



### Chief Executive's Welcome

Welcome to the latest corporate newsletter from Leicester Shire Promotions. This brings you details of the most recent successes and developments that we have influenced as part of our ongoing activity and campaign work to promote Leicester and Leicestershire to the visitor market.

In this edition, we cover the rise of the value of tourism, the local Tourism Strategy, and the new Great Days Out, Group Travel and Think Family publications, as well as congratulating Hotel Maiyango on its silver tourism award and revealing new developments in QR code technology, amongst other stories.

**Martin Peters**  
Chief Executive  
Leicester Shire Promotions



[www.goleicestershire.com](http://www.goleicestershire.com)

#### Value of tourism increases to £1.321 billion

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:

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."

#### Tourism Strategy to be launched in May 2011

The consultation period for the Leicester and Leicestershire Tourism Strategy 2011-2016 closed in March. The Tourism Strategy - produced by the Leicester and Leicestershire Enterprise Partnership and Leicester Shire Promotions - will now be finalised and launched in May 2011.

A supporting action plan will also be developed and this activity will be delivered through a series of agreed Blueprints for the city and each of the districts in the county. These Blueprints have been developed and are currently being presented to district partnerships and key tourism partners from the industry and public sector.

#### What are the priorities for rural Leicestershire?

The Leicestershire Rural Partnership is currently refreshing its priorities for rural Leicestershire and is seeking your views as part of a public consultation on the Leicestershire Rural Framework, 2011-14.

The consultation runs until 30 June 2011. Comments from all residents, businesses and organisations who live or work within rural Leicestershire are welcomed. A revised framework will be published later in the year.

The full consultation document is available at [www.oakleaves.org.uk/framework](http://www.oakleaves.org.uk/framework). For more information or to comment please contact Matthew Kempson ([matthew.kempson@leics.gov.uk](mailto:matthew.kempson@leics.gov.uk), 0116 305 6179).

## New Group Travel Guide launched

The new Group Travel Guide for Leicester and Leicestershire was officially launched at the major Best of Britain and Ireland (BOBI) exhibition at NEC Birmingham in March.

The new publication is aimed at group travel organisers and coach tour operators, and includes highlights of accommodation and places for groups to visit in the city and county.

It is focused on themes such as History & Heritage, Food & Drink, Great Outdoors and Entertainment, and also includes suggested itineraries for weekend and overnight stay visits.

The Group Travel Guide is produced by Leicester Shire Promotions, with support from partner organisations including the National Forest Company, Melton Promotions, Snibston and Bosworth Battlefield. It is available on request by calling 0116 299 6666 or emailing [groups@goleicestershire.com](mailto:groups@goleicestershire.com)

### Helping to plan a great day out

A brand new guide has been launched to help visitors plan a great day out in Leicester and Leicestershire. The free 'Great Days Out 2011' guide has been produced by Leicester Shire Promotions and will be used to promote the city and county's attractions and major events to the thriving day-trip market in Leicester and Leicestershire.

The guide highlights day trip opportunities around leisure themes including family fun, outdoors, arts & culture, history & heritage, and shopping & leisure.

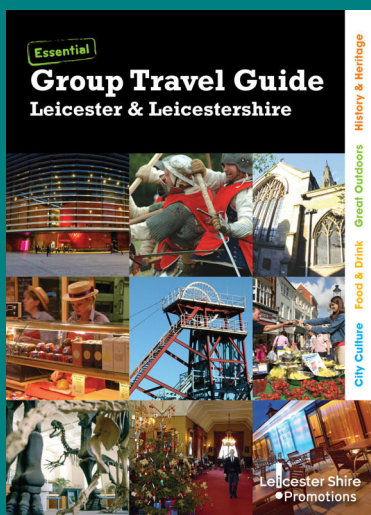
## Great Days Out 2011 Leicester and Leicestershire

With a detailed location map of Leicestershire and essential travel information, the guide will act as a one-stop-shop for anyone wanting a perfectly-planned day out in Leicester or Leicestershire.

The guide is supported by 40 Leicester and Leicestershire tourism partners and will be distributed to local attractions and Tourist Information Centres across the city and county.



PDF copies can be downloaded from the official online visitor website at [www.goleicestershire.com](http://www.goleicestershire.com)



## New Think Family Scrapbooks

Leicester Shire Promotions has launched the new Think Family Scrapbooks to help visitor attractions, museums, accommodation providers and other tourism organisations in Leicester and Leicestershire improve their family facilities.

Children and families can use the scrapbooks to record their experiences of great days out in Leicester and Leicestershire.

The feedback will provide an indicator of how 'family friendly' the venues are and this information will also be passed on to tourism providers to help them improve their offer.

