

CHARNWOOD PROMOTIONS

Friday 25th March 2011

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Leicester Shire Promotions

Value of tourism nationally

- Generates £97 billion each year
- Around 100 million domestic overnight trips are made every year
- England welcomes over 25 million international visitors per annum
- Employs in excess of two million people



The Volume and Value of Leicestershire's Tourism Industry (STEAM 2009)

- Economic Impact of Tourism £1.309 bn
- Total Tourist Numbers 31.82m
- Employment FTEs 20,238

Tourism's 5 year performance

- Economic Impact: The value of the industry has grown by an impressive 10%
- Tourist numbers have increased by 2.4%
- Employment has steadily grown with an 5.5% increase since 2005



How Leicestershire compares to other East Midlands destinations

- Very consistent performance of the industry over time only experiencing a slight decline in visitor numbers in 2009
- All other destinations have experienced a decline in 2008 whilst we continued to grow
- Leicestershire's tourism industry performance comparable with that of Peak District and Derbyshire following roughly the same trend a year apart
- Nottinghamshire's performance indicates a decline in tourist numbers and economic impact both in 2008 and 2009

Steam statistics 2009 - Charnwood

- Economic Impact of Tourism - £221.6 m
- Total Tourist Numbers - 5.65 m
- Employment FTE's - 3,408



Bullet points from VE framework

Objective 1: To increase England's share of global visitor markets.

Objective 2: To offer visitors compelling destinations of distinction.

Objective 3: To champion a successful, thriving tourism industry.

Objective 4: To facilitate greater engagement between the visitor and the experience.

Tourism Strategy - Strategic Themes

- Destination
- Positioning
- People
- Intelligence



Charnwood Blueprint

Intro proposition

Charnwood Blueprint

Proposition 1: The Loughborough Welcome

A separate detailed plan is already in development as part of the Loughborough brand strategy.



Proposition 2: Heritage Corridor
Using the Great Central Railway as the anchor for this offer.

Proposition 3: Rural Retreats

From ancient and modern woodlands to 'Chocolate Box' villages.



Charnwood Borough



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Great Central Railway



Loughborough Town Centre



Charnwood Forest area