

Discover Rutland



The
BARNSDALE
RUTLAND

Annual Tourism Forum 2024

Kindly hosted by The Barnsdale



2024 Agenda



Networking

Welcome

Jason Allen – Chairman of Discover Rutland

Rutland Growth Hub

Amy Clark – Rutland Growth Hub Advisor

DR Updates

Jason Allen – Chairman of Discover Rutland

Mary Copley – Tourism Lead, Discover Rutland

The Barnsdale

Ellie Read

Close



Rutland
County Council



nimble
media

Your go-to for business growth

Funding advice | Adviser support |
Guidance for start-ups | Support by industry

Amy Clark
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07825 262824



Tourism Committee



Aim: to develop and grow a sustainable tourism economy in Rutland through brand awareness, income generation and partnership working

WHAT WE DO:

Member Support & Networking

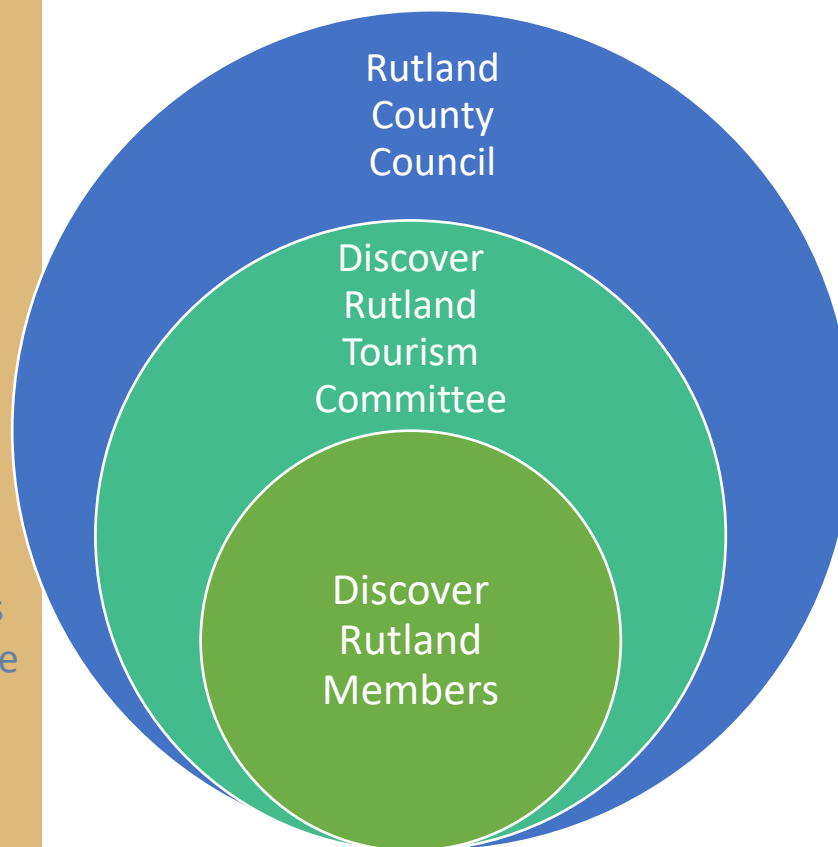
Provide Countywide Digital Marketing Platform

Print a Suite of Visitor Information & Maps

Encourage & Support Journalist Visits

Collaborate with other bodies to ensure Rutland is represented and has a voice locally & nationally

Represent Tourism internally throughout RCC



Discover Rutland sits within and is supported by RCC, but is self-funded

Discover Rutland activity is determined by the Tourism Committee, made up of volunteers from local businesses