The scrapbooks are available from Tourist Information Centres and visitor attractions across Leicester and Leicestershire, or can be downloaded from [www.goleicestershire.com](http://www.goleicestershire.com).

They are funded by East Midlands Tourism, the tourism arm of East Midlands Development Agency, as part of the Think Family project.

Martin Peters, Chief Executive of Leicester Shire Promotions, commented: "Leicester and Leicestershire are home to a wide range of family friendly attractions and events. These new scrapbooks will help us to engage with families and children and capture their experiences of the family tourism offer in Leicester and Leicestershire. In addition to the scrapbooks, we also want to encourage visiting families to share their memories through the reviews and recommendations on the official online visitor guide at [www.goleicestershire.com](http://www.goleicestershire.com)."

### Maiyango wins silver in national tourism awards

Hotel Maiyango and Restaurant in Leicester city centre has won a silver award in the Taste of England category of the prestigious National Enjoy England Awards for Excellence 2011.

Now in their 22nd year, the awards celebrate the finest tourism businesses in England. All the East Midlands finalists were winners of East Midlands Tourism's 2010 Enjoy England Excellence Awards. Judges, drawn from senior positions in the tourism industry, selected finalists that demonstrated excellence against strict criteria such as service and customer care from more than 130 entrants.



### Leicester to pilot national QR code project

VisitEngland is currently developing a pilot using bar code technology (QR codes). A QR code is a 2-D barcode that can be scanned by a smart phone's camera to transfer information. Based on the type of code it is, it can direct the viewer to a website, video content, audio or text.



As part of this scheme, VisitEngland is working with a small number of partners including Leicester Shire Promotions. A short film has been produced in Leicester with the aim of giving visitors 'teaser' information describing lesser known facts or 'hidden gems' within their vicinity where there is little or no information or guide within easy reach. The film will be used to promote the installation of the QR codes, scheduled for late April 2011.

### New ranges on sale at Leicester TIC



The Leicester Tourist Information Centre (TIC) is now selling a range of specialised and unique gifts from Snibston Discovery Museum.

The range of gifts on sale at the Leicester TIC in Town Hall Square includes books about Leicestershire's connection to the coalfields, miners' money, lamps, and resin models of Colliery men, boots and the men going in to their 'last shift'.

The gifts are available from the TIC retail area, by telephone on 0844 888 5181 and online at [www.goleicestershire.com/eshop](http://www.goleicestershire.com/eshop)

In addition, to coincide with the Royal Wedding on 29 April 2011 and the countdown to the Olympic Games in 2012, the TIC will be celebrating a 'Best of British' month throughout April. The TIC is offering a range of Royal Wedding and Olympic Games merchandise, as well as other special offers throughout the month.

Finally, to commemorate the Little Theatre in Leicester celebrating 90 years and 1,000 shows, the TIC is also selling souvenir brochures.

### Welcoming leading UK group travel specialists

Leading UK coach tour operators and group travel organisers visited Leicestershire in March on an exclusive familiarisation trip, organised by Leicester Shire Promotions. 31 representatives from 17 organisations attended the trip, hosted by Leicester Shire Promotions and the National Forest Company, and aimed at showcasing some of the destination's tourism highlights for the important group travel market.

The group travel representatives were hosted on a tour that included Snibston Discovery Museum, Twycross Zoo, Conkers, Bosworth Battlefield, National Memorial Arboretum, Calke Abbey and The National Forest.

Accommodation partners included Best Western Premier Yew Lodge Hotel and Aspect Hotel Tamworth.

Ken Shreeve from Belle Coaches said: "The familiarisation visit was very useful - gave me a great insight into the attractions in Leicestershire. It's good to learn more about the attractions, as until you visit them for yourself you can't sell them on to group travel organisers. I thought that Snibston and Twycross Zoo were great."

Terry & Beverly Hunt from Reg's Coaches said: "It was great that Conkers was developing woodlands using British trees. We found the National Memorial Arboretum very interesting, relaxing and informative - far more detailed than we thought it would be. Snibston was excellent for group travel organisers and Twycross Zoo was very well laid out. This familiarisation visit has been very useful - the whole reason why we came on this visit was to find out more."

Martin Peters, Chief Executive of Leicester Shire Promotions, commented: "The group travel market continues to provide opportunities for the local visitor economy and experience has shown that the most effective way of promoting Leicester and Leicestershire is directly to the coach tour operators and group travel organisers themselves."

"These trips provide guests with an opportunity to experience Leicester and Leicestershire's tourism offering first-hand and previous visits have led to numerous repeat bookings from these groups."

