

Discover  
Rutland



European Union  
European Structural  
and Investment Funds



HM Government

Supported by the 2014 to 2020 European  
Structural and Investment Funds

# Annual Tourism Forum 2021

Kindly hosted by Anglian Water



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## 2021 Agenda



### Welcome

Ben Jones – Vice Chairman of Discover Rutland

### Rutland Water Update

Will Kirstein – Parks Manager, Anglian Water

### Future Rutland Vision Draft

Mathew Waik - Communications Advisor, Rutland County Council

### Round Table Discussion

Supporting Themes from Future Rutland Vision

### Discover Rutland Overview & Updates

Ben Jones – Vice Chairman of Discover Rutland

Mary Copley – Tourism Officer, Discover Rutland

### Round Table Discussion

Challenges & Opportunities

### Questions



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# Round Table Discussion



## Key themes from Draft Future Rutland Vision

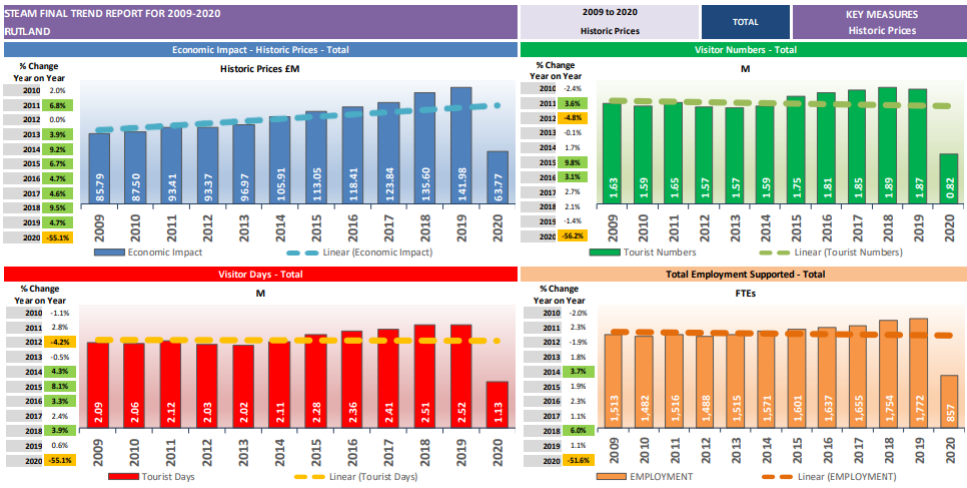
- Sustainability
- Health & Wellbeing

## Discussion points;

1. What you've done as a business/individual already
2. What you'd like to do (business aspirations)

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# Welcome & Overview Rutland STEAM results 2020



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# Welcome & Overview



Economic Impact by Visitor Type Trend 2019-2020			
	Day Visitors	Overnights	Total
The County of Rutland	-55%	-55%	-55%
Greater Leicestershire	-65%	-63%	-64%
Greater Lincolnshire	-52%	-48%	-50%
Nottinghamshire	-52%	-49%	-51%
The National Forest + AirBnB	-49%	-47%	-48%

Visits by Visitor Type Trend 2019-2020			
	Day Visitors	Overnights	Total
The County of Rutland	-56%	-57%	-56%
Greater Leicestershire	-67%	-64%	-66%
Greater Lincolnshire	-54%	-51%	-53%
Nottinghamshire	-53%	-50%	-53%
The National Forest + AirBnB	-50%	-48%	-50%

Visitor Days by Visitor Type Trend 2019-2020			
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Nottinghamshire	-53%	-48%	-52%
The National Forest + AirBnB	-50%	-45%	-49%

## East Midlands

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# Update on Covid



## Covid Support



- Continued to deliver our key objectives of stimulating and supporting the Rutland offer
- Successfully applied for Destination Management Organisation Resilience Funding from VisitEngland
- Obtained sponsors to contribute to & support DR – **Anglian Water – Hanson – ArcTec**
  - Froze membership fees
  - Contribution to guide (AW 2020 / SS 2021)
  - Members free assets (signage bundle)
  - Rutland Steady Cook (Radio4 You and Yours, plus BBC Radio Leicester)
  - Rutland Postcards part of **#PlanNowTravellater** campaign
- Communicated Visit Britain updates and free webinars
- Support and advise via the tourism officer, including signposting to funding
- Engaged with MP Alicia Kearns and lobbied for tourism support
- Produced Covid Recovery Strategy
- Covid Recovery Grant from RCC which resulted in Nation press exposure
- Welcome Back Fund from European Structural & Investment Funds



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# Update on PR & Marketing



## Covid Recovery Plan



- To raise Rutland's profile nationally through targeted campaigning and reactive opportunities
- To raise the profile of Rutland's businesses and events through social media
- Grow awareness of Rutland's social media channels

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## Welcome & Overview



THE TIMES

FOOD & WINE  
holidays  
...what's not to love?



