

NEW FIGURES SHOW CONTINUED GROWTH FOR THE EAST MIDLANDS VISITOR ECONOMY

New figures reveal that the value of the East Midlands' visitor economy increased by £184 million during 2010, a 3% increase on the previous year, with the sector now worth £6.23 billion.

The research commissioned by East Midlands Tourism, East Midlands Development Agency's tourism arm, shows that the accommodation sector grew in value by £113 million in 2010, with self catering seeing a 2% increase on the previous year. The number of overnight visitors increased by 100,000 to 8.36 million whilst spend by day visitors rose by £38 million.

This growth was supported by investment in targeted marketing campaigns delivered by the region's Destination Management Partnerships, which provided excellent hooks to attract visitors into the region. These included the family campaign Stay, Play, Explore in Leicestershire, Nottingham's focus on city breaks, Lincolnshire's Essential England activity and Derbyshire's 'Time to Escape.

Mike Carr, executive director, business services, East Midlands Development Agency (*emda*) said: "Given the economic climate of the past few years it is encouraging to see that the region's visitor economy is still reporting growth, and that the accommodation sector in particular made gains in 2010. In conjunction with our destination partners and the industry we have worked hard to improve the quality of the region's accommodation offer and these results show it has obviously paid off.

He added, 'Since *emda* took over strategic responsibility for tourism in 2004 we have seen year on year growth in the visitor economy. This has only been made possible through the efforts of everyone involved in the sector and more targeted activities, which has put the region in a strong position to be able to compete more effectively with other destinations. Going forward the industry is now well placed to take advantage of future opportunities such as The London 2012 Olympic Games."

The research was conducted by Scarborough Tourism Economic Activity Monitor (STEAM). This is the seventh consecutive year information has been compiled on the economic impact of tourism at a regional and county level, with figures based on 2010 data.

Key findings from 2010:

- Total economic impact of the visitor economy rose from £6 billion in 2009 to £6.23 billion in 2010

- The economic impact of visitors staying in paid for accommodation increased from £1.70 billion in 2009 to £1.81 billion in 2010. The total number of visitor staying in paid for accommodation increased from 8.26 million to 8.33 million
- The economic impact of day visitors increased from £3.65 billion in 2009 to £3.68 billion in 2010
- The economic impact of visitors staying with friends and family increased from £707 million in 2009 to £739 million in 2010.

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For more media information contact:

Bernadette McAndrew
East Midlands Tourism
Tel: 0115 988 8365
Email: bernadettem@emd.org.uk

or

Emma Eagling
East Midlands Tourism
Tel: 0115 988 8319

Notes to editors:

1. 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.
2. *Full time equivalents (FTEs) – this includes people involved in seasonal and part time work, with figures worked out to the equivalent full time value.
3. East Midlands Tourism was established in April 2004 by East Midlands Development Agency and is responsible for improving the skills, quality standards and the value and competitiveness of the tourism industry. The tourism industry has an important role to play in supporting *emda's* aim to deliver the 2006 Regional Economic Strategy (RES) which sets out regional priorities until 2020. The RES, coordinated by *emda*, highlights the themes of productivity, sustainability and equality and builds on the previous two strategies; 'Prosperity through People' and 'Destination 2010'. For more information on east midlands tourism visit www.eastmidlandstourism.com
4. East Midlands Tourism works with four Destination Management Partnerships – Experience Nottinghamshire, Explore Northamptonshire, Leicester Shire Promotions, and Visit Peak District & Derbyshire. These organisations are responsible for managing their sub region as a tourist destination, working with local stakeholders, and are the first point of contact for businesses and visitors. For more information visit www.discovereastmidlands.com