



# Rutland Tourism Forum

15<sup>th</sup> November 2018

Wisteria Hotel



Huge thanks to the sponsors  
of our refreshment...

The Falcon | The Fox, North Luffenham  
| Rutland Water Golf Course |



# 2018 Agenda



## Welcome & Overview

**Ed Burrows - Chairman, Discover Rutland Tourism Committee**

## The Explorers Road, Discover England Fund Project

**Melanie Sensicle, Project Director**



## Discover Rutland Management Committee Area Updates

**Guide & Literature**

**Events**

**Membership**

**PR & Marketing**

**Website**

**Finance**

**Committee Objectives**



## Updating your Web Listing

**Mary Copley, Tourism Officer**

## Anglian Water Update

**William Kirstein, Rutland Water Park Manager**



# Welcome

## Rutland STEAM results 2017

### ➤ Economic impact:

£123.84mil (up 4.6% on 2016)

- Indirect	<u>£30.43m</u>	+ 4.9%
- Shopping	<u>£28.72m</u>	+ 4.8%
- Food and Drink	<u>£23.88m</u>	+ 4.1%
- Accommodation	<u>£19.35m</u>	+ 4.4%
- Transport	<u>£11.45m</u>	+ 4.9%
- Recreation	<u>£ 9.99m</u>	+ 4.0%

### ➤ Visitor numbers:

1.855million (up 2.7% on 2016)

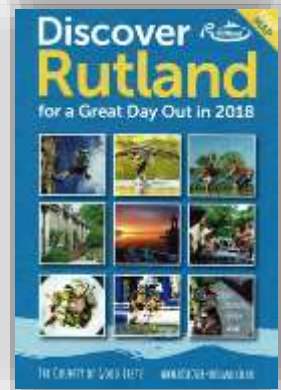
### ➤ Employment supported by tourism in Rutland (full time equivalent):

1,655 (up 1.1% on 2016)





# Guide & Literature (Horse & Jockey | The Fox)



**A4 Guides** – local distribution and national tourist information centers

**Map pads** – local use

**Mini Guide** – distributed within hour driving radius & East Mids.

**Fold out map** – going to focus on our geographic hotspots: London, Yorkshire & Norfolk

# Events

## Discover Rutland Food Week

In conjunction with OTP  
Food & Drink Festival

## First Discover Rutland Ball hosted by The Falcon Hotel

raised £2,300 going directly to  
marketing campaigns to promote  
the county



# Membership



## Your Membership Benefits

- Support and work with local businesses to promote Rutland as a great tourism destination
- Full listing on Rutland's official tourism website
- Discounts on marketing opportunities by Discover Rutland
- Priority for inclusion in press and PR visits
- Opportunities to network
- Access to extra exposure through e-marketing
- Promote your business to locals through events
- Highlight your offers online





# PR & Marketing



## AIMS

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

## ACTIONS

- Themed monthly press releases;
  - World Lure Angling Championships
  - Barnsdale Gardens UK best visitor Gardens
  - Out with the 'old' at The Wisteria
  - June Feasts and Festivals
  - Give your dog a break
  - Sporting September
  - A for Autumn, R for Rutland, W for Winter



# PR & Marketing

## AUDIENCE

### - Social Media

Facebook: 2,300 followers (from 1,700)

Twitter: 4,779 followers

Instagram: 1300 followers (from 450)



