

REPORT TO TOWN CENTRE COMMITTEE

TOURISM STRATEGY

Report Reference T-26-05
Meeting Date 28th September 2026
Agenda Item 9
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1.0 CURRENT OVERVIEW

The Town Centre Manager and Tourism and Marketing Officer have continued to implement the action plans for the 2026/27 Tourism Strategy plan. The following actions have taken place since April 2026.

1.1 TOWN CENTRE

Visitor information packs have been created and are being distributed in local hotel rooms, BnB's, The Fairmont, Cottons Hotel, Tatton Park accommodation and The Heritage Centre.

Travel buyers and journalists will be visiting the Fairmont and Knutsford in October, and a member of the Town Centre Team will meet them.

With Netflix filming in the town centre, we now have some contacts for Creative England. The TMO is working on building up a database of film and TV contacts to maximise destination exposure, encourage positive promotion and connect crews with local businesses and services. Also exploring adding a section to the Discover Knutsford website for Film & TV to get in touch.

Posters campaign – posters have been completed and will be printed to use in the town and on digital social campaigns where appropriate.

1.2 TATTON PARK

A visitor information map of Knutsford has now been added to the Stable Yard in Tatton Park. The TMO is arranging for a photo to be taken to accompany a press release about the map being in place.

Along with the map, the TMO is producing a strut card to go in Tatton Park's visitor centre to promote 4 x Knutsford businesses on a rotating roster each month.

1.3 CONTRA DEALS

A contra deal with Foodies Festival at Tatton Park took place in July 2026, however, based on reviews of the event and overall connection with Knutsford, this won't be renewed for 2027. Although we had a contra deal with Arley Life which happened in May, we will not be renewing this as Knutsford Town Centre didn't receive much from this deal.

The TMO connected with Happy Place in September for a leaflet swap and to make a connection with

the festival to explore a possible wider partnership for 2027 connecting to Knutsford's health and wellness offering.

For 2027, we will approach Brit fest for a collaboration, and we will be scheduling a meeting with Cheshire Show in October. Whilst we wish to collaborate with The Cheshire Show we will not have a physical stand at the show. The RHS have confirmed they are returning and they have already been in touch to plan a collaboration for 2027.

The TMO has been exploring larger event connections in the area, such as, Lapland UK (taking place at Capesthorpe Hall, Congleton), to capitalise on major events and influx of visitors that pass through near Knutsford.

1.4 DISCOVER KNUTSFORD

The Discover Knutsford website is currently being audited for updates and optimisations pulling feedback from the TMO, officers and members, a selection of local businesses and general public. Updates to the website will be briefed into Maclaren Jones to implement by the end of 2026.

The Tourism and Marketing Officer and Town Centre Manager are currently reviewing the 2027/28 objectives for budget renewal.

DISCOVER KNUTSFORD WEBSITE

Active users:

Month	2025	2026
January		2.3k
February		2.1k
March		2.3k
April	1.4k	2.3k
May	2.7k	2.9k
June	2.4k	3.0k
July	2.3k	2.8k
August	3.9k	16k
September	2.4k	
October	2.1k	
November	4.2k	
December	3.1k	

The spike in August coincided with Paint Knutsford and Alfresco Dining, however, is unlikely to be a result of higher, localised visitors and instead appears to be a bot from Singapore that crawled the website during a similar timeframe as the actual Alfresco Dining page had very little interaction during that timeframe.

The website is being viewed predominantly on web/desktop, indicating that the majority of the audience using/visiting the website are of an older demographic.

Highest viewed pages:

Page	Views	Active Users
/events	4,128	2,822
/home	2,954	1,952
/Knutsford-events/alfresco-dining-returns-for-2026	1,122	1,952
/Knutsford-music-festival	1,010	809
/event/movies-on-the-moor	999	640

The highest viewed page of the website is the Events landing page, followed by the homepage and then individual event landing pages – this shows that the majority of people visiting the website are there to look for what's on in Knutsford.

1.5 NEWSLETTERS

The TMO is working on a scheduled email strategy for Discover Knutsford to share valuable information to visitors about the town, build stronger relationships with residents, and keep the Discover Knutsford place brand top-of-mind. The first of these newsletters will be a 'What's On this Autumn' newsletter sent out late September/early October.

1.6 VISIT CHESTER AND CHESHIRE WEBSITE

Knutsford will have an advertisement in the autumn/winter What's On Guide. The Visit Cheshire team visited Knutsford in August for a collaborative reel that included Knutsford town centre, Linden Stores, Tatton Park and The Fairmont Mere. Enough content was taken for a future reel.

2.0 DECISIONS REQUIRED

No formal decision is required, but the committee is invited to provide any direction it wishes to the TMO.