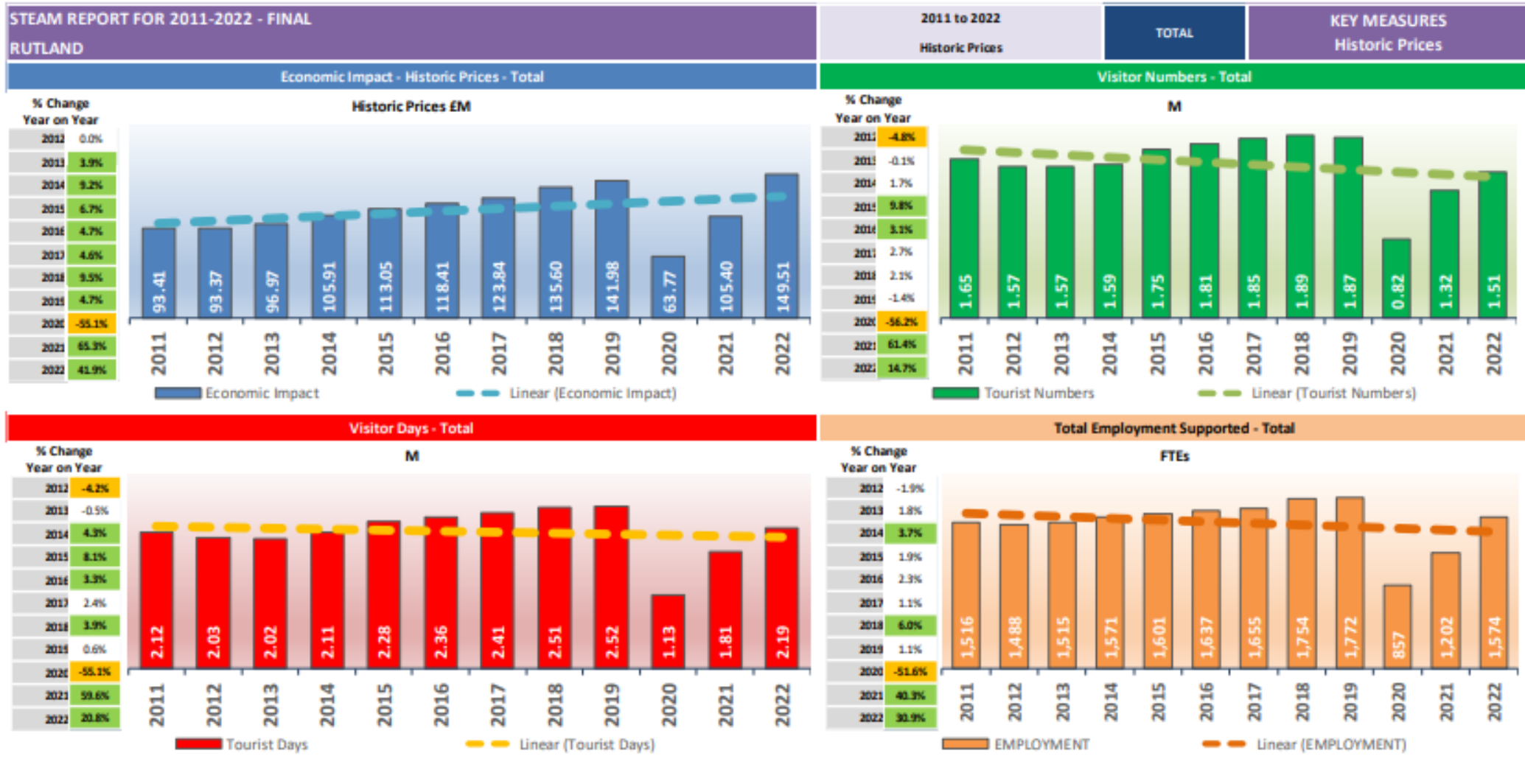
Members benefit from DR marketing and support through an annual subscription which funds the brand, Tourism Lead, Map-pads, Mini Guides & more

