

**Leicester and Leicestershire
Sales and Marketing Managers Group**

**Meeting 14th September 2010
@ Tigers Stadium**

(2:30pm arrival, 3pm start)

Attendance

Malika Andress, National Space Centre
Rachael Betts, Tigers Stadium
Najma Chiragh, Stage Hotel
Jo Dempster, Leicester Marriott
Julie Graham, Walkers Stadium
Lee Griffiths, Westfield House Hotel
Paula Forster, Leicestershire County Council
Jenny Howling, Sysonby Knoll Hotel
Trevor Miller, University of Leicester
Nicola Moss, Rockingham Castle
Sian Pollock, Hothorpe Hall
Kylie Stevens, Stapleford Park Country House Hotel
Sally Winston, Holiday Inn Leicester City

Helen Bevins, Leicester Shire Promotions
Maria Chaideftou, Leicester Shire Promotions
Janine Williams, Leicester Shire Promotions

Apologies

Julia Boulton, Champneys
Paul Burgess, Best Western Ullesthorpe Court Hotel
Heather Thornton, Best Western Premier Yew Lodge Hotel
Joanne McGoldrick, Maiyango

1. Round the table update

Rockingham Castle

Visitor figures are up 2% on last year, with catering up 17%. The gift shop is the same as last year. People are spending more on food and drink. Wedding bookings are quiet - going to have a big push for weddings next year. Xmas eve events start 22nd - 26th November 11am-8pm.

Marriott Leicester

July was better than August. Repeat bookings have dropped. Christmas themed nights have sold out dates.

Walkers

Up on last year. Pushing for Christmas with ore marketing activity this year. Business tourism - noticing a big difference in Government business bookings and rates - think it will be tougher next year. Big corporate businesses have started booking.

Hothorpe Hall

Business is good, although down 5% on last year - lost the not-for-profit sector. 2011 looking good. All weekends are booked - no Saturdays in 2011 for weddings. Looking at long-term plans at Hothorpe Hall with developments.

Stapleford Park Country House Hotel

Corporate business is dire - getting very last minute bookings. Leisure is really good - this August there were 300 more bookings than same time last year. Have a new online booking system. Recently held an Antiques fair with 300 visitors through the door each day. PGA confirmed for 5-8 May 2011. Christmas bookings on a par with 2009.

Leicestershire County Council

There was the Wood Fair and Miners Gala. Bosworth Battlefield did well over the Bank Holiday weekend with 5,000 visitors over 2 days. The Events Guide is in distribution. The demand for the Museums Guide is good, with a possible reprint needed. There's hardly any Countryside Guides left. Melton Museum opens in November. Review of Marketing Communications at Snibston and Bosworth.

Holiday Inn Leicester City

Wedding bookings are up on last year with two every weekend through to December. Leisure is good. Corporate bookings are poor. September is looking promising with a last minute bookings. The exterior of Holiday Inn Leicester is being repainted with the Leicestershire Suite being refurbished.

Stage Hotel

Wedding bookings are up on last year. Christmas picking up on last year. Corporate bookings are better than last year. Conferences are very quiet with enquiries and last minute bookings.

National Space Centre

July 2010 was the worst July on record - 11% down. August finished on a par with last year. Launched Space Race with great feedback - that NSC is a 5hour attraction. The new Vostock experience was a learning curve. Lots of upcoming events - Exterminate weekend, Lego weekend and Movie Mania weekend with some of the cast members of Harry Potter. Christmas bookings are quiet, however have secured two large Christmas events -with lots of haggling. Have hit corporate targets. Next year is the 50th Anniversary of Yuri Gregarin, and Wallace and Gromit filming towards the end of the year.

Sysonby Knoll Hotel

Summer bookings were up and down. September bookings good with the Burleigh Horse Trials. Took part in filming for Britain's biggest Pork Pie. Christmas bookings are slow.

Imago

Short lead with business rates. Holywell Park is in demand on large day events. Bookings for Burleigh Court looking positive. Christmas party bookings are coming through. Link Hotel is finalising the refurb - should be open mid-October.

