



A Sense of Place Museums & the Visitor Economy





Great Destinations

- Are great places to live & work as well as visit
- Shift local and wider perceptions of place
- Contribute to local pride
- Attract investment and grow income
- Create and sustain jobs





Visit England Strategy 2025 - 30

- New Visitor Economy landscape - Local Visitor Economy Partnerships
- Deliver local destination growth plans and attract investment into communities
- Tourism underpins Britain's creative and cultural industries
- 29% of visits by overseas visitors include museums and galleries





Visit Britain Campaign - Starring GB

- Research showed 1/3 of visitors to UK wanted to visit film locations
- In 2022 over 220 films in production in the UK
- Stories that inspire sense of place
- Could be creative or quirky e.g. Matt Damon's astronaut suit on display in National Space Centre





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