

REPORT NO: 73/2014**Appendix A**

Period	Summary of Key Achievements
2007-2008	Improvements to visitor web experience on Go Rutland Website and improved search functionality. Compilation of Visitor Database. Production of short break promotional literature. Provision of short training courses for tourism businesses. Promotions in major publications. STEAM data for Rutland and baseline established. Attendance and promotion at events including Game Fair, Lincolnshire County Show. Promoted career opportunities to young people via Careers Fair and business/school engagement. Promotion of unique strengths and retail specialities on website and guide. Articles in Lincolnshire Pride, Hospitality Magazine.
2008-2009	Building on brand and establishment of brand guidelines. Discover Rutland website. Competitions to promote Rutland. Launch of new magazine style format for Annual Guide well received. Contacts with specialist tour operators and visits arranged to Rutland Water. Taster weekends and articles. Learn to weekends held. Quarterly e-newsletters established to promote events and offers. Support Clean, Safe and Legal Accreditation take up. Database numbers increasing. Positive feedback from Visitor Questionnaire in Guide. Year on year improvement on STEAM data. 23,000 visits to website.
2009-2010	Brand continues to be built with merchandising and videos. Articles and adverts in Telegraph, Guardian, Yours Magazine, Practical Caravan, Blueprint Travel. BBC and ITV exposure. Virgin balloon campaign. Graded only accommodation policy for website. 18 newly qualified assured businesses. On-line booking facility. TIC boards and Signage on by-pass. Courses for industry. Eat and Drink Rutland guide produced. East Midlands Tourism Bronze award successes. Database of 1,000 customer contacts. Quarterly newsletters to customer and industry database. Year on year improvement on STEAM data. 45,000 visitors to website.
2010-2011	Launch of Discover Rutland membership scheme. Promotions in major national and international magazines: Bird Watching Magazine, Evening Standard, Womans Weekly, Countryfile, Mail on Sunday, Times Travel, Observer, Double page spread in Telegraph, Coach Monthly, BBC Homes and Antiques. Campaign Advert on London Underground. International exposure USA and Holland. New Advent Calendar Promotion. 25% of businesses on DR now members. Finalist in Enjoy England awards. Database of 16,000 contacts. Rutland ambassadors' scheme. Year on year improvement on STEAM data. 60,000 visitors to website.
2011-2012	Promotions in major national and international magazines including Sydney Sun Herald, Tasmanian Sunday, Camping and Caravanning, London Evening Post, The Great Outdoors. Advent Calendar promotion increases database now at 18,000 contacts. Rutland outperforms neighbouring counties (STEAM data). 76,500 visitors to website.