2020-2025 Tourism Strategy Primary Objectives

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

DR Overview

Rutland STEAM results 2022



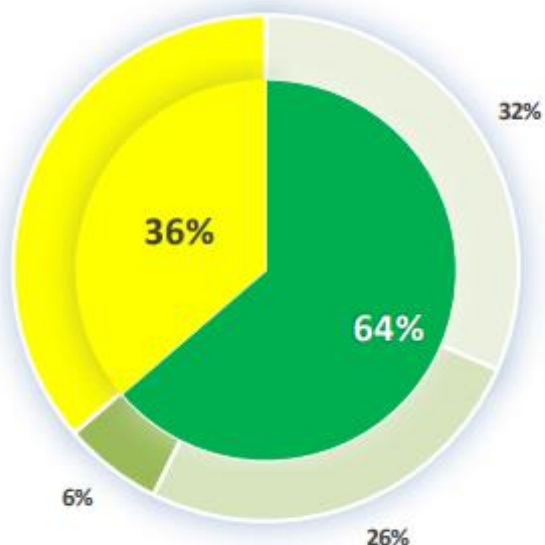
DR Overview



Economic Impact - Historic Prices - £M - Share of Total

TOTAL
£149.51m

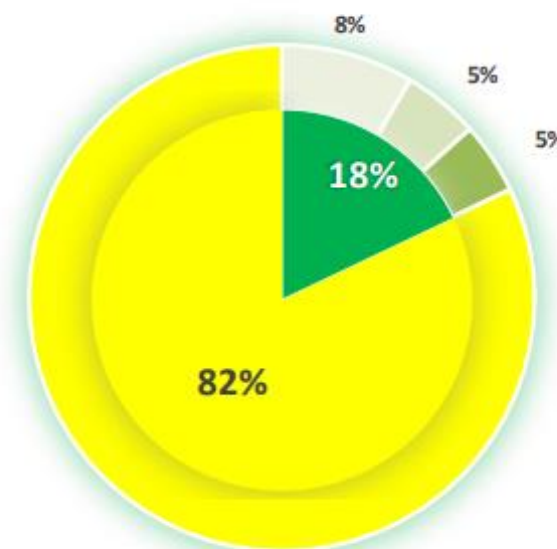
	£M
Serviced	47.21
Non-Serviced	38.52
SFR	9.51
Staying Visitor	95.25
Day Visitor	54.26
Total	149.51



Visitor Numbers - 2022 - M - Share of Total

TOTAL
1.51m

	M
Serviced	0.13
Non-Serviced	0.07
SFR	0.07
Staying Visitor	0.27
Day Visitor	1.24
Total	1.51



Highest percentage of staying visitors we've seen; previous year's average 14%

Update on Finances



Brief Financial Overview 2023/24

Opening Balance April 2023: £39k



Income (around 29k)

- Membership £22,000
- Profit share from visitor guides £ 2,000
- Fundraising Ball £ 4,900

Outgoings (around £33k)

- Essential Running Costs £15,000
- Marketing Assets £10,000
- Marketing Assistance £ 8,000



Forecast carry forward for April 2024 = £35k

Submitted bid for UKSPF funding

Update on Website



Our most vital marketing tool

- 228,000 users in the past 12 months

Top Pages

- Rutland Water
- Home
- Walks & Trails
- Events
- Oakham

Location of audience;

- London
- Leicester
- Birmingham
- Oakham
- Peterborough
- Norwich
- Wolverhampton



