



# Rutland Tourism Forum

7<sup>th</sup> November 2012





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# Tourism *news*

THE LATEST NEWS AND INFORMATION FOR THOSE WHO  
WORK IN THE TOURISM SECTOR WITHIN RUTLAND

October 2012

## 2012 Annual Tourism Forum

*Wednesday 7th November at Rutland County Museum, doors open at 7pm*

It's that time of year again, when you are all invited to the Rutland Tourism Forum. Come and join the Tourism Committee and hear about the successes of 2012 and our hopes and ambitions for 2013. It's an opportunity to hear from some interesting speakers and ask any questions you may have about how tourism is developing in the county.

This year it is being held at Rutland County Museum at 7.30pm and will include a presentation from STEAM (Scarborough Tourism Economic Activity Monitor) explaining how this assessment of the value, volume and impact of tourism in Rutland is created.

We look forward to seeing you then.

<b>Date</b>	<b>Wednesday 7<sup>th</sup> November</b>
<b>Venue</b>	<b>Rutland County Museum</b>
<b>Time</b>	<b>7.30pm until 9pm [doors open at 7pm]</b>





# Tourism Vision 2012 - 2015



**Rutland**  
County Council

### 3. Sustainability

At the beginning of the 5 year tourism strategy period, Rutland did not have the necessary experience or expertise in some areas to enable it to operate independently. Therefore, working with a DMO was essential – they could advise on national marketing, website technical support and had the contacts at Visit England which would be beneficial to Rutland. After switching from working with Leicestershire Promotions to Lincolnshire Tourism in 2008, Rutland established an effective working relationship which enabled delivery of activity on a local level combined with the required support from an experienced partner. Having benefited from the experience of the DMO in recent years, Rutland is now well placed to work independently, setting its own national marketing campaign, managing the website in-house and building its own relationships at Visit England. Being independent is seen as being very important and will ensure that Rutland is not dependent on any other body to deliver its activity.

In 2009 the Tourism Committee began working on a Tourism Membership scheme which was recognised as the primary way of making tourism in Rutland sustainable long term. Having agreed that it would be necessary to have funds in place when the Section 106 funding expired in March 2012, the Committee set the Membership rate at £50 for year one, £80 for year 2 and £125 for year 3 and the Tourism Officers managed the administration of the scheme. This successful Tourism Membership scheme was launched in Summer 2010 and the resulting pot of funding, held securely on the Committee's behalf by Rutland County Council, will support key tourism projects in the coming years.

From the beginning, the partnership work which was already happening between Rutland County Council, Anglian Water and the Tourism Committee, became integral to the successful delivery of the strategy's objectives and formed the start of what was to become a Case Study in Successful Partnership Working, for East Midlands Tourism in later years.

### Objective 3 – Ensure a Sustainable Future for tourism in Rutland

Since the Discover Rutland brand was created in 2007, it has grown in to a recognised and respected identity for the county. To continue this growth, it is important that the work done towards tourism in Rutland is maintained. There are a number of ways that the future can be protected:

#### Financial

- Grow membership of Discover Rutland
- Secure funding to sustain tourism for the medium term
- Recognise Rutland County Council as a key partner and supporter and working in partnership is key to future success
- Seek opportunities for other streams of funds
- Encourage investment from suitable partners, financial and otherwise
- Develop a business plan to support this vision

#### Integrity of product

- Ensure the quality of Rutland's offer by maintaining a graded only policy with the potential to introduce a local accreditation scheme to give wider choice
- Encourage training and skills development for local businesses
- Review and enhance Visitor Centre services
- Expand and exploit opportunities to work in partnership with destinations which fit with Rutland
- Ensure Rutland keeps up-to-date with technological advances in marketing opportunities for promoting the county

#### Partnership Working

- Look into the possibility of widening the catchment of Rutland to include Melton, Stamford, Market Harborough and gain significant investment from these partners to enable a sustainable future for all destinations within the partnership
- Market short break experience using elements of partner destinations to make the offer more appealing to customers
- Encourage and organise familiarisation visits across Rutland and the wider area
- Continue to build links with key partners across the region with key organisations such as Anglian Water, major attractions and nationally with Visit England



