

Visitor Economy report to Scrutiny Board

Date: 06 November 2024

Report of: Chief Officer, Economy and Skills

Report to: Strategy and Resources Scrutiny Board

Will the decision be open for call in? Yes No

Does the report contain confidential or exempt information? Yes No

Brief summary

Visit Leeds and Conference Leeds are the Visitor Economy team, and recognised Destination Marketing Organisation (DMO) for Leeds and the lead body for the accredited West Yorkshire Local Visitor Economy Partnership (WYLVEP) in the new Visit England framework.

The Visitor Economy team are responsible for promoting Leeds as a leading European Destination to visitor, live, study, invest and thrive, supporting the retail, hospitality and leisure sectors, driving footfall and increasing economic impact.

This report will focus on the changing landscape at a national and regional level, and the impact this has on delivery at a local level, highlighting the economic impact of tourism on the economy.

Recommendations

- a) Scrutiny Board is requested to note and provide comments on the information provided in this report and the progress made.

What is this report about?

- 1 This report explores the importance of tourism in Leeds, highlighting its contributions to the local economy, job creation, cultural enrichment, and future growth potential and gives an overview of Visit Leeds and Conference Leeds, the formal Destination Marketing Organisation (DMO) for Leeds, as recognised by Visit England, responsible for delivery.
- 2 The report positions Visit Leeds pivotal role as lead for tourism in West Yorkshire, as lead of the West Yorkshire Local Visitor Economy Partnership (WYLVEP) and the national significance of the role.
- 3 At a regional level, the new Visit England framework also presents opportunities for Leeds to position itself as the Destination Development Partnership (DDP) for Yorkshire, which forms part

of Tier one within the Visit England Framework. This report will detail the wider opportunities available.

Overview of tourism in Leeds

- 4 Tourism plays an increasingly pivotal role in the economic development of the city accounting for over ten percent of the Leeds economy (£2.7 billion in 2023, up from £2.2 billion in 2022), which is currently worth £26.3 billion. This substantial income is derived from various segments of tourism, including leisure, business, and cultural tourism. Visitors spend money on accommodation, food, transport, and retail, boosting local businesses and contributing to economic growth.
- 5 The tourism sector also strengthens the city's position as one of the UK's primary economic centres and third largest city outside of London.
- 6 The DMO promotes Leeds as a leading European destination attracting more than 31.68 million day and night visitors in 2023, the highest figures since records began.

Job Creation

- 7 Tourism in Leeds provides direct and indirect employment opportunities. The industry supports 23,975 jobs (up from 21.5k jobs in 2019) in Leeds across various sectors, including hospitality, transport, retail, and entertainment. Direct employment is found in hotels, restaurants, and travel agencies, while indirect employment stems from supply chains, such as food producers, manufacturers, and event planning companies that benefit from the influx of tourists.
- 8 The presence of a strong tourism sector also encourages investment in skills development and vocational training, ensuring that the workforce is prepared to meet the needs of the growing sector. With tourism growth expected to continue, these employment opportunities are likely to expand further.

Cultural Impact

- 9 Beyond its economic benefits, tourism plays a significant role in enhancing the cultural and social landscape of Leeds. The DMO promotes attractions such as the Leeds Art Gallery, the Royal Armouries Museum, and annual festivals such as the International Piano Competition and Light Night drawing international and domestic tourists alike. Cultural tourism fosters a deeper appreciation of Leeds' rich history, arts, and heritage, while promoting the city's contemporary identity as a dynamic and diverse cultural destination.
- 10 Visit Leeds supports our major sporting events, such as Rugby League world cup, the World Triathlon Championship Series and International Cricket at Headingley, providing promotional activity and delivery of the city welcome.

Business and Conference Tourism

- 11 Conference Leeds supports the city's position as a major hub for business and conference tourism. With state-of-the-art facilities such as the First Direct Arena, Royal Armouries, and the University of Leeds, the city is a prime location for hosting international conferences, exhibitions, and corporate events. Business travellers contribute significantly to the local economy, as they often stay longer and spend more on accommodation, dining, and leisure activities compared to leisure tourists. In 2023, business tourism was worth £408.2 million to the local economy in Leeds, and Conference Leeds played a significant part in welcoming 2.59 million delegates to the city over 30,600 meetings, conferences and events.