Remember to submit events, promotions & jobs online

DR Social Media

#LoveRutland

#FeatureFriday

Business Reels

Blogs

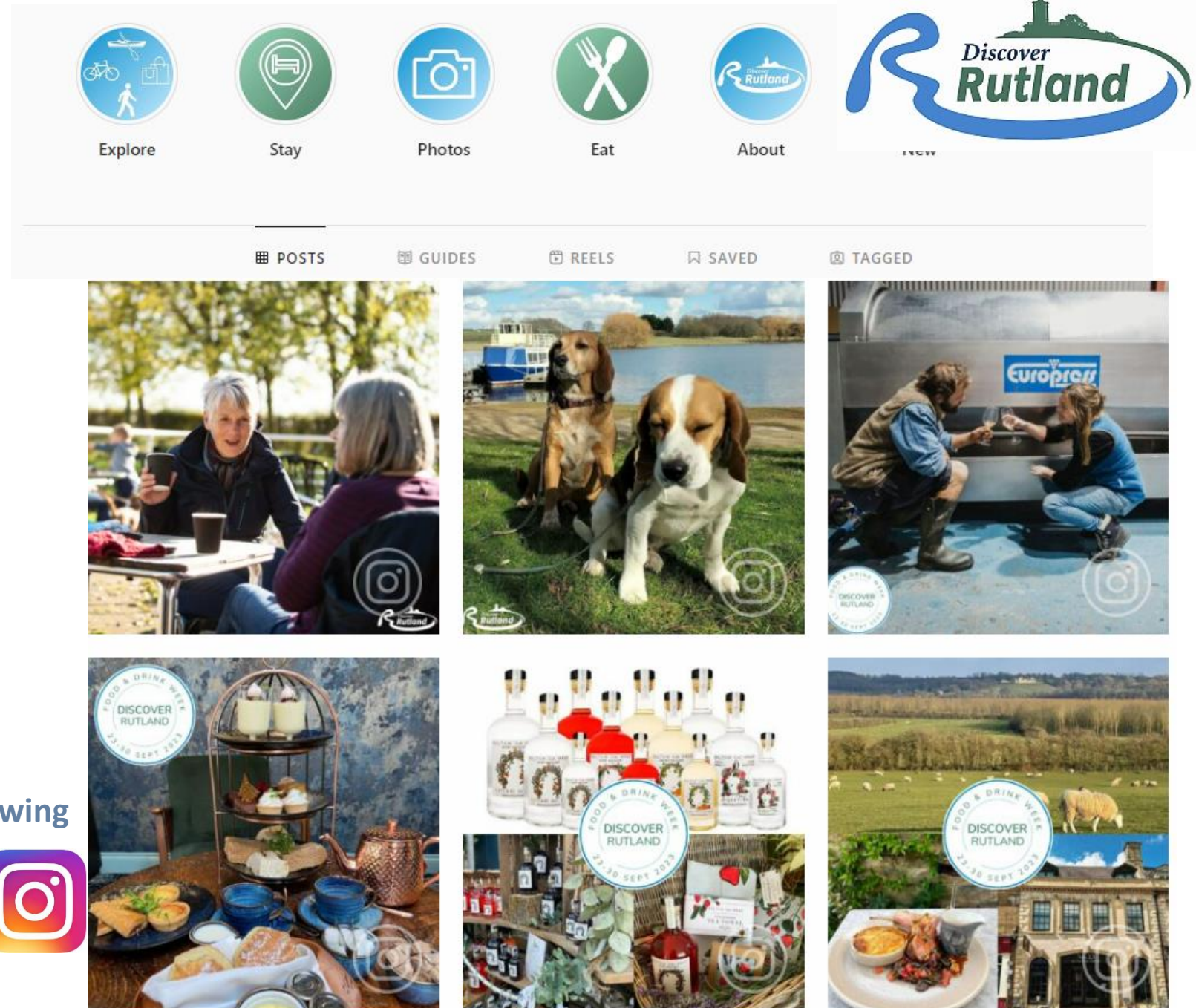
Prize draws

12 Days of Christmas

We have an audience of over 15,000 following
DR Social Media
channels;



FOLLOW – LIKE – SHARE - COMMENT



Seasonal Campaigns



Spring

Summer

Autumn

Winter



Media Coverage



Rutland could be the new Cotswolds

With this new hotel, England's smallest county is beginning to make a lot of noise



With water sports, cycling and idyllic English countryside, Rutland is a holiday destination for everyone.

TRAVEL



A UK break in Rutland – waterside adventure in England's smallest county

Travel

Small fortunes

Pancy having a two-course break? Maybe Nice and Marseilles? Rome and Florence? Paris and Brussels perhaps? Then again, why not choose Uppingham and Oakham? Clare Jenkins reports.



