

ECONOMIC VALUE  
OF THE VISITOR  
ECONOMY ROSE TO

2.5 BILLION

19.23  
MILLION

32.04 MILLION

DAY VISITORS  
IN THE COUNTY

VISITORS WERE WELCOMED TO LEICESTERSHIRE

10.33 MILLION  
23,133

PEOPLE ARE EMPLOYED IN THE  
SECTOR ACROSS THE COUNTY

PEOPLE VISITED THE CITY





# TOURISM GROWTH PLAN

- OUTLINES THE VISITOR ECONOMY'S AMBITIONS, TARGETS, ROLE IN PLACE-SHAPING AND DELIVERING GROWTH.
- INCLUSIVE – NATIONAL, SME, THIRD SECTOR – GET INVOLVED
- PRIORITISE ACTIONS ANNUALLY, WITH STAKEHOLDERS (CITY, COUNTY, DISTRICTS, BOROUGH) RESPONSIBLE FOR DELIVERY.
- A COLLABORATIVE, STAKEHOLDER LED.



*The Great Central Railway*  
**THE UK'S ONLY DOUBLE TRACK MAIN LINE HERITAGE RAILWAY**



*National Space Centre*  
**THE UK'S TOP SPACE-RELATED ATTRACTION**



*Ye Olde Pork Pie Shoppes*  
**PROVIDING A TASTE OF ENGLAND FOR MORE THAN 170 YEARS**



*Leicestershire County Cricket Club*  
**MOST SUCCESSFUL ENGLISH CLUB IN T20**

**HIGH OCTANE RACING THRILLS**  
*Donington Park Circuit*

**BRADGATE PARK**  
800 acres of ancient landscape and herds of wild deer



**BRINGING LEICESTER'S HISTORY TO LIFE**

*Leicester Museum & Art Gallery*

Explore, reflect and discover at Leicester Cathedral Heritage & Learning Centre  
**1,000 YEARS OF CULTURE**

**TWYCROSS ZOO**  
Leading global conservation and scientific research



**A ROYAL HISTORY WRITTEN ON FILM**

*Belvoir Castle*

*Everards Meadows*  
**100'S OF LOCALLY BREWED ALES**

and 70 acres of scenic green space



**TOP THEATRE, LIVE MUSIC AND INDEPENDENT CINEMA**

*St George's Cultural Quarter*



Iconic location full of curry houses,  
**THE GOLDEN MILE**  
sari shops and jewellery stores

**NEVIL HOLT FESTIVAL**

Leicestershire's answer to the Hay Festival

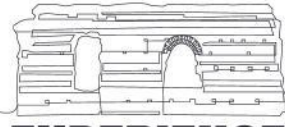
**11 TIME ENGLISH & 2 TIME EUROPEAN CHAMPIONS**

*Leicester Tigers*

More festivals and events than anywhere else in the UK  
**MOST FESTIVAL'S IN THE UK**

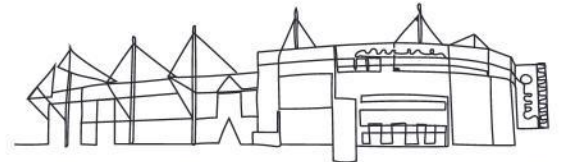
**FOXTON LOCKS**  
Explore more than 200 years of travel, trade, and leisure

*Jewry Wall*  
**A REAL ROMAN EXPERIENCE**



**ALL THE THRILLS OF TOP TIER HORSE RACING**

*Leicester Racecourse*



**PREMIER LEAGUE AND FA CUP WINNERS LCFC**

**ENGLAND'S FIRST BROADLEAF FOREST IN OVER 900 YEARS**

*The National Forest*

**FOLLOW KING RICHARD III'S STORY**

*From battlefield to burial*



# SEASONAL CAMPAIGNS



- CONTENT TAILORED TO SCHOOL HOLIDAYS, FESTIVE SEASONS, AND MAJOR REGIONAL EVENTS.

## KEY SUMMER HIGHLIGHTS

- RAILWAY 200: LINKED WISTOW MAZE WITH THE GCR
- DOWNLOAD FESTIVAL: PROMOTION WITHIN THE MAIN ARENA
- 60TH-ANNIVERSARY FOR EAST MIDLANDS AIRPORT.

