

Discover
Rutland



Annual Tourism Forum 2020

via Zoom



2020 Agenda



Welcome & Overview

Jason Allen - Chairman, Discover Rutland Tourism Committee

VisitEngland Insights

William Smart, VisitBritain/VisitEngland

Discover Rutland Management Committee Area Updates

Guide & Literature – Vicky Binley

Events – James Torbell

Membership – Sarah Beresford

PR & Marketing – Ben Jones

Website – Mary Copley

Committee Objectives – Jason Allen

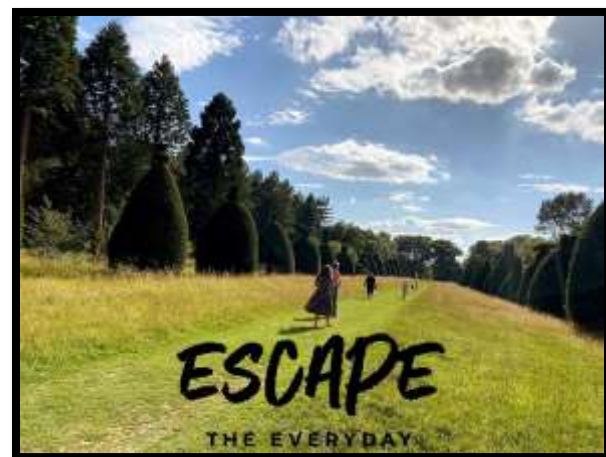
Questions



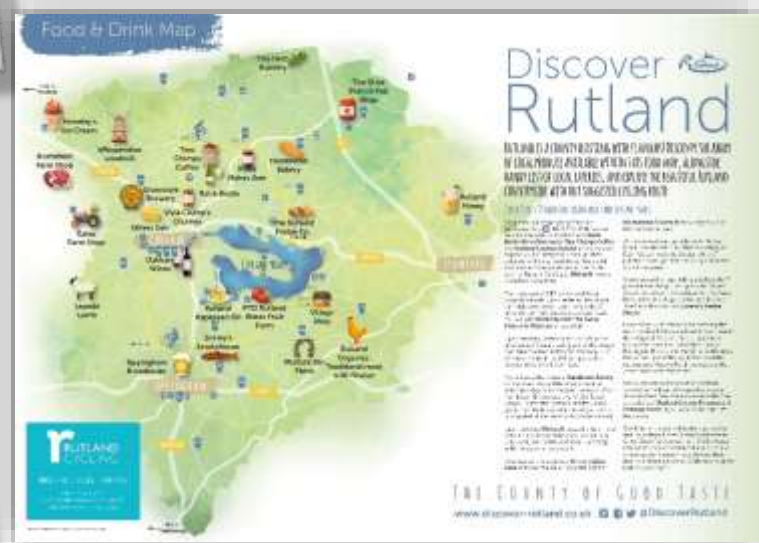
Welcome & Overview



ESCAPE
THE EVERYDAY



#PlanNowTravelLater



Welcome & Overview

Rutland STEAM results 2019



➤ Economic impact:

£141.98 million (up 4.7% on 2018)

- Indirect	<u>£35.06m</u>	+ 5.0%
- Shopping	<u>£31.76m</u>	+ 2.7%
- Food and Drink	<u>£26.95m</u>	+ 3.7%
- Accommodation	<u>£24.06m</u>	+ 9.4%
- Transport	<u>£12.89m</u>	+ 3.7%
- Recreation	<u>£11.26m</u>	+ 3.6%

➤ Visitor numbers:

all visitor types: 1.868 million (down -1.4% on 2018)
staying visitor: 276,000 (8.3% increase on 2018)

➤ Employment supported by tourism in Rutland (full time equivalent):

1,772 (up 1.1% on 2018)