# 2012 Agenda

## Welcome

Ed Burrows - Chairman, Rutland Tourism Committee

## Scarborough Tourism Economic Delivery Model - STEAM

David James - Global Tourism Solutions

## Achievements 2012 & Aims 2013

Ed Burrows - Chairman, Rutland Tourism Committee

## Rutland Water Recreational Update

Kevin Appleton - Visitor Services Manager, Anglian Water

## Rutland County Council Future Projects

Libby Kingsley – Economic Development & Tourism Manager

Dave Brown – Operational Director for Places

Sarah Bysouth – Head of Service: Life Long Learning

## Questions





# National Challenges of 2012



## Difficult economic climate

- Consumers still cautious about spending
  - *Rising cost of fuel, utilities, food*
  - *Considering options more carefully*
    - *choosing day trips over short breaks*
    - *having a 2 course meal rather than 3*
- The need to demonstrate value for money
  - *Consumers are looking for added value and last minute deals*
- Unprecedented factors
  - *Diamond Jubilee*
  - *Olympics*
  - *Very wet summer*



# Local Challenges of 2012/13



## Funding Discover Rutland

- Anglian Water funding now ceased
  - *The 5 year section 106 agreement is complete*
- Discover Rutland is secure for at least a year
  - *Monies from contributions and Membership will fund Discover Rutland activity until at least March 2014*
- Funding possibilities being explored
  - *Potential LEP bid*
  - *Opportunities for joint marketing*





# Rutland Tourism Headlines

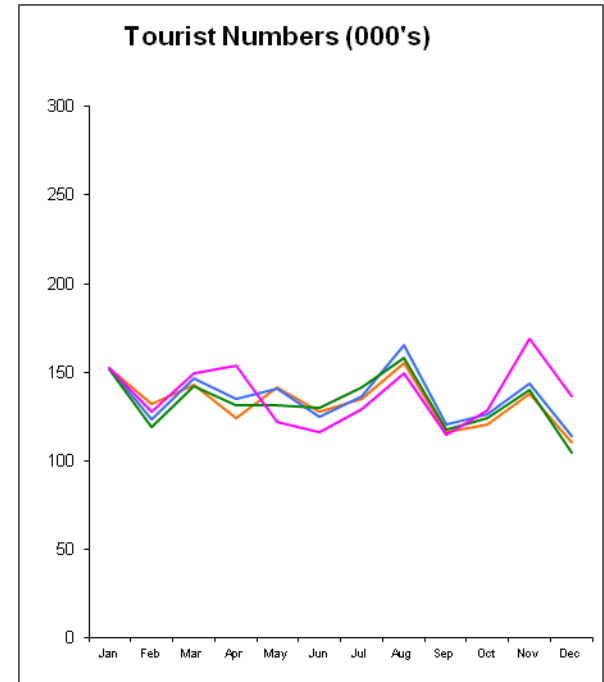
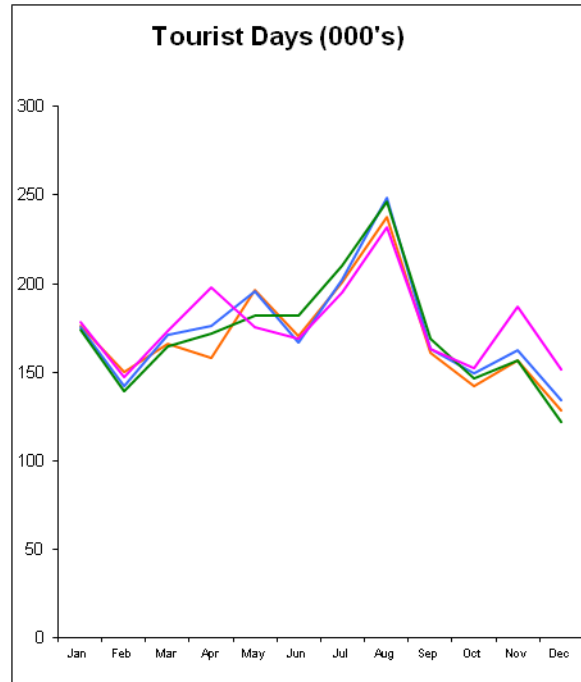
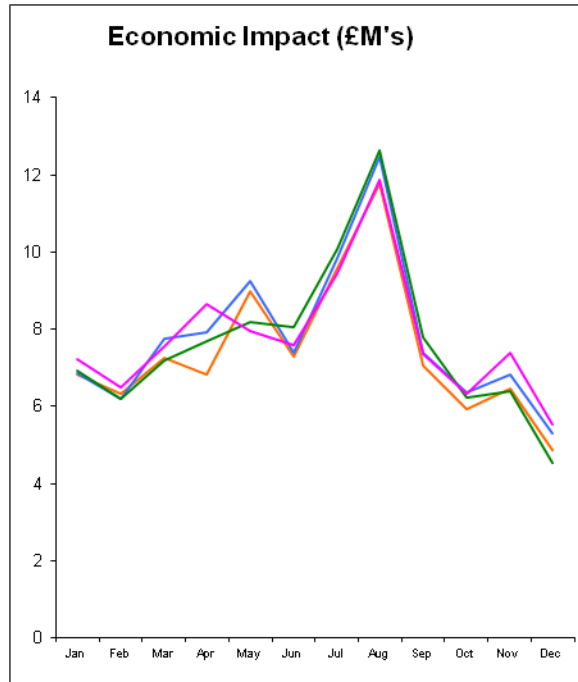
## 2011 STEAM results



