



Rutland Tourism Forum

9th November 2011





2011 Agenda

Welcome

Cllr Terry King

Tourism Portfolio Holder, Rutland County Council



Achievements 2011 & Aims 2012

Ed Burrows

Chairman, Rutland Tourism Committee

Rutland Water Recreational Update

Kevin Appleton

Visitor Services Manager, Anglian Water



Sustainable Transport Bid

Sally Killips, Rutland County Council

National Food Hygiene Rating Scheme

Stephen Haigh, Rutland County Council

Questions



Tourism Challenges

No.1. Difficult economic climate



➤ Consumers are cautious about spending

- *Uncertainty re jobs*
- *Rising cost of fuel, utilities, food*



➤ Rutland needs to demonstrate value for money to the customer

- *Consumers will still take short breaks but are looking for added value*



➤ Is a UK break still affordable?

- *Usually less financial outlay*
- *Opportunity to market Rutland as an affordable treat v expense of overseas break*



Tourism Challenges

No. 2. Regional Changes

Up to February 2011

Discover Rutland



Visit Lincolnshire



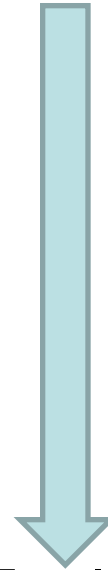
East Midlands Tourism



Visit England

From February 2011

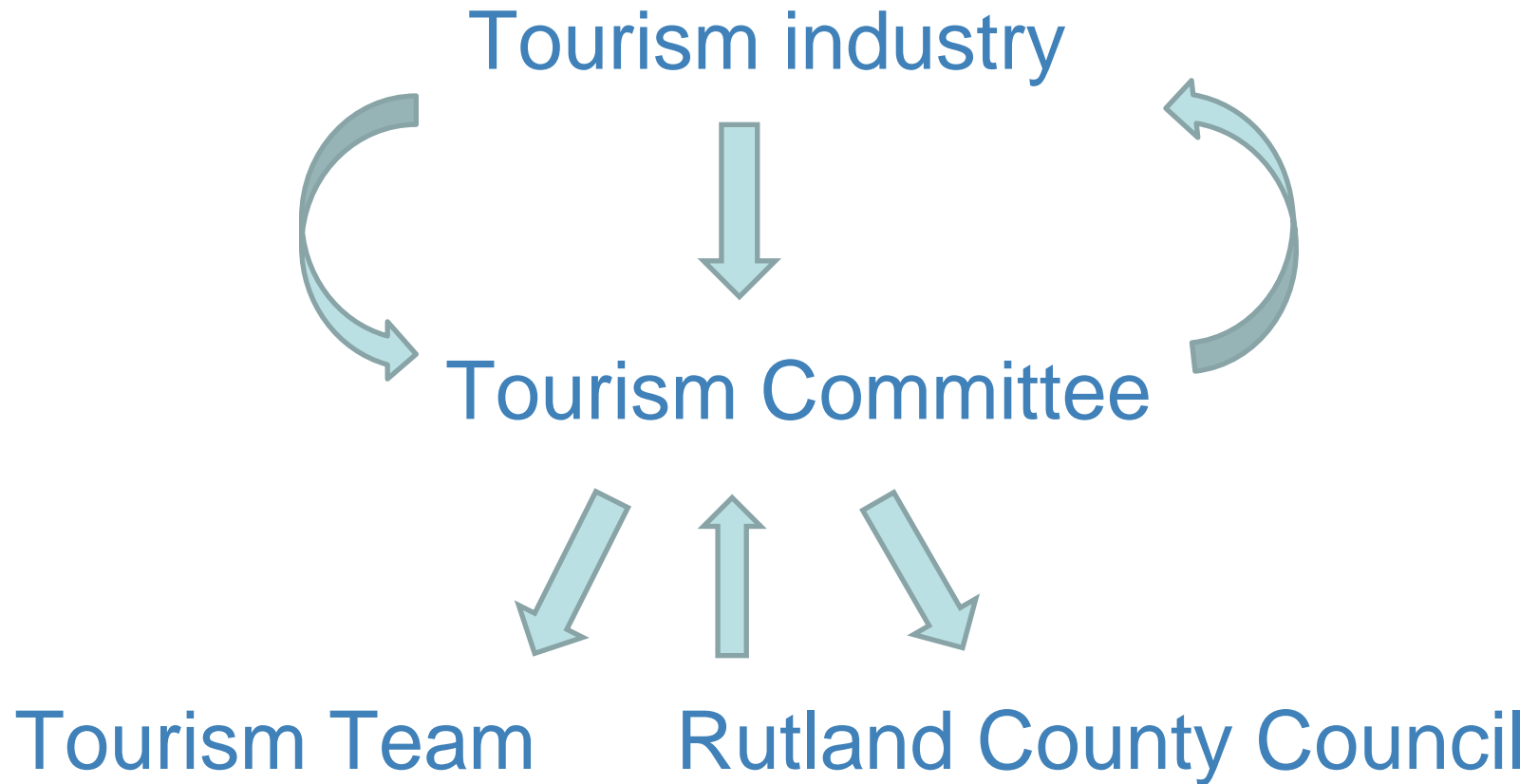
Discover Rutland



Visit England

Local Structure

No changes locally



Rutland Tourism Headlines



- £87.5 million for the Rutland economy
- Continued visitor spending directly supports over 1,400 full time jobs in Rutland
- 54% of revenue comes from overnight visitors



