

Lydia Rusling  
**Head of Visit Lincoln**





# Visit Lincoln

TOGETHER WE'RE STRONGER







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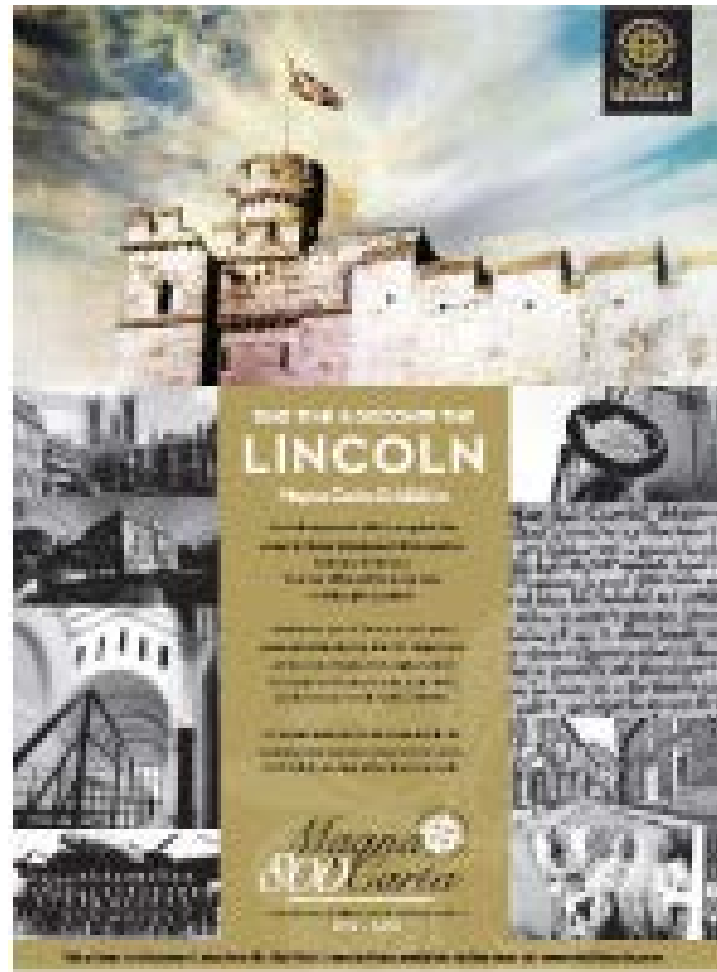
TOGETHER WE'RE STRONGER



