

Leicester City Tourism Plan 2020 – 2025 Update

Culture and
Neighbourhoods
Scrutiny

25 April 2024

Sarah Harrison
City Centre Director

“The traveller sees
what he sees, the
tourist sees what he
has come to see”

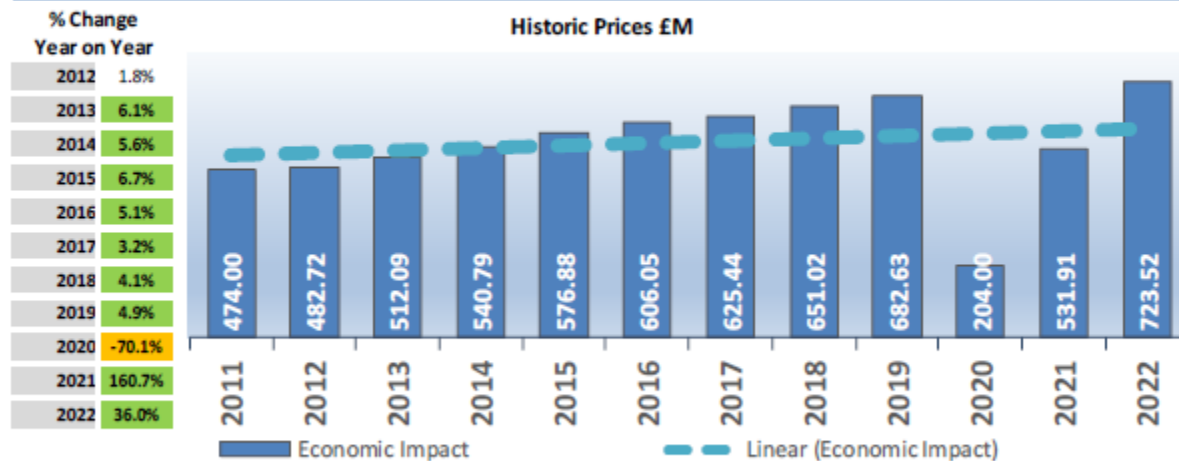
Gilbert K Chesterton

Leicester Tourism Action Plan 2020-2025

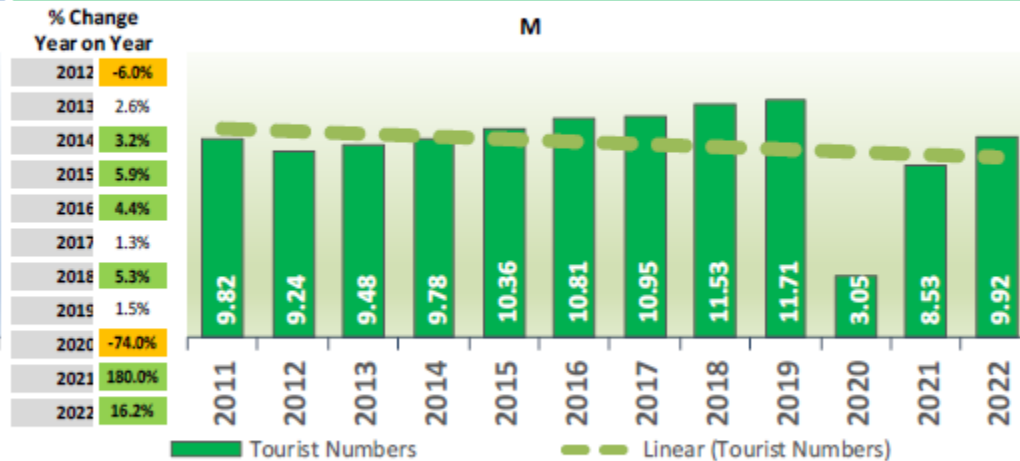


| Performance Indicator | 2018 | 2022 | % change 2018 vs 2022 | Target 2025 | % change to reach 2025 target |
|--|------|------|--------------------------|-------------|-------------------------------------|
| Value of Leicester Tourism (£m) | 651 | 724 | +11.2% | 792 | +9.4% |
| No of overnight stays inc VFR (m) | 4.8 | 5.0 | +4.2% | 5.6 | +10.7% |
| No of visitors to Leicester (m) | 11.5 | 9.9 | -13.7% | 14.0 | +41% |
| No of jobs created and safeguarded (000) | 7.9 | 7.2 | -8.8% | 9.2 | +27% |

