

Dacey's Cornish Tours



The Celtic nation of Cornwall offers visitors both stunning scenery and an abundance of culture. Recently we spoke with David Warner, founder of Dacey's Cornish Tours, about what guests can expect to experience.

What is your own ethnicity/heritage?

I was born and raised in England. I moved to Cornwall in my early 20s and fell in love with the area. Being there stirs something in the soul. I eventually moved to the USA in the early 2000s.

What is the company's history and mandate?

We specialize in bespoke, unique tours of Cornwall. Our first tour was in 2013. Our mandate is to continue to introduce the beauty and magic of Cornwall to as many people as possible. We continue to celebrate Cornwall one tour at a time.

How has it grown over time?

We are now a recognized operator specializing in Cornwall. We have built relationships not only with our many guests, but also with the many companies that we work with - both in Cornwall and all over the globe - to make the tour what it is today.

What are your roles and responsibilities there?

I am a one-man small business, so my responsibilities as owner cover every aspect

of the business - from marketing to booking to being the tour director of all tours.

What are the challenges of the job?

I absolutely love the job. The uncertainty of the last two years was not only tough for me but for so many. To be honest after the last two years anything that challenges me seems a breeze to deal with.

What are the rewards?

I love getting feedback from so many guests that have finally had the opportunity to see the place that they have dreamed of for years - especially seeing their joy when we first arrive. It can sometimes be very emotional knowing that so many visitors have entrusted my company to show them the delights of Cornwall. Also, I get to be there hosting the tour - what more could anyone want?

How do you differ from the competition?

We are definitely more personable and hands-on - clients book their tour directly with me. Perhaps we have spoken over the phone, and I have answered a few questions before booking. We are then in touch via email and, 6 months later, I meet them in London and prepare them for Cornwall. Not many companies offer that kind of personal journey.

How do you reach your potential clients?

Word of mouth is playing a major part now we are established. We also continue to look for advertising opportunities within our budget that will help show our tour to the people we feel might have an interest in seeing this beautiful part of the world.

What are your thoughts on the current state of the Celtic marketplace?

The whole world seems to have been tipped off its axis with the pandemic. For most, it is consolidating and then reviewing as we continue to celebrate Celtic history in all its forms

What are your future plans for the business?

The plan is to keep doing what we are doing, while always looking at ways to improve the experience. As things start to return to normalcy, I am exploring ideas about giving something back to Cornwall - perhaps some sort of scholarship for tourism. We will also continue to celebrate Cornwall one tour at a time!

www.daceyscornishtours.com