12 Conference Leeds attract and support numerous high-profile events throughout the year, which boost the local economy and solidify its status as a major player in the UK's business tourism market. The largest being UKREIIF, the UK's largest property conference, which attracted over 13,000 delegates in 2024 and an economic impact of over £20million for the region. Conference Leeds and Visit Leeds provide significant promotional support and oversee the city welcome, ensuring delegates have a great experience.

Inward Investment

13 The Visit Leeds team also support with major inward investment propositions and is currently supporting the Bank of England in establishing their expanding workforce in Leeds, with a welcome programme.

Future Growth and Sustainability

14 Leeds' tourism sector is poised for continued growth, supported by infrastructure development, cultural investment, and targeted marketing campaigns. Major projects like the South Bank regeneration, the expansion of Leeds Bradford Airport, and ongoing improvements to transportation networks will enhance the city's appeal to both domestic and international visitors.

15 Sustainability is also becoming a critical focus for Leeds' tourism strategy. Initiatives to reduce the environmental impact of tourism, such as promoting eco-friendly accommodations, encouraging the use of public transport, and preserving green spaces, are gaining momentum. These efforts will ensure that tourism growth aligns with the city's broader sustainability goals.

National Landscape

16 In March 2021, following the Covid-19 pandemic the DCMS Secretary of State and the Tourism Minister commissioned the 'De Bois' Review to undertake a root and branch review of the Destination Management Organisation (DMO) landscape in England and to make recommendations about how to address any deficiencies found. The review was published in August 2021 and the government responded in July 2022 accepting the majority of the recommendations made in the report.

17 Visit Britain and Visit England are now implementing the agreed recommendations with the overall aim of providing a more standardised approach to tourism in the UK, using an accreditation process designed to create a national portfolio of DMOs.

The De Bois Review

18 The De Bois review identified that there were too many DMOs in England (over 300) and that there should be a national framework split into two tiers – a top tier of 'Destination Development Partnerships' ('hubs' also known as DDPs) and a second tier of accredited Tourist Boards acting as members ('spokes') called 'Local Visitor Economy Partnerships' (LVEPS).

19 The role of the DDP will be to develop and oversee the delivery of a Destination Development Plan and lead on advocacy, partnership working, funding bids, major events, data, and business support. There will be government funding made available to ensure the destination remains sustainable, competitive, and responsive to strategic challenges identified by Government (e.g. sustainability, skills, inclusive tourism and levelling up) and a DDP will in turn pass down some funding to accredited Tourist Boards (LVEPs) and work collaboratively with them to deliver a shared vision. The DDP (Tier 1) will oversee the LVEPs and cover the geographical footprint of multiple LVEPs (Tier 2).

20 The idea was for existing DMOs to move across to become accredited LVEPs, which the majority have now done. DMOs that do not meet accreditation criteria will be considered as part of a 'third tier' and government will minimise its engagement with them. Visit England is responsible for creating, maintaining and supporting this new tiered structure and will introduce a Tourism Data Hub to allow for better decision-making

21 The De Bois review identified that DMOs should: -

- Be more collaborative and share best practice
- Seek to diversify their income streams
- Develop the skills of their staff
- Have more diverse boards
- LEPs and local authorities to recognise the importance of visitor economy and that DMOs are best placed to deliver
- LAs to recognise that DMOs need to be public-private partnerships

The government response to the De Bois Review¹

22 The response from government was broadly positive. The De Bois review highlighted the important role England's DMOs have to play in recovery and Levelling Up, but that the DMO landscape should be transformed at a local level to allow DMOs to harness their potential to grow visitor spend, with a need to address long-running concerns about the structure, funding models and fragmentation.

23 The government accepted the majority of the recommendations and agreed with the tiering approach with an accreditation process, which is now underway. To that end, Visit England received new funding (£2.25 million over 2022-25 period) to develop and administer a pilot scheme in Newcastle² and 40 pilot Local LVEPs across the country. To be included in the pilot LVEPs had to evidence visitor economy growth potential, including opportunities for improvement in tourism products, such as attractions and transport links, wider product development increasing visitor numbers and spend.