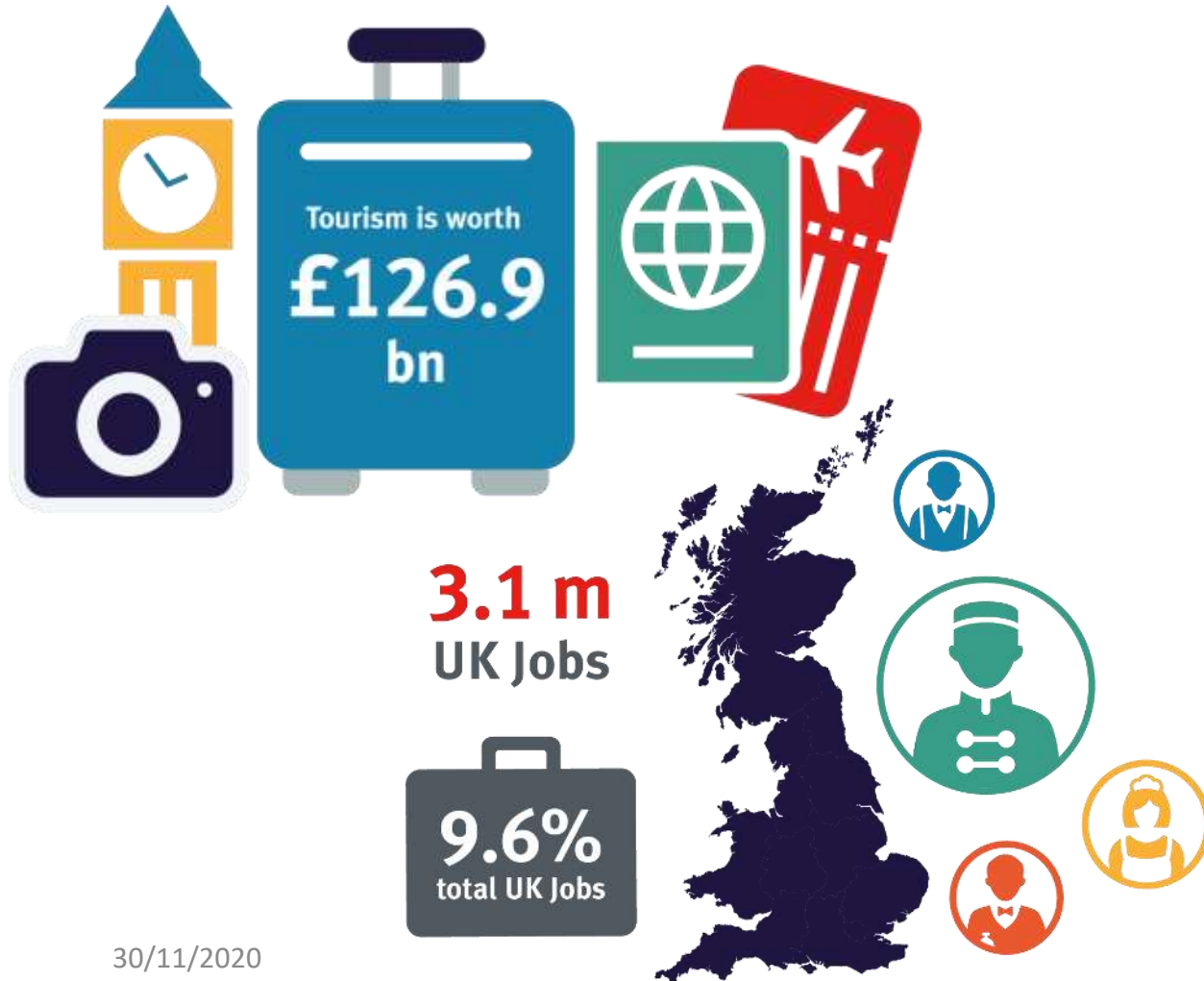


Industry support during the COVID-19 pandemic

William Smart, Programmes Manager - England

30 November 2020

The importance of the tourism industry to the UK



- Tourism **supports 200,000 SMEs** - right across the country, many of these in coastal towns and rural communities;
- Tourism is our **third largest service export**; a major part of British trade;
- **Driver of inward investment**: in 2019 the UK attracted almost a third of all hotel investment in Europe.

