



VISIT NOTTINGHAMSHIRE

ANNUAL REVIEW 2021/22




VISIT NOTTINGHAMSHIRE



MEET IN NOTTINGHAM

OFFICIAL
CONVENTION
BUREAU

A man with long dark hair and a beard, dressed in medieval-style clothing including a brown tunic and a dark hood, is shown in a forest. He is holding a longbow with both hands, aiming an arrow towards the left. The background is filled with green foliage and tree trunks, creating a natural setting. A semi-transparent dark triangle is overlaid on the left side of the image, containing the text.

A **GREEN DESTINATION** WITH A LEGENDARY PAST, A VIBRANT
CULTURE AND A BRIGHT FUTURE. A **CREATIVE COUNTY** OF HEROES
AND PIONEERS, AND THE **HOME OF ROBIN HOOD**.

This document is an annual review of **VISIT NOTTINGHAMSHIRE** service, which also incorporates **MEET IN NOTTINGHAM**.



VISIT NOTTINGHAMSHIRE

VISIT NOTTINGHAMSHIRE is responsible for **driving leisure and business visitors** to the city and county by **promoting tourism, leisure and hospitality offer** in the region. It also manages the city's award-winning Tourism Centre and the official Meet in Nottingham convention bureau.



MEET IN NOTTINGHAM

OFFICIAL
CONVENTION
BUREAU

MEET IN NOTTINGHAM is focusing on bringing business visitors to Nottingham and Nottinghamshire. Meet in Nottingham offers a raft of event services for both event organisers and delegates.



Newstead Abbey. Credit: Liyuan Liu



Wollaton Park (credit Gerry Molumby)



Nottinghamshire is a place where **UNDERGROUND CAVES** lie hidden beneath the market towns' streets, where you can experience a **ANCIENT HISTORY** at Creswell Crags and stop for a drink in the **OLDEST INN IN ENGLAND**.

2021/22 HIGHLIGHTS

- **PR reached 657,555,239**. Pieces of **PR involved in/secured: 204**. Top titles: BBC News, IPR and Press output: ITV 1, The Independent, The Express, Nottingham Post, The Business Desk.com, The Times, Sunday Times, The Sun, The Guardian. **11 press visits**.
- Reaching new visitors with Nottingham and Nottinghamshire Visitor Guide with national, international and regional **circulation of 85,000**.
- Consumer-facing website attracted **3.9 million visitors** with over **1,200** city and county **events promoted**. Responded to over **3,000 visitor enquiries** via the website.
- We **reached and engaged** with **over 7.5 million consumers** on our social media **B2C** channels: Twitter: 3,471,319. Facebook: 2,165,568. Instagram: 1,294,162. And our **B2B** channels: Twitter: 542,000.
- Delivered a welcome back **marketing campaign** to attract day and overnight visitors back to the region which included: A welcome back video, targeted paid social media (**1.3million reach**), targeted paid destination press articles (**588,500 reach**), one-to-one business support (**securing over 100 grants** for local visitor economy businesses) and business support page.
- The team secured **advertising assets** at East Midlands Airport to showcase Nottingham alongside Leicester and Derby to passengers and visitors.
- We continued to support local businesses by adding **valuable marketing assets** to the **place marketing online toolkit** including brand-new promotional photographs and videos.



