



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.

This edition includes details on our industry forum in March, launch of the new city guide, a major conference win and updates on various projects and campaigns.

Martin Peters
Chief Executive

Leicester Shire Promotions



www.goleicestershire.com

Tourism businesses identify opportunities at industry Forum

Tourism businesses from across the city and county will be getting together at Leicester Shire Promotions' annual Forum on 1 March 2011 at the Barcelo Hinckley Island Hotel.

Under the theme of 'Creating Success Together', the Forum presents an opportunity to find out how Leicester Shire Promotions can support their business, to identify partnership opportunities to drive new business into the destination, and to network with others within the industry.

There will be an update from Leicester Shire Promotions on the economic impact of tourism in the destination, the opportunities for businesses in 2011 and planning ahead for the 2012 Olympics.

A number of clinics will also be held on subjects including maximising your presence and involvement with www.goleicestershire.com, commercial channel development, quality assurance/green credentials/accessibility, database management, social media and partnership opportunities.

If you haven't booked your place yet, please contact Gill Brown on 0116 225 4028 or via email at gill.brown@l-p-l.com. Deadline for registration is Friday 11 February 2011.

Best of Leicester and Leicestershire at BOBI 2011

Leicester Shire Promotions is to showcase Leicester and Leicestershire's group travel offer at the major Best of Britain and Ireland (BOBI) exhibition at the NEC Birmingham from 16-17 March 2011.

Leicester Shire Promotions will be supported by a range of destination partners including the National Forest Company, Melton Promotions, Snibston and Bosworth Battlefield.

This is the first time that Leicester and Leicestershire have attended BOBI and the team will focus on the destination's offer for the group travel visitor market including outdoors experiences in The National Forest and the UK's rural capital of food and drink in Melton Mowbray.

On the stand, visitors will be able to discover the range of highlights on offer in Leicester and Leicestershire for group travel organisers and coach tour operators including distinctive local produce such as Melton Mowbray Pork Pies from Dickinson & Morris and real ales from Belvoir Brewery, and attractions such as Bosworth Battlefield and Snibston.

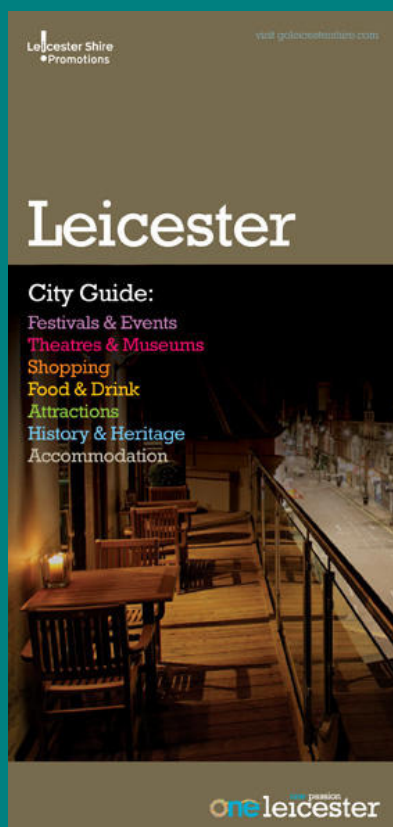


New city guide available for visitors to Leicester

Leicester Shire Promotions has published the official Leicester City Guide 2011 for the 10 million annual visitors to the city. The guide includes information on fantastic short breaks, offers, events and insider tips on what to see and do in Leicester.

The guide covers a wide range of themes for visitors such as attractions, history & heritage, shopping, theatres & museums, festivals & events, food & drink, entertainment, travel information, accommodation and city maps.

Copies of the guide are available from the Leicester Tourist Information Centre (TIC) in Leicester's Town Hall Square and official TICs across the county. Copies can also be requested online from the official online visitor guide to Leicester and Leicestershire at www.goleicestershire.com or by telephoning 0844 888 5181.



Laugh for longer at UK's longest-running comedy festival

To help celebrate the 18th birthday of the Leicester Comedy Festival, Leicester Shire Promotions has developed a new short break package to help combat the winter blues with top class comedy and a delicious curry. To add to the experience of fantastic comedy performances at the UK's longest-running comedy festival, two people can enjoy stylish overnight accommodation and will receive a £25 voucher towards a meal for two at one of Leicester's famous curry restaurants.



Leicester Comedy Festival takes place from 4-20 February 2011 and attracts over 300 shows to 40 venues across Leicester and Leicestershire with some of the biggest names in comedy set to perform. Acts include: Lenny Henry, Jimmy Carr, Stephen K Amos, Lucy Porter, Mark Steel, Arabella Weir, Jo Caulfield, Chris Addison, John Shuttleworth, Zoe Lyons, Mark Thomas, Jon Richardson, Sarah Millican, Milton Jones and Holly Walsh. For more details, visit www.comedy-festival.co.uk

More details can be found at www.goleicestershire.com

Welcoming group travel visitors

Leicester Shire Promotions is inviting UK coach tour operators and group travel organisers to attend its latest familiarisation visit to the city and county. The trips provide these 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.

