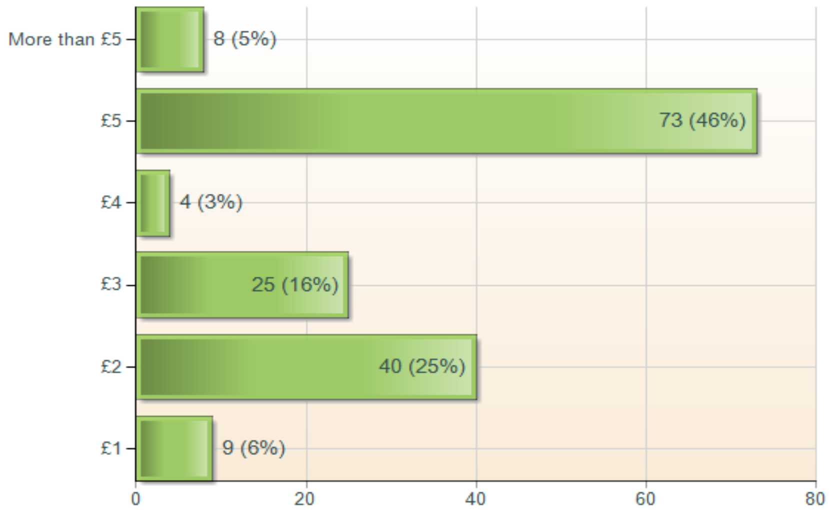
Discounts in shops or cafes and receiving something free like a guide book did not have anywhere near as much influence although they were marginally more likely to influence a visit than not. In terms of offers referring to children going free, rather unsurprisingly the results were split between very likely to influence and not likely to influence. Presumably depending upon if the respondents have children or not.

When asked what attractions people would like to see involved in the pass there were a few recurring attractions. Most notably Beamish which came up quite a lot in peoples responses but other attractions that seemed popular included the Tyneside Cinema, Alnwick Castle and the Theatre Royal.

In terms of improving the pass, respondents where asked if there was one thing that could be improved to make it more valuable what would it be. Many different responses were received (See appendix xx for full range of responses) but the main themes were:

- Increase offers and attractions
- A news letter advertising and recommending different attractions/offers on a more regular basis
- Discount on travel in the region
- The accompanying Literature could be easier to use in terms of size and visibility of text
- Staff at attractions to be more aware of the pass
- Be clearer around restrictions – For example not applicable on weekends or during school holidays.
- Visibility of the pass at attractions improved

Finally all respondents were asked what would be the most that that they would be willing to pay for the pass.



Almost half of the respondents suggested that they would be willing to pay up to £5 for the pass and in total 70% of the users placed greater value on the pass than its online retail value of £2 suggesting that the pass is perceived as both being valuable in providing influencing discounts and in terms of the cost/benefit ratio to the user.

6. Attractions feedback

The results of the pass sales, usage and customer survey were fed back to the attractions forum in November and was followed by a session on how the pass could be developed moving forward. The key issues and recommendations from the attractions are summarised below:

- **Online presence of the pass could be stronger** – Currently the online presence of the pass is a page within the Tyne & Wear visitor site. The rationale is that visitors researching the pass are directed to the pass and its offers when looking for information on things to do in Tyne & Wear. The problem this causes is the pass does not feature in search engine searches. A possible area for development moving forward could be to develop a unique micro site with its unique url and that can be found easier by potential customers who see the marketing and that can also showcase the attractions and their offers better.

- **The physical product of the pass needs to be developed –** After some discussion there was a general agreement that the colour scheme was appropriate should be kept for next year however there were some areas that needed to be changed, including:

    - The booklet attached to the pass is too word heavy. The descriptions of the attractions are difficult to read and could be improved by giving greater prominence to the offer.
    - The size of the literature is too big – other options such as snap fax or z-cards should be looked at to make the pass more compact next year.
    - The year or time frame that the pass is valid for needs to be very clear and visible on the new manifestation of the pass.

- **Messaging in materials needs to be stronger** - The more generic marketing materials – Posters, flyers and stickers to do not communicate the key most important message strongly enough – the fact that the pass can be used to save a lot of money. This should be made stronger going forward.

- **There is work that can be made with front line staff –** The issues around buy in and knowledge of the pass amongst front of house staff is an issue. The offer was made that briefings could be done at team meetings by ATP Staff and there was a suggestion that a free pass could be given to front of house staff along with a more comprehensive briefing pack that would encourage staff to become ambassadors of the pass.

