



MARKETING NOTTINGHAM
& NOTTINGHAMSHIRE

A N N U A L R E V I E W

2024/2025



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WELCOME A MESSAGE FROM CEO, MEGAN POWELL VREESWIJK

As I reflect on the past year, I'm incredibly proud of the breadth and impact of work delivered by Marketing Nottingham and Nottinghamshire, and equally proud of the collaborative spirit that underpins everything we do.

Despite ongoing national and global challenges, this report is a testament to what's possible when people, places and partnerships come together with purpose. From our members and stakeholders to our neighbours across the region, it's

through strong relationships that we continue to position Nottingham and Nottinghamshire as a confident, ambitious, and connected place to visit, invest, live and grow.

Across 2024/25, the visitor economy welcomed **34.9 million visitors**, contributing to over **£2.53 billion in economic value**, a **6.9% increase** on the previous year. Our Invest in Nottingham team delivered a remarkable return of **£74 for every £1** spent. **Over 100,000** people engaged with our Tourism Centre, and we supported **four major events**

across sport and med-tech that collectively delivered **2,656 bed nights** for the region.

We remain a lean organisation, but one with growing influence. Our collaborative work with partners across Derbyshire, local authorities and the East Midlands Combined County Authority is strengthening our shared voice and broadening our impact. Together, we are creating new opportunities to grow the economy, support communities, and showcase the very best of our city and county.

This report offers a snapshot of that journey, and an invitation to be part of what's next. Thank you for reading and for being part of our shared success.



MARKETING NOTTINGHAM & NOTTINGHAMSHIRE

WHO WE ARE
WHAT WE DO

Marketing Nottingham and Nottinghamshire (MNN) exists to champion our region on the national and international stage; driving investment, supporting business growth, and promoting the city and county as outstanding destinations for visitors, events and enterprise.

We operate as the region's official:

- Destination Marketing Organisation (DMO)
- Inward Investment Promotion Agency (IPA)
- Business Events and Convention Bureau
- Local Visitor Economy Partnership (LVEP)

Working in partnership with VisitEngland and VisitBritain, we deliver activity that spans three key economic drivers: **inward investment**, **visitor economy**, and **business tourism**. Our work is delivered through our collaborative networks, including **Nottingham Partners** and **Visit Nottinghamshire memberships**, connecting us to hundreds of private and public sector organisations.

MNN is an **independent, not-for-profit company**, funded through a blend of public support and private sector membership. This model ensures we remain both **strategically aligned** and **operationally impartial**, delivering value for the region without bias.

Since our founding in 1999, our mission has been to support regeneration and unlock the full potential of Nottingham and Nottinghamshire, enhancing the offer for businesses, visitors, and communities alike.



Our work is firmly aligned with the ambitions of the **East Midlands Combined County Authority (EMCCA)** and **Mayor Claire Ward's manifesto**, as well as the growth strategies of our local authorities and member organisations. We are proud to operate at the heart of a region rich with opportunity, from emerging **investment zones** and the strategic advantages of the **East Midlands Freeport**, to our region's strong connectivity and expanding infrastructure.

Together, we are shaping a future that places Nottingham and Nottinghamshire firmly on the map, as a place to invest, build, explore, and belong.





INVEST IN NOTTINGHAM

INVESTING IN THE FUTURE OF
NOTTINGHAM & NOTTINGHAMSHIRE



Invest in Nottingham's strategic aim is to attract new investment and retain existing investment across the city and county, supporting sustainable regeneration and employment opportunities for the people of Nottingham and Nottinghamshire. Providing free and impartial advice to businesses looking to establish or expand in our region, our efforts encompass both indigenous and foreign direct investment.

Between 2022 and 2025, the Invest in Nottingham team supported over **450 enquiries**, resulting in **34 projects successfully landing in the area**. These have contributed to the local economy by creating **1,183 new jobs** and generating **£62.8 million in GVA**, delivering a return on investment of **£74 for every £1 spent**. Of these, seven projects were delivered in 2024–2025, **creating 406 new jobs for the region**.

Nottingham's presence at **UKREiif (UK Real Estate Investment and Infrastructure Forum)** built on the momentum of previous years. Team Nottingham brought together **18 partner organisations** from across the region, demonstrating the strength of collaboration and shared ambition. We hosted a high-profile networking event that welcomed over **200 guests**, creating valuable connections with investors, developers, and national stakeholders. In addition, our well-attended panel session showcased the region's innovative and inclusive approaches to development, drawing an audience of more than **150 delegates** and sparking meaningful conversations about the future of place-making in Nottinghamshire.

Much of the work is long-term, with sustained national and international promotion of the region playing an essential role in driving enquiries and raising the profile of Nottingham and Nottinghamshire on the global stage.

