

APPENDIX 1

LEICESTERSHIRE PROMOTIONS EVALUATIVE FRAMEWORK MARCH 2015

		Baseline 2012	Target 2016	Actual March 31 2015
Outcomes				
	8% growth in tourism value	£911m	£983m	2014 actual – £1.03bn
	10% growth in employment	13,000	14,300	2014 actual – 13,734
	85% Visitor satisfaction levels of good or better			Survey launched at Forum
Inputs				
	25% increase in online bookable product	250	315	2014 actual – 344
	50% of all known businesses supported for growth and development	430	215	2014 actual – 190
	80% of all eligible businesses actively promoting online	280	224	2014 actual – 213
	Destination briefings to press and media	80	120	2014 actual – 100
	Briefings to stakeholders and influencers	8	12	2014 actual – 19
	50% increase in coach and group tour operators contacted annually	400	600	2014 actual – 562
	50% increase in number of conference bids presented annually	16	24	2014 actual – 15
Outputs				
	15% Increase in leisure tourism bed- nights attributable to the tourism strategy	21500	24750	2014 actual – 38,613
	50% Increase in business tourism bed-nights attributable to the tourism strategy	325	500	2014 actual – 290