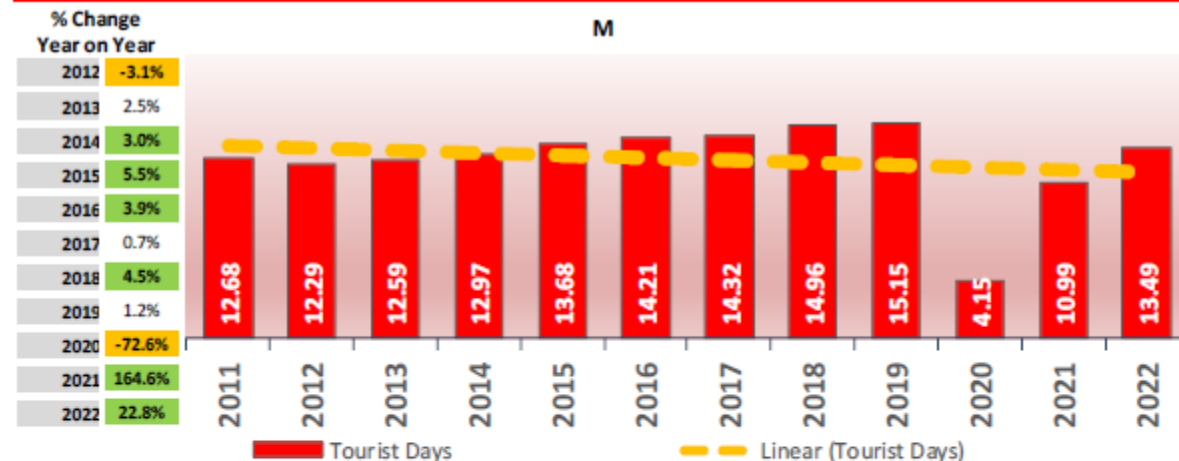
Economic Impact - Historic Prices - Total