24 The government agreed that Visit Britain and Visit England should have minimal engagement, if any, with 'third tier' organisations.

25 The pilot will need to prove the concept for a future national roll-out of the DDP model to occur including a case for funding and is set to complete in March 2025.

What does the proposed future structure of the DMO landscape look like?

26 When the pilot has finished in 2025, it is expected there will be between 15 and 20 DDPs established, and an expected 40 LVEPs in total accredited and supported by Visit England. Being an LVEP as part of the pilot scheme does not preclude an organisation from becoming a DDP at the end of the pilot. The remainder will be non-accredited DMOs, which will be positioned as Tier 3 with minimal support from Visit England. There has been no funding available for LVEPs from central government during the pilot, but it is envisaged that once the pilot has finished DDPs will have devolved funding from Visit England, which in turn will be made available to LVEPs.

¹ [Government response to the De Bois Review](#)

² [DDP Established in Newcastle](#)

West Yorkshire current position

27 The formal accreditation for the WYLVEP was awarded in July 2023 and comprises of the five West Yorkshire local authorities five publicly funded DMOs with Visit Bradford, Visit Calderdale, Visit Leeds (Conference Leeds), Experience Wakefield and Kirklees Council, and the West Yorkshire Combined Authority.

28 WYCA have provided financial support, for this initial phase (See section 41), which is enabling work to be progressed on tourism at a West Yorkshire Level, after a Destination Management Plan (DMP) was created in 2024. WYCA funding allows the region to showcase delivery for the tourism sector and potentially achieve tier one status in the future, thereby creating a Destination Development Partnership, which would attract significant funding from Visit England, when the two year pilot has ended. It would also allow the region to go beyond the pooling of existing resources, delivering greater impact.

29 The governance has been set up at West Yorkshire level with the Mayor of West Yorkshire as chair of the WYLVEP governance board meeting quarterly. The governance board comprises of:-

Membership	
Name	Organisation
Mayor Tracy Brabin (Chair)	West Yorkshire Combined Authority
Sam Sharp	Huddersfield BID Manager
Vincent Hodder	CEO Leeds Bradford Airport
Olivia Colling	Deputy Director of the Hepworth Wakefield
Wayne Topley	Managing Director, The Cedar Court Hotels Group Yorkshire
Nicky Chance-Thompson DL	CEO, Piece Hall & Representative of the WYCA Culture, Heritage & Sport Committee
Pam Warhurst	Chair of the Calderdale Tourism Board
Charles Dacres	Director, Bradford Hate Crime Alliance
Rebecca Yorke	Director, Bronte Museum
James Mason	Chief Executive, West & North Yorkshire Chamber of Commerce
Additional Attendees	
Hilary Farmery	Marketing and Communications Manager, Visit Leeds
Claire Heap	Visitor Economy Manager, Leeds City Council

Belinda Eldridge	Head of Destination Marketing and International Relations, Leeds City Council
Jim Hinks	Head of Culture Policy, West Yorkshire Combined Authority
Melanie Armitage	Tourism and Visitor Manager, Wakefield Council
Richard Smith	Acting Head of Culture & Tourism, Kirklees Council
Rachel Oxborough	Visitor Engagement Manager, City of Bradford MBC
Diana Greenwood	Tourism & Visitor Economy Manager, Calderdale Council
Patricia Tillotson	Visitor and Business Development Manager, City of Bradford MBC

The Destination Management Plan

- 30 The aims of the DMP (which will be published in the New Year 2025) are to use the visitor economy to continue to develop and enhance the appeal and image of places in West Yorkshire to a range of target audiences; generate more (and longer) overnight stays which will benefit the economy and support jobs.
- 31 An additional aim is to enhance the quality of life and social value for residents of West Yorkshire through the visitor economy.
- 32 This will be achieved through the delivery of three priorities. Firstly, to increase awareness and appeal of West Yorkshire as a destination; secondly to develop product and place; and thirdly to manage the visitor economy effectively.
- 33 A number of strategic drivers underpin these aims and priorities: developing our internal and external partnerships; look to enhance our appeal through communicating the breadth of our offer - our culture, heritage, diversity, food and drink offer, landscapes and events as a core proposition; develop new (and sustainable) resources to enable us to better compete; sustainability, accessibility and inclusivity will be central to everything we do and we will both embrace and celebrate all our diverse communities.

