

THE EFFECTIVENESS OF LEICESTER'S TOURISM STRATEGY

OUTLINE DRAFT PLAN

MEETING ONE

Why Tourism?

Economic and social benefits to the city and county

What is the current tourism offer in Leicester?

Culture

Heritage

Leisure

Sports

Commercial

Hospitality

Conferences

MEETING TWO

What are the future priorities and opportunities for tourism?

Richard III

National Rail Museum

Partnership working with County and beyond

Elite Cycling Race and Skyride

Leicester Festival

Conferences

MEETING THREE

How the City Council proposes to attract more tourists to Leicester through marketing and promotion and partnership working.