



Hinckley & Bosworth
Borough Council

A Borough to be proud of



HINCKLEY & BOSWORTH
**TOURISM
PARTNERSHIP**

The Heart of Tourism

Hinckley and Bosworth Tourism Partnership

Review of 2009-11

Steve Wegerif, Chair of HBTP &
Lindsay Orton, Creative Communities
and Tourism Officer



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**TOURISM
PARTNERSHIP**

The Heart of Tourism

What did we set out to do?

- To promote the borough as a destination of choice for leisure tourism
- Drive up quality of the visitor experience in the borough
- To deliver improved intelligence on the tourism industry to all stakeholders



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Promote the borough as a destination of choice

- 20,000 copies of 2009/10 Visitor Guide distributed across the region (45 minute)
- New and improved edition for 2011/12
- Newsletter produced 3 times a year





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Our website

- Website launched at www.visithinckleyandbosworth.co.uk
- Dedicated entry for your business
- Promote events and special offers
- Update your details at any time
- Link to your own website
- February 2011 179 hits
- June 2011 929 hits (UK and Spain)
- Attracted £2,500 in funding

Home Places to Visit Places to Eat & Drink Places to Stay Events News About the Borough Join Contact

welcome to the official website for the
Hinckley & Bosworth Tourism Partnership

1 2 3 4 5

places to visit places to eat / drink places to stay

There's plenty going on in Hinckley & Bosworth... a Borough to be proud of
Very few areas in the UK can boast the wealth of tourism attractions and accommodation diversity which the Borough of Hinckley and Bosworth offers to people of all ages.

So many places are available for you to enjoy - including multi award-winning Twycross Zoo, old fashioned Steam Trains to ride on, a wealth of events at Mallory Park Motor Racing Circuit, tasty home-made goodies at Country Tearooms, the Midlands largest Antiques Centre, the UK's leading Battlefield site with state-of-the-art Museum, canal tours and Marina Boat Hire, the recently refurbished Hinckley Concordia Theatre and a fascinating market in Hinckley Town centre (recently awarded UK Outdoor Market of the Year).

For those who love exercise, there are plenty of carefully selected walking routes through beautiful countryside (we are on the edge of The National Forest), strolls through fascinating conservation villages and bike routes for all the family. We also have well-kept Country Parks, a fascinating 17th century thatched cottages Museum in Hinckley... and the very best accredited...

LOCAL EVENTS (JANUARY 2011)

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

[click here to view full events calendar](#)



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Drive up quality of the visitor experience in the borough

- Promote and increase participation in the wider membership of HBTP
- 49 members representing all the major accommodation providers, attractions, food/drink establishments and Parish Councils
- Provide a window sticker for display to highlight their membership of a wider organisation



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Drive up quality of the visitor experience in the borough

- Sponsorship of and tourism stands at major and local events
- Promote and encourage applications for quality award schemes
 - Annual EEE training and 1 workshop on accreditation schemes





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To deliver improved intelligence on the tourism industry to all stakeholders

- Hold an annual tourism industry networking event including 2 extra leaflet swap meetings
- Partnership working with our neighbouring tourism associations in Leicestershire and Warwickshire





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Any Questions?