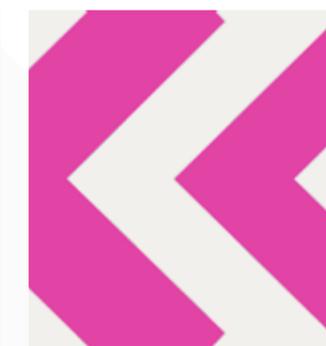


INVEST PR REACH:
5.1 MILLION
ADVERTISING VALUE
EQUIVALENCY OF
£47,000
70 TOTAL PR MENTIONS

HOW WE ARE DOING 24/25

INVEST IN NOTTINGHAM HEADLINE SUCCESS

7 SUCCESSFUL
INWARD
INVESTMENT
PROJECTS



INFLUENCED
406
NEW ROLES



CONTRIBUTED TO A
GVA UPLIFT
OF
£62,812,013



FOR EVERY **£1**
SPENT ON INWARD
INVESTMENT
£74 RETURNED
TO THE LOCAL
ECONOMY



*21/24 Data provided for GVA due to length of invest conversion process





INVEST CASE STUDIES

DATAGUM & DAVENHAM SWITCHGEAR

Datagum is a data solutions company, with expertise that covers all market data disciplines, including commercial, operations, compliance and technical, therefore offering a one-stop solution.

The company began life in 2022 with a presence in London, but Datagum's Founder, Neil Ashmore, has a long-held passion for Nottingham and firmly believed that growth could be achieved more effectively by working with organisations and likeminded individuals with a passion for the city.

During 2024, the company's senior management team enlisted the support of Invest in Nottingham to assist with establishing a head office in the city, as well as helping forge links with the local business community, via the Nottingham Partners network.

In early 2025, the company moved to Nottingham and has continued to grow at pace, with the initial



small team growing to over 20 in a very short space of time. Many of these roles are being filled by local graduates – demonstrating fantastic commitment to the area and, with further growth forecast for Datagum over the coming 18 months, more exciting opportunities surely lay ahead.

itself as a major player in the data sector via it's headquarters in Dublin over the last 40 years. To cope with increased demand, the company was keen to expand into the UK.

The Invest in Nottingham team worked with contacts at Davenham to provide key information about the area around recruitment and the support on offer, helping the final decision to be made and, in early 2025, the company announced the opening of a new 100,000 sq ft facility at Fairham Business Park.

The Nottingham site will ultimately create over 100 high-level manufacturing jobs, further strengthening the region's advanced manufacturing sector.



Davenham Switchgear, a brand of Legrand and a leading supplier of low-voltage(LV) switchgear to the hyperscale data centre market, has established



“The Nottingham site is proving so far to be quite a success, with us now counting around 90 members of staff on site. Production is now up and running on two lines, with plans well underway to proceed with a third. Nottingham's strong transport links, academic talent and innovative business community make it the ideal

TOM NICHOLSON
CEO, DAVENHAM SWITCHGEAR

“The continued support of the Invest in Nottingham team has been invaluable in being able to access the right support at the right time for us and played a fundamental role in us relocating from London. It is our strong belief that Nottingham is an ideal location for both new and established company's to thrive

NEIL ASHMORE
FOUNDER, DATAGUM



NOTTINGHAM PARTNERS

FOSTERING COLLABORATION & DRIVING GROWTH



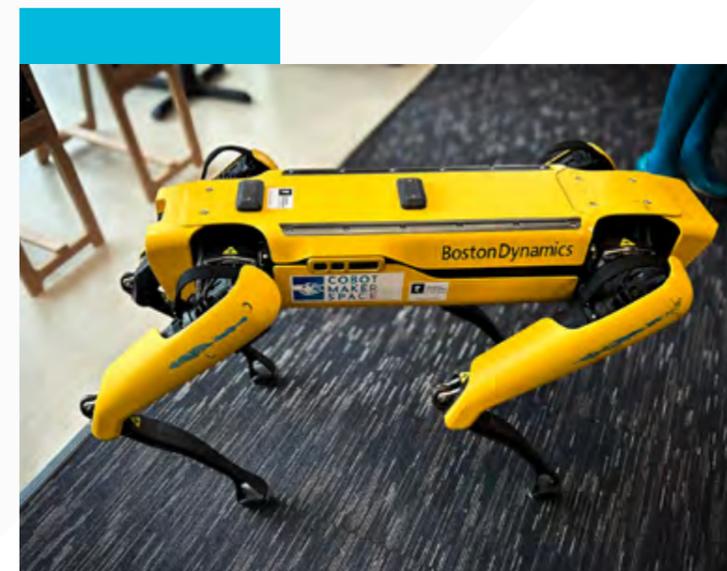
This year, Nottingham Partners has played a pivotal role in connecting businesses with the newly established East Midlands Combined County Authority (EMCCA), ensuring that the voice of our business community is heard at the highest level. By facilitating collaboration and insight sharing, the network has created an environment where existing businesses can thrive and new enterprises are encouraged to invest in Nottinghamshire.