- £93.4 million for the Rutland economy  
+ 2% year on year
- Continued visitor spending directly supports over 1,500 full time jobs in Rutland  
+ 2% year on year
- 52% of revenue comes from overnight visitors  
- 2% year on year  
£27.4m b&b/hotel, £15.5m non serviced, £6m friends/relatives, £44.4m day visits
- Economic growth generated from 'Off Peak' months of November & December



# STEAM results 2008 - 2011



2008

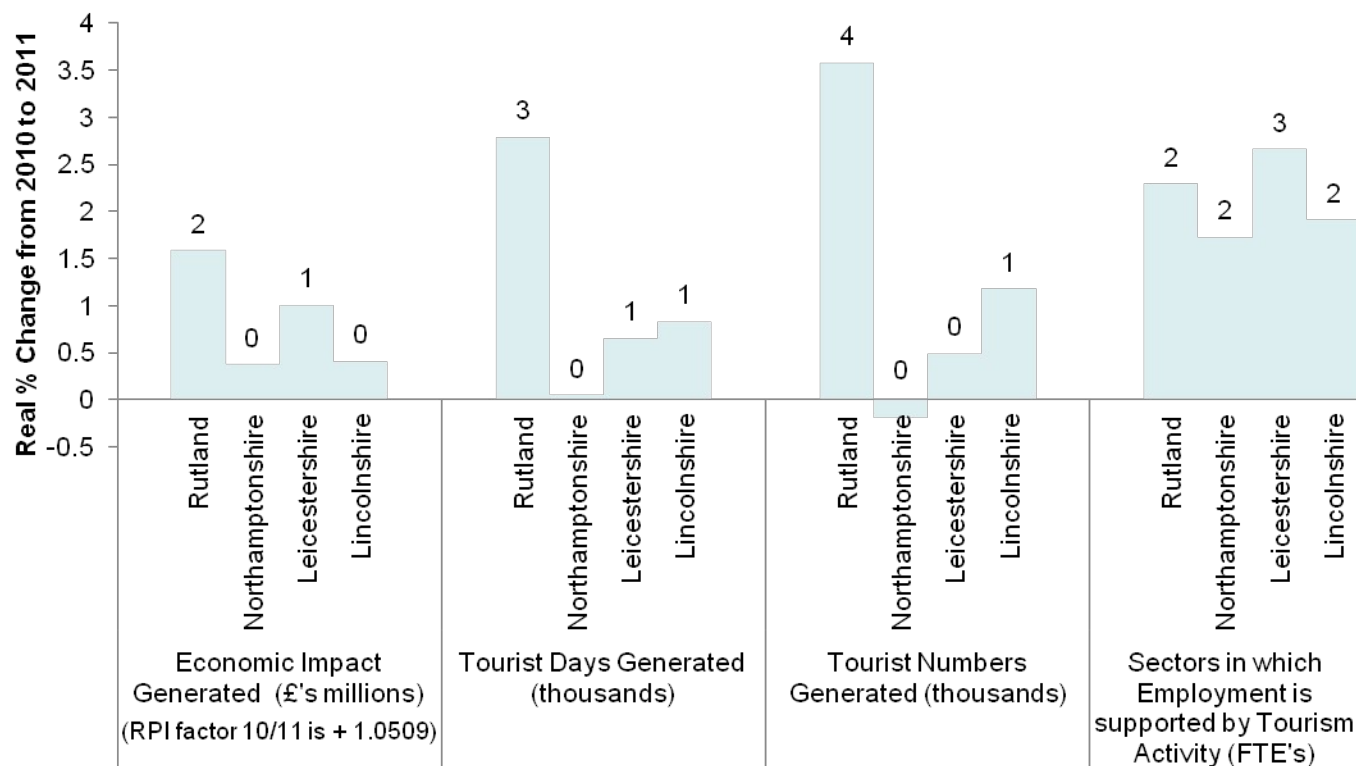
2009

2010

2011

# Rutland's Neighbours

**Real % change of the tourism economic impact  
between 2010 and 2011**

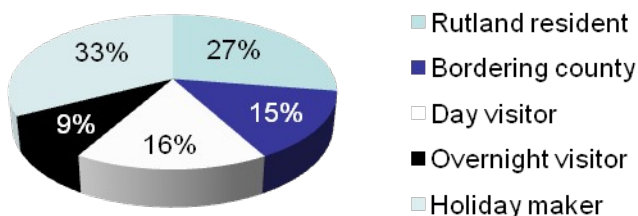


Source: STEAM 2011

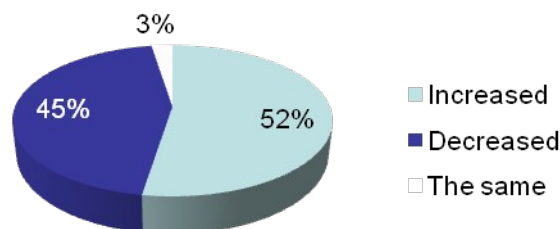


# Rutland's Business Survey

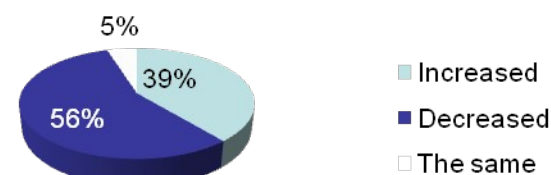
1. What is the split of your total customer mix from the following?



2. How much has your volume of customers changed in the last year?

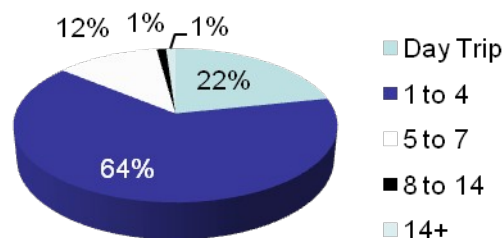


3. How much has the average spend per head of your customer changed in the last year?

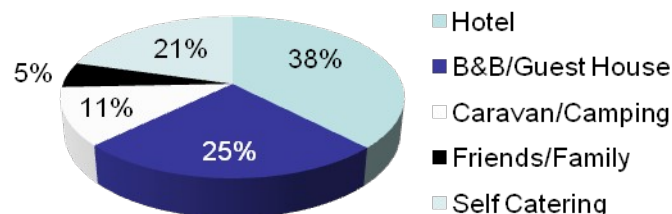


## 2012 Visitor Guide Questionnaire

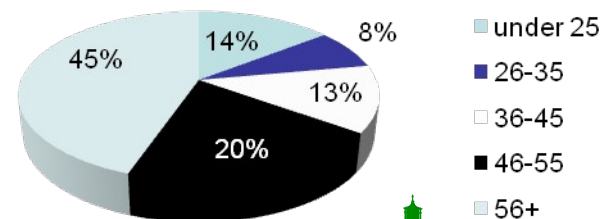
3. How many nights do you plan to stay in Rutland?



6. What kind of accommodation do you plan to stay in?



5b. What age groups are there in your party?