DMP Phased Approach

- 34 The DMP will be delivered and developed in two broad phases:
- Phase 1: Foundations (2023-2025).
The plan will focus on building the foundations – developing the LVEP partnerships and delivery structures across West Yorkshire, implementing new programmes of activity and beginning to develop more sustainable funding and resources.
 - Phase 2: Development and Delivery (2026-2028 and beyond)
will consolidate the partnerships, deliver sustainable funding streams, enhance delivery and activities, and look to maximise opportunities for growth.

DMP - Priorities for Action

- 35 Priority One - is to increase awareness and appeal. There is mixed awareness of West Yorkshire as a destination and our visitor economy offer. According to research conducted by RJS

Associated for the Destination Marketing Plan, views are strongly positive, for others, perceptions are simply neutral or just limited, and for some negative. An exciting opportunity, resulting from working together across a West Yorkshire geography is that we can develop powerful consumer focused promotions that showcase the best of our collective offer. Activities will not revolve around traditional destination campaigns that focus on the collective West Yorkshire offer. Instead, there will be a suite of targeted promotions that speak to specific target audiences, promoting clear experiences and events. The working title for the proposition is 'Inspirational Yorkshire', which captures the spirit of the destination. The intention is that this forms the basis of marketing campaigns centred around partnerships of our key players and extends the reach of the West Yorkshire offer beyond the work of the individual destination campaigns. Allied to this we need to develop more bookable products and create inspirational itineraries for group tour organisers. We will also look to develop the internal residents' audience, and further grow opportunities to enhance conference tourism across West Yorkshire.

- 36 Priority Two - is to develop product and place. Places are core to the visitor experience – they drive interest, satisfaction and spend. Across the area there are some great places with strong appeal, a sense of place, ambience and an infrastructure that generates spend. However, some areas have less appeal and are blighted by issues that affect many of the UK's towns and cities. Across the area there are some excellent initiatives that are making a significant difference: the work of the Business Improvement Districts (BIDs) and City and Town Centre Management teams in driving footfall, animation and ambience, and safe, clean places for visitors and residents alike; the spirit of our entrepreneurs developing exciting food and drink outlets; and major investment schemes and developments that will have a transformational impact.
- 37 Priority Three - will look at managing our Visitor Economy effectively. The West Yorkshire visitor economy involves many stakeholders from the private, public and third sectors. Co-ordinating our activities and developing partnerships is a key priority for the delivery of this DMP. While stakeholder engagement will be primarily a responsibility of the LVEP partners at their respective levels, there will be a need for area wide coordination at the West Yorkshire level including the possibility of LVEP wide stakeholder events – for example an annual conference and / or awards ceremony (providing a pathway for our businesses to be recognised nationally).
- 38 West Yorkshire is a large, polycentric conurbation with a dispersed product, and access to public transport can be a barrier. In the short term, we need to work with our existing provision and ensure that it is more accessible to visitors. Allied to West Yorkshire promotional activity, there is a need to develop more bookable products through specific itineraries, that tie into the promotional themes that are identified, as part of our research and intelligence work. There may also be an opportunity to develop a Visitor Pass for West Yorkshire that combines public transport, attractions, and potentially food, drink and retail options. Developing the provision of accommodation across the rest of the area (and a purpose-built conference centre based in Leeds) will form part of the delivery. Furthermore, building on the strong events offer (both cultural and sporting) in a strategic manner, working alongside existing successes the WY LVEP will look to attract events of more than local significance (or footprint) to West Yorkshire.
- 39 Across West Yorkshire, LVEP partners provide an extensive business support offer. There is an opportunity, through our stakeholder engagement, to ensure that we make the connection between our existing support and stakeholders. However, we need to ensure the needs of our businesses are truly reflected and we will investigate options with stakeholders for tailored initiatives.
- 40 Improving our intelligence and knowledge is also key to improving our destination management and to support our independent stakeholders with their plans. Currently the regional data picture is inconsistent. Early intelligence priorities at a West Yorkshire level will be about understanding how visitors and non-visitors perceive us, identifying target audiences, and developing a

