

## Minutes of the Hotel and Attractions Sales & Marketing Managers Meeting

Tuesday 14<sup>th</sup> December 2010

Stapleford Park Country House Hotel

### Attendees:

Janine Williams, Leicester Shire Promotions  
Lee Griffiths, Westfield House Hotel  
Matthew O'Callaghan, Melton Food Partnership  
Kylie Stephens, Stapleford Park Hotel  
Lisette Maas, Leicester City Football Club  
Fiona Bond, Imago, Loughborough  
Jenny Howling, Sysonby Knoll Hotel  
Nicola Moss, Rockingham Castle  
Janet Grove, Quorn Country Hotel

### Apologies:

Malika Andress, National Space Centre  
Rachael Betts, Welford Road Conferences  
Helen Bevins, Leicester Shire Promotions  
Paul Burgess, Best Western Ullesthorpe Court Hotel  
Najma Chiragh, Stage Hotel  
Jo Dempster, Marriott Leicester  
Sandy Gyorvari, Twinlakes  
Kate Hall, Leicestershire County Council  
Sarah Payne, Donington Manor Hotel  
Rachel Slack, Royal Hotel  
Sally Summerscales, Best Western Group

### 1. Round the table update

- Lee reported that business was looking good even though there is great uncertainty about the future of the business post 4<sup>th</sup> January.
- Matthew reported on current activity in Melton including the food & drink festival, pie competition and development of an artisan cheese festival. He also updated on the success of group travel in the Melton area as well as a Taste event they are keen to host and meet the producer.
- Kylie reported that November had been bad for corporate business however leisure was looking good. October was a strong month, but they have been hit by the snow in the last month. Christmas is looking positive as is Twixmas. 2011 looks positive with weddings and the Golf PGA Masters taking place the first weekend in June.
- LCFC - Christmas is very strong, but corporate business continues to be up and down.

- Fiona from Imago echoed this. Business at imago has been very up and down during 2010 and they are hoping 2011 will be more positive. Lead times continue to be short, and there has been a reduction in overnight business which has particularly affected Burleigh Court as businesses are using Holywell Park and Link. Christmas parties are going well, particularly now the Link Hotel is open.
  - Jenny reported that Sysonby had also missed out on business due to the snow, but they have a couple of group bookings for March and October as a result of Stapleford.
  - Rockingham Castle has had a good Christmas season and the castle is now closed for the holidays. They too had some cancellations due to the snow, but 2011 looks positive with additional family events booked.
  - Quorn had a poor October but strong November. Whereas 2009 was strong on conferences, 2010 has been stronger on leisure instead of corporate. Public xmas parties are down year on year, but weddings are doing well. January is looking good.
2. Janine Williams gave an update on Leicester Shire Promotions activity which included:
- The new city experience short break.
  - The new city guide - available at the beginning of 2011.
  - The ongoing success of SPE and how this will be developed further.
  - Food and drink short breaks, including Michelin experiences and the chocolate alchemy short break with Quorn.
  - Group Travel - an ongoing priority, even though the last fam visit was disappointing.
  - LPL will be attending BOBI with partners Melton, The National Forest, Snibston and Bosworth. A new group travel piece of literature is in production.
  - Although EMT will finish in March 2011, there is still no confirmation on future funding. Janine hopes to update the group at the next meeting
  - Paula Forster, Leicestershire County Council has been made redundant and will be leaving the authority on Friday 17<sup>th</sup> December. Sarah @ Snibston will be the new contact.
  - The Leicestershire Annual Tourism Forum which will be held at Barcelo Hinckley Island on Tuesday 1<sup>st</sup> March 2011.
3. Fiona Bond gave a brief update on the Corporate Games and 2012. 4,000 guests will be visiting Loughborough in 2011 for the corporate games next summer. Imago will try and accommodate as many as possible but there is a huge opportunity for other accommodation providers. Discussions are underway as to how this will be managed and imago is planning an hoteliers meeting for January.

There was much discussion about the possibilities and opportunities around 2012. Fiona and Janine reported that there was still much uncertainty about how many rooms and guests exactly we can expect. Although Team GB and the

Japanese team will be using Loughborough University, we are still uncertain how much additional accommodation will be needed. Neither Fiona nor Janine are sure about timescales for confirming this but will investigate and report back at the next meeting.

4. AOB

Nothing to report.

Many thanks to Kylie and the team at Stapleford Park Country House Hotel for their hospitality. Lisette kindly offered to host the next meeting at LCFC on **Thursday 10<sup>th</sup> March 2011**.