THE EIGHTH CENTENARY OF MAGNA CARTA  
LINCOLN 800 YEARS

# Magna Carta

THE LINCOLN KING JOHN MAGNA CARTA  
1215 - 2015

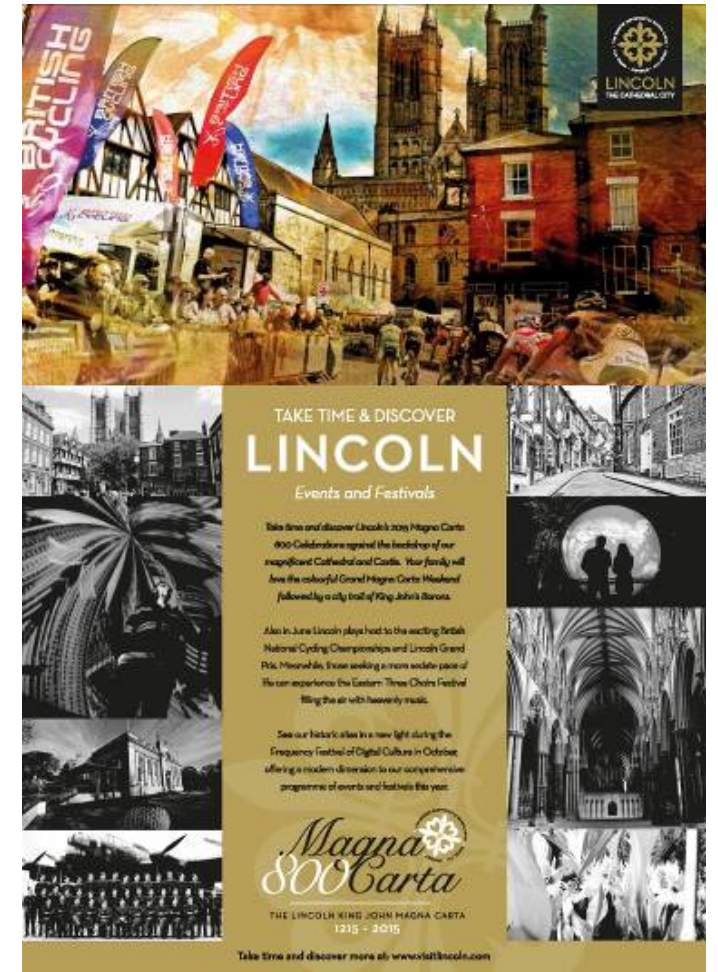


**TAKE TIME & DISCOVER THE LINCOLN**  
Magna Carta Exhibition

Discover the story of the Magna Carta and its impact on the world. The Magna Carta is a document that has shaped the world we live in today. It is a document that has inspired the world's most important documents, including the US Constitution and the Bill of Rights.

See the original Magna Carta in Lincoln, England. The Magna Carta is a document that has shaped the world we live in today. It is a document that has inspired the world's most important documents, including the US Constitution and the Bill of Rights.

*Magna Carta*  
1215 - 2015



**TAKE TIME & DISCOVER LINCOLN**  
Events and Festivals

Take time and discover Lincoln's 800 Magna Carta 800 Celebrations against the backdrop of our magnificent Cathedral and Castle. Your family will love the colourful Great Magna Carta Medieval followed by a city trail of King John's Barons.

Also in June Lincoln plays host to the exciting British National Cycling Championships and Lincoln Grand Prix. Meanwhile, those seeking a more serene pace of life can experience the Eastern Chimes Festival filling the air with heavenly music.

See our historic sites in a new light during the Frequency Festival of Digital Culture in October offering a modern dimension to our unique heritage programme of events and festivals this year.

*Magna Carta*  
THE LINCOLN KING JOHN MAGNA CARTA  
1215 - 2015

Take time and discover more at [www.visitlincoln.com](http://www.visitlincoln.com)

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**Established DMO** with significant private sector membership base and established brand adopted by partners

Created **effective partnerships** with key stakeholders

Successful bid for ACE **Cultural Destinations** funding

Development of Cultural Partnership

Member of **England's Heritage Cities**

One of 7 destinations in **Accessible Destinations** project

Driving business tourism through **Meet Lincoln & Lincolnshire**

Engaged with **millions of visitors** through marketing - digital, social, PR, events

Working with Customer Care WorldHost scheme

Generated support for Lincoln's biggest ever national campaign in 2015 – use as a catalyst for step change





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TOGETHER WE'RE STRONGER



ENGLAND'S HISTORIC CITIES

DISCOVER THE STORIES

behind some of England's most fascinating historic cities



LINCOLNSHIRE

**DIGITAL & TECH AWARDS**

2017 WINNER

BEST USE OF MULTIMEDIA




**LIFE IN OUR VAN**

<b>33</b>	<b>525+</b>	<b>541</b>	<b>61,000</b>
COUNTRIES VISITED	DAYS ON THE ROAD	ARTICLES WRITTEN	KMS TRAVELLED

Visit Lincoln  
21 hrs · €

Saturday 20th May is the 800th anniversary of the 1217 Battle of Lincoln. Find out what's on in Lincoln to mark the occasion - including free shield making workshops, a Steep Hill procession, re-enactments, and the launch of the Lincoln Knights' Trail.



