

# Listing an Event on visitleicester.info

The VisitLeicester.info database of festivals and events is a listing of key events taking place in Leicestershire. It is not a full entertainment listing of events or community activities; it is intended to promote annual, seasonal, or special events and festivals that are of a quality and scale to specifically target and attract visitors to the area. All submissions will be considered and evaluated against our primary purpose to increase tourism value and volume by offering a variety of quality experiences and by listing events that showcase the destination.

To have your event considered for inclusion on visitleicester.info complete the online event submission form at <https://www.visitleicester.info/whats-on/submit-event>.

**IMPORTANT:** Your event will be assessed against the criteria specific to your type of event. While we do provide listings for festivals, we do not list every individual event that is part of a larger festival. Events submissions must include at least one good quality photograph (no graphical artwork) that accurately represents the offer and ideally includes people in the shot for greater appeal. Images must be a JPEG image with a max file size of 1MB preferably in landscape orientation and dimensions required are 1800 pixels wide x 900 pixels high.

## **Criteria for Event Listings:**

- Events included on the website must be annual events that attract visitors and audiences to the area so that they can be covered one year and featured the following year
- Event organiser must deliver a level of marketing and promotional activities targeted to audiences outside the city boundaries
- Events that demonstrate a reach beyond the local area and provide a direct service or experience to leisure tourism
- Events must be open to the general public
- Only events with confirmed dates will be accepted and events must be held within the city of Leicester or within Leicestershire
- All events must be submitted through the VisitLeicester.info website and be submitted by the Event Organiser, NOT a third party
- All events must have a web address or link to a page with complete and current event information and contact details
- The location/venue for the event must be listed on visitleicester.info

## **Examples of the types of events which will not be included are:**

- Events which are a permanent fixture within a venue – e.g. permanent exhibitions
- Community-targeted activities and ongoing local events – e.g. quiz nights, coffee mornings, car boot sales or similar
- Seminars, workshops or classes
- Student exhibits, productions and club activities
- Events of a political nature
- Events directed toward a limited or very specific audience

The VISITLEICESTER website is intended to feature events that are deemed likely to attract visitors to the destination. We reserve the right to decline events deemed inappropriate or that do not meet the city and county tourism objectives.