“There has been a dramatic and unprecedented recent change in domestic tourism. The abolition of Regional Development Agencies, rise of local Destination Management Organisation structures, a national tourism body, and a new Government with a dedicated policy have combined to create a new tourism landscape.

“To succeed in this new landscape, we must secure the connectivity between national and local, celebrate and share best practice, and ensure that the focus is on the destination and experience. Destination Management Organisations such as Leicester Shire Promotions will play a pivotal role in helping us to deliver this success for the visitor economy on a local and national level.”

James Berresford  
Chief Executive at VisitEngland
National strategy and performance

Tourism is one of England’s most important industries. According to the 2010 Deloitte publication, ‘The Economic Contribution of the Visitor Economy: UK and the Nations’, tourism is worth £96.7 billion to England’s economy, taking into account direct and indirect impacts, and supports 2.2 million jobs.

- 104.3 million domestic overnight trips were taken in England by Great Britain residents in 2011, generating a total of £17.9 billion
- There were 26.7 million overseas visitors to England in 2011, with spending of £15.6 billion
- 1.3 billion day trips were taken to English destinations in 2011, with spending of some £42.7 billion

In March 2011 and for the first time, the UK Government launched its Tourism Policy ‘to take tourism in Britain to a whole new level and harness the huge potential this area holds to grow our economy’.

Commenting on the Government Tourism Policy, Prime Minister, David Cameron said: “From cutting red tape on business, to visa applications and airport queuing times, planning and infrastructure, this strategy encompasses all the areas that have a big impact on both the people holidaying in this country and the businesses and organisations so vital to the sector. With this strategy, we are bringing a whole new approach to tourism, removing barriers to growth and backing the industry all the way. The challenge now is to make sure we deliver on these plans and make the most of this opportunity to make Britain’s tourist industry thrive.”

George Osborne, Chancellor of the Exchequer added: “Tourism is one of Britain’s most important industries. Our landmarks, monuments, countryside and culture are magnets for visitors from all over the world. Events like the Olympics in 2012 will attract new audiences, putting Britain at the centre of the global stage. The 200,000 businesses in the tourism industry are vital to our economy and key contributors to the recovery. They directly provide £52bn of our GDP, 4.4% of our jobs, and have made tourism one of our fastest growing sectors. They provide employment in our most rural communities and enjoyment to millions.”

John Penrose MP, Minister for Tourism and Heritage said: “With the support of VisitEngland, destination management organisations can each now establish their role as local leaders of the visitor economy and the reason they can do this is because they can pull together the interests of everyone with a stake in each place. The beauty of this approach is that although everyone acknowledges that organisations from the public and private sector have a role to play, neither can deliver growth alone. Working in partnership is the key to success, but the important thing is that it’s a partnership where the private sector leads, and the public sector follows.”

Images: Ashby Canal, Caribbean Carnival, Melton Mowbray Pork Pies, Highcross Leicester
Value of tourism in Leicester and Leicestershire

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 previous five years from over £1.186 billion in 2006.

**Key findings for Leicester and Leicestershire:**

<table>
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<tr>
<th></th>
<th>2010</th>
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</thead>
<tbody>
<tr>
<td>Economic impact of tourism</td>
<td>£1.321 billion</td>
</tr>
<tr>
<td>Tourist numbers</td>
<td>30.559 million</td>
</tr>
<tr>
<td>Tourist days</td>
<td>36.199 million</td>
</tr>
<tr>
<td>Jobs supported by tourism activity</td>
<td>19,493</td>
</tr>
</tbody>
</table>

The research was conducted by Scarborough Tourism Economic Activity Monitor (STEAM), is the seventh major consecutive study into the economic impact of tourism at a regional and county level and is based on 2010 data.
“Tourism and Hospitality is one of LLEP’s key target sectors and the performance of the industry, the fantastic attractions and venues, the strength and diversity of the product for visitors, and the opportunities for investment, mean that the visitor economy continues to flourish in Leicester and Leicestershire.”
Andrew Bacon, Chairman of Leicester and Leicestershire Enterprise Partnership

“Leisure and tourism is Leicestershire’s second-largest growing industry and one that, in times of economic difficulty, can play a critical role in helping us to reinvigorate our local economy. As a former hotelier, I am particularly pleased to see that the work being undertaken to promote our destination is bearing fruit in both terms of additional visitors to the city and county, along with an increase in the average spend.”
Martin Traynor, Chief Executive of Leicestershire Chamber of Commerce

“Business and leisure visitors to Leicester make a significant contribution to the local economy and a wide range of businesses benefit from tourism including accommodation providers, attractions, museums, entertainment venues, retail, conference venues, and food and drink outlets. The importance of tourism as a major driver for economic growth and local employment cannot be underestimated.”
Jon Ashworth, MP for Leicester South

“Through visitor spend and jobs created, tourism makes a valuable contribution to our local and regional economies. Across Leicestershire and in my area of Charnwood, in particular, we have lots of wonderful places for people to visit and things to enjoy.”
Nicky Morgan, MP for Loughborough
What is a Destination Management Organisation?

