

## **DMP Tourism Grant: Possible Performance Indicators**

Handover of tourism marketing duties to Experience Nottinghamshire is scheduled for 1<sup>st</sup> April 2004. This document sets out the measures of performance which will be used to monitor the success of externalised delivery. The form of agreement will be a grant agreement with conditions.

<b>Tourism Activity</b>	<b>Performance Indicator</b>
<b><u>Promotion of the destination:</u></b>  Public Relations: promoting the destination to the media.	The value of media space generated (Public Relations calculation based on Nottingham / Nottinghamshire column inches in magazines and newspapers). Report to Branding & Image Panel.
Advertising: paid advertising to promote the destination.	Evidence of a schedule of national media ads placed annually.
Nottingham/shire Website (N.B. eventually to be powered by the proposed new DMS system for Nottingham/shire.	<b>Now:</b> Website hits - annual number of page views to main Experience Nottinghamshire site. <b>Future:</b> Number of businesses signed up for participation in the Destination Management System against agreed target.
Nottingham/shire Visitor Guide	Conversion analysis achieved (analysis commissioned annually from fulfilment house). Customer feedback coupon.
'Places to Visit' A Attractions guide	Satisfaction rating measured on feedback coupon (% rating brochure 'good' or 'very good').
Group Travel Guide Travel trade brochure	Satisfaction rating by readers (% good'or 'excellent').
<b><u>Forum for tourism industry</u></b>	Number of leisure & hospitality businesses and attractions in Nottinghamshire 'signed up' as commercial members of Experience Nottinghamshire.
<b><u>Promotion of Quality Assurance</u></b>	% of Nottinghamshire tourist accommodation which is quality inspected.
<b><u>Product Development:</u></b> Supporting "Special Projects" identified in regional tourism action plan	£ external funding raised for projects in North Notts/North East Derbys SSP area.
<b><u>Conferencing service</u></b>	No of delegate conference places and accommodation booking through Experience Nottinghamshire per year.

**Additional Suggested Features of DMP / NCC Agreement:**

- 1 Five year grant agreement, subject to a review each December.
- 2 Agreement to be managed & monitored on the County Council's side by a Tourism Contract Manager. (This role could be assimilated within the duties of the Country Parks Visitor Services Manager)

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