Ye Old Trip to Jerusalem. Credit Visit Nottinghamshire

2021/22 HIGHLIGHTS

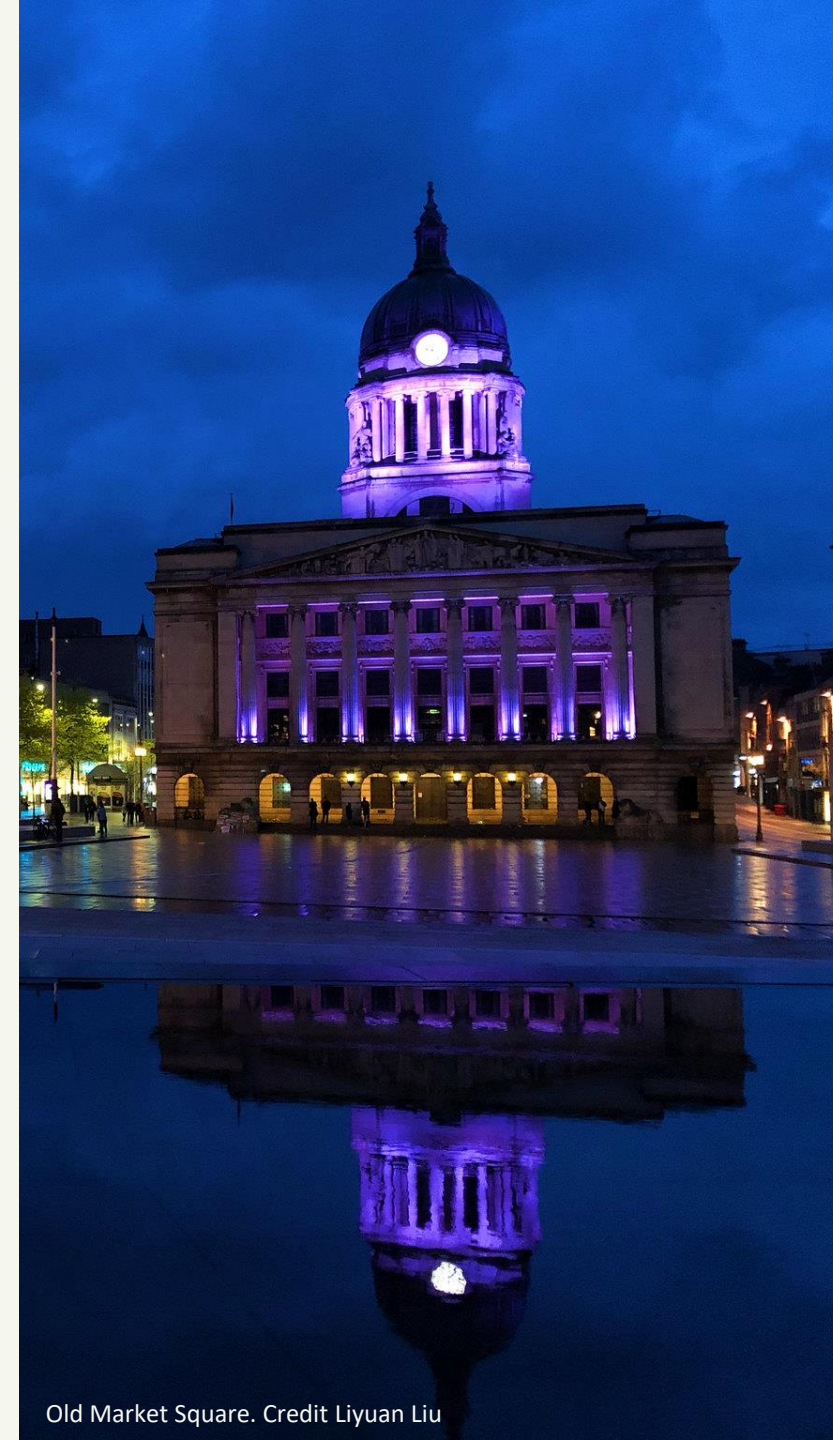
- Meet in Nottingham confirmed events 2022-23 (**with a value of £321,000**). **Pipeline** events with the **value of £553,000**.
- Represented Nottingham and Nottinghamshire at **trade shows** and **industry events** including: The Meetings Show, MeetGB, ExploreGB, VIBE, PR Connect and CHS Leeds.
- Delivered a mix of **online** and **physical events** to support local businesses, including: Nottinghamshire Visitor Economy Summit (125 attendees), Welcome Back Event - based around industry recovery, business support and consumer sentiment (120 attendees) and bi-monthly Sales Managers Meeting.
- We have conducted an Omicron **Business Impact Survey** in December 2021. The results were shared with stakeholders, wider industry partners, VisitEngland and Tourism Alliance.
- DCMS invitation to join the East Midlands Queen's Baton Relay Planning Board. **Played a major role in securing the event** for Nottingham and Nottinghamshire.



Newark Castle. Credit Cloud 9 Designs

2021/22 HIGHLIGHTS

- We established tourism STEAM **data partnership** with Nottinghamshire County Council and Districts (open to all Districts and Boroughs).
- Attended **Freshers Week** and Parents and Students Open Days at both universities and prepared a bespoke hospitality and tourism **special offers leaflet** for new students.
- Key role in the Hospitality Recruitment Campaign to **support recruitment in the hospitality** sector. Including case studies, business newsletters to encourage businesses to submit their vacancies and a social media campaign to highlight benefits of working in hospitality.
- We **advised over 100,000 visitors** at Nottingham Tourism and Travel Centre.
- We have also developed relationships with key **stakeholders** VisitEngland, VisitBritain, MeetEngland, Core Cities Partnership, D2N2, East Midlands Chamber, Tourism Alliance, BVEP, Nottingham City Council, Nottinghamshire County Council, East Midlands DMO Partnership and East Midlands Railway. Through those partnerships we are invited to events, such as the recent **Parliamentary Reception at Houses of Parliament** hosted by Nigel Huddleston – Minister for Tourism. They also provide a vehicle to share data, best practice, promotional activities, as well as contributing intelligence to support project work.