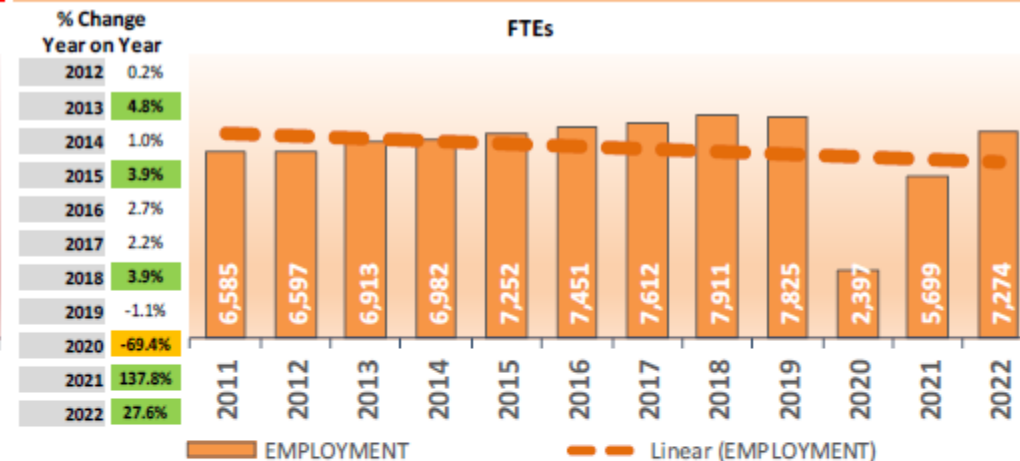
Visitor Numbers - Total



Visitor Days - Total



Total Employment Supported - Total

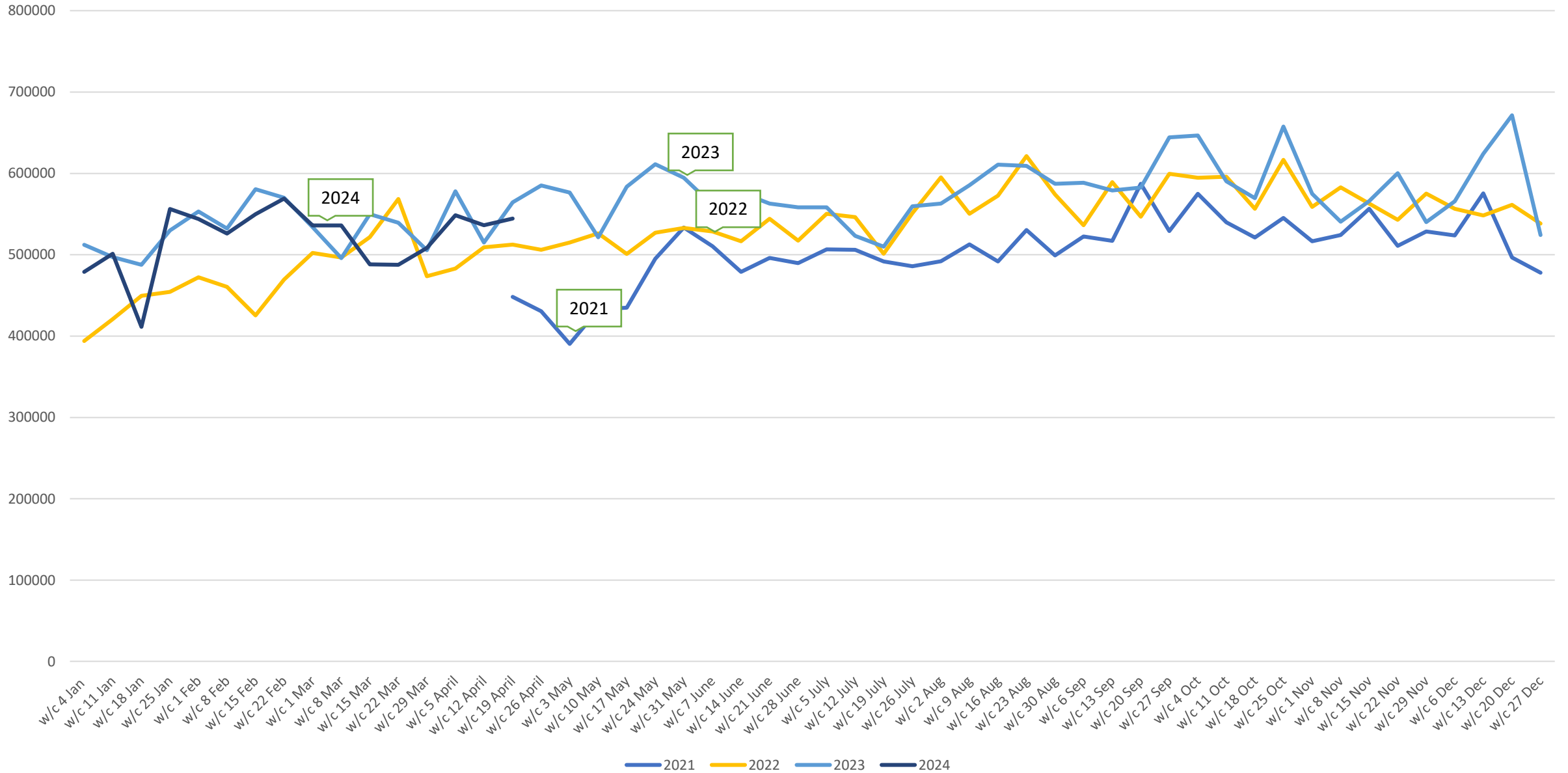


| % Change from 2011 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 |
|-----------------------------------|------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-------|
| Economic Impact - Historic Prices | | 1.8% | 8.0% | 14.1% | 21.7% | 27.9% | 31.9% | 37.3% | 44.0% | -57.0% | 12.2% | 52.6% |
| Visitor Numbers | | -6.0% | -3.6% | -0.5% | 5.4% | 10.0% | 11.5% | 17.4% | 19.2% | -69.0% | -13.1% | 0.9% |
| Visitor Days | | -3.1% | -0.7% | 2.3% | 7.9% | 12.1% | 12.9% | 18.1% | 19.5% | -67.2% | -13.3% | 6.5% |
| Total Employment | | 0.2% | 5.0% | 6.0% | 10.1% | 13.2% | 15.6% | 20.1% | 18.8% | -63.6% | -13.4% | 10.5% |