### - Tourism Film

3,500 views on youtube

21,000 views on facebook

606 shares



## WORKING TOGETHER

**Tweet** @discoverrutland

**Hashtag** #DiscoverRutland

#DiscoverRutlandFood

**Tag** @discoverrutland

**Like** Discover Rutland

**Share** Discover Rutland

**Talk**





# Press Coverage 2018: Journalists

## Lifestyle Magazine in Leeds



## Sunday Times: Travel & Home



# Press Coverage 2018: Advertorial

The Guardian Travel Guide Supplement

Kingfisher Leicestershire hotels guide



Group Travel World

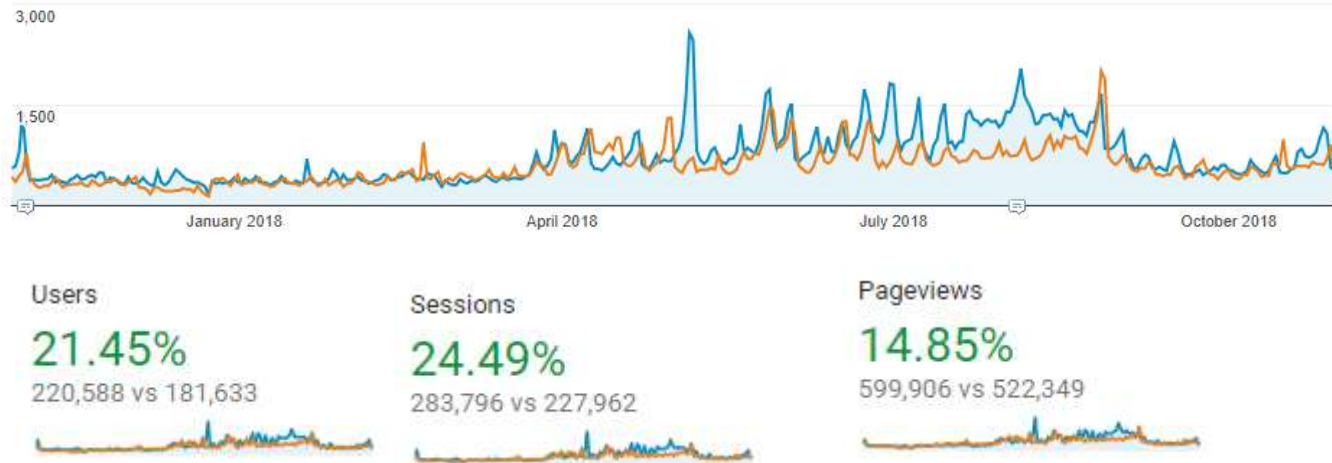


Assisted coverage within;

- 'The British Shop' Magazine distributed in Germany, Switzerland & Austria
- Nottinghamshire Aspect lifestyle magazine
- Jones Holidays, group travel



# Website



## ➤ Key Words for organic searches

- Rutland Water
- Rutland
- Oakham
- Stamford
- Uppingham

## ➤ Top Pages viewed

- Rutland Water
- Home Page
- Oakham
- Things to do
- Events list





# Finance



2017/18: Year ended with £43,393

2018/19: forecast closing balance of  
£39,000 = reduction of annual  
deficit from £7k to under £4k



Expenditure for 2018/19 = £25k

- Looking at reducing annual costs and increasing income generation
- Membership income crucial - £16k
- Confident future



# Breakdown of accounts 2017/18

	Income	Expenditure
Membership	16,000	200
E-shot software	2,100	2,320
Website	100	6,400
Visitor Guide	488	
Mini guides & Map pads		3,838
Marketing projects	600	699
Discover Rutland Ball	2,300	199
Operational costs		11,755
TOTALS	21,588	25,411
= deficit of £3,823		

# Committee Objectives 2019 & beyond



## The newly introduced annual Business and Marketing Plan gives measurable objectives

Mission; “to develop and grow a sustainable tourism economy in Rutland through brand awareness, income generation and partnership working



## Reviewing Tourism Vision for 2020-2026. Current objectives;

1. Stimulate and support the Rutland offer
2. Recognise and attract Rutland’s key audiences
3. Ensure a sustainable future for tourism in Rutland



The Committee welcome your ideas and input towards this new Rutland Tourism Vision – contact Mary [tourism@Rutland.gov.uk](mailto:tourism@Rutland.gov.uk)





# Updating your Web Listing



## The Rutland Showground

The Rutland Showground The Rutland Pavilion and Showground host a calendar of



## Rutland Water Fly Fishing

Learn to Fly Fish with Rob Waddington, fully qualified coach and ORVIS endorsed fly



## Rutland Water Golf Course

Play the most outstanding golf in Rutland! With Panoramic views of Rutland Water you have a

### DISCOVER RUTLAND

Rutland Water, Oakham, Uppingham, Stamford, Villages, Curiosities of Rutland, Beyond the Border