Our events programme continues to be at the heart of the network's success, offering members expert perspectives on the strengths and opportunities within the region. From sector insights to regional updates, Nottingham Partners events equip businesses with the tools they need to act as proud Ambassadors for Nottingham and Nottinghamshire.

Together, this network is helping to shape a confident, ambitious future for our city and county.

Nottingham Partners is the influential business network uniting organisations of all sizes across the city and county, committed to supporting the regeneration and long-term growth of Nottingham and Nottinghamshire.

Each member contributes financially through their partnership, enabling the successful delivery of Marketing Nottingham and Nottinghamshire's work. In return, members benefit from a high-value programme of events designed to inform, connect and inspire, while gaining opportunities to engage with senior decision-makers and like-minded leaders across multiple sectors.



HOW WE ARE DOING 24/25

NOTTINGHAM PARTNERS HEADLINES SUCCESS

10 VARIED AND
INFORMATIVE
EVENTS HOSTED



HOSTED EAST
MIDLANDS
AIRPORT'S 60TH
ANNIVERSARY



ATTRACTED OVER
700
ATTENDEES



HOSTED THE CITY
& COUNTY UPDATE
WITH OVER 200
ATTENDEES



“ —
Experian is delighted to be an active member of Nottingham Partners, recognising the power of business collaboration to drive positive outcomes for the county. As one of the region’s largest employers, it’s vital for us to be fully looped into the latest developments. Nottingham Partners does an excellent job of focusing its events on relevant and timely updates, as well as helping to shine a light on some of the county’s best kept secrets. — ”

RICHARD DONOVAN
HEAD OF INNOVATION - EXPERIAN



VISIT NOTTINGHAMSHIRE

EMPOWERING NOTTINGHAM AND NOTTINGHAMSHIRE'S VISITOR ECONOMY

Visit Nottinghamshire plays a vital role in coordinating, communicating, and developing the visitor sector. As the accredited **Local Visitor Economy Partnership (LVEP)** for Nottinghamshire, we promote the county locally, nationally, and internationally, working with stakeholders, members, businesses, and local authorities to grow the visitor offer. Our members support this work through their contributions, helping us promote both their businesses and the region as a top destination.

Visit Nottinghamshire can report a healthy growth of the visitor economy in Nottingham and Nottinghamshire. In 2024, there has been an **6.9% increase in economic impact of tourism**, reaching **£2.531 billion** for the region, which highlights Nottingham & Nottinghamshire's exceptional offer in culture, history, adventure, sport, retail, theatre, leisure, and accommodation. Additionally, there has been a **1.6% increase in the number of tourists** visiting the region, totalling **34.96 million**. 2024 saw an increase in the number of jobs supported, with **22,557 FTE's** employed in the sector. 2024 saw a **7% increase in overnight stays** across the city and county, with more visitors than ever choosing an overnight trip.

This year, the Visit Nottinghamshire team collaborated with more than **400 tourism, hospitality, and leisure businesses** across the county. In partnership with the East Midlands Combined County Authority, Nottinghamshire County Council, Nottingham City Council, other local authorities, and VisitBritain/VisitEngland, we strengthened the region's visitor economy through marketing



campaigns, event promotion, and targeted business support. These public-private collaborations have enhanced the visitor experience, increased destination visibility, and ensured Nottinghamshire remains competitive locally and internationally.

A well-connected network strengthens Nottinghamshire's visitor offer and builds long-term resilience, supporting EMCCA's ambitions for inclusive economic growth, skills development, and sustainable transport. A thriving visitor economy drives jobs, inward investment, and regional identity.

DATA SOURCE: STEAM 2024



VISIT NOTTINGHAMSHIRE

VISIT NOTTINGHAMSHIRE



VISIT NOTTINGHAMSHIRE

CAVE ESCAPE AND SPLASH ART REPUBLIC CASE STUDIES

Cave Escape

Nottingham's only subterranean escape room experience, located in a historic sandstone cave system beneath the city. Visit Nottinghamshire worked with Cave Escape to feature the attraction in regional and national marketing campaigns, including thematic itineraries linking Nottingham's underground heritage with its broader cultural and leisure offer.

The collaboration drove significant digital engagement: the attraction achieved over **183,000 "What's nearby" impressions**, more than **9,600 content page list impressions**, and over **4,300 highlighted product impressions**, raising awareness of Nottingham's unique subterranean experiences. These campaigns also contributed to increased website referrals, attracting new visitors and boosting bookings from those planning short breaks or day trips.

This work reinforced Nottingham's reputation as a destination for immersive, one-of-a-kind experiences that cannot be found elsewhere in the UK.

