

News Release

Immediate

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VALUE OF TOURISM INDUSTRY IN LEICESTER AND LEICESTERSHIRE INCREASES TO £1.321 BILLION

Has risen by over 10 per cent in last five years

New figures have shown that the visitor economy in Leicester and Leicestershire has continued to grow and reached £1.321 billion in 2010. In 2009, the economic impact of tourism was £1.309 billion and according to the latest research, this contribution has increased by around one per cent since the previous year. This continues a steady growth of 10.22 per cent over the last five years from over £1.186 billion in 2006.

Key findings for Leicester and Leicestershire:	2010
Economic impact of tourism	£1.321 billion
Tourist numbers	30.559 million
Tourist days	36.199 million
Jobs supported by tourism activity	19,493

The research was commissioned by East Midlands Tourism, East Midlands Development Agency's tourism arm, and was conducted by Scarborough Tourism Economic Activity Monitor (STEAM). It is the seventh major consecutive study into the economic impact of tourism at a regional and county level and is based on 2010 data.

Martin Peters, Chief Executive of Leicester Shire Promotions, commented: "In the light of such challenging times, it's encouraging to see that the size of the visitor economy continues to buck the trend of so many other market sectors by displaying small, but steady growth. These figures show that tourism is a core industry for our city and county, and provides a strong platform to help drive the local economy forward."

Notes to editors:

The research has been undertaken by Global Tourism Solutions (UK) Ltd which owns and operates the Scarborough Tourism Economic Activity Monitor (STEAM), which approaches the measurement of tourism at a local level from the supply side (i.e. accommodation, attractions). STEAM quantifies the local economic impact of tourism, from both stay and day visitors.

About Leicester Shire Promotions:

Leicester Shire Promotions is a private, not-for-profit company formed in July 2003 as a partnership between Leicester City Council, Leicestershire County Council and the East Midlands Development Agency. The company is the Destination Management Organisation (DMO) responsible for promoting Leicester and Leicestershire to visitors, based on a coordinated place marketing strategy that focuses on destination leadership and coordination, attracting and visitors, services for and visitors, and services for the tourism industry. For more information, please visit www.goleicestershire.com or follow us on Twitter @l_p_l

For further media information, please contact:

Simon Gribbon
Leicester Shire Promotions
T: 0116 225 4001
simon.gribbon@l-p-l.com

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