# Committee Objectives 2012

## Improve links with neighbouring counties

✓ Two 'Neighbouring County' representatives now sit on the Rutland Tourism Committee

- Tim Lee, President of Stamford Chamber of Trade
- Charles Lister, Boughton House, Northamptonshire

✓ Discover Rutland sits on Stamford Tourism Strategy Group

✓ Representing Rutland on inter-county partnership meetings such as LEP

✓ Rutland tourism members from Leicestershire, Lincolnshire & Northamptonshire

## Extend Tourism Season

✓ Latest STEAM results show an increase in tourism in November and December visitors

✓ December the busiest month on the website due to the Advent Calendar promotion

## Work Towards a Sustainable Future

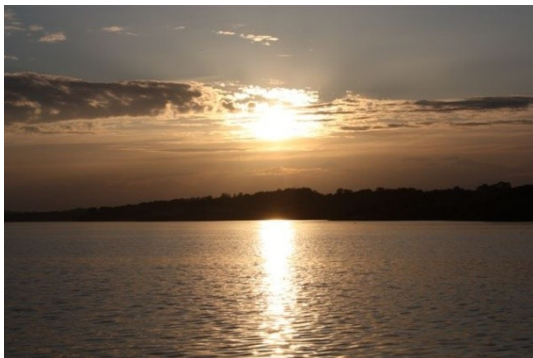
✓ Revamped membership scheme to a tiered structure

- added an associate member rate for £30

✓ Growing links with Local Enterprise Partnership group

- positioning ourselves to make a bid

✓ RCC employed an Economic Development & Tourism Manager





# National & International Coverage



## Australia

- Sydney Sun-Herald
- Tasmania, Launceston Sunday Examiner
- Website of top-rating national Australian TV Channel on 'best places in Britain to escape the Olympics'
- Selector Magazine, Australia's

highest circulation food and wine magazine on gourmet pubs/hotels



## Belgium

- Hosted 2 Belgian fishermen
- Numerous Fishing articles inc. Belgian fishing magazine 'Le Pêcheur Belge'



## March – Full Page in The Guardian

- Part of a VisitEngland supplement

promoting Holidaying in England  
Supported journalists from...

- The Great Outdoors magazine (2pg walking route article in July)
- Camping & Caravanning magazine (3pg article in August)
- Walk magazine (2pg walking route article, Autumn)
- Travel GBI – groups magazine (September – Oct Entry magazine, August)
- Partnering with eating establishments to

create a full page food trail

**THANK YOU** to the businesses that support journalists by providing complementary hospitality



# 2012 Events



## Rutland Food & Drink Festival

- Third successful Food Festival
- Increase in visitors



## Rutland Walking Festival

- Two weeks of led walks
- Attendance increased by 15%





# discover-rutland.co.uk

- Visits to site

Apr to Oct 2012	+21,300	102,800
Apr to Oct 2011	+21,500	81,500
Apr to Oct 2010	+15,000	60,000
Apr to Oct 2009	+23,000	45,000
Apr to Oct 2008		23,000

- Most visitors (72%) find us through Google

- Most popular keywords to find us

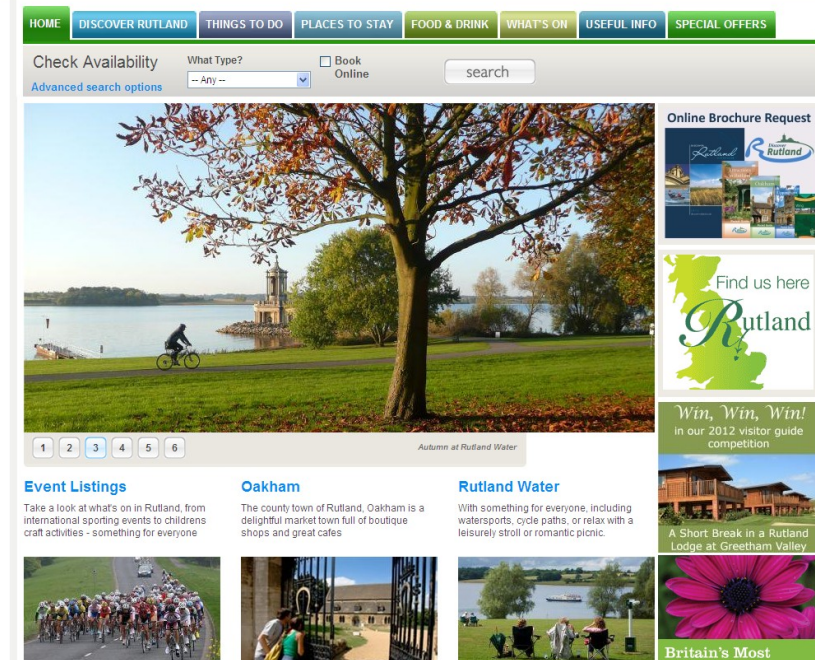
1. 'Rutland Water'
2. 'Oakham'
3. 'Rutland'