Priorities for VisitBritain/VisitEngland

Lead the UK tourism industry to recovery so that it once again becomes one of the most successful sectors of the UK economy

**1. Staff
Welfare**



**Supported,
engaged
workforce**

**2. Advising
Government**



**Tourism high
on
Government
agenda**

**3. Support
industry**



**A vibrant and
successful
industry**

**4. Recovery
Planning**



**A unified
message.
More visitors.
More money
for the
economy.**

**5. Business
continuity**



**Keep the
business
performing.
VB/VE set up
for future
success.**

Areas of focus for VB/VE during the pandemic

Research &
Insights

Government
Engagement

Marketing and
Messaging

International
Teams

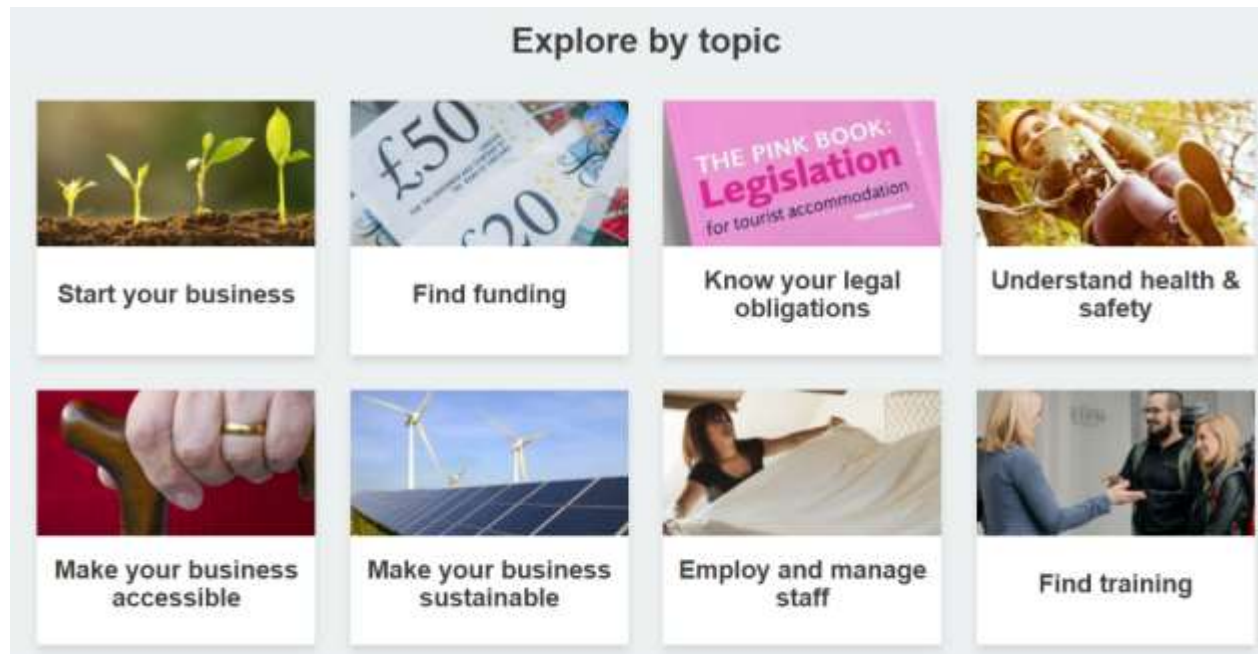
Industry
Advice and
Support

Tourism in the
Media

Industry Support

- **DMO Resilience Scheme** – enabling DMOs to support their businesses
- **Other DMO funds** – financial assistance and marketing
- **Business Advice Hub** – dedicated COVID-19 support pages

www.visitengland.org/business-advice



Support for tourism and event businesses during COVID-19

- Navigate Gov. support schemes
- 'We're Good to Go' Industry Standard
- Easy link to Gov.uk financial support finder
- Updated when new initiatives are announced

Support for tourism and event businesses during COVID-19

29 September 2020

We are closely monitoring the COVID-19 outbreak and are working hard to provide you with the very latest information to support your business at this very challenging time. We are feeding in industry concerns to Government via the Tourism Industry Emergency Response Group and will be sharing practical advice as soon as it becomes available, publishing the latest announcements and industry information on our dedicated COVID-19 page. Below you will find the latest information and advice to support your businesses. All of our information is kept under continuous review and is updated often.