campaign concept that will resonate with visitors. Improving our intelligence and knowledge is also key to improving our destination management and to support our independent stakeholders with their plans. Currently the regional data picture is inconsistent. Early intelligence priorities at a West Yorkshire level will be about understanding how visitors and non-visitors perceive us, identifying target audiences, and developing campaign concepts that will resonate with visitors. Accessibility and inclusivity are core principles of the Destination Management Plan and will be addressed by our place and product welcome and by working with stakeholders and businesses to raise awareness of the issues and barrier, provide solutions and facilitate their implementation. The welcome our places and visitor experiences afford visitors needs to be not only physically accessible but also inclusive to a diverse range of visitors, recognising and addressing different needs and interested where appropriate. Leeds reputation as a LGBTQIA+ destination was recognised as a key strength in the destination management plan, demonstrated by the Visit Leeds and Leeds Pride partnership, with the development of a campaign and shared content to support the event and the Leeds welcome.

DMP - Implementation

- 41 Funding for the WYLVEP, totalling £450k over two years, has been secured from WYCA to deliver the action points outlined in the DMP. WYCA's decision to enter into a funding agreement with Leeds City Council for expenditure of up to £450,000 is documented here: [WYCA - Modern Gov.](#)
- 42 Spend will initially come from the core budget of the Visitor Economy service, but it will be fully covered by Gainshare funding that has been secured from WYCA for the WY LVEP. Quarterly PIMS claims will enable Leeds City Council, lead authority for the WY LVEP, to draw-down funds from WYCA, after every contract award, to cover spend. Where agreed in advance by WYCA and the WY LVEP, WYCA may also make payments in advance of work being done, where that is justified commercially and subject to the sole discretion of WYCA. Claims towards year end will be managed to reduce exposure and to protect cash flow.
- 43 Quarterly PIMS claims will enable Leeds City Council, lead authority for the WY LVEP, to draw-down funds from WYCA, after every contract award, to cover spend.

Opportunities for Visit Leeds and Conference Leeds

- 44 Whilst there is a need to protect the Leeds brand for visitors, investors and students and for the DMO to deliver for the city, there are economies of scale at a West Yorkshire level around data and research, promotional activity and stakeholder engagement, thereby alleviating financial pressures on core DMO budget.
- 45 Visit Leeds is the lead DMO for the WYLVEP and opportunity lies in the creation of a DDP at Yorkshire level; to either lead on the DDP and manage the associated funding that will come with that status or to receive devolved funding from the Yorkshire DDP that will allow the LVEP to deliver more.
- 46 Conference Leeds remains the only conferencing bureau in the region and Leeds is the only city in West Yorkshire to support conferencing at scale. Promotional activity is delivered through multiple channels including showcasing at International Exhibitions in partnership with Visit England and local partners such as Royal Armouries and the Universities, as well as share media and unpaid social media. The main website Conference Leeds acts as the primary source of information and there are a number of engagement events throughout the year whereby the team support the city, such as the Visitor Insights Conference and Leeds in London event, showcasing venues to buyers in London.
- 47 Collaboration with other DMOs across West Yorkshire allows the sharing of best practise around income generation, anonymised data sharing and research.
- 48 The creation of an Accommodation BID could provide a subvention fund for additional major conferences and events. This process has started with the appointment of consultants to deliver

a feasibility study in the first instance. After which there will be a review with interested parties to take it forward to the next stage. The funding will solely be used to drive footfall, through the subvention of major events and conferencing, associated marketing activity and city welcome.