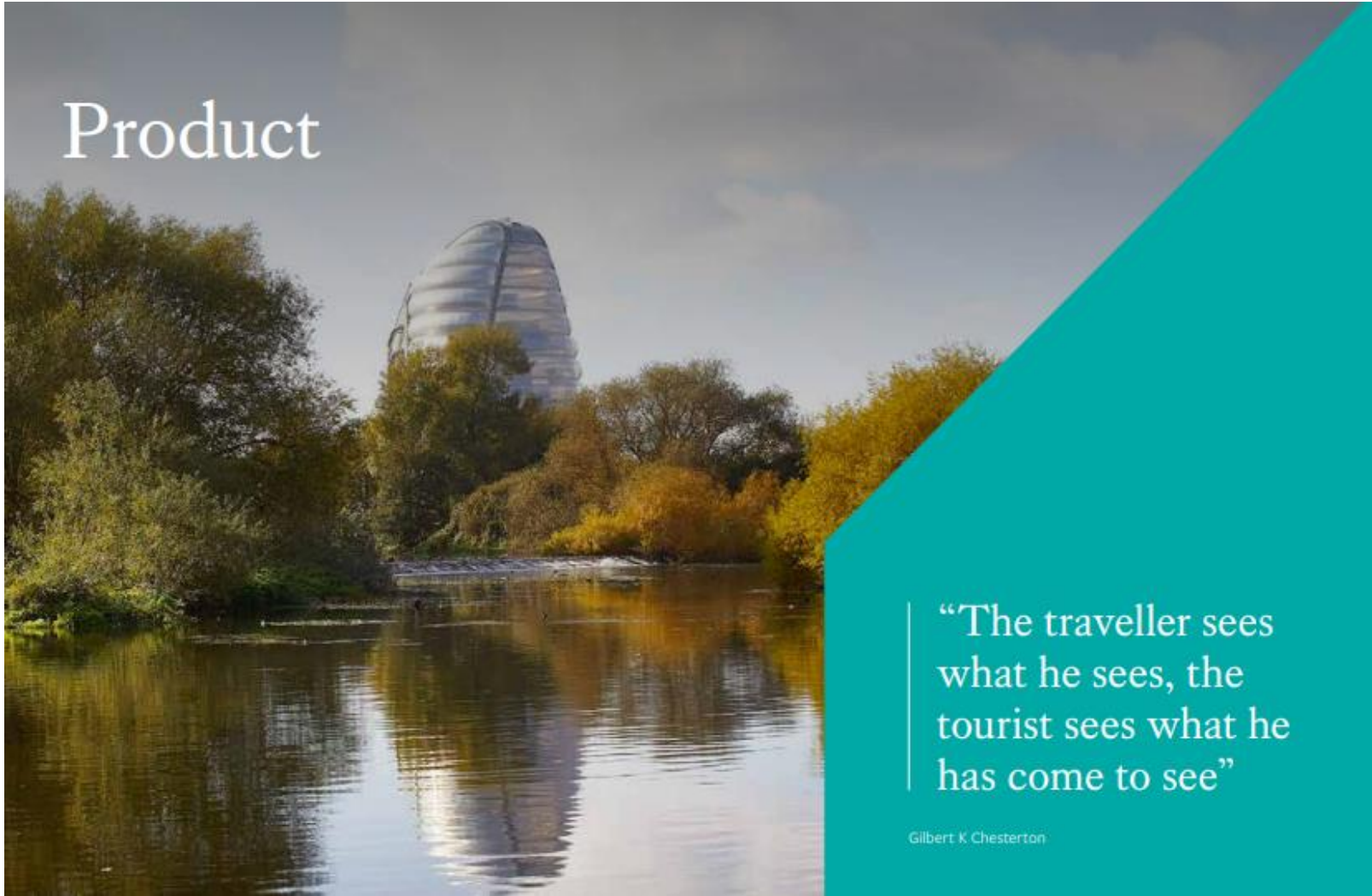
"Linear" = Linear Trendline

Weekly Leicester City Centre Footfall

3 counters, High Street, Humberstone Gate and Gallowtree Gate



Product



“The traveller sees
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Gilbert K Chesterton



Jewry Wall Artist Impression



Great Central Railway



Leicester Cathedral Artist Impression



King Richard III Visitor Centre & Visit Leicester Information Centre



Leicester Museum & Art Gallery



Riverside and Waterways



National Space Centre

Heritage Panels



De Montfort Hall



Curve Theatre



Mattioli Arena



Leicester Market Artist impression



Phoenix Cinema and Art Centre



Foot Pool (part of Caddyshackers refurbishment)





Varanasi, High Street



Sonrisa, Greyfriars



The Frame, St Martin's Square



Sakura, High Street (Japanese)



Time to Delhi, Belvoir Street



Bungles Bar, King Street



Place

A photograph of a residential street with white buildings and trees, overlaid with a green and yellow geometric design. The word "Place" is written in white in the top left corner. A quote is in a green box on the right, and a citation "Adams, 2013" is at the bottom of the green box. The background has a grey border and a yellow triangle in the bottom right.

