

Shropshire Tourism AGM 2011

**Presentation by
Simon McCloy
Chief Executive**

Why is Tourism so important to Shropshire?

- Tourism is worth £561m pa to Shropshire
- Shropshire attracts 9.3m Day visitors and 1.3m Staying Visitors pa
- Staying Visitors accounted for £213m visitor spend pa
- Day Visitors accounted for £348m visitor spend pa

- Over 15,500 Jobs are supported by this visitor spend – how would these jobs be replaced if there was no visitor economy
- £189m pa is spent on Catering - imagine the choice of cafes, pubs and restaurants we would have without this spend.
- £150m pa is spent on Retail - imagine the choice of shops we would have without this spend.

Source: Shropshire County Council Tourism Research Unit Economic Impact Assessment 2005

Shropshire Tourism – What do we do?

- Destination Marketing - on and off line
- Print and Brochure Productions
- Membership Support, Advice & Representation
- Marketing and Business Support, Advice & Services
- IT Services – Websites, Systems, E:Marketing
- Commissioned Work

Record Year for Press Coverage 2010/11



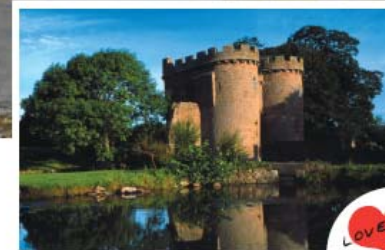
Shropshire Tourism had 107 press enquiries and hosted 7 press trips and created a whopping £22m worth of Advertising Equivalent Coverage for the county.

Shropshire & the Welsh Borders

2011



Visit Shropshire.com



Spring Direct Response Campaign 2011

SHROPSHIRE it may come as a surprise.

Shropshire & the Welsh Borders 2011

Visit Shropshire.com



Shropshire may be one of England's last remaining rural idylls but few know that Much Wenlock was also the birthplace of the Modern Olympics, that the Industrial Revolution started in Ironbridge or even that Charles Darwin evolved in Shrewsbury. With Gastronomic Ludlow and the Blue Remembered Hills of South Shropshire to discover...

...it's time to be surprised.

Call 01743 261919 for your free brochure or visit our website
www.shropshiretourism.co.uk

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SHROPSHIRE
may come
as a surprise

Shropshire & the Welsh Borders 2011

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Shropshire is one of England's last remaining rural idylls, yet birthplace of the Modern Olympics, the Industrial Revolution and Charles Darwin.

With medieval Shrewsbury, gastronomic Ludlow and the South Shropshire Hills to discover - it's time to be surprised.

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Media responses 2010 Total: 19,500

Media responses 2011 So far Total: 10,800 (as at 31st March)

This activity generates over £2.32m worth of business for members.

The 2010 Christmas Email Campaign

**2011 Shropshire &
the Welsh Borders brochure**



Much better than socks!

3,010 emails sent out

34% Read Rate
(normal rate 0.5 to 1.5%)

