



### 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 features stories on our impressive end of year figures, Silver status in the Green Tourism Business Scheme, record figures for summer stays, QR code pilot scheme with VisitEngland and Leicester Comedy Festival economic impact research, amongst many others.

**Martin Peters**  
Chief Executive

Leicester Shire Promotions



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

#### Successes drive growth of local tourism industry

New figures released in Leicester Shire Promotions' 2010/11 Annual Report reveal that the company's strategic marketing campaigns and tourism development initiatives have driven the success of the tourism industry in Leicester and Leicestershire.

Leicester Shire Promotions' 2010/11 Annual Report shows that 85 per cent of the company's Key Performance Indicators were equalled or exceeded during the financial year.

During the financial year, the company's strategic marketing campaigns and tourism development have achieved many key successes for the tourism industry in Leicester and Leicestershire including:

- Visitor economy in Leicester and Leicestershire reached
- £1.321 billion in 2010 - continues a steady growth of 10.22 per cent over the last five years
- Successful event bidding, with key partners, has secured an estimated £4.55 million worth of conference bookings for the destination over the next three years
- Ticket sales for hugely popular Stay Play Explore family fun campaign up 30 per cent to 2,986, with bednights up up 416 per cent to 10,262
- Around 21,000 direct and indirect bednights booked, generating £1.38 million of business for local tourism industry, as a result of marketing campaigns
- Destination press coverage, directly influenced by the activity of Leicester Shire Promotions, reached a potential national and international audience of over 167 million

#### Record summer for family staycations

A record number of families have been flocking to Leicester and Leicestershire this summer for short break stays. New figures for Leicester Shire Promotions' Stay Play Explore family short break campaign showed an increase in accommodation bookings in the city and county of 92 per cent for July-August 2011, over the same period in 2010. These bookings contributed over £469,000 to the local visitor economy.

The new figures show that overnight stays booked at local accommodation as part of the Stay Play Explore short break increased from 3,178 in summer 2010 (July and August) to 6,102 in the same period in 2011.

Andy and Julia Vincent from Willingham, Cambridgeshire, recently visited Leicestershire on a Leicester Shire Promotions' short break. Julia said: "I am very impressed with the efforts to bring tourism into Leicestershire. We have recently returned from a Taste of Leicestershire Gourmet Break and had a great stay in the county. I think the breaks being offered are fantastic and we have already booked a theatre break with Curve theatre and the Belmont Hotel, and a Stay Play Explore break at the Leicester Marriot Hotel."

**stay<sup>zzz</sup> play**  
**explore**  
Family fun in  Leicestershire

## Chamber of Commerce conference booked

Working with the Leicestershire Chamber of Commerce, Leicester Shire Promotions has secured its latest event bidding success with the announcement that the next meeting of all of the British Chamber of Commerce Chief Executives will be held in Leicestershire on 16-17 November 2011.



The event is organised by the British Chambers of Commerce and around 40 chief executives will be attending the event at Stapleford Park Hotel near Melton Mowbray, including dinner, an overnight stay and a full-day conference on 17 November.

## Appointed to VisitEngland Destinations Forum

Chief Executive of Leicester Shire Promotions, Martin Peters has recently been appointed to the Vice Chair role in the new VisitEngland Destinations Forum.

The first meeting of the Forum members in July 2011 was chaired by VisitEngland and was the first of regular biannual gatherings to help develop effective relationships amongst those who manage destinations and the national tourist board and to ensure a greater understanding of local and national strategic tourism issues.

## Local and national awards for Excellence

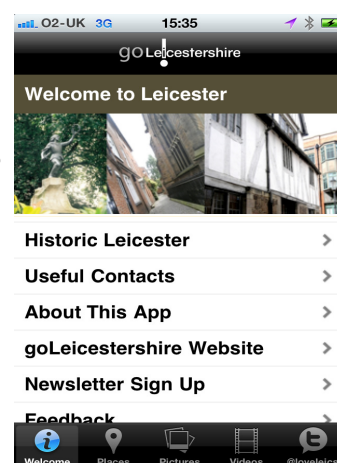
The new VisitEngland Awards for Excellence website is now live at [www.visitenglandawards.org](http://www.visitenglandawards.org). The Awards (formerly known as the Enjoy England Awards) have been running for 22 years and will continue in 2012 on a date and at a venue yet to be decided.

In the absence of a regional tourism awards programme, local tourism businesses will be able to apply for the inaugural Leicester and Leicestershire Tourism Awards. Details can be found at [www.goleicestershire.com/trade/Excellence-Awards](http://www.goleicestershire.com/trade/Excellence-Awards) and a workshop will be held in November 2011 to provide tips for completing a successful application. The winners will be announced at Leicester Shire Promotions' Tourism Forum at the National Space Centre on 7 February 2012 and will automatically qualify for the national finals later in the year.

**Leicester and Leicestershire  
Excellence in Tourism Awards**   
Celebrating success

## New History & Heritage visitor app launched

Leicester Shire Promotions has launched a new smartphone app for visitors interested in the city's history and heritage offer. The new Leicester History and Heritage app is available to download for free from Apple's App Store for users of iPhones, iPads and iTouch devices. It features information on 38 historical venues across Leicester, recommendations for half-day and full-day trails for visitors, and a 'Locate me' interactive map to direct the user to the closest historical venue.