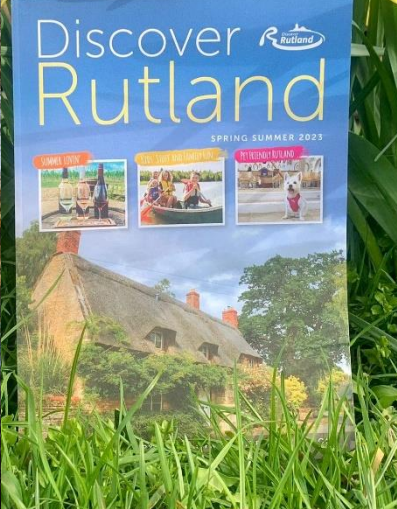
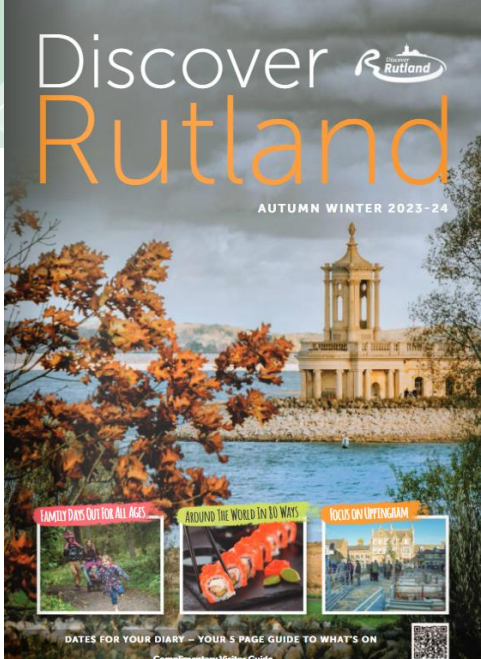
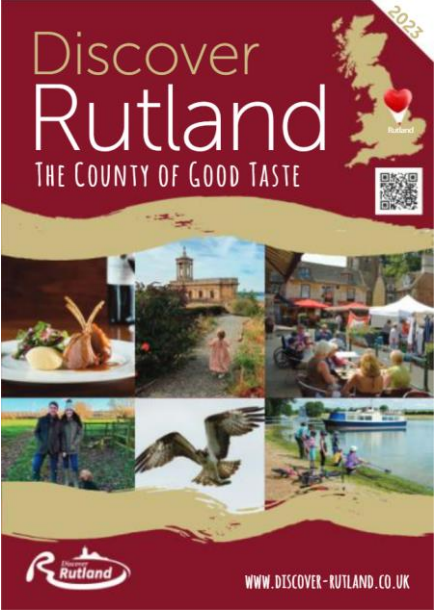
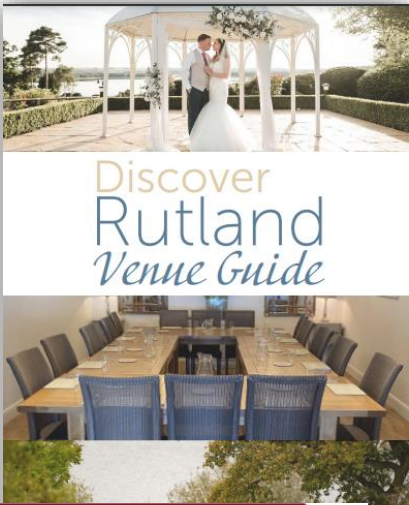
THE TIMES



THE TIMES
THE SUNDAY TIMES



Update on Guide & Literature



Rutland Merchandise



DR Premium Hoodie with navy design

DR Kid's Hoodie with white design

£45.00

£30.00



DR Kid's Polo with white design

DR Kid's Polo with navy design

DR Beanie with navy design

DR Beanie with white design

DR Sweatshirt with leopard and white design

DR Sweatshirt with leopard and black design

£22.00

£22.00

£12.00

£12.00

£30.00

£30.00

Prices inc. VAT if appl.

Prices inc. VAT if appl.

Prices inc. VAT if appl.