26% Click through to website

39 % Requested Brochures

57% Brochures convert to
business

This Campaign Generates
£227,000 worth of business

Shropshire Assessment Scheme

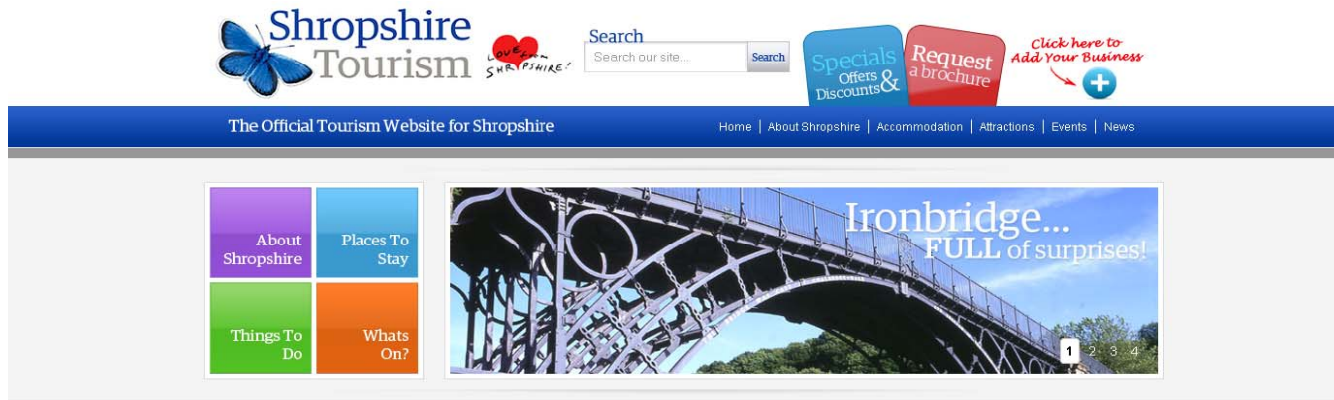
- So far around 90 businesses are assessed by us each year
- 48% of uptake so far has been from the south of the county
- 55% of assessments have been on self-catering properties
- Our scheme works to national standards but is different from the national schemes - the assessors provide business support and advice, signpost grants schemes, and marketing services and all have detailed local knowledge.

New DCMS Tourism Strategy.....

'We don't have Government rating schemes for cars or cornflakes....'

The Government believes visitors can rely on the likes of Trip Advisor to make informed choices, and any assessment scheme should be market driven

New Visit Britain Entry Level Scheme



The screenshot shows the top section of the website. On the left is the 'Shropshire Tourism' logo with a butterfly and a red heart containing the text 'LOVE FROM SHROPSHIRE!'. To the right is a search bar with the text 'Search our site...' and a 'Search' button. Further right are two buttons: 'Specials Offers Discounts &' and 'Request a brochure'. A red arrow points to a blue plus sign with the text 'Click here to Add Your Business'. Below these elements is a blue navigation bar with the text 'The Official Tourism Website for Shropshire' on the left and 'Home | About Shropshire | Accommodation | Attractions | Events | News' on the right. The main content area below the navigation bar features a grid of four colored boxes: 'About Shropshire' (purple), 'Places To Stay' (blue), 'Things To Do' (green), and 'Whats On?' (orange). To the right of these boxes is a large banner image of the Ironbridge Gorge with the text 'Ironbridge... FULL of surprises!' and a small navigation bar with numbers 1, 2, 3, 4.

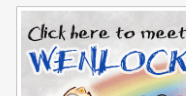
Real Blue Skies Thinking

Like all the best places, Shropshire is easy to reach from almost anywhere you will have heard of, but far enough away that it has stayed unspoilt and comparatively unchanged. So if you are looking for a short break this spring and a chance to get away from it all, de-stress, clear your head and indulge a little - Shropshire could be just the answer to your prayers.



Tucked away on the English and Welsh border, Shropshire has, of course, been surprising visitors for years. Indeed ever since those clever Romans discovered Shropshire as an ideal place for some decent R&R, Shropshire has been offering comfy beds, good food, proper ales and the like to the weary and those in need - all served up with the sort of warmth and hospitality that encourages friends to return. It's a tradition that still continues today.

You certainly won't be stuck for something to do either as we have plenty of attractions to amuse and distract, more than our fair share of independent shops, and as spring is also the start of the Shropshire event season, there are festivals celebrating everything from food and flowers, real ales and



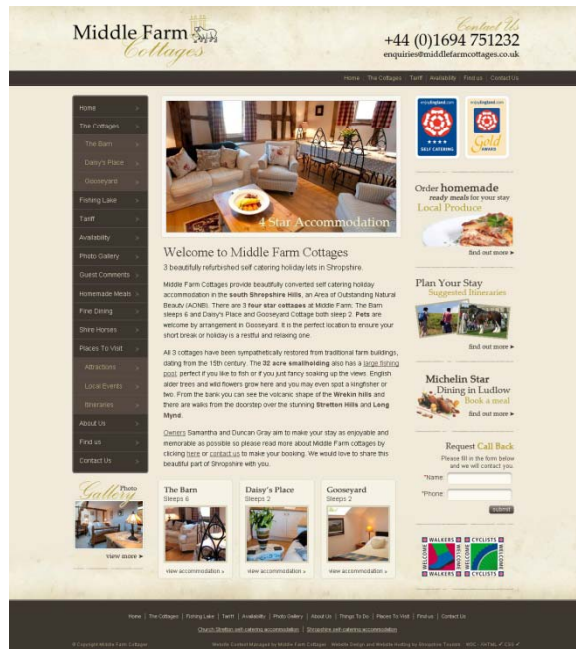
The Shropshire Tourism Web site generated nearly 500,000 Unique Visitors in 2010 – no bots or spiders, just real people!