Government guidance on business closures, exemptions and reopening



Latest information

VisitBritain/ VisitEngland latest

Our dedicated COVID-19 page contains the latest updates for the industry.

Government latest

Keep up to date with the latest information on the Government's response to COVID-19.

COVID-19 consumer sentiment tracker

VisitBritain's weekly tracking survey on the consumer intent to take short breaks and holidays within the U.K. and abroad.

Guidance on safely opening



Operating during COVID-19

Find practical guidance to provide a COVID-Secure venue and protect your staff and customers during the COVID-19 pandemic.

'We're Good to Go' Industry Standard



Apply for 'We're Good to Go'

Apply for a 'We're Good to Go' industry standard and consumer mark to reassure your customers that your business adheres to Government and public health guidance.

Operating during COVID-19

- Practical guidance on how to operate in a COVID-Secure way
- Signposts to key Gov guidance
- Links to useful guidance from trade associations e.g. UKHospitality, Institute of Tourist Guiding
- VisitEngland Business recovery webinars
- Updated regularly

Operating during COVID-19

29 September 2020

The following resources focus on practical guidance to help tourism businesses operate in a COVID-19 Secure way during the pandemic.

Information on emergency funding, including Government support, can be found on our [Support for tourism and event businesses during COVID-19](#) page.


New restrictions announced 22 September and the 'rule of six'	+
Government directives on business closures, exemptions and reopening	+
Local restrictions: areas with an outbreak of COVID-19	+

Key Government guidance

Visitor Economy Guidance
Guidance for people who work in hotels and guest accommodation, indoor and outdoor attractions, and business events and consumer shows.

Guidance from Public Health England
Guidance for businesses, employers and employees on preventing the spread of the virus.


Hotels and other guest accommodation
Guidance for people who work in or run hotels and other guest accommodation.

**Restaurants, pubs, bars and takeaway services**
Guidance for people who work in or run restaurants, pubs, bars, cafes or takeaways and what customers can expect.

Heritage locations
Guidance for people who work or volunteer in heritage locations.

Check what actions you need to take
This online tool from Government will generate guidance and help you do a risk assessment based on your sector, visitors, suppliers and employees.

Reporting outbreaks of COVID-19
Guidance for businesses and organisations on how to recognise, contain and report incidents of COVID-19.

**Create an NHS QR code for your venue**
It is a legal requirement to display an NHS QR code following the launch of the NHS COVID-19 App.

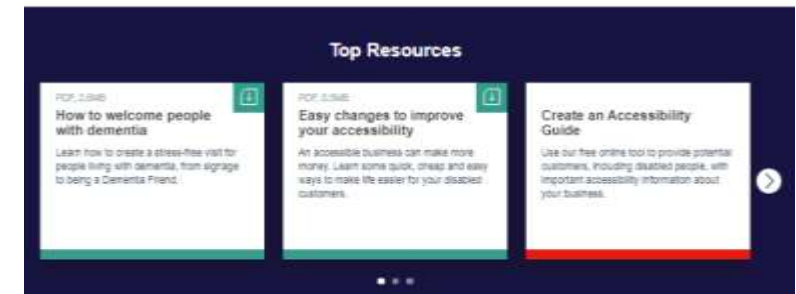
Monday, November 30,
2020

Accessibility

- Don't compromise accessibility during pandemic e.g. toilet & parking provision (Equality Act 2010 – remains in force)
- Information, Facilities + Customer Service
- Dedicated section on Business Advice Hub: www.visitengland.org/access
- Inclusive Reopening Guidance section on Operating during COVID-19 page
- For more top tips watch our free Accessibility webinar recording: <https://www.visitbritain.org/business-advice/business-recovery-webinars>



One in five people in the UK have an impairment, which may affect where they choose to stay or visit. Improving your accessibility benefits all customers and does not always require major or expensive changes – simply providing a free Accessibility Guide for your venue can help you be more inclusive for people with a wide range of visible and hidden impairments.