- Visitors view 3.52 pages per visit on average

- Most popular page (except homepage)

'Rutland Water'	(8%)
'Things to do'	(4%)
'Oakham'	(4%)
'Places to Stay'	(4%)

Google Analytics



## Location of visitors to the site

- London 18%
- Leicestershire 8%
- Cambridge 5%
- Norwich 3%



# 2013 Tourism Committee Objectives



## 1. Work towards a sustainable future

- Focus on creating a LEP bid
- Encourage new members



## 2. Develop new marketing technologies

- Develop a Rutland App

## 3. Increase the short break market

- Review distribution of the visitor guide



# Support Tourism

## Join Rutland Membership Scheme



+

- Basic listing on website
  - which attracted over 122,000 UNIQUE visitors in the last 12 months
- Discover Rutland window sticker to endorse your business



+

- Detailed listing on website
- Basic listing in visitor guide + £25 discount on advertising
- Publicise your business to our database of 18,000+ customers
- Opportunity to take part in Discover Rutland marketing campaigns
- Support from Tourism Officers & Tourism Committee
- Use of Discover Rutland images & logo to endorse your business
- Exposure at shows and events
- 10% discount on other marketing, such as banner adverts



- Enhanced listing on website, placed above Silver & Bronze members
- Featured business throughout the website, including homepage
- Banner advert for 2 months
- £50 discount on advertising in visitor guide
- 20% discount on other marketing, such as banner adverts