VisitEngland, the national tourism body, defines a Destination Management Organisation as a body that meets the following criteria:

- Meeting (or working towards) the Government’s Tourism Policy criteria on Governance
- A partnership between the public and private sector, including Local Enterprise Partnerships (LEP) where they exist. This partnership should be representative of the local tourism and visitor economy stakeholders
- Have a published destination management plan
- Committed and actively working to deliver the strategic framework and national marketing strategy
- Have a status and remit locally to manage tourism
- Be recognised and acknowledged by the Local Enterprise Partnership

Leicester Shire Promotions is the Destination Management Organisation responsible for promoting Leicester and Leicestershire to visitors. It is a private, not-for-profit company formed in July 2003 and is a partnership between Leicester City Council and Leicestershire County Council.

The promotion of the city and county to visitors is based on a coordinated place marketing strategy that focuses on destination leadership and coordination, attracting visitors, services for visitors, and services for the tourism industry. This is delivered through a strategic mix of activity encompassing the fields of traditional, online and digital marketing, PR and communications, customer service, and business development/operations.

As well as promoting the destination to visitors, Leicester Shire Promotions proactively engages with the tourism industry in Leicester and Leicestershire both directly with individual businesses and through a range of partnerships with district, city, county and regional groups.

Images: Diwali, Stilton Cheese, Calke Abbey
“We have embraced the principles of effective destination management and have successfully developed and refined a broad and diverse mix of activity that has positioned Leicester and Leicestershire as a destination of choice for domestic and international visitors.”

Martin Peters, Chief Executive of Leicester Shire Promotions
Best practice in destination management

MARKETING CAMPAIGNS
Leicester Shire Promotions launched the Stay Play Explore Family Fun short break six years ago. It is based on a series of themed experiences and overnight stays (bed and breakfast) at top local hotels, all for just £109 per family or couple. This represents savings of up to 46 per cent on standard admission and accommodation prices, and it has grown to become one of the leading short break campaigns in the country.

Based on this successful model, further Stay Play Explore breaks have been developed for Family Adventure, Glorious Heritage, Taste of Leicestershire and City Chic. In the financial year 2011-12, the Stay Play Explore campaigns generated 5,090 ticket sales and 20,628 bednights for the partner hotels and visitor attractions involved in the breaks.

EVENT BIDDING
Leicester Shire Promotions has developed its business tourism strategy to focus on event bidding. The team continues to proactively target the associations market to attract conference opportunities to Leicester and Leicestershire.
Since launching the new strategic approach to promoting business tourism in 2009, the team has achieved a number of successes in attracting business events to the destination. This market traditionally has a long lead time for planning their events and successful bids have included:

- Federation of Small Businesses (FSB) Annual Conference 2013 – working with FSB Leicestershire & Rutland office - 800 delegates, 2-3 nights – 1,800 bednights - worth £2 million to local economy
- Society for Historical Archaeology Annual Conference 2013 - working with Leicester Conferences at University of Leicester - 800-1,000 delegates - 1,600 bednights - worth £1.5 million
- Association of Suppliers to the British Clothing Industry - two events in 2011, one day seminar 150 people (50 bednights), two day exhibition 400 people (50 bednights) - worth £50,000
- Electronic Theses and Dissertations Conference 2014 – working with Leicester Conferences at University of Leicester - 350 delegates - three nights – 1,000 bednights, worth £1 million

RAISING PROFILE
Through a strategic pattern of PR and communications activity, Leicester Shire Promotions has achieved high profile media coverage for the destination with 52 major features in targeted national and international print and broadcast media in 2011/12 including Daily Mirror, The Sun, Daily Star, The Times, The Independent, Daily Telegraph, BBC News, Time Out, and Daily Mail - reaching over 75 million consumers.

Images: Curve, Belmont Hotel
“In our role as the national tourism body, we’ve worked closely with Leicester Shire Promotions and continue to do so. They are one of the longest-established DMOs in the country and this experience and expertise has seen the business develop into one of the prime exemplars of best practice within the UK tourism industry.

“With successful marketing campaigns such as Stay Play Explore, pioneering initiatives for accessibility projects, for example, and tourism leadership on a local and national perspective, Leicester and Leicestershire can be proud of its achievements as a visitor destination and has a strong platform for future growth.”

James Berresford  
Chief Executive at VisitEngland
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