Case Study
Visit Leicester

Proudly partnered with **VENNERSYS** & **DATA THISTLE**

Take a look at Leicester's Fantastic Festivals & Events

THE CLIENT

Visit Leicester is the official Visit England accredited Local Visitor Economy Partnership for Leicester and Leicestershire. It manages and provides comprehensive, high-quality information for the many tourism-related products and services in the city and county, so that visitors know all about the area as a destination.

CHALLENGES

Acquiring live event listing information in a city and county as busy and vibrant as Leicester and Leicestershire is hard. Information has to be collected from multiple different venues and promoters and must be constantly reminded to add events and update details. Tourists might be booking holidays and planning visits more than 6 months in advance meaning collection must also be a long way into the future. It's a very time consuming process.

🌐 visitleicester.info
🌐 datathistle.com

Visit Leicester

Mike Denby, Visit Leicester Place Marketing Director said:

"With 1.9 million web page views per year driven by excellent Google site rankings and a social media audience of more than 42,000, Visit Leicester is the place where locals, tourists and visitors get their information about Leicester and Leicestershire.

Our partnership with Data Thistle has not only taken administrative pressures off our team, allowing them to focus on other tourism marketing activities, it has also expanded our reach by more than 200%, with up to 1,000 live events on our site at any one time. This has given our website the definitive events listing for the city and county."

Leicester
visitleicester.info

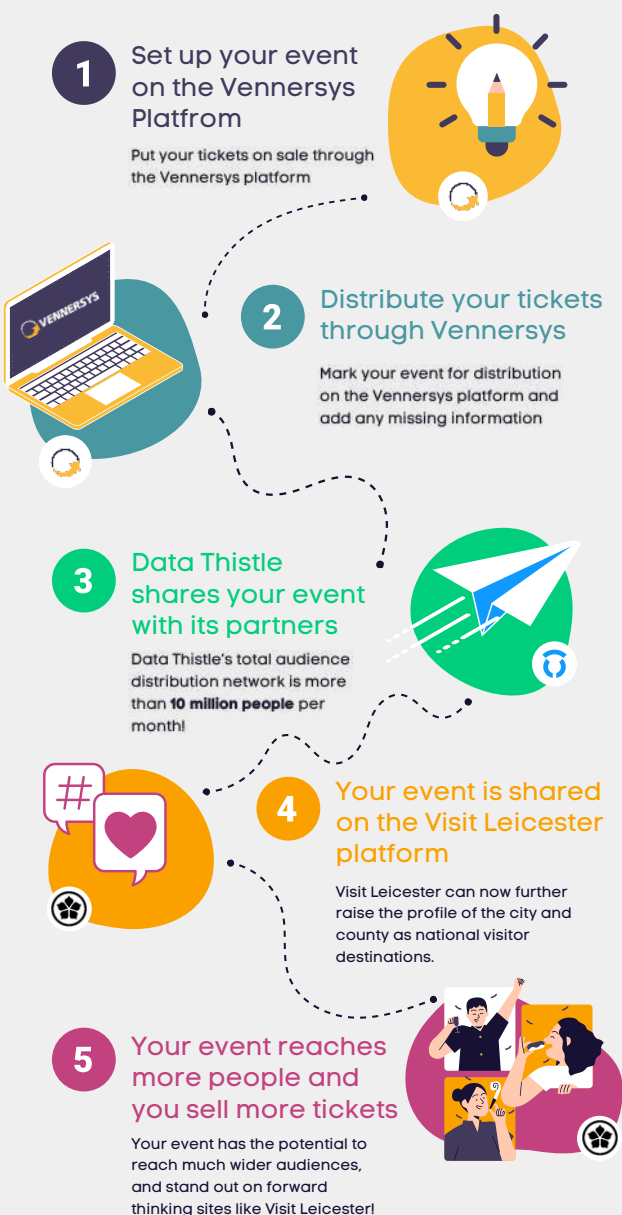# WHY IS HAVING UP-TO-DATE LIVE EVENT DATA IMPORTANT TO A DESTINATION?

Live events (music, theatre, festivals, days out) are a huge driver of tourism. In fact, Eventbrite estimates that about 35% of the UK visitor economy is driven by a live event.

INNOVATION & FORWARD THINKING

This is where Data Thistle's partnerships with forward thinking partners such as Vennersys and Visit Leicester comes in. Vennersys' venues and attractions are able to seamlessly export their events to Data Thistle who in turn automatically update the Visit Leicester website and other partners with the information. This means more tickets sold for Vennersys' clients, better listings for Visit Leicester and increased tourist activity to the region as a result.

HOW YOUR EVENTS

Go from Vennersys, to Data Thistle, to Visit Leicester

1 Set up your event on the Vennersys Platfrom
Put your tickets on sale through the Vennersys platform

2 Distribute your tickets through Vennersys
Mark your event for distribution on the Vennersys platform and add any missing information

3 Data Thistle shares your event with its partners
Data Thistle's total audience distribution network is more than **10 million people** per month!

4 Your event is shared on the Visit Leicester platform
Visit Leicester can now further raise the profile of the city and county as national visitor destinations.

5 Your event reaches more people and you sell more tickets
Your event has the potential to reach much wider audiences, and stand out on forward thinking sites like Visit Leicester!

SUPPORTED BY

VENNERSYS

Vennersys is a cloud visitor attraction solution provider, they empower teams to digitise all of their visitor attraction ticketing and point of sale processes, thus increasing income, reduce queues and improve customer service. Whether your attraction business is across one site or multiple sites, they make your customer journey simple and easy.

🌐 vennersys.co.uk

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DESTINATION MARKETING ORGANISATIONS
Visit Leicester VISIT LIVERPOOL M

TRANSPORT
ScotRail C2C LNER

HOTELS
VILLAGE HOTELS DAKOTA HOTELS

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