Old Market Square. Credit Liyuan Liu

A large, ancient oak tree with a thick, gnarled trunk and sprawling branches dominates the center of the image. The tree is surrounded by lush green grass and other trees in the background. Sunlight filters through the leaves, creating a warm, golden glow. The text is overlaid on the left side of the tree.

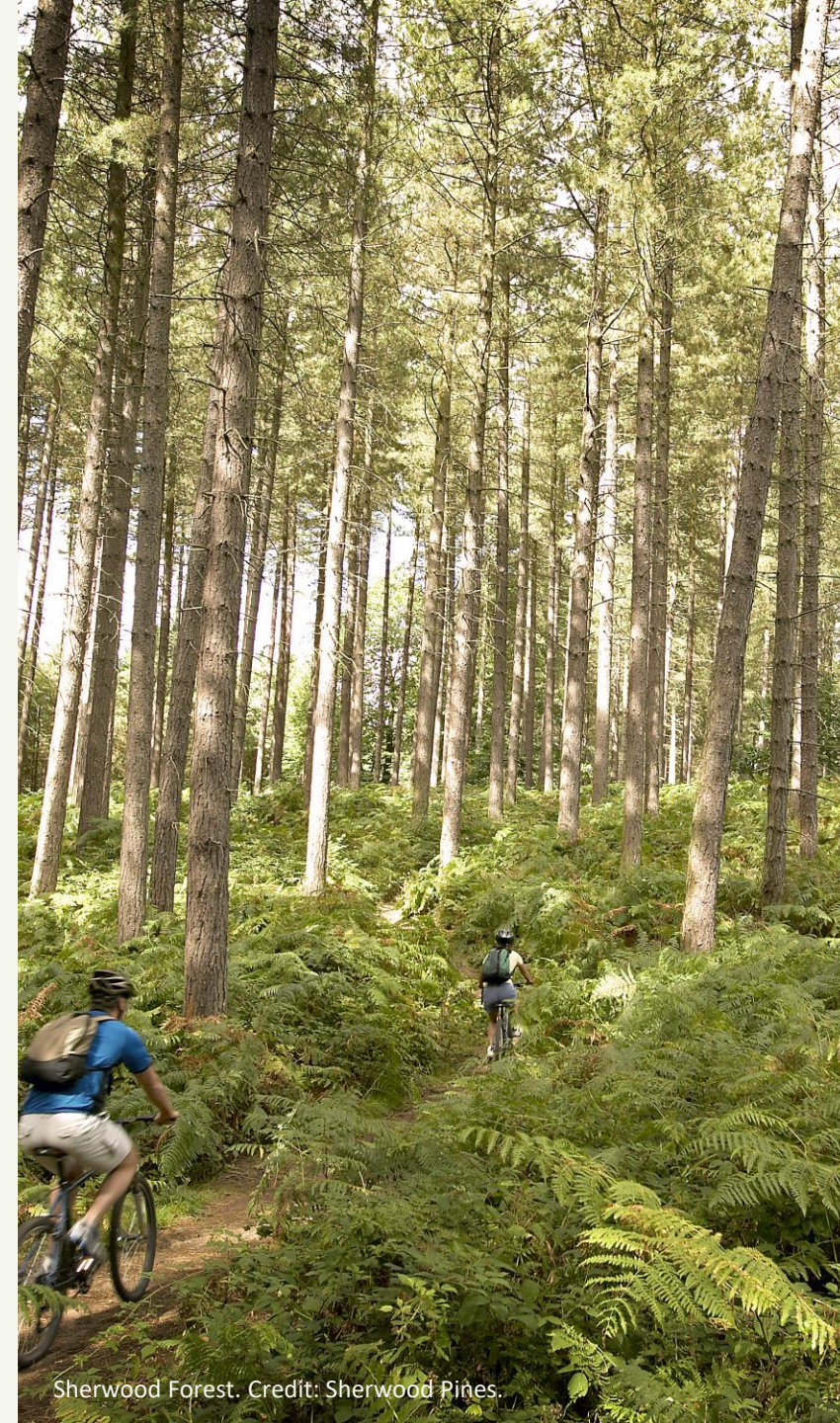
Stroll around its **STUNNING PARKS** and **GREEN SPACES**, from
the **LEGENDARY SHERWOOD FOREST** to the magnificent
WOLLATON PARK to the enchanting **CLUMBER PARK**.

