

BECOMING THE BEST DMO IN THE COUNTRY
Scrutiny Committee Review
25th April 2007

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Chief Executive
Leicester Shire Promotions

Our Aims

Four main aims to impact the economy:

- **Raise the Profile of the Area**
- **Increase Overnight Stays**
- **Create and safeguard jobs**
- **Enhance the Visitor and Investor Experience**

There is a strong and effective PARTNERSHIP in place

- Improved strategic and operational direction from the county council – Gayle Wells, Paula Forster, Heather Broughton, Mandip Rai
- Enthusiastic member support – Cllr Pendleton
- Sales and Marketing network 50+ members
- Agents and developers group 20+ and growing

RESULTS TO DATE

TOURISM

- 700+ businesses directly supported to grow and develop
- Staying visitor nights in serviced accommodation grew 1% from 2003 to 2004, and 3% from 2004 to 2005
- Decline in staying visitor nights in non-serviced accommodation of -2% from 2003 to 2004 has improved to a 3% growth between 2004 to 2005
- Number of visitors using serviced accommodation has grown 13% from 2003 to 2005, but staying for a slightly shorter period of time and spending less

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RESULTS TO DATE

IMAGE AND PROFILE

- Unique visitors to Leicestershire & Rutland Tourism Alert industry website up 210 per cent over the year to 5,485 in March 2007
- Press trips organised and hosted for 35 national and international print and broadcast journalists – including The Times, The Guardian, Food and Travel magazine, BBC Olive magazine, BBC Good Food, Delicious, Netherlands, Danish and French travel writers, BBC 'The ONE Show', Trinity Mirror Group, Sainsburys magazine, BBC 'Holiday 2007', House and Garden
- Direct influence on over 40 articles focused on the destination in national press

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RESULTS TO DATE

INVESTMENT

- 2500+ registrations on the property database (grown from less than 500 users of previous property bulletin)
- Jobs created and safeguarded as core outputs – 1,049 – 55% increase on 2005-6.
- Economic impact – helped to secure investment of over £20.5 million purely based on the payroll contribution of these businesses
- 13 successes in 2006-7 – 8 of these based in the County

Value For Money

Additional leveraged funding attracted **£2,572,000**
April 2006 – March 2007

Ratio of ROI **£1:£7.80**

Based on direct financial leverage, not economic impact.

LPL Business Plan 2007-2008

Objective 1 To facilitate a flourishing destination for CONFERENCES and BUSINESS visits

Objective 2: To promote Leicestershire and Rutland as a destination of choice for LEISURE tourism

Objective 3: To develop a wide awareness of, and create positive associations with, the Leicestershire and Rutland BRANDS

Objective 4: Enhance the QUALITY of the VISITOR EXPERIENCE

Objective 5: To deliver improved INTELLIGENCE on the tourism industry to all stakeholders

Objective 7: To provide a strategic context to influence the delivery of TOURISM and INVESTMENT CAPITAL PROJECTS

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Items For Consideration

- Adopting a quality only policy across the whole council
- Consider tourism development opportunities carefully when looking at major capital projects
- Strengthen the role of tourism as a core strand of economic development
- Work with partners to develop a county wide strategy to guide and prioritise Inward Investment and ensure suitable opportunities are available
- Make more use of the DMS on your own website

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THE BEST DMO IN THE COUNTRY?

We're well on the way!