Splash Art Republic

A creative studio offering immersive art experiences, where visitors can create their own abstract artworks using innovative paint-splashing techniques. Visit Nottinghamshire supported Splash Art's entry into the tourism market in December 2024, promoting it as part of Nottingham's experiential and creative leisure offer. This included seasonal 'things to do' guides, social media campaigns, and event listings. The campaigns delivered measurable engagement,



with over **28,600 "What's nearby" impressions**, more than **1,450 search results impressions**, and over **1,300 content page list impressions**, helping Splash Art reach new audiences. The activity particularly resonated with younger visitors and families seeking hands-on, Instagram-friendly experiences, contributing to website referrals and bookings from day-trippers and creative enthusiasts.

These efforts helped position Nottingham as a destination for innovative, interactive leisure experiences that combine creativity with social engagement.

Both Cave Escape and Splash Art Republic demonstrate how Visit Nottinghamshire collaborates with independent, niche attractions to diversify the city and county's visitor offer. By integrating these businesses into wider destination marketing, we drive footfall, encourage longer stays, and highlight Nottinghamshire's unique blend of **heritage, creativity, and immersive experiences**.

“As a local independent attraction, we've been incredibly grateful for the support of Visit Nottinghamshire. Their guidance and promotion have helped Cave Escape reach new audiences and shine a spotlight on the unique experiences Nottinghamshire has to offer. Being part of a strong visitor economy network not only raises our profile but also connects us with other fantastic businesses across the county. It's inspiring to see how collaboration through the LVEP strengthens tourism in Nottinghamshire, and we're proud to contribute to making the region a must-visit destination.”

JENNIFER GILBERT-SCOTT
CREATIVE DIRECTOR
CAVE ESCAPE



HOW WE ARE DOING 23/24

VISIT NOTTINGHAMSHIRE HEADLINE SUCCESS

HOSTED AND CURATED
2705 EVENT'S ON
WHAT'S ON
NOTTINGHAM

6.9% INCREASE
IN ECONOMIC
IMPACT TO
£2.531BN



SUPPORTED AND
COLLABORATED
WITH OVER
400
BUSINESSES



1.6% INCREASE
IN TOURISM
VOLUME TO
34.96M



PR REACH:
765MILLION 
738% UPLIFT
ADVERTISING VALUE
EQUIVALENT:
£7.07MILLION
145 MEDIA MENTIONS

AVERAGE
SPEND
PER TRIP
INCREASED
BY 5.2% TO
£72.50

Local Visitor
Economy
Partnership

Recognised by

VisitEngland

0.5% INCREASE IN
FTE'S TO REACH
22,557

ALIGNED STRATEGICALLY
WITH THE **EAST MIDLANDS**
COMBINED COUNTY
AUTHORITY

DATA SOURCE: STEAM 2024



NOTTINGHAM TOURISM CENTRE

A FRONT-LINE FORCE IN THE VISITOR ECONOMY

As a key interface between the city and its audiences, the TIC helps to boost the regional economy by **encouraging longer stays, increasing spend, and inspiring return visits**. Nottingham's top three international markets are currently the USA, Spain and Australia, with domestic tourism continuing to drive the largest share of footfall.

The centre also serves as a vibrant retail and information hub, with a high-profile concession partnership with **Nottingham Forest Football Club**, making it a must-visit destination for fans and football tourists alike. It is also a key distribution hub, circulating more than **30,000 visitor guides** each year, alongside **Nottingham city maps** and the newly developed **Nottinghamshire County Council maps**.

Collaboration is central to the TIC's success. Working with our members, businesses, local Authorities and Business Improvement Districts, the centre actively promotes What's On across the city and county and supports major events such as **Light Night, Halloween, The Robin Hood Festival** and the **Christmas Market**. During these moments, the TIC steps up as an event hub, extending opening hours, distributing guides, offering ticketing support, and serving as a central meeting point.

Far more than an information desk, the Nottingham Tourism Centre is a strategic asset in the city's visitor infrastructure, strengthening Nottingham's profile as an open, vibrant, and well-connected destination that delivers exceptional experiences year-round.



The award-winning **Nottingham Tourism Centre** (TIC), located in the heart of the city on the iconic Exchange Walk, plays a vital role in shaping the visitor experience across Nottingham and Nottinghamshire. Open seven days a week, the TIC supports more than **100,000 visitors annually**, welcoming a diverse mix of UK and international tourists, students, conference delegates, and sports fans from around the world.

The centre is a trusted source of expert, personalised guidance, helping visitors navigate the region's rich cultural offer, hidden gems, major events, and seasonal highlights. The team is known for its warm, knowledgeable service and its ability to tailor advice to individual itineraries, supporting visitors to make the most of their time in the city and surrounding county.

Importantly, the TIC also enhances **accessibility**, offering practical support and confidence to visitors with additional needs, ensuring that Nottingham's offer is truly inclusive and welcoming to all.

“Wow! Such a helpful, enthusiastic and knowledgeable member of staff. Thank you so much.”

