









OFFICIAL CONVENTION BUREAU



WHO ARE WE?

We are Marketing Nottingham and Nottinghamshire, the official Place Marketing Organisation (PMO) for the City and County, a not-for-profit organisation driving growth and prosperity of the region.

Our organisation includes six dynamic divisions:

- Marketing team providing support across all divisions and delivering place marketing for the region
- Visit Nottinghamshire official Local Visitor Economy Partnership (LVEP) for the region
- Nottingham Tourism Centre providing physical location for local, national and international visitors
- Meet in Nottingham the official convention bureau for the region
- Invest in Nottingham the official inward investment agency for the region
- Nottingham Partners network of Nottinghamshire businesses which champion the City and County

All six divisions are dedicated to a specific aspect of our mission.

We are funded through Private Membership, Local Authorities and Government Grants















CORE MARKETING

- •Filter and respond to PR, Press, TV and other Media enquiries about Nottingham and Nottinghamshire
- •Support national and international Press and Media visits into region (France and Italy in this past month). **PR reached 404,667,117**. Pieces of PR involved in/secured: **203 in 22/23 financial year**.
- •Work across our major stakeholders to develop and deliver campaigns (EMA and Eastern Airways for Charles de Gaul /Paris campaign)
- •Deliver an annual Visit Nottinghamshire Guide (**30,000 units being printed** for distribution next week) and other visitor information assets (Nottingham Trail, City and County maps)
- •Support our members across the whole organisation to elevate their campaigns and opportunities
- •Manage regional events calendar What's On Nottingham and Nottinghamshire which also feeds the Nottingham BIDs Its in Nottingham app
- •Upkeep of our visitor-facing website with new and upcoming visitor opportunities with a **4 million** audience per annum.
- •Manages our central toolkit resource which is open access for all
- •Support all departments across MNN in marketing









VISIT NOTTINGHAMSHIRE

- •Awarded LVEP developing the Destination Management Plan with key partners across Nottinghamshire Infrastructure, accessibility, sustainability, the welcome.
- •Work with Visit England, Visit Britain and DCMS
- •Membership programme supports our tourist assets across Nottinghamshire with tool kits, marketing and promotion
- •Elevate the region through national and international campaigns
- •Represent Nottingham and Nottinghamshire at National and International trade shows and exhibitions
- •Promote Nottingham and Nottinghamshire's offer nationally and internationally: top countries in 2024 include US, Poland, Germany, Australia, France, Netherlands, Philippines, Ireland and China to 38k consumer database through newsletters and competitions. And reach organically on average 2.6 million visitors on social media channels.
- •Deliver the city Tourist Information Centre welcoming **150,000 people** through our doors looking to explore our City and County
- •Supports the City and County authorities to deliver their Visitor Economy plans
- •The value of visitor economy in Nottingham and Nottinghamshire in 2022 reached £2.51Bn with 32.97m visitors and 20,522 full time equivalent jobs supported by tourism.





TOURIST INFORMATION CENTRE

The Tourist Information Centre (TIC) provides a physical location for our local, national and international visitors to access help and advice, explore what is happening in the city and how to get around. The Centre also supports the City Travel Centre and provides concession space to NFFC.

- •Supports circa 150k people each year through the door and on email/phone
- •Provides a location for our local and regional assets to showcase their offer in print format
- •Provides visitors with detailed directions and information on local assets
- •Offers additional services (e.g. found bike rental for Spanish father and daughter tourists)
- Provides a platform for local Designer Makers
- •Offers Nottingham and Nottinghamshire Souvenirs
- •Offers support to visitors with additional accessibility requirements







MEET IN NOTTINGHAM

Meet in Nottingham is the official Convention Bureau for the region dedicated to attracting business visitors. It plays a crucial role in positioning the region as a premier destination for conferences, events, and business meetings. By offering support and guidance to event organisers, they ensure that Nottingham and Nottinghamshire remain at the forefront of the meetings and events industry.

- •Official Convention Bureau for the region
- Membership programme
- •Elevates the region and represents Nottingham and Nottinghamshire at National and International trade shows and exhibitions with our members
- •Supports our members to bid for large scale events e.g. World Touch Championship and the Sports Physiotherapy Symposium
- •Support conferences and events that come into region with planning and location finding
- •Supports businesses coming into region to book accommodation, meeting rooms and facilities
- •Delivers FAM (familiarisation) visits to agents looking for new and alternative locations for events and conferences
- •GVA estimate of £14m for 2024









INVEST IN NOTTINGHAM

Promoting Nottingham as a business and investment destination and offers a range of free and impartial support for businesses looking to relocate to or expand within the region. From a strategic location to a skilled workforce and supportive infrastructure, the team highlights the region's strengths to potential investors. By doing so, they attract new businesses, stimulate job creation, and contribute to the economic prosperity of both city and county.

- •Official regeneration organisation The War Rooms site nuclear bunker conversion (creative media and office hub) and new housing provision.
- •Promote our regions investment and construction opportunities at National and international conferences UKREiiF, Sifted, SBSW
- •Works with DBT, the Freeport, Midlands Engine, Devco and EMCCA to bring national and international investment and retain business in region.
- •Support our City and County to deliver inward investment opportunities UNIPER, Broadmarsh, Island Quarter
- •Supports businesses in region to remain and grow
- •Works with local, national and international investors to explore opportunities in region
- •Support visits to region for developers, investors and agents
- •GVA uplift of new roles between 2018-2023 was £297.8 million









NOTTINGHAM PARTNERS

Nottingham Partners is a dynamic business network dedicated to fostering economic growth and innovation within Nottingham and the surrounding region. By bringing together leaders from various industries, academia, and local government, Nottingham Partners creates a collaborative environment that drives strategic initiatives, attracts investment, and promotes the city as a vibrant hub that competes on a national an international stage.

- Network of the City and County Ambassador Businesses
- •Delivering Partner events that provide insight into regional and national activities and current and topical affairs
- •Bringing opportunities to our partners through the network
- •Working with Local and National Authorities and Government to implement change
- •Collaborate with our Key Stakeholders to elevate the region with opportunities





HOW WE ARE FUNDED

- •Local Authorities
- Nottingham City Council
- Nottinghamshire County Council
- •UKSPF

MARKETING & TRADE EVENTS

- Visitor Guide
- •Its in Nottingham App feed
- •UKREiiF
- The Meeting Show
- Sifted
- •The British Tourism and Travel Show

CORE FUNDING MEMBERSHIPS & **PARTNERSHIPS**

Membership and Partnerships

- Visit Nottinghamshire
- Meet in Nottinghamshire
- Nottingham Partners
- Nottingham Forest FC





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