### FOOD & DRINK

Restaurants, Country Pubs, Cafes, Afternoon Tea, Local Produce

### SPECIAL OFFERS

### THINGS TO DO

Attractions, Activities, Shopping, Experiences & Hobbies, Rutland Discovery Trails, Family Fun, List all Attractions

### WHAT'S ON

What's on each month, Events List, Sporting Events, Workshops & Courses, Rutland Walking & Cycling Festival, Rutland Food & Drink Week

### PLACES TO STAY

Hotels, Guesthouses, B&B's & Inn's, Self-Catering & Glamping, Caravan & Camping, Availability for Events, Ratings, Symbols & Awards, Accommodation in Oakham, Accommodation in Uppingham

### USEFUL INFO

Mini Guide, The A to Z of Rutland, Discover Rutland Guide, Weddings, Dog Friendly, News & Info, Travel, Family History, Local Businesses, Filming, Groups

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Villages, Curiosities of Rutland, Beyond the Border

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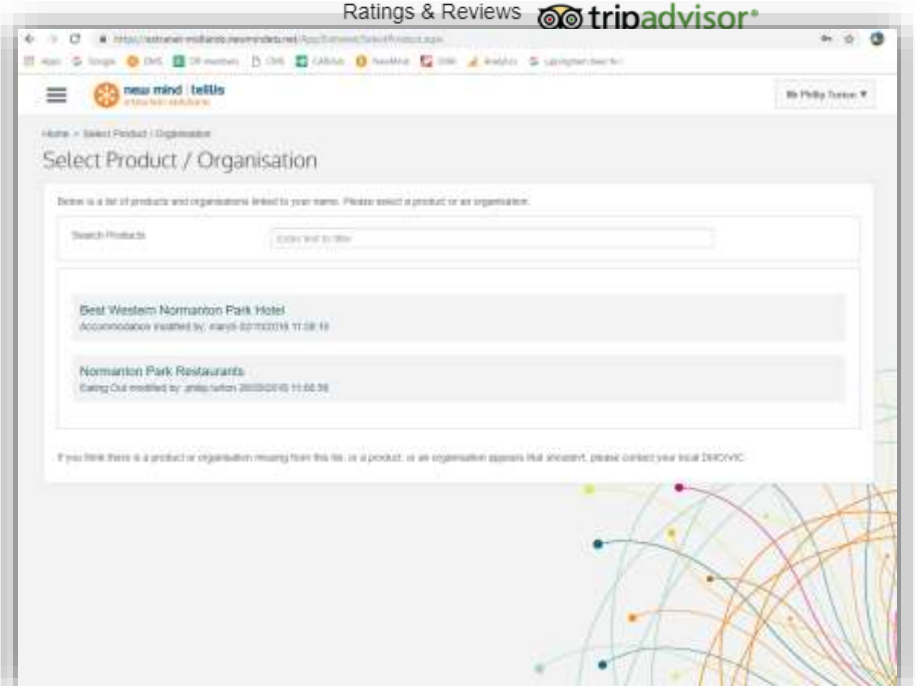
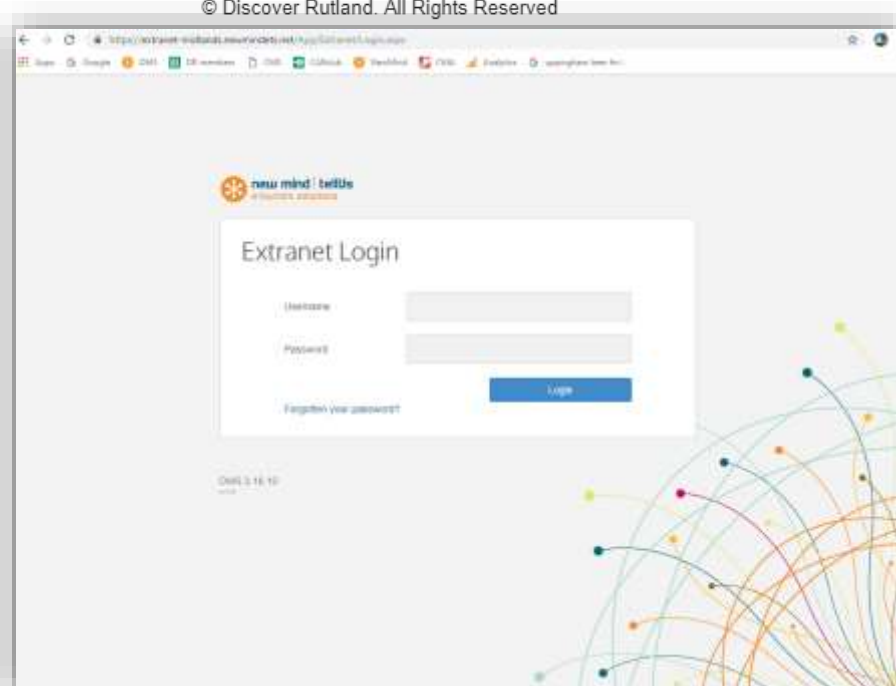
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Ratings & Reviews 