**SARAH
GAMSTON**

“Robert must be one of the most comprehensively knowledgeable information staff as an intro to Nottingham. What a pleasure”

**DIANA REEVES
LONDON.**



VISIT NOTTINGHAMSHIRE

NOTTINGHAM TOURISM CENTRE

HOW WE ARE DOING 23/24

NOTTINGHAM TOURISM CENTRE HEADLINE SUCCESS

WELCOMED
OVER
100K
VISITORS



OPEN
7 DAYS
A
WEEK



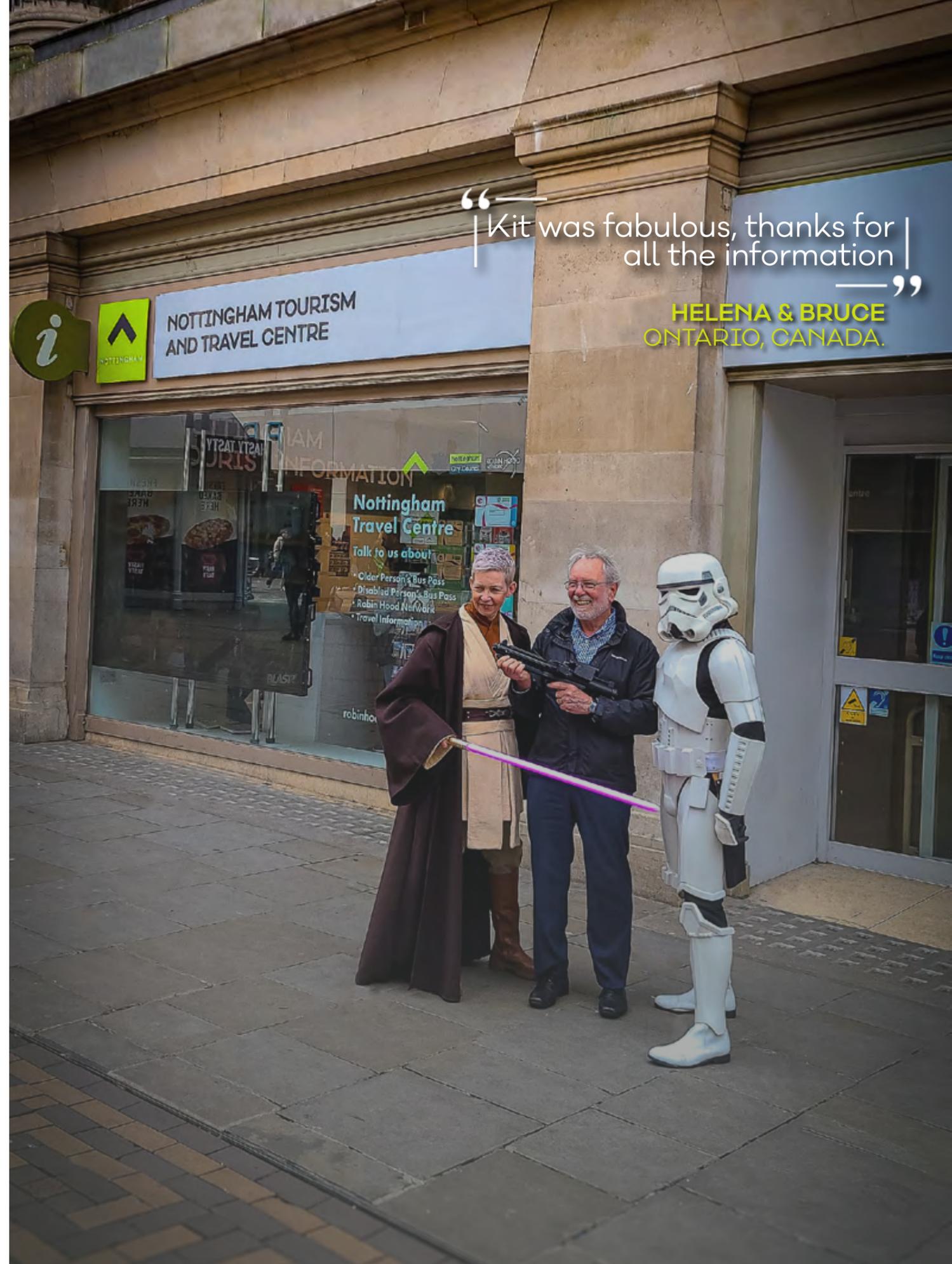
SUPPORTS EVENTS:
LIGHT NIGHT
WINTER
WONDERLAND
NOTTS PRIDE



OFFICIAL
PARTNERSHIP
WITH
NFFC

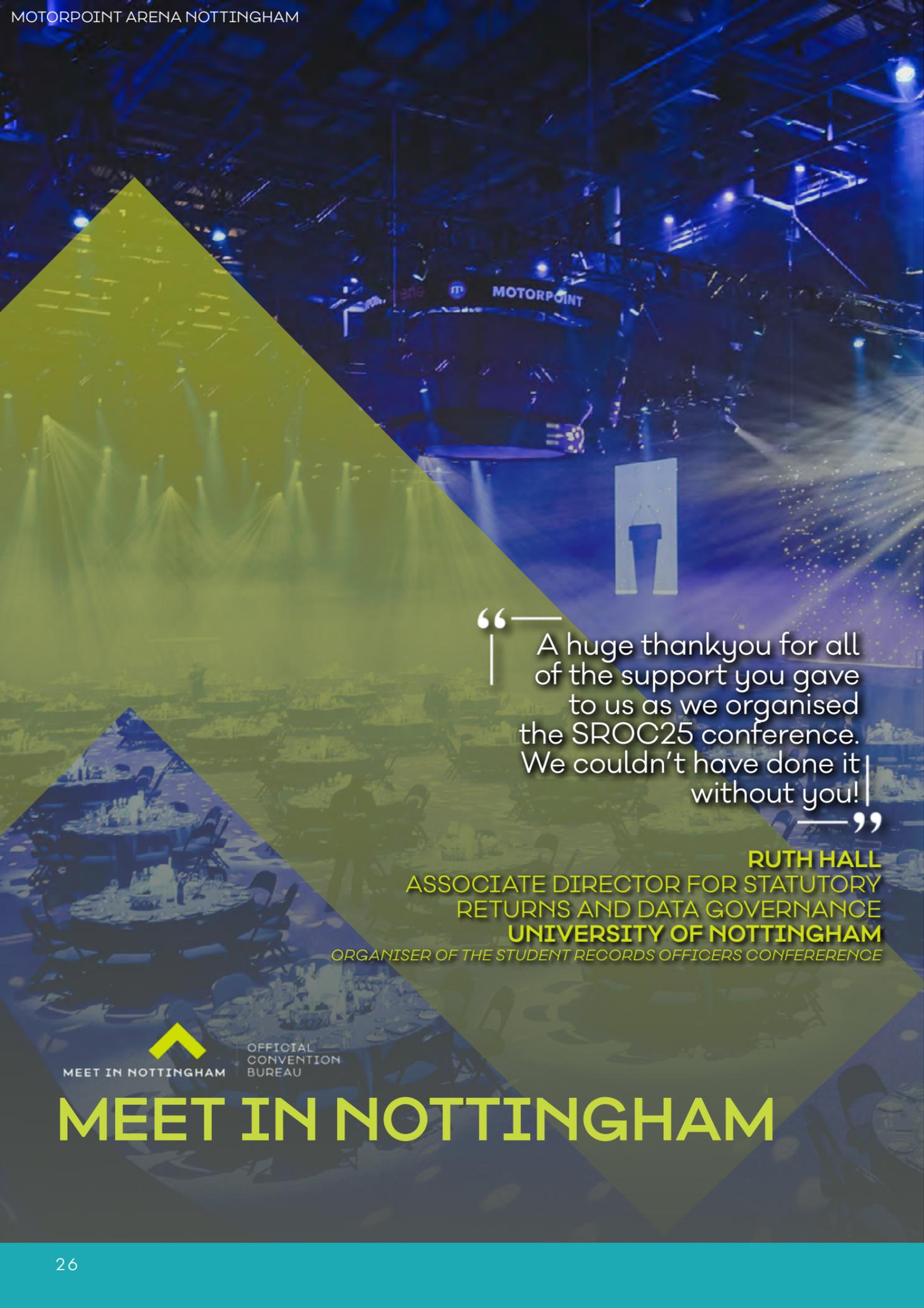


OUR TOP SELLERS:
POSTCARDS:
3,218
FRIDGE MAGNETS:
2,491



“Kit was fabulous, thanks for all the information”

HELENA & BRUCE
ONTARIO, CANADA.



“—
 A huge thank you for all of the support you gave to us as we organised the SROC25 conference. We couldn't have done it without you!
 —”

RUTH HALL
 ASSOCIATE DIRECTOR FOR STATUTORY RETURNS AND DATA GOVERNANCE
UNIVERSITY OF NOTTINGHAM
 ORGANISER OF THE STUDENT RECORDS OFFICERS CONFERENCE



MEET IN NOTTINGHAM



MEET IN NOTTINGHAM

ELEVATING NOTTINGHAMSHIRE AS A PREMIER CONFERENCE DESTINATION

Meet in Nottingham is the official Convention Bureau for the region, dedicated to attracting and supporting business tourism, from conferences and conventions to meetings, exhibitions, and sporting events. It plays a crucial role in positioning Nottingham as a premier destination by offering tailored support and guidance to event organisers, both locally and internationally.