“Sense of place is the lens through which people experience and make meaning of their experiences in and with place”

Adams, 2013

Connecting Leicester





BBC Radio 2, Victoria Park



Diwali



STORM puppet



Brewbeat



Monsters Trail



City Night-
Time
Economy
Safe City

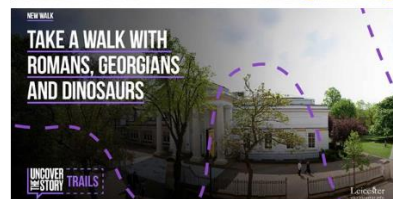
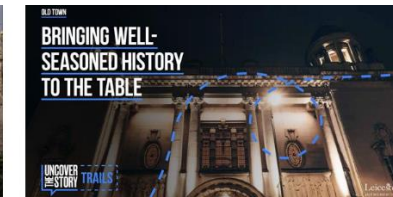
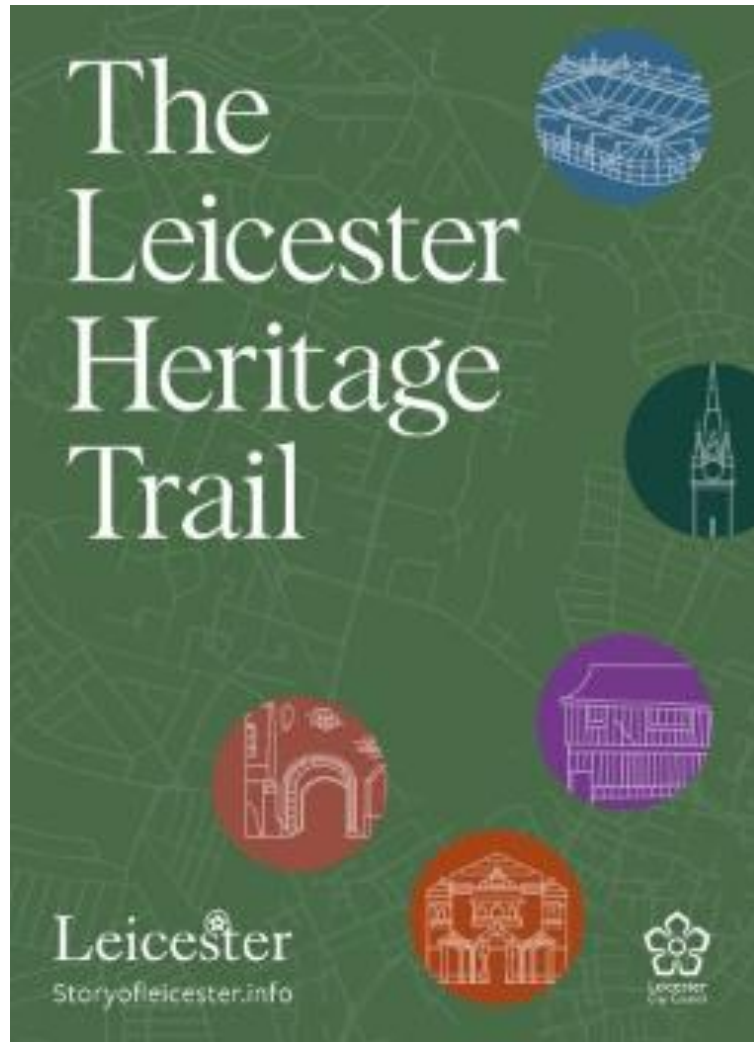