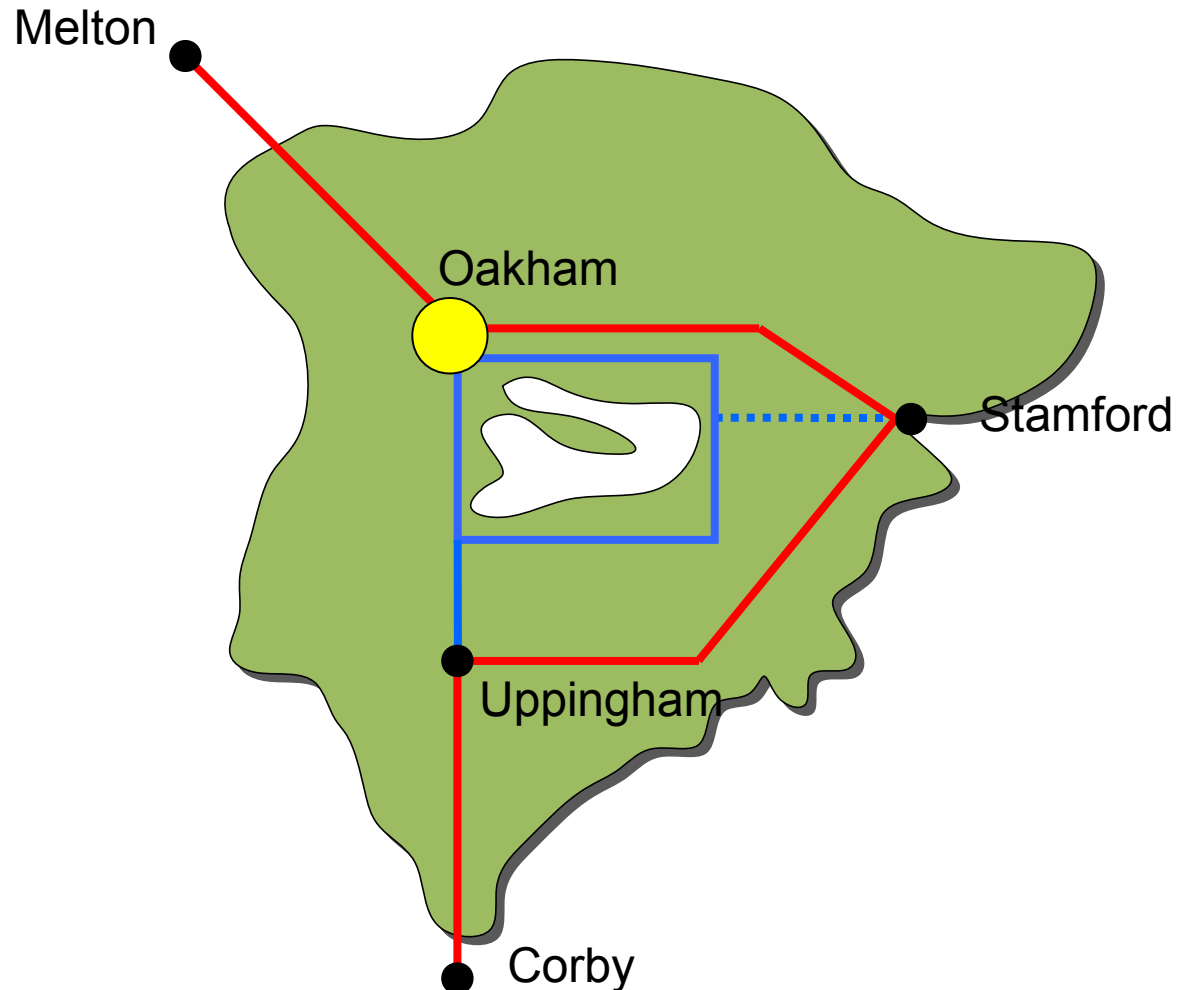
# Travel4Rutland

Dave Brown

Operational Director for Places

# Element of Project

- Transport Interchange
- Tourism Bus & Cycle Infrastructure
- Employee Shuttle Bus



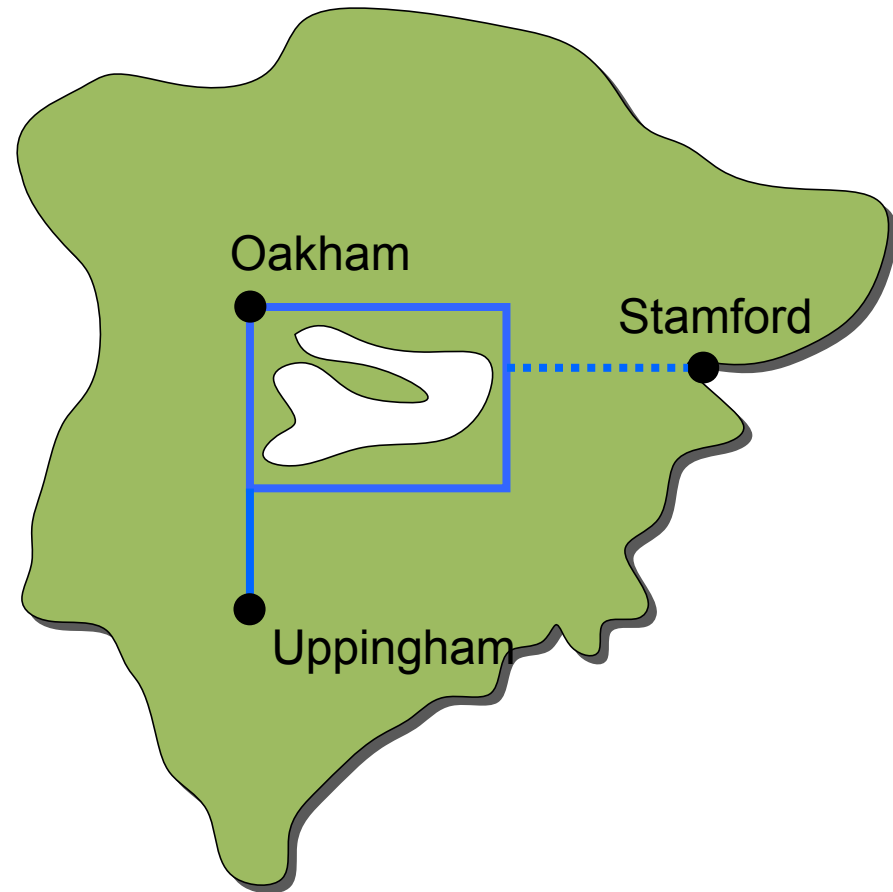
# Sustainable Transport Interchange

- Located close to station
- Sites require evaluation
- Includes cycle hub
- Opens in 2015



# Tourism Bus & Cycle Infrastructure

- 7 days per week
- Hourly service
- May link to Stamford
- Includes cycle network improvements
- Starts April 2013



# Employee Shuttle Bus

- 4 Routes
- 3 Return journeys per day
- Matches shift patterns
- Starts April 2013