In 2024/25, Meet in Nottingham supported **7 major events**, responded to **79 enquiries** from organisers, and secured **1,549 bed nights** across 15 confirmed conferences and events. A key highlight was supporting the **Touch Rugby World Cup 2024**, further demonstrating Nottingham's ability to attract and host high-profile international events.

Meet in Nottingham has played a significant role in driving the city's commercial overnight stays, contributing to a total of **1.527 million stays**, an **increase of 1.8%*** compared to the previous period. This growth has translated into a substantial economic impact, with the value of commercial stays reaching **£584 million, up 7.35%***. The average spend per commercial stay visitor has also **risen to £382.59**, marking a **5.5% increase**, highlighting the success of targeted event and conference strategies in attracting high-value visitors to Nottingham.

Since early 2025, our focus has been on developing a strategy to target high-yield international conferences, association, and incentive events. In alignment with our key sectors, we aim to showcase the region's unique strengths and bring sector-specific expertise to Nottingham. By leveraging our deep knowledge of life sciences, creative industries, and sport, among others,

**DATA SOURCE: STEAM 2024*



we can create tailored experiences that highlight regional capabilities, foster collaboration, and position Nottingham as a leading destination for high-value events. Repeat bookings from the **Royal College of Nursing** testify to the effectiveness and value of harnessing our sector strengths.

Showcasing successes such as the **Touch Rugby World Cup 2024** will further demonstrate Nottingham's capacity, delivery excellence, and return on investment to prospective clients.

Meet in Nottingham has delivered strong economic returns by attracting and supporting high-profile events, securing valuable bed nights, and reinforcing Nottingham's position as a leading destination for business tourism. With VisitBritain's data underlining the significant impact of high-spend delegates, the focus remains on **securing international and extended-stay events to unlock even greater benefits for the region.**



CASE STUDY

TOUCH RUGBY WORLD CUP 2024

The **Touch Rugby World Cup**, hosted in Nottingham in 2024, was one of the city's most significant events of the year, delivering an outstanding **£10 million economic benefit** for the local area. Staged at the University of Nottingham's world-class sports facilities, managed by Nottingham Venues, the event brought together over 3,000 players from 39 countries, accompanied by thousands of supporters, officials, and referees.

The £10 million figure, calculated in line with UK Sport's framework for measuring the impact of major events, was made up of **£4.7 million** of participant spend from players, referees, and support staff, who each spent an average of **£1,570 during their stay**, and **£5.3 million from visitors**, who spent an average of £781 per person. On average, each participant was accompanied by 2.27 people, contributing to estimated attendances of around **10,000 per day** across the week-long competition, with a peak of 25,000 over the finals weekend. Many visitors stayed for most of the week, with international guests often extending their trips beyond the event itself.

The tournament not only boosted the economy but also had a significant social impact. **Over 1,300 children from 28 schools took part in taster sessions**, and additional participation activities were hosted for the LGBTQ+ community and older adults aged 70 and over. **More than 300 volunteers supported the event**, many of them young people gaining valuable skills and experience before entering employment.

The World Cup also generated substantial media coverage and global exposure for Nottingham, raising awareness of the city's reputation as a leading host for international sporting events. With the support of **15 partner organisations**, both financially and in-kind, the event reached audiences well beyond the sport's traditional following, creating a strong legacy for participation and community engagement.

The success of the Touch Rugby World Cup 2024 has reinforced Nottingham's position as the home of sport in England, delivering benefits that will resonate for years to come, both in economic terms and in inspiring future generations to take part in sport and physical activity.

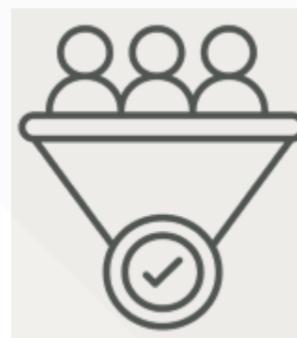
HOW WE ARE DOING 24/25

MEET IN NOTTINGHAM HEADLINE SUCCESS

ACHIEVED
1549
BED NIGHTS FOR
800
DELEGATES



HOSTED A STAND AT
THE MEETING SHOW
PRODUCING
149 VENUE
ENQUIRIES



RESPONDED TO
78
EVENT ENQUIRIES



7.35% INCREASE
IN ECONOMIC
VALUE OF
BUSINESS VISITS
AND EVENTS TO
£584 MILLION



DATA SOURCE: STEAM 2024



MARKETING, PR & COMMUNICATIONS

EXPANDING REACH AND AMPLIFYING IMPACT

Marketing, PR, and Communications sit at the heart of everything we do, driving national and international awareness of Nottingham and Nottinghamshire as a vibrant, opportunity-rich destination to visit, invest, meet, and grow.