## ENGAGEMENT

- SOCIAL MEDIA: ACHIEVED A TOTAL REACH OF 2.7 MILLION.
- WEB TRAFFIC: SUMMER EVENT PAGES GENERATED OVER 62,000.
- OUTCOME: MAXIMISED VISIBILITY DURING THE PEAK SUMMER WINDOW.





# TARGETED PAID FOR ACTIVITIES

DEFAULT IS COUNTY-WIDE PROMOTION, HOWEVER...

- TARGETED PROMOTION OF BOSWORTH 1485 TRAIL LAUNCH
- ONGOING EVENT AND RETAIL SUPPORT FOR OADBY & WIGSTON.
- BLABY - THE VICTORY SHOW AND CHRISTMAS CAMPAIGNS.
- PAID CAMPAIGNS FOR NORTH WEST LEICESTERSHIRE AND MELTON.

## CAMPAIGN IMPACT & METRICS

- SOCIAL MEDIA CAMPAIGNS REACHED 1.2M+ PEOPLE.
- OVERWHELMINGLY POSITIVE RESPONSE FROM ALL DISTRICT PARTNERS.
- DETAILED PERFORMANCE DATA AVAILABLE IN APPENDIX B.



# NEW WEBSITE - LAUNCHED MAY 25

## BENEFITS INCLUDE

- REDUCED ANNUAL RUNNING COSTS BY 92%, FROM £25K TO JUST £2K.
- MODERN & IMPROVED ACCESSIBILITY WITH MOBILE-FIRST DESIGN.
- INTEGRATED AN AI CHATBOT AND ENHANCED TRAIL MAPPING FOR A BETTER VISITOR EXPERIENCE.
- BOOSTED MEANINGFUL SITE ACTIONS, SUCH AS BOOKING CLICKS, BY NEARLY 35%.
- IMPROVED DATA ANALYTICS TO CAPTURING POSTCODE DATA AND REAL-TIME INTEREST TRENDS.

# 18.4 MILLION

REACH ON SOCIAL MEDIA CHANNELS



# 66K

SOCIAL MEDIA FOLLOWERS

# INFLUENCER PARTNERSHIPS

SOCIAL MEDIA  
REACH INCREASE  
ON 2024

# 558%

CLICKS TO WEB  
BASED ON 2024

# +48%

# 15 PERCENT

OF WEB TRAFFIC IS FROM SOCIAL CONTENT

# SOCIAL MEDIA GROWTH





# INVESTMENT EVENTS

- 340 PROPERTY EXECUTIVES ENGAGED THROUGH EVENT ACTIVITIES DURING PROPERTY CONVENTION UKREIIF.
- REGIONAL EVENTS, BRINGING 225 SECTOR LEADERS TOGETHER, SHOWCASING INVESTMENT IN: MELTON BOROUGH, BLABY DISTRICT, HINKLEY & BOSWORTH AND HARBOROUGH.
- SHOWCASING DEVELOPMENT OPPORTUNITIES ACROSS THE CITY AND COUNTY, WITH A SPECIFIC SPOTLIGHT ON THE EAST MIDLANDS FREEPORT AND ENTERPRISE ZONE SITES



# 254 JOBS

SAFEGUARDED IN LEICESTERSHIRE

# 1<sup>ST</sup> JAN 25 - 31<sup>ST</sup> DEC 25

# 21M

TOTAL SALARY VALUE

THE TOTAL INVESTMENT VALUE OF

# £39M

# 371 NEW JOBS CREATED

£33,400 AVG SALARY

# £1.59M

ANNUAL BUSINESS RATES INCOME

# 15.9M

CAPITAL INVESTMENT



# INVESTMENT WINS



# LIVE PROJECTS

- **A £100M ADVANCED MANUFACTURING FACILITY IS BEING DEVELOPED BY SAINT-GOBAIN ON THE SITE OF THE FORMER HOLWELL FOUNDRY WORKS IN MELTON DISTRICT, CREATING 250 HIGH-QUALITY JOBS AND BRINGING A LARGE BROWNFIELD SITE BACK INTO USE FOR MODERN MANUFACTURING.**
- **PARTNERING WITH LOUGHBOROUGH UNIVERSITY TO PROVIDE INVESTMENT SUPPORT TO DRIVE INTEREST & PROMOTE THE LOUGHBOROUGH UNIVERSITY SCIENCE & ENTERPRISE PARK.**

# THANK YOU

ANY QUESTIONS?



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