Venues and locations of interest highlighted on the app include Castle Park, Jewry Wall, Leicester Cathedral, the 'Old Town', Abbey Park ruins, St Mary de Castro church, Belgrave Hall, Top Hat Terrace and Victoria Park. The next phase is to develop the app to cover the whole city and then an additional destination-wide app.

Further developments will also include versions for other smartphone, android and tablet devices. This follows the recent development of a mobile version of the [www.goleicestershire.com](http://www.goleicestershire.com) site, a specially adapted 'digital guide' for smartphone users looking for tourist information on handheld devices.

## TIC achieves Green Tourism Silver status



The Leicester Tourist Information Centre (TIC) in Town Hall Square has extended its environmental credentials by achieving Silver status in the latest Green Tourism Business Scheme (GTBS) assessment.

The GTBS covers the whole of the UK and is the largest and most established scheme of its type in the world. The TIC's first assessment in 2009 achieved a Bronze rating.

Following a successful recent assessment, the TIC was commended on its progress in the past two years to develop green awareness and become more sustainable, with particular mention made of the green wall - promoting cycling and car free activities, etc - and the selling of local produce. The next GTBS assessment is due in 2013.

Established in 1997, the Green Tourism Business Scheme is aimed at ensuring that the UK remains at the forefront of sustainable tourism in the future. The scheme is the only sustainable tourism certification programme in the UK endorsed by VisitEngland, VisitScotland and VisitWales. Operated by a not-for-profit organisation, Green Business, there are over 2,300 GTBS members

### Stapleford Park joins Taste of Leicestershire campaign

Visitors to Leicestershire can enjoy luxury accommodation at Stapleford Park Country House Hotel near Melton Mowbray as part of the Taste of Leicestershire Gourmet Break campaign.



Leicester Shire Promotions' Taste of Leicestershire short break provides visitors with the chance to experience some of the tastiest gastronomic delights in the UK including quality local produce, awarding-winning restaurants, historic markets, food festivals and the traditional Melton Mowbray Pork Pies and Stilton cheese.

Partners in the campaign include Ye Olde Pork Pie Shoppe, the Melton Cheeseboard, Red Lion Inn and Belvoir Brewery. Stapleford Park joins Sysonby Knoll Hotel and Scalford Hall Hotel as the latest accommodation partner for the campaign. Visitors can book the Taste of Leicestershire Gourmet Break from just £99 per couple and enjoy a choice of three out of five top gourmet activities with overnight accommodation and breakfast.

### Festival contributes £2 million to local economy

Independent research into the impact of the annual Leicester Comedy Festival, commissioned by Leicester Shire Promotions & Prospect Leicestershire, has shown that the event contributes over £2 million to the local economy. The study considered the broadest possible economic impact of the annual festival and has established that the return on investment by the public and private sector is in excess of 20:1 and in 2011, there was an 8 per cent increase in visitors to the festival staying in hotels in the Leicester, worth £36,000

The research, completed by academic staff at De Montfort University, involved surveying almost 1,000 people during the 17 day event which took place earlier this year.

Martin Peters, Chief Executive of Leicester Shire Promotions said "Leicester Comedy Festival has a significant national profile and from this research, we can see that not only are visitor numbers increasing, but the number of people travelling from outside of the city and county to attend is also growing. By working closely and tactically with the festival, we have been able to prove that festivals and events, when approached effectively, can be a major contributor to the local visitor economy."

### Guides to sustainable tourism available

As part of our ongoing commitment to providing leadership for the tourism industry in Leicester and Leicestershire, we are delighted to make the latest package of reports and guides to the sustainable tourism market available to you.

The guides set the scene for the global sustainable tourism market and offer advice on how to 'market your destination for sustainable, economic, environmental, social and cultural success', and 'engage customers, maximise opportunities and benefits from sustainable tourism communications'.

Worth £250, the guides can be downloaded for free from [www.goleicestershire.com/trade/resources/resources-downloads.aspx](http://www.goleicestershire.com/trade/resources/resources-downloads.aspx)

The reports have been produced by industry consultants, TOTEM TOURISM and in particular, the Sustainable Tourism Editor for the world's largest global online community for travel and tourism - TravelMole.com with 450,000 subscribers.

They have been created to assist accommodation providers, transportation operators, tourism attraction operators, inbound tour operators and anybody that provides destination services for tourists to get their share of the growing Sustainable Tourism market.

### Rocking up to the House of Commons

Leicester Shire Promotions recently organised a dinner at the House of Commons to showcase the city's offering to key music industry contacts, to discuss the challenges faced and explore possible solutions to address these issues.

The dinner was sponsored by Leicester South MP, Jon Ashworth and the audience for the debate included representatives from De Montfort Hall, Lock 42, O2 Academy and Summer Sundae Weekender, together with senior executives from the British Recorded Music Industry, UK Music and the Music Managers Forum.