In 2024/25, the team generated **794 million reach** across print, digital, broadcast, and social platforms, including **297 PR outputs** and **£7.34 million* in advertising equivalency**. We hosted four strategic press visits and secured five major national TV features, elevating our regional profile across multiple sectors.

Consumer-facing activity thrived, with **18 seasonal campaigns** through the Visit Nottinghamshire platform, driving **4.49 million web views** and engaging **4.1 million social users**. **Eight competitions reached 83,800 people** with **6,100 entries**, while our monthly newsletter now reaches **41,000+ subscribers**.

Our integrated events calendar, What's On Nottinghamshire, attracted **1.76 million users** and powered the It's in Nottingham app, supporting footfall and engagement with local events and businesses.

The team also supported **university open days, major conferences, and cultural highlights**, delivering toolkits, maps, visitor offers, and media packs to ensure the city and county are presented at their best.

Beyond the visitor economy, we promoted inward investment, crafting narratives across national and international platforms, including UKREiiF and key global sector events. Invest PR delivered **5.1 million reach, £47,000 in advertising value, and 70 mentions**, reinforcing the region's investment proposition and showcasing assets like the East Midlands Freeport, investment zones, and sector clusters.

*Based on a CPM Value of £9.25



Through **Nottingham Partners**, we amplified the voice of the business community, highlighting innovation, leadership, and collaboration. From news to campaign spotlights, our content supports member visibility and regional reputation.

Meet in Nottingham grew its audience with targeted B2B campaigns, attracting high-value events that boost midweek hotel occupancy. Highlights included our bespoke stand at **The Meetings Show**, where we brought **Sherwood Forest to ExCeL London**, showcasing the region's unique event offer.

Key moments included media coverage for **Nuclear Nottingham Tours**, the immersive War Rooms Experience, and the **Nottinghamshire Tourism Awards**. Press outreach extended across Europe, with coverage in **France (TF1)** and **Italy (LA7 podcast)**, alongside strong regional representation via ITV and Notts TV.

Finally, we're proud to be **shortlisted for the 2025 Simpleview Awards, for Social Media Campaign of the Year**. Our in-house, cost-effective Winter Wonderland campaign reached **700,000+ organic viewers**, demonstrating the power of creativity and authenticity in promoting the region.



MARKETING, PR & COMMUNICATIONS

HOW WE ARE DOING 24/25

MARKETING AND COMMUNICATIONS HEADLINE SUCCESS

4.49
MILLION
WEBSITE
VIEWS AND
4.1 MILLION
SOCIAL REACH

297
REGULAR
PR
ITEMS



4 PRESS VISITS
& **5** MAJOR TV
APPEARANCES
794 MILLION
TOTAL REACH

£7.34
MILLION
TOTAL ADVERTISING
VALUE EQUIVILANCY
*BASED ON £924 AVE PER 1,000 REACH



HOSTED **8**
COMPETITIONS
286.9K REACHED
ENTERED BY **6.1K**



WHATS ON CALENDAR
VISITED BY
1.757 MILLION
PEOPLE



41K
NEWSLETTER
REACH



HOSTED THE
NOTTINGHAMSHIRE
TOURISM AWARDS



LOOKING AHEAD OUR COMMITMENT TO THE REGION

Marketing Nottingham and Nottinghamshire remains firmly committed to championing collaboration, driving regional growth, and raising the profile of our city and county as an exceptional destination for both visitors and businesses.

With a clear focus on sustainable, inclusive growth and improved accessibility, we are working to shape a positive and prosperous future for generations to come.

In partnership with local, national, and international stakeholders, we will continue to strengthen our inward investment work and promotional activity, showcasing Nottingham and Nottinghamshire as a dynamic place to invest, expand, and thrive. Building on regional successes, we aim to grow our pipeline of opportunities, supporting the creation of jobs, enterprise, and long-term prosperity.

Our Nottingham Partners network is already leading the way, curating an impressive programme of panels, insight sessions, and regional briefings for our business community. New collaborations are also underway, designed to unlock even greater opportunities for our members.

EMCCA are supporting us in the development of major marketing campaigns across our priority sectors, targeting key domestic and international audiences. These initiatives will offer further opportunities for our partners to engage and amplify their voice through joint promotion.

The award of Local Visitor Economy Partnership (LVEP) status marks an exciting step forward for our tourism



offer. It opens the door for deeper collaboration across neighbouring regions, strengthening our collective impact as a Destination Delivery Partnership and showcasing our inclusive welcome and outstanding visitor experience.

At the heart of our work is the ambition to shape and unify the voice of Nottingham and Nottinghamshire as part of the wider East Midlands. We're preparing to launch a central communications hub, providing partners with access to consistent messaging, media assets, data insights, and a coordinated approach to crisis communications.

Our door is always open. We welcome your ideas, input and collaboration as we continue working together to make Nottingham and Nottinghamshire's story heard, loud, clear, and across all the right platforms.



WEBSITES

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