We are already 17% up on the first 3 months of this year!



Design Services

Websites, Logos, Leaflets, Business Cards, Promotional Materials



The screenshot shows the homepage of the Middle Farm Cottages website. At the top, it features the business name 'Middle Farm Cottages' with a phone number '+44 (0)1694 751232' and an email address. A navigation menu on the left includes links for Home, The Cottages, The Barn, Dairy's Place, Gooseyard, Finding Lane, Farm, Availability, Photo Gallery, Guest Comments, Homemade Menu, Fire Dining, Shire Horses, Places To Visit, Attractions, Local Events, Events, About Us, Find us, and Contact Us. The main content area includes a '4 Star Accommodation' badge, a 'Welcome to Middle Farm Cottages' message, a 'Plan Your Stay' section with a 'Suggested Itineraries' link, a 'Michelin Star Dining in Ludlow' badge, and a 'Request Call Back' form. A gallery at the bottom shows images of 'The Barn', 'Dairy's Place', and 'Gooseyard' with 'view accommodation' links.



The screenshot shows the homepage of the Bryncalled Barns website. The header features the business name 'BRYNCALLED BARNs' with the tagline 'self-catering accommodation, Shropshire', a phone number 'Tel: 01547 530608', and an email address 'INFO@BRYNCALLEDBARNs.CO.UK'. A large landscape image of a rural scene is featured with the text 'BEAUTIFUL Rural Views' and a 'STYKES' logo. A navigation menu on the left includes links for Home, Accommodation, Swallow Cottage, Stable End, Local Area, Tariff, Gallery, Guest Comments, Availability, Find Us, and Contact Us. The main content area has a 'WELCOME TO BRYNCALLED BARNs' heading, a description of the location in the heart of rural Shropshire, and a 'Created from our dream...' paragraph. A 'Request Call Back' form is also visible.

Middle Farm
Cottages




The screenshot shows a holiday leaflet for Bryncalled Barns. It features a large image of a rural landscape with the text 'BRYNCALLED BARNs HOLIDAY LETS'. A map shows the location of the barns. The leaflet includes a 'CONTACT US' section with a phone number '01547 530608' and an email address 'INFO@BRYNCALLEDBARNs.CO.UK'. It also features a 'LUXURY SELF-CATERING ACCOMMODATION IN THE HEART OF RURAL SHROPSHIRE' headline and a 'LOVE FROM SHROPSHIRE!' logo at the bottom right.

LOVE FROM
SHROPSHIRE!

Marketing & Business Support Services

- Brand Creation and Development
- Brochures, Leaflet and Print productions
- Marketing Reviews
- Business Support
- www.STmem.com Free Advice & News
- Integrated Marketing Campaigns
- Direct Response Campaigns
- Development of Niche Marketing Opportunities
- Professional, Independent Bespoke Advice

IT Services

- **Website Design & Hosting**
- **Search Engine Optimisation**
- **Pay per Click and on-line Advertising**
- **E:marketing Solutions**
- **CMS, on-line shops**
- **Stats and Analytics Packages**
- **Social Network Packages**
- **Professional, Independent Bespoke Advice**

For the forthcoming year.....

- The 2012 Shropshire Brochure continue to use a thematic approach to increase visitor appeal.
- More on-line response campaigns and offers
- Develop our web presence further – (main and niche sites)
- Build on the User Generated Content elements
- Further Develop Face-book & Twitter
- Review all our services to members to continue to make them more relevant, helpful and supportive.
- Continue to meet the challenges ahead – and there will be plenty!



Shropshire Tourism

LOVE FROM
SHROPSHIRE!