

Discover Rutland



TOURISM FORUM 2026

SUPPORTING THE BIGGEST TOURISM MARKETING BRAND FOR THE SMALLEST COUNTY AND SURROUNDING AREA!

2025 Achievements

- Toured the country with our Discover Rutland **exhibition van**
- Created **360° immersive videos** showcasing Rutland highlights, now featured on our website and used on VR headsets at shows
- Delivered a comprehensive **online advertising** and competition campaign
- Established a network of hireable **e-bikes**, improving sustainable transport options for visitors
- Partnered with **Julia Bradbury & The Outdoor Guide** for the Rutland Heritage Trails.
- Delivered a full **training programme** for local businesses across the county
- Began work on our **Accessible Rutland project**, laying the foundations for more inclusive visitor experiences
- PLUS business as usual activity

2026 Plans

- Unveiled **information signs** with new illustrated town maps
- Delivered the first **Discover Rutland Weekend**
- Launched **Discover Rutland Ambassadors** initiative
- Redesign the **mini guide** so it can go further for longer
- Booked **7 shows** with total of 395k attendance in key locations
 - East Anglian Game Fair
 - Rutland County Show
 - Global Birdfair
 - Great Yorkshire Show
 - Rutland Flower Show
 - Chatsworth Country FairSponsorship opportunities available
- Continue to deliver our key activity and member benefits;
 - Digital marketing via website, social media & email
 - Bi annual A4 Visitor Guide
 - A3 tear-off map pads
 - Campaigns & events including Rutland Food & Drink Week

Without Discover Rutland membership - there would be no Discover Rutland supporting the visitor economy which underpins this wonderful county.



TOP TIPS FOR DR MEMBERS

1. Check your listing(s): Make sure all the images representing your business are up to date and that the opening times and information are accurate. We can help you with your login or to make the changes.

2. Upload Events & Offers: Don't forget to add these through your login so we can help you promote them

3. Use the assets on SnapSea: There is an image library, accessibility support and campaign toolkits available

4. Are you receiving our communications?: We send a monthly member newsletter with opportunities and advise, we also send emails ad-hock so make sure the '@rutland.gov.uk' is approved in you mailbox and let us know if you're not hearing from us

5. Window Stickers: New window stickers will be sent out shortly - please display them with pride in a prominent place.

6. Link you the DR website: Make sure to link to us on your website and even email footers to help your customers find out more.

NEXT TOURISM TALK & TOUR...

Stamford Corn Exchange
14th May 10am-12pm

Come and join us for a tour of this historic venue and discover the exciting celebrations they have planned to commemorate their anniversaries

WWW.DISCOVER-RUTLAND.CO.UK

CONTACT THE DISCOVER RUTLAND TOURISM TEAM

Mary Copley 01572 720921
mcopley@rutland.gov.uk

Holly Blackband 01572 758405
hblackband@rutland.gov.uk

TOURISM@RUTLAND.GOV.UK