Westfield House Hotel

The hotel went into administration - there are three potential buyers. Mid-week business is good. Lost conference business but not leisure. Worst Christmas on record.

Tigers Stadium

Smashed the July target - came in on budget 09/10. August was a bad month. Bookings for next year are looking good. Christmas bookings are coming through, with Saturdays looking good. September is not that busy.

University of Leicester

Summer was reasonable in July. August/September not as busy but hit targets. 10/11 looking OK. Noticing short leads on business bookings.

2. Leicester Shire Promotions Update

City Campaign

LPL have launched the City Experience, where people can come and indulge in luxurious city breaks and learn how to make cocktails, have a diamond masterclass at Lumbers, spa treatments and stay at Maiyango. Marketing activity through Lastminute.com, Guardian, Telegraph online.

Food & Drink Campaign

Activity tied in with the food fortnight. The short break offers a 'Michelin Experience' with Sean Hope (Red Lion Inn Stathern) and Stapleford Park. Marketing activity through Lastminute.com, Telegraph online.

Stay Play Explore

Year on year this campaign grows:-

	2009	2010
June		
July		696
August		2,328

LPL are looking at the figures on the economic impact of SPE - a number of people booking SPE have ended up staying for upto 4 nights and one or two have stayed for a week. Reviewing the campaign for 2011.

Family Moments

This is the older brother of SPE aimed at families with children aged 11-15 years old, offer the older family an experience. LPL are working with a number of accommodation partners and activity providers. Marketing activity through Lastminute.com, Visit England, Guardian, Telegraph online.

There has recently been a press visit by a journalist from The Sun.

Group Travel

On 1-3 October there was a group travel familiarisation visit into the Melton Mowbray area to tie in the East Midlands Food and Drink Festival. As well as visiting attraction in the Melton area, the group also went to Rockingham Castle.

On the first weekend of April 2011, LPL are co-ordinating a familiarisation visit to CTO's around the National Forest area of Leicestershire.

LPL will be attending BOBI (16-17th March 2011), at the NEC, with Melton Borough Council and The National Forest as stand partners - if you would like more information or would like to be involved please contact [Helen](#) or [Janine](#).

www.goleicestershire.com

Phase I of the website is now live and was launched in the summer. Phase II will go live in the New Year. If you have any feedback on the site, please contact us.

Business Tourism

LPL have moved away from the more traditional Business Tourism. Event Bidding is now the focus. LPL are working with partners on attracting events into the destination - for example the Historical Society will be coming in 2013 and LPL have been working with the University of Leicester. LPL pulled out of the ABPCO familiarisation visit due to a last minute request for funds/sponsorships. Gill Brown is attending UKEvent to meet with the ABPCO organisers to try and move this forward.

LPL are working with MeetEngland - VisitBritain's business tourism arm.

LPL have been working on attracting the Federation of Small Businesses (FSB) to hold their annual conference in Leicester during 2013. There was a fam visit on 13th September 2010. It will attract 750 delegates over 3 days with a civic reception, meetings, the main conference plus evening gala dinners. The FSB delegation were very impressed with the city offer. *Since these minutes were taken the FSB have had a second site visit to the city, which was very positive*

2012

LPL are working with Shinal at Inspire Leicestershire, Charnwood Borough Council and other partners on the visitor experience for Olympics 2012.

Tourism Extranet

<http://tourism.goleicestershire.com> - this is the online portal where the Sales and Marketing Managers Meeting minutes are posted. However, there is lots of useful information on the Extranet and opportunities to contact other tourism partners.

STEAM

Please see the attached presentation of tourism figures in the destination.

More information on the STEAM Tourism Barometer is available from http://www.eastmidlandstourism.com/?page_id=194 . The regional trend mirrors feedback in the Leicester and Leicestershire Sales and Marketing Managers Meetings.

If you would like to know more about STEAM please contact [Maria](#).

LPL would like to thank Rachael and her team for their hospitality in hosting the meeting.

**Next Meeting will take place at Stapleford Park on Tuesday 14th December
2:30pm arrival with a 3pm start**