- **There is value in the pass even if it is not generating visitors –** Not all attractions have seen a significant number of uses of the pass but despite this there is recognition that the exposure and profile that they have received through the PR generated from the Pass makes being involved within the pass worthwhile.

- **There was agreement that the current offers and pass would be accepted up to March 2010 –** The pass currently runs out on the 31st December 2009 and a new pass is not expected to be launched until around Easter 2010. The attractions at the Forum agreed that so as not to miss out in between Jan – March 2010 that they would accept the card until the new card is launched.

7. Conclusions

The second year of the pass has seen some definite positive progress on 2008.

- Sales have increased within TIC's
- The introduction of online sales has not only contributed to the number of people using the pass in attractions but it has also opened the pass up to visitors from outside the region prior to there visit.
- Usage within attractions across the board have increased along with the number of visitors spending days out in attractions
- The range and spread have attractions who have benefited from the pass has increased, meaning the usage figures are no longer dominated as much by one or two of the regions larger attractions
- Consumer feed back is on the whole very positive with the pass proving to have great worth and influence.

There are however some definite areas for improvement that can be taken forward in 2010. There are issues around information on the pass working its way down to all front of house staff; the visibility of the pass and information informing visitors that they can use it in attractions needs to be addressed; there is additional work that can be done to increase the passes online presence and there are still issues around recording and providing monitoring information on the pass that need looking at. However most importantly there are still a lot of attractions that are not seeing a lot of uses from the pass and there needs to be a slightly more proactive planned way that works with attractions that makes the pass more flexible to their businesses. If the number of sales and uses are to make a significant step change in 2010 all of these issues will need to be addressed and planned into the passes further development.

A consideration of the main issues, areas for development and options for 2010 are set out in a separate discussion paper.

Appendix A

Why did you not use the pass?	
1	Just never had the chance to use it
2	Didn’t visit any of the places that offered discounts
3	The type of offer (two for one) wasn't going to help me because I was using the particular venue by myself. That's not to say I won't find it useful in future.
4	Not been to a venue I can use it yet
5	Did not have the time for the attractions and, unusually, I did not want anything from the shops where you can use the card for discount. I do normally use the applicable shops just not recently.
6	places we wanted to see did were not in the scheme
7	most offers not applicable or forgot where to use it
8	I gave it to a friend who has children as many of the offers were for families.
9	Kept forgetting or places I have been to do not say if they accept the pass
10	did not find it useful
11	Forgot that I could use it. I don't believe that the attractions advertise its use very well.
12	Haven't had chance yet
13	Other commitments + weather conditions prevented us using the pass
14	I haven't used it yet as I had a lot to do at the beginning while arriving here in Newcastle (I'm an international student).
15	nothing of interest
16	forgot about it
17	Nothing of interest or greater discount using other methods.
18	Not been to the places where discounts offered or at appropriate times e.g. cinema
19	forgot about it, and didn't go out as much as expected
20	We forgot that we had it.
21	too busy
22	I could find better offers by doing my own research.
23	Time shortage. Recently joined National Trust, so using this as weekend trips out.
24	it only arrived yesterday so have not had time to yet
25	I have not been able to go to any events that use the pass
26	no opportunity yet
27	not accepted at as many places as i thought
28	Have not visited yet, will be visiting end of November!
29	Havent had time to yet
30	never got round to it
31	No occasion
32	when we got to the attractions we found our son was already free due to his age and offer was child goes free.
33	Wasn't advertised at the establishments that it was usable there, lack of newsletters etc. meant forgotten where it could be used.
34	went down south for holidays and haven’t been anywhere else because of lack of funds
35	not been to any attractions yet
36	Forgot I had it
37	as a single parent and 2 kids. sorry but didn’t think it was worth getting the pass.
38	Plans changes and I didn't visit the attraction I planned. Hopefully I will use the card some time soon.
39	There aren't that many things on it that I can use. I am a student with no children, so a lot of the discounts don't really do much for me.

