



Tourism Action Plan 2015 - 2020



Sarah Harrison
City Centre Director



Targets 2020



WITH DIGNITY
AND HONOUR

Baseline
2013 STEAM figures¹
Value of tourism for Leicester
£512 million

TOURISM



Projected
£78 million
increase by 2020 to
£590 million

Number of
overnight stays
(including visiting friends and relatives)
4.4 million

OVERNIGHT STAYS



Projected
800,000
increase by 2020 to
5.2 million

Number of tourism
jobs created and
safeguarded
6,913

TOURISM JOBS



Projected
Increase of 1,087 jobs
by 2020 to
8,000

Number of visitors
to Leicester
9.5 million

VISITORS



Projected
Increase of 4.1 million
visitors by 2020 to
13.6 million





The Ambition



"To firmly establish Leicester as a primary tourist destination, a first choice for an increasing number of both leisure and business visitors, where tourism plays a central role in delivering sustained and sustainable growth in the City's economy."

The Context





Future Trends



- ❖ Changes in leisure time
- ❖ Ageing population
- ❖ Younger local population
- ❖ Increase in short breaks
- ❖ Increased segmentation



Future Trends



- ❖ Sustainable tourism
- ❖ Holiday booking methods
- ❖ Needs of disabled people
- ❖ Improved quality
- ❖ Fear of rising interest rates.



Opportunity



- Build on the once-in-a-lifetime opportunity of the international recognition of the city generated by the discovery of the remains of King Richard III
- Platform to introduce visitors to the whole range of experiences offered by the city.
 - Heritage, culture, water and green spaces, sport, shopping, leisure, hospitality and conference and event facilities.



Opportunity



- Acknowledgement that visitors do not recognise boundaries.
- Seamless experience to visitors where the city and county offers are intrinsically linked.
- Approach followed with other places that have linked attractions with the city and county

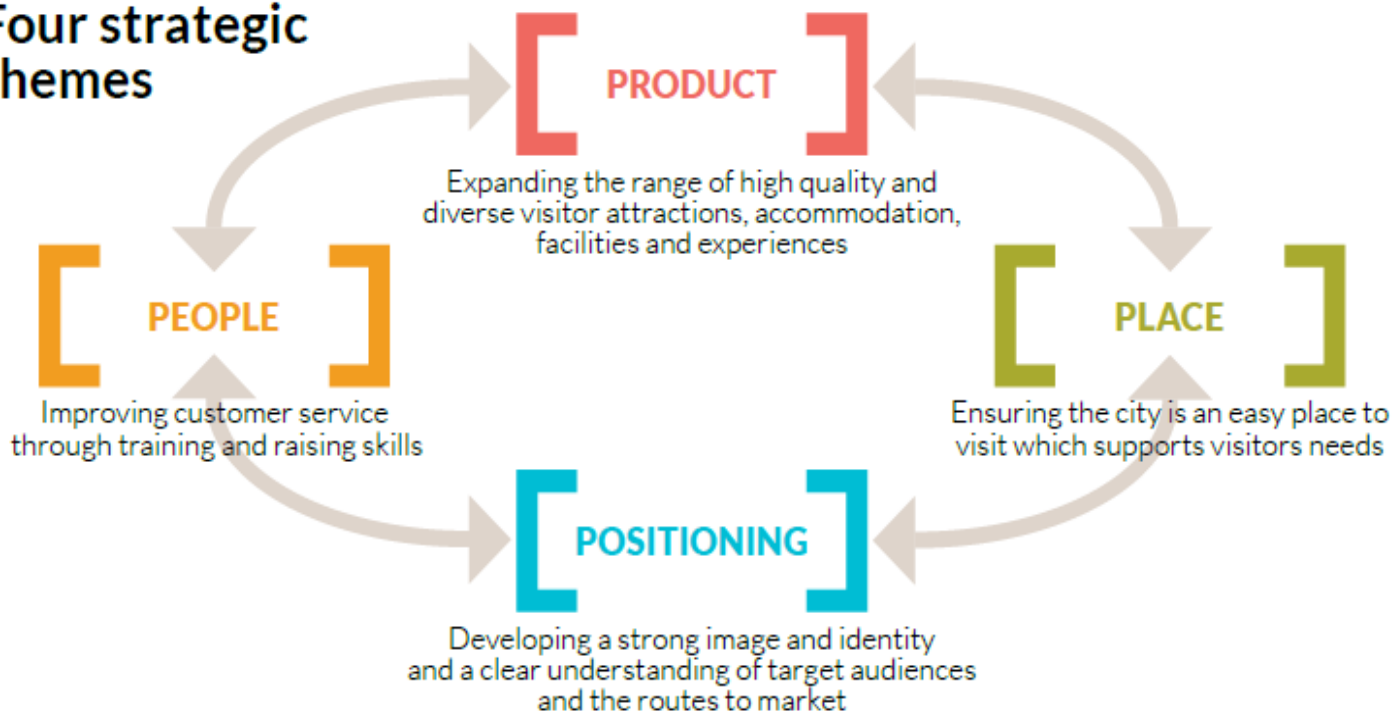




Four Strategic Themes



Four strategic themes





Theme: Product Objectives



- To improve the range & quality of the city's tourism assets
- To grow the provision of guest accommodation
- To invest in retail, food and drink
- To enhance the role of culture and heritage in tourism
- To promote sport and leisure opportunities
- To protect and enhance the natural environment



Theme: Place Objectives



- To improve transport infrastructure and services
- To implement 'Legible Leicester'
- To deliver 'Connecting Leicester'
- To enhance the public realm and city gateways
- To create a safe, secure and clean environment



Theme: Positioning Objectives



- To strengthen the city's image, identity and sense of place
- To develop a tourism delivery plan
- To increase overnight stays and encouraging repeat and extended leisure stays
- To increase day and night-time visits
- To develop the group travel market
- To grow business tourism



Theme: People Objectives



- To improve training and skills
- To achieve service excellence
- To develop vocational training and apprenticeships
- To create business and employment opportunities
- To improve the visitor journey



Cross cutting intelligence



- Information sharing and dissemination
- Measurement of tourism
- Demographics and psychographics of visitors
- Perception surveys
- Customer satisfaction surveys
- Demand forecast for future investment



Top 10 Priorities



1. To maximise the opportunities for overall tourism growth presented through the city's King Richard III story

2. To work with a wide range of partners to identify and address the gaps, range and quality of the tourism product in Leicester

3. To enhance the role of culture and heritage in tourism

4. To improve the quality and accessibility of the overall visitor destination experience





Top 10 Priorities



5. To develop a stronger and distinctive identity for Leicester that captures the different character areas and the cosmopolitan vibrancy of the city

6. To focus efforts on maximising economic impact by increasing overnight stays, leisure stays and repeat visits through creating new multi-venue experiences

7. To provide coach drop off and pick up points and coach parking to attract the group travel market





Top 10 Priorities



8. To deliver experiences across the city and county and beyond where offers are intrinsically linked

9. To grow the business tourism market by promoting the range of venues to secure conferences, events, product launches, filming, etc

10. To promote tourism as a 'first choice' career for people in Leicester by investing in skills and training

