



People use  
Rutland &  
Grafham Cycling  
Hire to enjoy  
Normanton,  
Leicestershire

## Display your leaflets in the East Midlands

This region includes the counties Derbyshire, Leicestershire, Lincolnshire,  
Northamptonshire and Nottinghamshire

### Hotels

- Displays in key foyers with exclusive leaflet displays in Premier Inn
- Over 220 chain and independent hotels

### Community

- 700 displays are positioned in pubs, restaurants, hospitals and educational facilities

### Tourist Information Centres

- 133 TICs in the East Midlands order leaflets each month
- Two key audiences: tourists from outside the area and locals looking for information on local attractions in the region



## Statistics

- 144 million visitors to the region annually
- £2.3million has been invested over the last three years (2005 to 2008) to improve tourism in the region

## Investment in the East Midlands

- Over £2 million has been invested in the East Midlands
- Regeneration projects include Foxton Locks in Leicestershire; improved visitor facilities at Naseby Battlefield; improved visitor signage at Stamford; the launch of a visitor gateway programme at the National Forest and improvements to the High Peak rail infrastructure.

## Transport Links

- Many of the major towns and cities in the East Midlands are located between 1 and 3 hours from London and enjoy strong rail and road links
- Take One stands at motorway services on the A1, M1, M6, M42, M62 and M18
- Take One target business clients and visitors to the region from East Midlands Airport, in Nottingham



National Space Centre

Drayton Manor Theme Park



## Clients using Take One

- Gullivers Theme Park
- Bransby Home of Rest for Horses
- National Space Centre
- Drayton Manor Theme Park
- Mablethorpe Seal Sanctuary



## Contact

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