

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

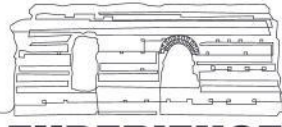
11 TIME ENGLISH & 2 TIME EUROPEAN CHAMPIONS

Leicester Tigers

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

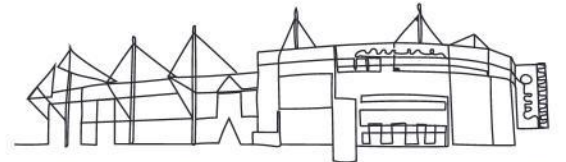
FOXTON LOCKS
Explore more than 200 years of travel, trade, and leisure

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

1ST JAN 25 - 31ST 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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