- 49 Working closely with the Combined Authority provides significant opportunity for sector support in areas such as Employment and Skills, grant funding and public transport improvements, all of which impact upon the visitor experience.
- 50 There is now access to toolkits, training and small grants from Visit England and Meet England.
- 51 There are significant opportunities in increasing the international visitors to the city. According to Visit England and Oxford Economics, international travel to the UK will increase by 67% between 2023 and 2030, with international travel expenditure forecast to increase by 86%. At present, according to the International Passenger Survey, only 1% of the 31.68 million visitors to the city are from overseas.
- 52 Visit Leeds is closely aligned with the International Relations team and Inward Investment, which is responsible for building soft power. International tourism benefits significantly from partnerships with our twin cities and foreign direct investment.
- 53 There are income generating opportunities in progress around the following:-
- Bookable products that will derive commission based income
 - SLA with city partners around conferencing delivery
 - Conferencing and events hotel booking platforms
 - Membership model for the conferencing bureau
 - Accommodation BID providing funding for city welcomes and marketing
 - Sector sponsorship

Threats for Visit Leeds and Conference Leeds

- 54 Leeds is the only core city without a dedicated convention centre resulting in a loss of business tourism for the city. It would not need to be as large as the NEC in Birmingham, or Manchester Central, but the city does need capacity for over 1000 delegates seated, in order to complete for 97% of the conferencing market share available on a national and international level.
- 55 Financial pressures and reliance on external funding streams such as UKSPF to fund core activities and resource will provide significant challenge moving forward if alternative funding streams are not sourced.
- 56 The small team structure comprising of 6.3FTE across Visit Leeds and Conference Leeds and a small operational budget requires greater reliance on grant funding from Visit England and income generation. By way of comparison, Marketing Manchester, Manchester's DMO, have 8 times the resource, and at the last benchmarking exercise in 2022, Leeds Visitor Economy team was the smallest of all the core cities, both in terms of budget and resource. The economic impact of tourism within Manchester local authority boundary can be seen [here](#) but is twice that of Leeds.

What impact will this proposal have?

- 57 An early indication of the impact of the WYLVEP, shows that economies of scale and access to training will bring benefits to the tourism sector in Leeds. The full impact will emerge when the Visit England Framework is able to rollout the tier one DDP for Yorkshire. Details of which should become available in December 2024.
- 58 Meanwhile Visit Leeds and Conference Leeds continue to support the visitor economy, driving footfall and increasing economic impact for the city, which accounts for over 10% of the total GVA for the city.

How does this proposal impact the three pillars of the Best City Ambition?

Health and Wellbeing

Inclusive Growth

Zero Carbon

59 Visit Leeds and Conference Leeds contribute to both the city's and the council's ambitions and are aligned to each of the three pillars of the Best City Ambition.

60 Tourism impacts the Health and Wellbeing strategy by supporting the economy, driving job growth, and supporting the promotion of culture, festivals and events, thereby improving social, emotional and mental health and wellbeing.

61 The growth in tourism has contributed to the following Big Ideas in the new Inclusive Growth Strategy:

- Maximising the potential of our city centre and our local high streets
- Connecting and strengthening our communities
- Promoting Leeds as a global destination for people to visit, live, work, study, and invest in.
- Tackling poverty and inequality to improve people's lives
- Making sure education and training meets local needs

62 Sustainability and Regenerative Tourism are at the heart of Visit Leeds and Conference Leeds aligning with Leeds' Net Zero Strategy.

What consultation and engagement has taken place?

Wards affected: All 33 wards

Have ward members been consulted?

Yes

No

63 Ward councillors were briefed and consulted about the WYLVEP through the Executive Board report.

What are the resource implications?

64 There are no resource implications.

What are the key risks and how are they being managed?

65 LCC's current financial challenge creates a risk around the Council's ability to continue to deliver, as these are not statutory services.

What are the legal implications?

66 There are no significant legal issues relating to the recommendations in this report.

Options, timescales and measuring success

What other options were considered?

67 N/A

How will success be measured?

68 Success will be measured through the collation of data showing increases and decreases around footfall and economic impact, as well as the number of conferences, overnight stays, day visitors etc. in the STEAM report (See Appendix 1).

What is the timetable and who will be responsible for implementation?