Business Recovery Webinars

- Help England tourism businesses to prepare for recovery and rebuild demand by providing advice from industry experts.
- Next webinar: Google Digital Garage - Create Videos with YouTube on December 3 at 11am
- Register: <https://www.visitbritain.org/business-recovery-webinars>
- View previous sessions: <https://www.visitbritain.org/business-advice/business-recovery-webinars>



Micro-businesses – building towards recovery	Tues, 24	11:00
November		
As the sector continues to build towards recovery, we take a look into how micro-businesses from across the industry have adapted and how they plan to build demand and aid recovery. With case studies from Self Catering and B&Bs to small attractions.		
'We're Good to Go' – what we've learnt and what's next	Thurs, 26	11.00
November		
The industry standard We're Good to Go brought together the four nations; VisitEngland, Visit Scotland, Visit Wales and Tourism Northern Ireland. The mission to provide a 'ring of confidence' for industry continues. This webinar looks at what we have learnt through the process and how the industry has used the standard to-date.		
A panel of industry experts will share their thoughts on using the standard through recovery for both domestic and international markets.		

We're Good To Go – providing a 'ring of confidence'

- **Free UK-wide scheme** requested by industry
- **41,179 applicants to-date** (since 25 June)
- Tourism businesses can demonstrate **they are adhering to government and public health guidance** – participants up-dated on core guidance changes
- **Spot checks** unannounced both scheduled and complaint driven (just 31 complaints to-date)

Reviewing now - Industry to decide if needed beyond 2020

<https://goodtogo.visitbritain.com/your-business-good-to-go-england>



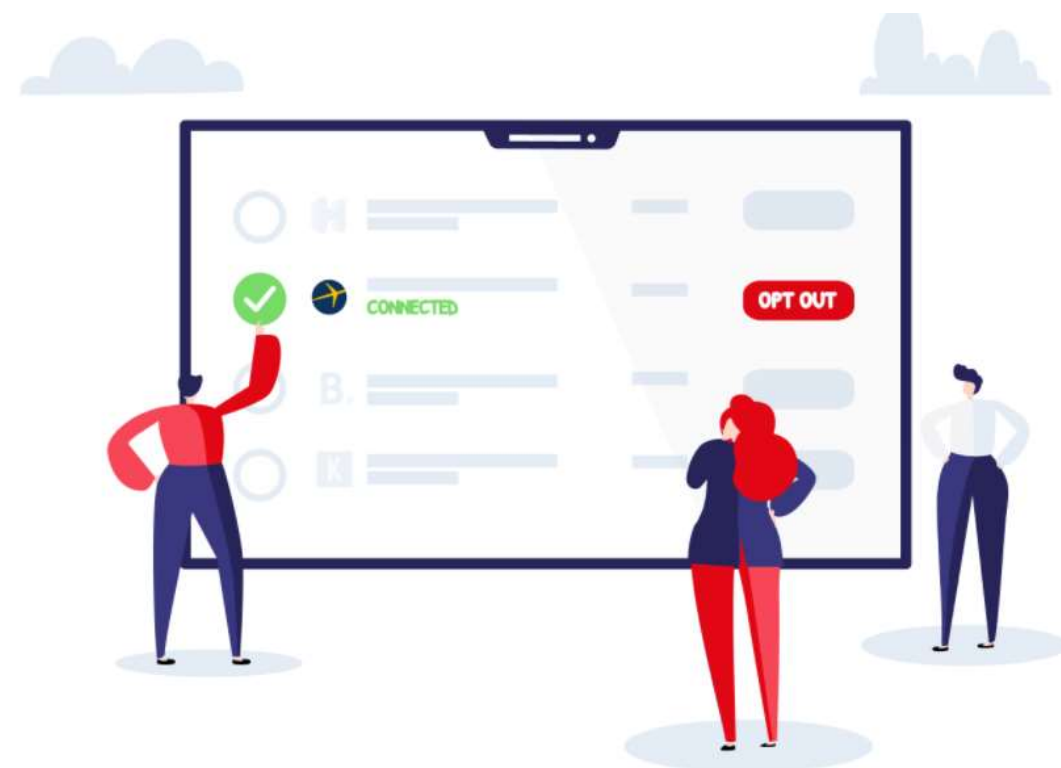
TXGB – Helping suppliers reach consumers