40	I forgot about it

Appendix B

If you could improve one thing about the pass to make it more valuable what would it be?	
1	Last year some of the offers were better value, i.e. Cinema, also available at weekends.
2	It seems to be a little onerous for the attractions to use i.e. they have to write the number each time, which holds up queues.
3	more attraction discounts
4	I find the leaflet that came with it that has the information about attractions hard to handle - I would find a small booklet - arranged according to area, would be easier to handle and keep in my handbag.
5	More clarity over when the pass can be used (weekends, bank holidays)
6	Make staff at participating attractions aware of pass. E mail me about any additional offers. Have signs in participating attractions on show so I don't have to keep checking who's involved on internet before I go anywhere.
7	Discounted travel. Instead of kids go free offer up to kid value off the 2nd person.
8	Discount for food and transport in the region
9	Not sure
10	More attractions
11	Nothing
12	more places to use it
13	better offers. with longer dates so could use it in the winter months.
14	Discounts in restaurants/shops
15	For staff to be more aware of the discounts - I have had to show staff the booklet several times, as they did not even know that the attraction was part of the scheme. This is very embarassing when you are standing in a queue!
16	Require ID to use the pass, thereby making it non-transferable - the extra money from more people buying their own pass could then be used to fund different offers, giving more variety.
17	Make its use more visible at the outlets.
18	Discounted public transport - particularly metro
19	When using the pass if it were possible to apply the Senior Citizen discount also it would be more valuable to me.
20	More family discount
21	more 2 for 1
22	better discounts, more child goes free and more coffee shop discounts
23	able to use in school holidays
24	More attractions, including places to eat
25	More outlets & venues offering discounts with the pass.
26	When booking the Hotel -- The information about the pass would be useful
27	Family offers for big families e.g. 2 adults + 3/4 kids doesn't seem to fit to offers these days
28	buy one get one free works well
29	free metro ride to attractions
30	Nothing i think the pass has been invaluable this summer holidays
31	for the attractions to advertise that they let people use the pass be more clearly displayed
32	wallet sized

33	clear signs at all attractions, which offer reductions
34	make it valid all year round
35	make the offers better than those which already exist for the attractions/centres you are in conjunction with
36	more offers on entrance fees for adults - we are a family of 2 adults and 2 toddlers and at the majority of attractions our children are too young to pay entrance fees anyway, so offering free child entry isn't very useful to us.
37	more bogof offers and more availability in school hols
38	Make sure attractions themselves know what the discount is
39	more offers
40	Few more attractions added perhaps to give greater choice (already great choice in my opinion)
41	Many more attractions
42	That staff at the venue are aware of the pass
43	more buy one get one free offers
44	Bigger discounts for entrance fees.
45	Venues offering discounts should display details at entrances as reminder.
46	more than 1 per household
47	more visibility on what it can be used for
48	I think it is very good value for money and makes some trips affordable.
49	Family pass?
50	valid for one year of purchase
51	The attractions involved should have a sign at the desk to say they accept the pass. I missed getting a discount at Bamburgh Castle as I hadn't realised it was included in the offer.
52	I'd much prefer 'buy one get one free' on entrance fees because 'kids go free' offers are fairly easy to find online but it's much harder to find discounts for adults. T The Odeon discount isn't as good as last year and I particularly wanted to take my children on a Newcastle bus or river tour, neither of which are discounted much, if at all, with the Discover pass. It's a great idea but I've just not found this year that it's made many visits to places affordable, probably down to us not being able to afford to go to many places even with discounts, rather than the Discover pass being the problem really. Maybe it would be possible for Discover to offer a reduced 'family' ticket price at some places too?
53	remember to include the pass in the wallet
54	Make it recordable to assess its usage in the various attractions covered and allow entry into sponsored competitions based on usage.
55	just more attractions on the scheme
56	Discounts on Sage tickets! answering the next question - it depends on how great the range is. Cafes and Sage tickets would make it worth more than £5
57	newsletter advising on different attractions to visit that month
58	Make it more applicable to single people
59	more buy one get one free entry
60	More two for one offers
61	Combine with the ease card
62	cover more than just Tyne and Wear
63	Name printed on it, so it could be returned if lost.
64	More of the deals listed above, such as free kids, or buy one get one free.
65	Make the restrictions clearer about school holidays and bank hols etc as eveywhere is very different making it confusing
66	More attractions

67	Don't know
68	More discounts for people without children
69	better discount and more attractions, locally.
70	Nothing, very useful.
71	make it with a wallet for safe keeping
72	More publicity.
73	more by 1 get 1 free offers eg.if wet & wild had this kind of offer i would have visited
74	More attractions or more offers involved in attractions as discount in attraction shops
75	Make more of the offers applicable to single students.
76	completely free entry for the pass holder to a list of attractions for a specific length of time. Similar to the York pass
77	Nothing I think it is a great idea it should be advertised more as I have recommended this to everyone
78	more discounts at cafe and restaurants eg buy 1 get one free on coffee
79	Attractions displaying signs that it can be used there and the offer
80	Some attractions only offer discounts in off peak times, and when you have school age children it is the peak times that you need to entertain them.
81	Introduce new attractions each year
82	regular (email) reminders/updates of where it can be used