Source: STEAM 2010



Committee Objectives 2011



Grow membership to help secure future of key projects

- ✓ Over £9,000 Membership 'pot'
- ✓ Split by sector : 45% accommodation, 31% food & drink, 19% attractions, 5% other

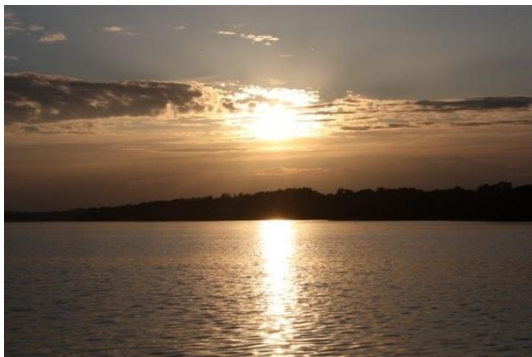
Improve links with neighbouring counties

- ✓ Discover Rutland sits on Stamford Tourism Strategy Group
- ✓ Close links with Stamford Town Partnership, Stamford Town Council & Chamber of Trade
- ✓ Rutland tourism members from Leicester & Northants



Develop strategy for tourism post 2012

- ✓ Draft plan underway
- ✓ Due for completion March 2012



Local & National Activity 2011



Feb - Double page spread in Telegraph

- One of only 5 destinations in England to secure this coverage, worth several thousand pounds



April – Enjoy England Excellence Awards

- Stretton Lakes wins Silver at national tourism awards – huge publicity



May - Rutland Walking Week 2011

- A 49% increase in participation year on year



Sep - Food Festival

- Second successful Food Festival
- +15% increase in visitors

Plus....

- Extensive coverage from International Travel Writers Alliance

- Mega Fam for Southern Group Travel Organisers

- Journalist from The Times covers 'Great British Weekend'



discover-rutland.co.uk

- Visits to site

Apr to Oct 2011	+16,500	76,500
Apr to Oct 2010	+15,000	60,000
Apr to Oct 2009	+23,000	45,000
Apr to Oct 2008		23,000

- Most visitors (68%) find us through Google

- Most popular keywords to find us

‘Rutland Water’ (25%)

‘Rutland’ (5%)

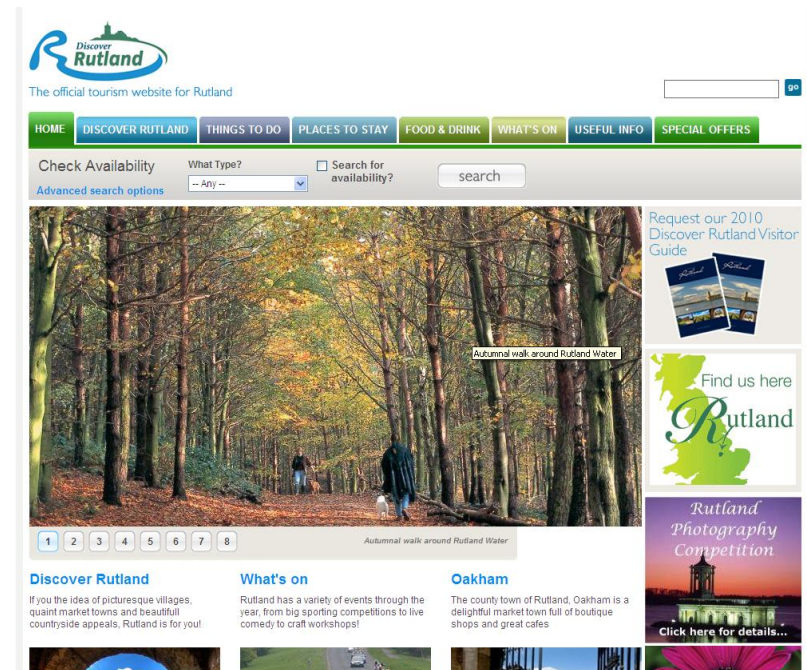
‘Oakham’ (4%)

- Visitors view 4.07 pages per visit
- Most popular content (except homepage)

‘Rutland Water’ (5%)

‘Things to do’ (5%)

‘Places to Stay’ (3%)



Google Analytics





2012 Objectives

Continue to Improve Links With Neighbours

- Rutland sits on Stamford Tourism Strategy Group - close links built with Stamford Town Council & Partnership & Chamber of Trade
- Look to formalise links with Stamford/joint marketing
- Continue to work with Visit England to raise profile

Extend Tourism Season

- Encourage short breaks over low season
- Create appealing packages
- Work with Rutland Water to promote off season events

Ensure a Sustainable Future

- Identify funding to sustain next 3-5 years
- Increase membership of Tourism Scheme



Support Tourism

Join Discover Rutland



- Listing on website (worth £100)
(Website received 76,500 hits Apr-Oct 11)
- Discounted advertising in Visitor Guide
- Publicise your business to 17,000+ visitors in newsletters
- Opportunity to take part in Discover Rutland marketing campaigns
- Opportunities to take part in journalist visits
- Support from Tourism Officers & Tourism Committee
- Use of Discover Rutland images & logo to endorse your business
- The opportunity to support tourism in your county
- Exposure at shows and events



Questions