- A B2B platform created in partnership with **VisitEngland**
- Helps suppliers connect to a wide range of sales channels – all from one place
- Helps distributors of all sizes have access to England's diverse range of bookable product
- Enables destinations to become distributors – and offer a low commission channel / tailored marketing campaigns



As a tourism supplier TXGB will enable you to:

- ✓ Distribute your product more widely, to established, new and niche channels.
- ✓ Integrate your bookable product with local destination marketing campaigns.
- ✓ Manage all this in one place.
- ✓ Easily add bookability to your website and social channels (if you don't already take bookings online) so that you can maximise direct bookings.



Marketing: Escape the Everyday

- Multi-channel campaign to encourage consumers to take a break this autumn/winter
- Adapted recently to encourage consumers to keep planning their breaks for when restrictions ease
- Share your top three tips to escape the everyday
- Download and use our toolkit



VisitEngland @VisitEngland · Oct 10

Autumn's the time for magical transformations across English gardens as the fiery colours come out to play. 🍂

11 gorgeous spots for a quick break ow.ly/RL5D50BOdhc

#EscapeTheEveryday





Thank you
Any questions?



Update on Guide & Literature

Vicky Binley, Nimble Media



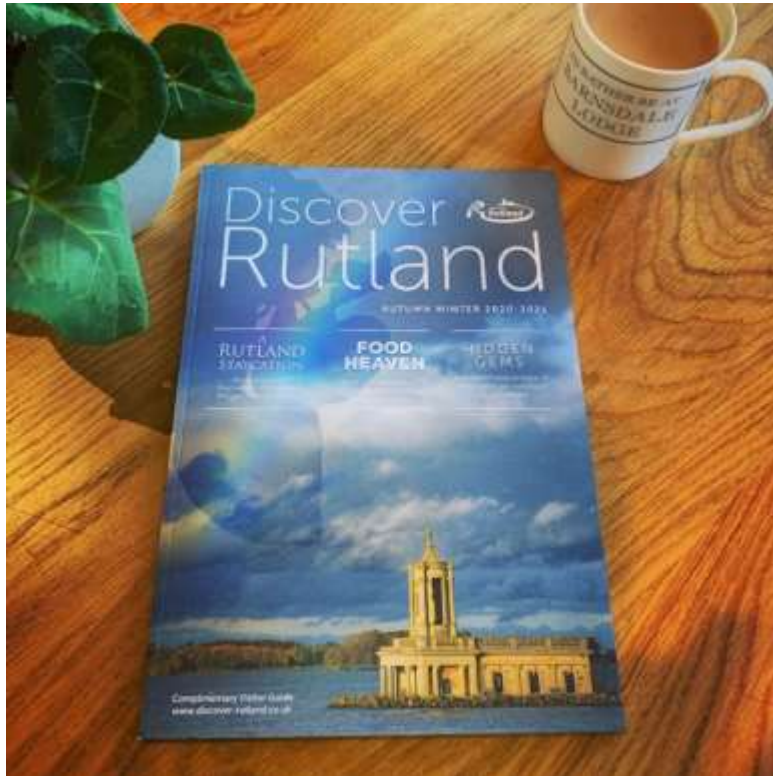
Spring Summer 2020

- SS20 recorded record profit for DR
- Invested in new photography
- Distribution model amended

Autumn Winter 2020

- Secured Sponsorship
- Offered members double sized/half price

Top-ups available from Pear Distribution or Nimble Media



Update on Guide & Literature

Vicky Binley, Nimble Media



New initiative for 2020 Food & Drink Map Mads



Update on Events & Networking

James Torbell, The Falcon



Discover Rutland Annual Ball postponed until 2021



Discover Rutland Food & Drink Week will happen in 2021

Relaunch Tourism Talk & Tour events at an appropriate time



Planning a Spring Networking event to launch new guide

Update on Membership

Sarah Beresford, Parent Time



We're Stronger Together

All membership invoices have been frozen until January 2021

- Hoping to maintain similar member numbers to keep vital income of around £21,000
- Focussing on providing more member-value
- Provide members with useful information throughout crisis via email and social media
 - COVID support packs, Self-help documents, Links to associations, List of recommended suppliers, Signposting to relevant funding
 - Current projects include looking at ways to partner with other organisations
 - Improving the online sign-up forms