Positioning



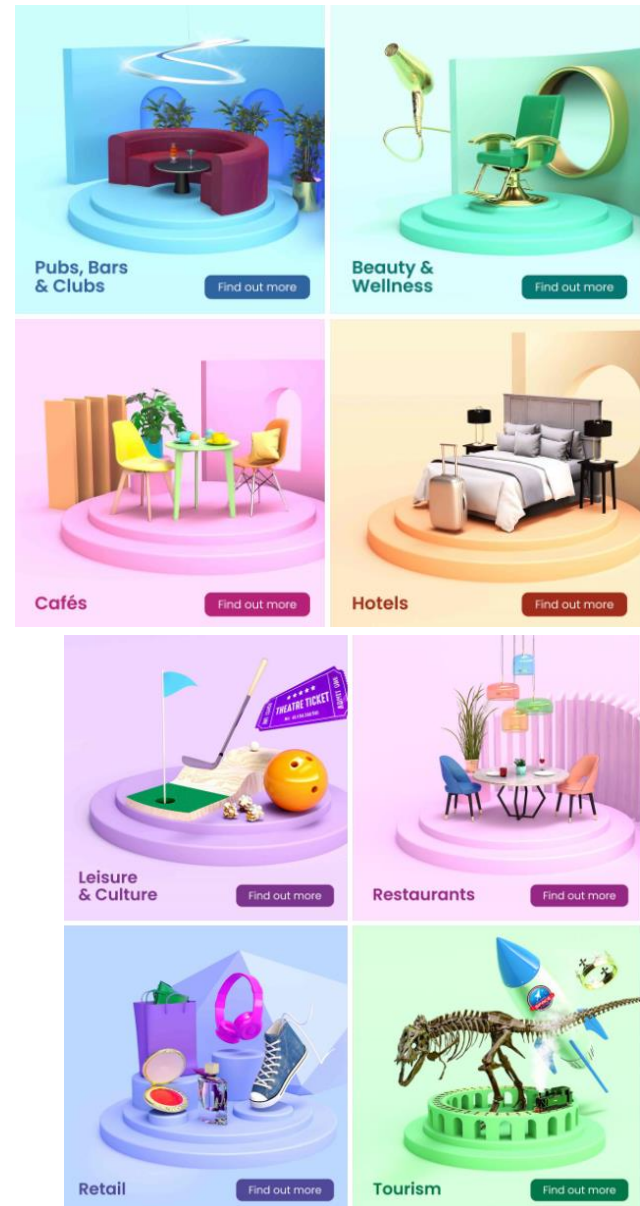
“Making promises
and keeping them
is a great way to
build a brand.”

Seth Godin



- Itineraries [Itineraries - Visit Leicester](#)
- City Trails [City Trails - Visit Leicester](#)
- Trails video - [City Trails - Visit Leicester](#)
- Make a date with Leicester [Make a Date With Leicester - Visit Leicester](#)
- The Leicester Heritage Trail [Heritage Panel Trail - Visit Leicester](#)
- Riverside Trails [Leicester Riverside Trails - Visit Leicester](#)

Current city marketing initiatives



| Project | Completion Date |
|--|----------------------|
| Tourism Leaflet – 30 city attractions | May 2024 |
| Tear off Legible Leicester map pads for Visit Leicester Information Centre, hotels, transport hubs and Highcross | Completed April 2024 |
| Pocket Maps – city map and attraction information | May 2024 |
| Leicester Tourism Key Facts for Ambassadors | May 2024 |
| Update Make a Date with Leicester guides for online. Print run for Tourism Guide | May 2024 |
| Old Town brochure. Promoting character area highlighting heritage and culture and new attractions – Jewry Wall, Leicester Cathedral Heritage and Learning Centre, Visit Leicester Information Centre, Leicester Market | End of Summer 2024 |
| Heritage Panel Trail Guide – update to include 350 panels | June 2024 |

People



“It is no longer
enough to satisfy
your customers.
You must
delight them.”

Philip Kotler



- First cohort of 10 local Volunteer Tourism Ambassadors currently undertaking a 6-week training programme.
- The Ambassadors will support support tourism attractions and venues as well as the council's festivals and events programme..
- Training programme supported by Leicester College.
- Partnership working – Assemble, VAL, Leicester College.
- First cohort will be certificated in May 2024
- Over 35 applications in total.
- Additional City Tourism Ambassador scheme with customer facing businesses e.g. hotels, shopping centres, transport hubs, taxis

Tourism Training and Skills

Sub-regional Skills Plan 2024- 2025

- Tourism and Hospitality Skills Forum established in 2023
 - Chaired by Leicester College
 - Members include South Leicestershire College, Loughborough College
 - Shaping course curricula, employer engagement, careers fairs, employer-led projects, industry placements, engagement with Springboard charity's hospitality courses
- Purpose to produce a practical local skills plan for the sector for the benefit of providers, businesses in the sector
 - Help providers meet aims and objectives of internal plans
 - Help businesses link more easily with providers via planned activity
 - Help all involved have a shared and agreed vision for local skills development in the sector.
- Skills Plan for Tourism and Hospitality 2024-25 completion Summer 2024.