MyLondon



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## Mini Film

### The Perfect Winter Retreat



Launched September 2021

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## 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**

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# Update on Finances



## Brief Financial Overview 2021/22

Opening Balance April 2021: £31k

### Income (around £47k)

- Membership £23,000
- Covid Recovery Grant from RCC £14,000
- Welcome Back Fund £10,000

### Outgoings (around £50k)

- Essential Running Costs £15,000
- Marketing Assets £ 9,000
- Marketing Assistance £26,000



Rutland  
County Council



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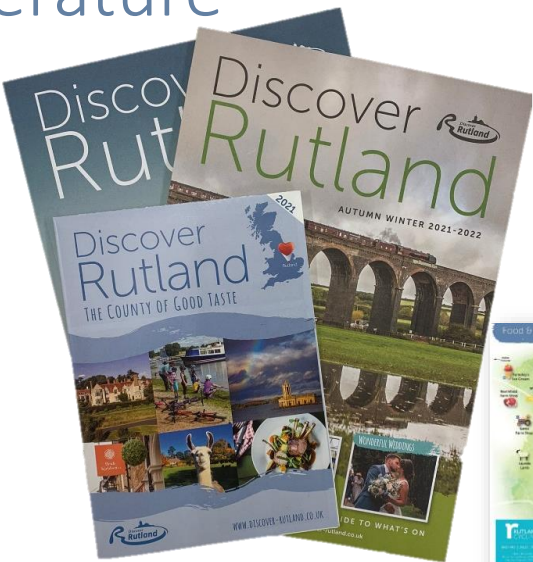


nimble  
media



RURAL ROOTS  
MEDIA

# Update on Guide & Literature



# Update on Guide & Literature



## Spring Summer 2021

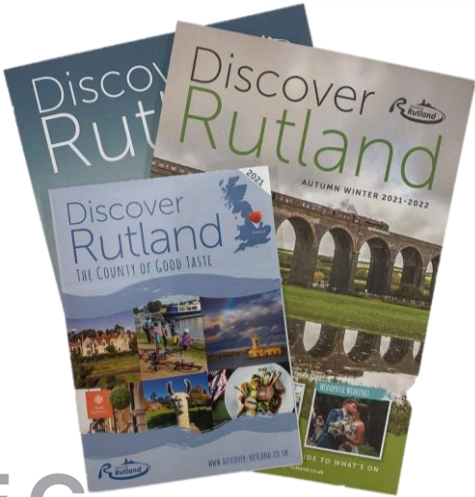
- Financially Support by DR through funding
- Offered members double sized/half price
- ONE of FEW destinations to produce a guide in 2020

## Autumn Winter 2021/2

- Highest income generating issue so far
- Profit share of £1,923.26

## Fold Out Map

- 80,000 distributed within 2 hour radius
- Yorkshire – Norfolk – London hotspots



THANK YOU TO OUR SPONSOR



Top-ups available from Pear Distribution  
or Nimble Media

# Update on Website



## Our most vital marketing tool



### 2021 Headlines

- August saw 35,500 users [10,000 more than last year!]
- 208,000 users in the past 12 months



### Top Pages

- Rutland Water
- Home
- Walks & Trails
- Things to do

### Continuing to grow our audience on;

- |                |       |
|----------------|-------|
| • Instagram    | 2,735 |
| • Facebook     | 3,247 |
| • Twitter      | 5,149 |
| • LinkedIn     | 41    |
| • E-newsletter | 2,679 |



Remember to submit events, promotions & jobs online  
**FOLLOW – LIKE – SHARE – COMMENT**

# Update on Events & Networking



- Discover Rutland Annual Ball
- Discover Rutland Food & Drink Week
- Relaunch Tourism Talk & Tour events in 2022
- Greater Lincolnshire opportunities

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# 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



## 2022 Main Focus

- Key Themes
  - Wellbeing / Mindfulness Destination
  - Sustainability / Green Tourism
- Support & Engage Members



We're Stronger Together

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# We're Stronger Together



## Round-Table Discussion



- 1. What challenges is the industry facing?
- 2. How can Discover Rutland support you further?
- 3. Tell us your success stories

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# Discover Rutland



Thank You - Any Questions

[www.discover-rutland.co.uk](http://www.discover-rutland.co.uk)



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