From 25-27 March 2011, the group travel representatives will be hosted on a tour that includes Snibston, Twycross Zoo, Conkers in The National Forest, Bosworth Battlefield and The National Forest. The trip is supported by the National Forest Company and North West Leicestershire Promotions, and accommodation will be offered at the Aspect Hotel Tamworth.

Making the most of our industrial heritage

Leicester Shire Promotions is currently working with Renaissance East Midlands and museum partners in North West Leicestershire and South Derbyshire on an industrial heritage project for the area.

The project concentrates on industrial heritage in the area over the last 300 years and includes walks, trails and events. Leicester Shire Promotions is developing a dedicated website that will include additional details and a brochure which will be used in conjunction with our Group Travel literature. These will be promoted through Tourist Information Centres, libraries, museums and attractions throughout Leicestershire, Nottinghamshire and South Derbyshire. The brochure and website will be launched at the end of March 2011.

New conference to bring in £2 million

Leicester has emerged triumphant as the location for the national Federation of Small Businesses (FSB) annual conference in 2013.

A local bid team, led by Leicester Shire Promotions with partner organisations including Athena conferencing centre, Curve theatre and Ramada Jarvis Hotel, successfully pitched to host the three-day conference from 20-23 March 2013.

More than 800 FSB members are expected to attend the conference which is estimated to contribute around £2 million to the Leicester and Leicestershire visitor economy.

This will be the first time that Leicester has hosted the prestigious annual conference in its 20 year history. Leicester Shire Promotions co-ordinated the local bid team to win the nomination ahead of other shortlisted destinations including Brighton and Bournemouth.

This latest win follows previous successful bids by Leicester Shire Promotions and partners to bring major UK conferences to the destination including the Association of Suppliers to the British Clothing Industry (ASBCI) seminar in 2011 and the prestigious 2013 Society for Historical Archaeology Conference at the University of Leicester.

Supporting the UK Corporate Games

Loughborough will become the capital of corporate sport in the UK from 14 - 17 July 2011 as it hosts Europe's largest multisport festival for companies, institutions and organisations of every type and size. Billed as the ultimate combination of sport, business and tourism, the UK Corporate Games is hosted by Loughborough University, with support from Leicester Shire Promotions, imago, Charnwood Borough Council and Prospect Leicestershire.

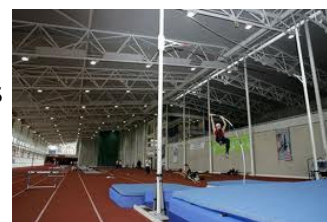
IBM, Fujitsu, Intel, Accenture, Ernst & Young, Vodafone, ASDA, John Lewis Partnership, Unilever, QVC, PriceWaterhouse Cooper, CSC and Lloyds Banking Group represent some of the organisations that will travel to Loughborough for the Games, which is now in its 18th year.



Corporate Games™

2012 interest brings Japanese groups

With the Japanese Olympic team using Loughborough University as its training base for the Games, interest in Leicester and Leicestershire been received a significant boost in Japan.



As a result of this heightened profile, Leicester Shire Promotions is working with VisitBritain Japan (the Japanese office of the national tourism organisation) to co-ordinate group trips to Leicester and Leicestershire in March 2011 for Japanese journalists and for the Japanese Olympic Committee's official tour operators.

Destination of the Month on national tourism website

Leicester and Leicestershire has been featured as the 'Destination of the Month' on Visit England's website throughout the month of January 2011.



enjoyEngland

The page highlights short break opportunities in the city and county. See it at www.enjoyengland.com/destinations/destination-of-the-month

Calling Leicester and Leicestershire photographers

Amateur photographers are being encouraged to enter their inspiring images of locations in Leicester and Leicestershire for a new competition. The winning entry will be credited and used as the front cover shot for the new Great Days Out visitor guide to the city and county, scheduled for publication in March 2011.

Around 200,000 copies of the guide will be produced and distributed to prospective visitors to Leicester and Leicestershire. The pictures must feature people at a location within the city or county and the image should inspire people to visit that location, or Leicester and Leicestershire in general. The winning entry will also receive a complimentary Stay Play Explore ticket to take their family to three of Leicester and Leicestershire's top visitor attractions.

The pictures must be of a high resolution (300dpi or above) and have to be received by Leicester Shire Promotions ahead of the closing date on 18 February 2011. Further details on how to enter and information on the full Terms & Conditions for the competition can be found at www.goleicestershire.com/competitions/myleicestershirecomp.aspx