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Update on Events & Shows



Tourism Talk & Tour Events



Anglian Water Update

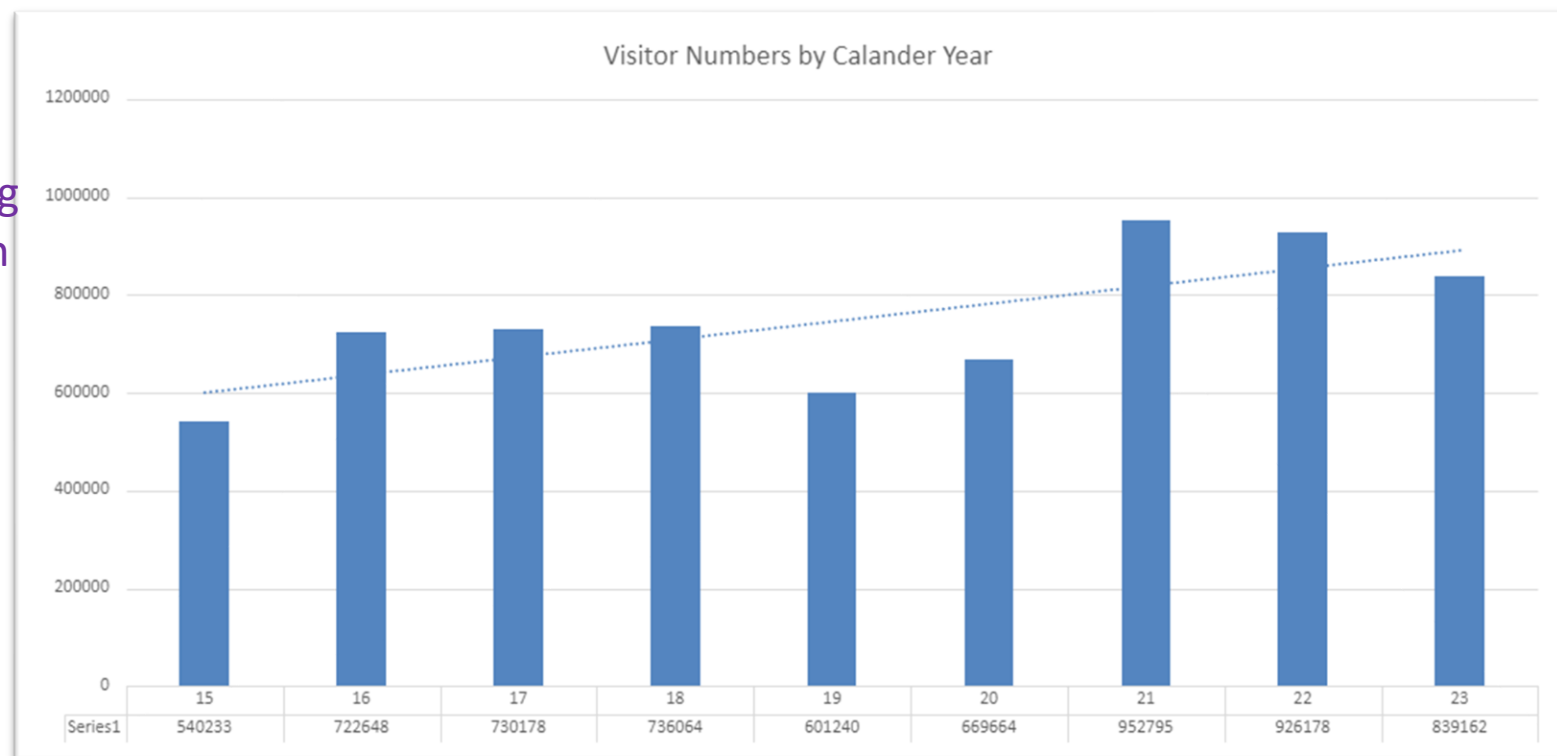
New Events in 2023



Night Fishing
Competition



New Years
Day Dip



LOVE EVERY DROP. PUT WATER AT THE HEART
OF A WHOLE NEW WAY OF LIVING.

2024/25 Opportunities

UKSPF



Shared Prosperity Fund

Submitted a Visitor Economy Business Case bid to RCC for the following initiatives, amongst others;

1. Creation of 360 degree video tours
2. Implement a network of e-bikes
3. Create new heritage trail boards
4. Elevate event opportunities

Hopefully we can update you soon!



Committee Objectives



Tourism Strategy 2020-2025

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



We will be working to develop a **Destination Management Plan** for Rutland post 2025 in conjunction with **Destination Lincolnshire** as part of a new Local Visitor Economy Partnership [LVEP].



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