GENERAL TRENDS

After what was a turbulent 2020-21, with the impact of the COVID-19 pandemic being felt strongly across the world of tourism and hospitality, we have seen a steady recovery of the sector with the hotel occupancy ([please click here for graph](#)) and footfall numbers steadily going back to pre-pandemic levels in 2021. This recover was also felt in the number of travel enquiries from visitors, coach companies and travel agents via the website and the Nottingham Tourism and Travel Centre as well as business enquiries around promotion and marketing.

Consumer confidence has been steadily returning after the final lockdown was lifted in February 2021 and we saw a positive recovery in the number of visitors to the visitor-facing website. We have seen a growth in people looking for personalised experiences and local culture. The rapid growth of digitalisation has changed how visitors view and book destinations.

At the recent ExploreGB trade show, Nottingham and Nottinghamshire are viewed as a highly attractive destination with a lot of potential for group trips, coach holidays and press visits because of its central and cost-effective location, rich history and heritage, local legends, literary heroes and sporting achievements. We continue to work with industry relevant groups and organisations to monitor consumer trends and data.



Sherwood Forest. Credit: Sherwood Pines.



Nottinghamshire is a destination with **WORLD-CLASS SPORTS** and a remarkable sporting heritage.

A place that's **BUZZING WITH LIFE**, with new experiences around every corner – and it's waiting to be discovered.

LOOKING AHEAD

The Visit Nottinghamshire team's overarching objective for 2021/22 remains to

Support the recovery and growth of Nottingham and Nottinghamshire's business and leisure visitor economy.

Activity will include:

- Meetings Show 2022 - Working across East Midlands with Visit Peak District/Derbyshire and venue partners to showcase the region's conference and leisure offer.
- Nottinghamshire Visitor Economy Summit – October 2022.
- Deliver and maximise the potential of marketing campaigns to attract more day visitors and increase overnight trips to Nottingham and Nottinghamshire.
- Support more hospitality businesses to become bookable online through more OTAs getting more products and services reaching a wider audience.
- Actively source credible journalists, TV stations, newspapers and web outlets to profile Nottingham and Nottinghamshire as a great place to visit (2021/22 reach 657,555,239).
- Continue working with on improving the suite of data for tourism in Nottingham and Nottinghamshire.
- Continue to build pipeline of enquiries for major events and conferences for 2023 and beyond.
- Create bespoke visitor itinerary trails around the region.
- Continue to signpost relevant information to local businesses on local schemes, grants, support and initiatives.
- Potential to support the skills agenda within the hospitality sector across the region.
- Working with national partners including VisitBritain to provide regional-wide content for international campaigns and press enquiries.
- Continue to respond to visitor enquiries at Nottingham Tourism and Travel Centre and the visitor-facing website.
- Proactively support VisitEngland and DCMS in creation of the new DMO structure.
- Continue to work with all partners. Sharing data, insights and industry knowledge. Undertaking regular surveys (consumer & business).



Wollaton Hall. Credit: Tom Price

CORPORATE STRUCTURE

VISIT NOTTINGHAMSHIRE and **MEET IN NOTTINGHAM** are part of Marketing Nottingham.



MARKETING NOTTINGHAM is the place marketing organisation for Nottingham and Nottinghamshire established in April 2016 with the following overarching aim:

To promote Nottingham and Nottinghamshire for the purposes of creating jobs and growing the local economy to improve the standard of living for local people.

Marketing Nottingham achieves this by promoting Nottingham as a business and visitor destination using consistent messaging, via the following brands:



VISIT NOTTINGHAMSHIRE



INVEST IN NOTTINGHAM



NOTTINGHAM PARTNERS

Marketing Nottingham is funded through a mix of public sector (via grants and local authority funding) and private sector (membership and sponsorship) support, which creates a platform for the business to operate with a degree of autonomy in order to achieve agreed objectives.

Nottingham FC Premier League promotion celebrations.
Credit: Upper Cut Productions



THE TEAM



ANNETTE THORNLEY

Business Development Manager



ANNA SCOTT

Commercial Partnerships
Executive



LYDIA JONES

Commercial Partnerships
Executive



RACHEL STEWART

Events Manager



KINGA KAPIAS

Marketing and Communications
Manager



JACK WOOLLEY

PR and Communications
Specialist



KATHERINE TAYLOR

Marketing Executive

A photograph of a forest path in autumn. The path is covered in fallen leaves and leads into a misty forest. Sunlight filters through the tall, thin trees, creating a warm, golden glow. The trees are mostly bare, with some autumn foliage visible on the lower branches and the ground.

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Sherwood Forest. Credit: Tracey Whitefoot