69 This is continued promotional activity and business support for the sector driven by Visit Leeds and Conference Leeds

Appendices –

Appendix 1 - STEAM report

Background papers

LEEDS VISITOR ECONOMY IMPACT

LEISURE TOURISM

LEEDS WELCOMED

31.68 MILLION
DAY AND NIGHT VISITORS IN 2023
WORTH **£2.7 BILLION**
TO THE LOCAL ECONOMY

3.16 MILLION
PEOPLE STAYED IN LEEDS AS PART OF
A HOLIDAY OR SHORT BREAK IN 2023

ACCOUNTING FOR **7.7**
MILLION NIGHTS
WITH AN ECONOMIC IMPACT OF
£944 MILLION

IN 2023 YORKSHIRE WELCOMED
1.1 MILLION
INTERNATIONAL VISITORS

28.52 MILLION
DAY VISITORS IN 2023 WORTH
£1.78 BILLION
TO THE LOCAL ECONOMY



VISITORS TO
LEEDS SUPPORT
23,975
FULL-TIME JOBS

70,000

WEB VISITS PER
MONTH TO
VISITLEEDS.CO.UK
IN 2023



BUSINESS TOURISM



ONE OF THE
TOP 10
CONFERENCE DESTINATIONS IN THE UK

IN 2023
BUSINESS TOURISM WAS WORTH
£408.2 MILLION
TO THE LOCAL ECONOMY

30,600
MEETINGS, CONFERENCES
AND EVENTS HOSTED IN 2023



LEEDS WELCOMED
2.59 MILLION
DELEGATES IN 2023

18 MIA ACCREDITED
VENUES

19 GREEN ACCREDITED
VENUES



FINALIST IN THE
miaList 2023
BEST DESTINATION TEAM



INTERNATIONAL
CONGRESS AND
CONVENTION
ASSOCIATION

CONNECTIVITY



LONDON
175 MILES
TRAIN: 2 HR



**LEEDS
BRADFORD
AIRPORT**

CONNECTED TO OVER
70 WORLDWIDE
DESTINATIONS

9.5 MILES
30 MINS
BY BUS
26 MINS
BY ROAD

MANCHESTER
43 MILES
50 MINS
BY TRAIN
AND ROAD



LEEDS AT THE
CROSSROADS OF THE
M62, M1
AND **A1M**



THE OFFER

LEEDS IS THE CITY THAT
LOVES TO ENTERTAIN
WITH OVER **5,000** EVENTS IN
ITS CALENDAR FOR 2024



LEEDS IS ACCESSIBLE TO THE
BREATH-TAKING YORKSHIRE DALES
AND NORTH YORKSHIRE MOORS
NATIONAL PARKS

OVER 15
MUSEUMS AND
GALLERIES



3RD BEST PLACE TO SHOP IN THE
UK OUTSIDE OF LONDON

PROUD MEMBER
OF THE GDS-MOVEMENT



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

WORKING TOWARDS BEING
CARBON NEUTRAL BY
2030



LEEDS HAS

4 MAJOR
THEATRES



LEEDS IS ONE OF THE ONLY ENGLISH
CITIES OUTSIDE LONDON WITH ITS OWN
REPERTORY THEATRE, RESIDENT OPERA
HOUSE AND BALLET COMPANIES

HOME TO
WORLD RENOWNED
SPORTING GIANTS



LEEDS UNITED



LEEDS RHINOS

YORKSHIRE COUNTY
CRICKET CLUB



ONE OF THE TOP 10 PLACES TO
VISIT IN 2023 IN THE WORLD

HIGHLY COMMENDED
FOR GOURMANDS,
GALLERY-LOVERS
AND THEATRE FANS



MEMBER OF THE WEST
YORKSHIRE LOCAL VISITOR
ECONOMY PARTNERSHIP



ACCOMMODATION



82 HOTELS

AND

7,315 ROOMS

78% AVERAGE HOTEL
OCCUPANCY IN 2023

£88

AVERAGE ROOM
RATE WHICH
EQUATES TO

£68

REVENUE PER
AVAILABLE ROOM
IN 2023

WORK IN
PROGRESS

22
HOTEL

DEVELOPMENTS IN THE PIPELINE
SUPPLYING A FURTHER

2,061 ROOMS

4 PROPERTIES TO OPEN IN 2024
SUPPLYING

377 ROOMS

