

# **HINCKLEY AND BOSWORTH PROMOTIONS**

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# Government Tourism Policy

Facilitate DMOs to be Destination Management - rather than simply Marketing - Organisations

Moving the May Day Bank Holiday to create a new national 'UK Day'

Explore 'double summertime'

Create a red tape task force

Improve the 'behaviours, personality and skills' of industry staff to deliver a higher standard of welcome

Make tourist visas simpler, faster and more convenient to get

Encourage rating schemes and consumer websites that improve quality

Broaden Britain's tourism offer by promoting alternative destinations to London

# 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.

# Leicestershire Tourism Strategy - Strategic Themes

- Destination
- Positioning
- People
- Intelligence

# The Volume and Value of Leicestershire's Tourism Industry (STEAM 2010)

- Economic Impact of Tourism £1.321 bn
- Total Tourist Numbers 30.5m
- Employment FTEs 19,493

# 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 2010 - Hinckley & Bosworth

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

# Hinckley and Bosworth Blueprint

# Hinckley and Bosworth Distinctiveness

The Blueprint recommends the single-minded positioning of:

**'The place to come together'**

This conveys the borough as the perfect meeting place for family leisure breaks, conferences, corporate hospitality and more. This is the picture we must seek to paint in the minds of everyone who is exposed to any messages about the tourism offer.

# Hinckley and Bosworth Distinctiveness

**World Class attractions, where history continues to be made, sit as comfortable neighbours with charming villages and breathtaking rural vistas. Anchored by a thriving market town and cutting edge meeting, sporting and research facilities at the heart of the country's road infrastructure. Take time out to breathe, think, relax, plan and discover in Hinckley and Bosworth - the place to come together.**

# Hinckley and Bosworth Blueprint

**Proposition 1: Family Fun - the perfect location for families of all ages to enjoy time together**

**Proposition 2: History and Heritage - discover what made us who we are**

**Proposition 3: Conferences and Events - unique quality venues in a perfect location**