

VISIT

MEET

INVEST

PARTNERS

This year marks 25 years of Marketing Nottingham and Nottinghamshire. We are the official place marketing organisation for the city and county, and we are comprised of five divisions:

Visit - the official Destination Management Organisation for the region. By attracting and elevating footfall and promoting the unique attractions, events, and experiences that our region has to offer, and representing our region at trade events such as Explore GB, the team reaches millions of people every year.

Invest - promotes Nottingham as a business and investment destination working with Major Capital projects through a range of free and impartial support for them to relocate to or expand within region. The team is also the contracted delivery vehicle for promoting Nottingham's regeneration agenda.

Meet – the official convention bureau for the region which plays a crucial role in positioning the region as a great destination for conferences, events, and business meetings. They offer support and guidance to event organisers, ensure that Nottingham and Nottinghamshire remain at the forefront.

Partners - a group of businesses that collaborate with the shared aim of elevating the region to attract business and investment. We hold regular meetings for our members where we share industry insight, changes in local and national policy, and discuss how we can work together to progress development and investment opportunities.

This collaborative approach supports innovation, stimulates economic growth, and positions Nottingham as a hub for business excellence.

Nottingham Tourism Centre – a team which helps around 150k local, national, and international visitors every year to explore, way-find and enjoy our amazing city's historic and cultural scene.

We are an independent not-for-profit organisation with funding from the private sector and local authorities and we exist to drive economic growth.

With financial support from our partners, through their membership subscriptions, this allows us to attract new businesses, grow the economy and as a result help create jobs and improve the quality of life in our region.

VISIT

MEET

INVEST

PARTNERS

We are proud to contribute to the growth of to the local economy. Some of our successes from the past 25 years include:

- We have secured PR and press coverage for the region reaching nearly **3.5 billion people** while working with international and national as well as local media outlets through Conde Nast Traveller to The Metro, and The Guardian to TV ESPN Brazil, ITV and BBC.
- The Visit Nottinghamshire visitor-facing website attracted nearly **40 million visitors** since its creation in 2013 with over **15,000 events promoted** and an events calendar that attracted **over 15.5 million** visitors and **over 23.9 million** people browsing through and planning their next visit using our content and campaign pages.
- We have produced **over 400,000 visitor guides** that were distributed internationally, nationally, regionally, and locally at our Nottingham Tourism Centre. Tourism Centre also helped around **2+million local, national, and international visitors** to explore, way-find and enjoy our amazing city, history and cultural scene.
- We have welcomed over **8,000 guests to Nottingham Partners** events and generated over **134,4 million of media coverage** highlighting successes of Nottingham Partners and our local businesses.
- We have created **7,018 jobs** and safeguarded a further **939 jobs** since 2016.

This activity contributed to the growth of our visitor economy and inward investment in the region, and has driven an increase of:

- The value of visitor economy in Nottingham and Nottinghamshire to nearly **£22.7 billion**.
- The visitor numbers to both the city and county to nearly **458 million**.
- The full-time equivalent number of jobs supported by tourism to **290 thousand**.
- The GVA uplift of new jobs supported by tourism to **£555 million** with **10,220 new jobs created** since 2009.
- The GVA uplift of new roles created by our Invest in Nottingham team to **£349 million**.