Select Product >



Best Western Normanton Park Hotel >

Help

Edit details

(490871)

Address

Rutland Water South Shore  
Normanton

Email



Home > Help

## Help

### Descriptions

Adding descriptions to your product.

### Media

Adding media to your product.

### Facilities

Adding facilities to your product.

### Rooms

Adding room / units to your product.

### Linked Rooms

Adding linked rooms / units to your product.

### Openings

Adding openings to your product.

### External Links

Adding external links to your product.

Home > Select Product / Organisation

## Select Product / Organisation

Below is a list of products and organisations linked to your name. Please select a product or an organisation.

**Best Western Normanton Park Hotel**  
Accommodation created by: maryh-02/10/2016 11:08:18

**Normanton Park Restaurants**  
Eating Out modified by: andrew.tutton 20/03/2016 11:05:58

If you think there is a product or organisation missing from this list, or a product, or an organisation appears that shouldn't, please contact your local DMO/CVC.



Best Western Normanton Park Hotel ▼

Home > Best Western Normanton Park Hotel (490871)

## Best Western Normanton Park Hotel (490871)

Address

Rutland Water South Shore  
Normanton  
Rutland

Postal code

LE15 8RP

Country

United Kingdom

Telephone

01780 720318

Telephone 2

Fax

Email

info@normantonpark.co.uk

Web

http://www.normantonpark.co.uk

Booking web

https://book.isiteplus.co.uk/room-select/property-490871

Type

Accommodation

Organisation

Active ▼

Edit Product

Print

Modified

02 October 2016 11:08

Modified by

maryh

Created

19 January 2012 16:00

Created by

maryh



## Outbound Product Links

Product name

Product type

Normanton Park Restaurants (147821)

Eating Out





Home > Accommodation > Best Western Normanton Park Hotel (490871)

# Best Western Normanton Park Hotel

## Product Details >

Descriptions >

Media >

Facilities >

Openings >

Rooms >

Special Offers >

## Product Details

Actions ▼

Name	<input type="text" value="Best Western Normanton Park Hotel"/> en	Telephone	<input type="text" value="01780 720315"/>
	en	Telephone 2	<input type="text"/>
Country	<input type="text" value="United Kingdom"/> ▼	Fax	<input type="text"/>
Address	<input type="text" value="Rutland Water South Shore"/>	Email	<input type="text" value="info@normantonpark.co.uk"/> @
	<input type="text"/>	Website	<input type="text" value="http://www.normantonpark.co.uk"/> en
	<input type="text"/>		en
Town	<input type="text" value="Normanton"/>	Booking website	<input type="text" value="https://book.isiteplus.co.uk/room-select"/> en
County	<input type="text" value="Rutland"/>		en
Postal code	<input type="text" value="LE15 8RP"/>	Keywords	<input type="text" value="member"/> en
			en
Location	<input type="text" value="Rutland"/> ▼		
Latitude	<input type="text" value="52.64513"/>		
Longitude	<input type="text" value="-0.61938"/>		
Map Zoom Level	<input type="text" value="Urban"/> ▼		
Modified by	maryh 02 October 2018	Extranet Type	Product Edit
Created by	maryh 19 January 2012		

Save

Close

# Questions?





# Thank you for attending the Rutland Tourism Forum



15<sup>th</sup> November 2018  
Wisteria Hotel