Update on PR & Marketing

Ben Jones, The Olive Branch



The Role of the PR & Marketing Committee

- Promote Rutland Nationally as a Tourism destination
- Promote Discover Rutland members locally and nationally
- Promote the Discover Rutland Brand

Campaigns originally planned for 2020

- English Tourism Week
- Food Map
- Summer Events
- Summer Staycations promotion
- Rutland Food & Drink Week

Update on PR & Marketing

Ben Jones, The Olive Branch



Lockdown #1 Marketing Initiatives

Long Term Pro-active to Short Term Re-active Marketing

- Rutland Steady Cook
- Postcards From Rutland
- New Mini Film – The Perfect Rural Escape
- National Press Engagement #PlanNowTravelLater
- Free Covid Protocol Signage Bundle



Mini Film

The Perfect Rural Escape

Ben Jones, The Olive Branch



Update on PR & Marketing

Ben Jones, The Olive Branch



Covid Recovery Plan

We secured Section 106 funding from RCC

- To be fluid & reactive to changes in Gov. advice and restrictions
- To raise the profile of Rutland as a quality rural destination
 - Safe & Welcoming
- Target regional audience
- To put forward Covid appropriate messages

Appointed Rural Roots Media

- Perform an audit of our current marketing activity
- Streamline DR's PR activity
- Become more re-active as well as pro-active



Update on PR & Marketing

Ben Jones, The Olive Branch



Covid Recovery Plan

Current Activity

- Change of direction to focus on local people supporting local businesses
- More member engagement
- DR Blog
- Greater activity utilising the full range of social media platforms

Winter 2020 Activity

- Shop Local #DiscoverRutlandIndependents
- Christmas Shopping – Rutland Online
- Encourage Rutland Staycations for the first quarter of 2021

2021

- Build on the work done in 2020 adding the successful campaigns from 2019



Update on PR & Marketing



Tag - Share – Like – Engage

#DiscoverRutland

@ DiscoverRutland



- ✓ Add our weblink to your email signature & website
- ✓ Use our videos / logo / Brand name
- ✓ Promote that you are members
- ✓ Tell us if you are happy to host journalists foc
- ✓ **Review & Update your weblisting**

Update on Website

Mary Copley, Tourism Officer



Our most vital marketing tool

This time last year we had just launched the new site

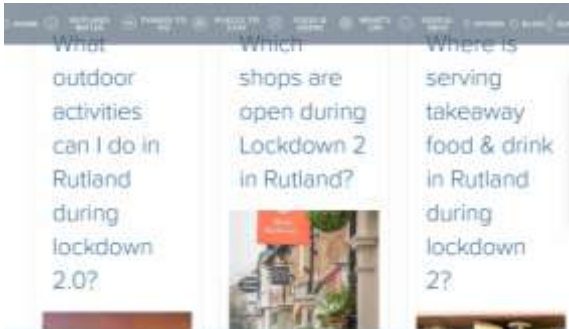
- Averaged 11,500 users per month [August saw 25,500 users]
- Pages per session up 29%
- Session duration up 23%

Continuing to grow our audience on;

New additions to the Website

- Visiting After Lockdown
- Blog
- Suggested Itineraries
- You can add special offers

- Instagram + 41% (2,257)
- Facebook + 36% (3,611)
- Twitter followers 5,107
- LinkedIn followers 30
- E-newsletter 2,627



Committee Objectives



Tourism Vision 2020-2025

- Stimulate & Support the Rutland Offer
- Recognise & Attract Rutland's Key Audiences
- Ensure a Sustainable Future for Tourism in Rutland

2021 Main Focus

- Execute the Covid Recovery Marketing Plan
- Support & Engage Members

We're Stronger Together



Discover Rutland



Thank You - Any Questions

www.discover-rutland.co.uk