1217 Battle of Lincoln Anniversary - May 20th | Visit Lincoln

A packed day full of activities and events across Lincoln to mark the 800th anniversary of the 1217 Battle of Lincoln.

[Learn More](#)

VISITLINCOLN.COM

**Lincoln Loves Kids**

YOUR GUIDE TO FAMILY FRIENDLY ACTIVITIES, CLASSES AND EXPERIENCES IN LINCOLN & LINCOLNSHIRE

WHAT'S ON  
ACTIVITIES  
DINING  
ATTRACTIONS  
CLASSES

WIN A FAMILY BREAK TO LINCOLN

VISITLINCOLN.COM/KIDS  
#LOVELINCOLN

DAYTRIPPER

LET'S VISIT... LINCOLN



Support Healthy Joints

Unique



## Insights: Your Visit Lincoln Team

Lincoln Cathedral gets 'Appy', Lincoln Loves Kids launches & Lincoln Castle tops national poll...

Visit Lincoln helped one of the most icon buildings in the county get digital this month, with the launch of a new augmented reality (AR) iPhone app, which brings Lincoln Cathedral's heritage to life.

"Lincoln got a slice of £250,000 to develop the app from the Discover England Fund"

It's designed for the more technologically motivated and younger audiences. Read all about it on our [news page](#). The app 'England's Historic Cities' is available to download for free in [Google Play](#) and on the [App Store](#) or from the [Heritage Cities website](#).



Bio: Joel Murray interviewed by BBC Look North

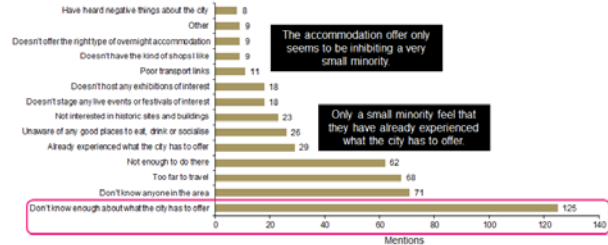


## Encouragingly, the most commonly cited reason for not being interested in visiting Lincoln is not knowing enough about what the city has to offer.

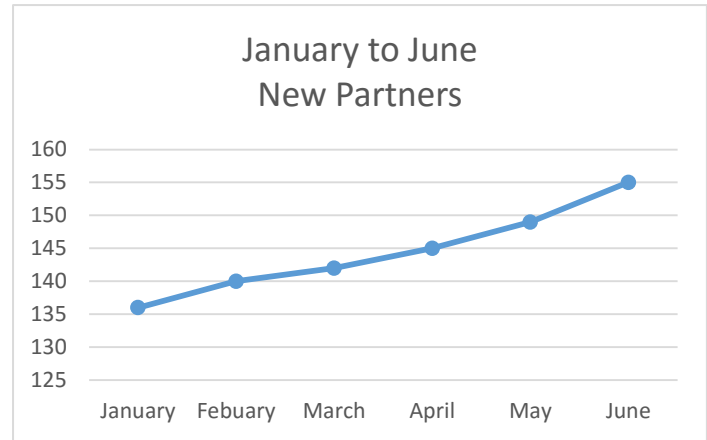
HABIT5

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You have indicated that you would not be interested in visiting or re-visiting the city of Lincoln in the future. What would you say were your main reasons for not wishing to visit Lincoln? (Tick as many as apply)



Base: Top 10 to travel (n=26), Four transport links (n=11), Doesn't stage any live events or festivals of interest (n=18), Doesn't host any exhibitions of interest (n=18), Not interested in historic sites and buildings (n=23), Doesn't have the kind of shops I like (n=9), Unaware of any good places to eat, drink or socialise (n=26), Already experienced what the city has to offer (n=29), Doesn't offer the right type of overnight accommodation (n=9), Don't know enough about what the city has to offer (n=125), Don't know anyone in the area (n=71), Have heard negative things about the city (n=9), Other (n=9). Sample Size = 250





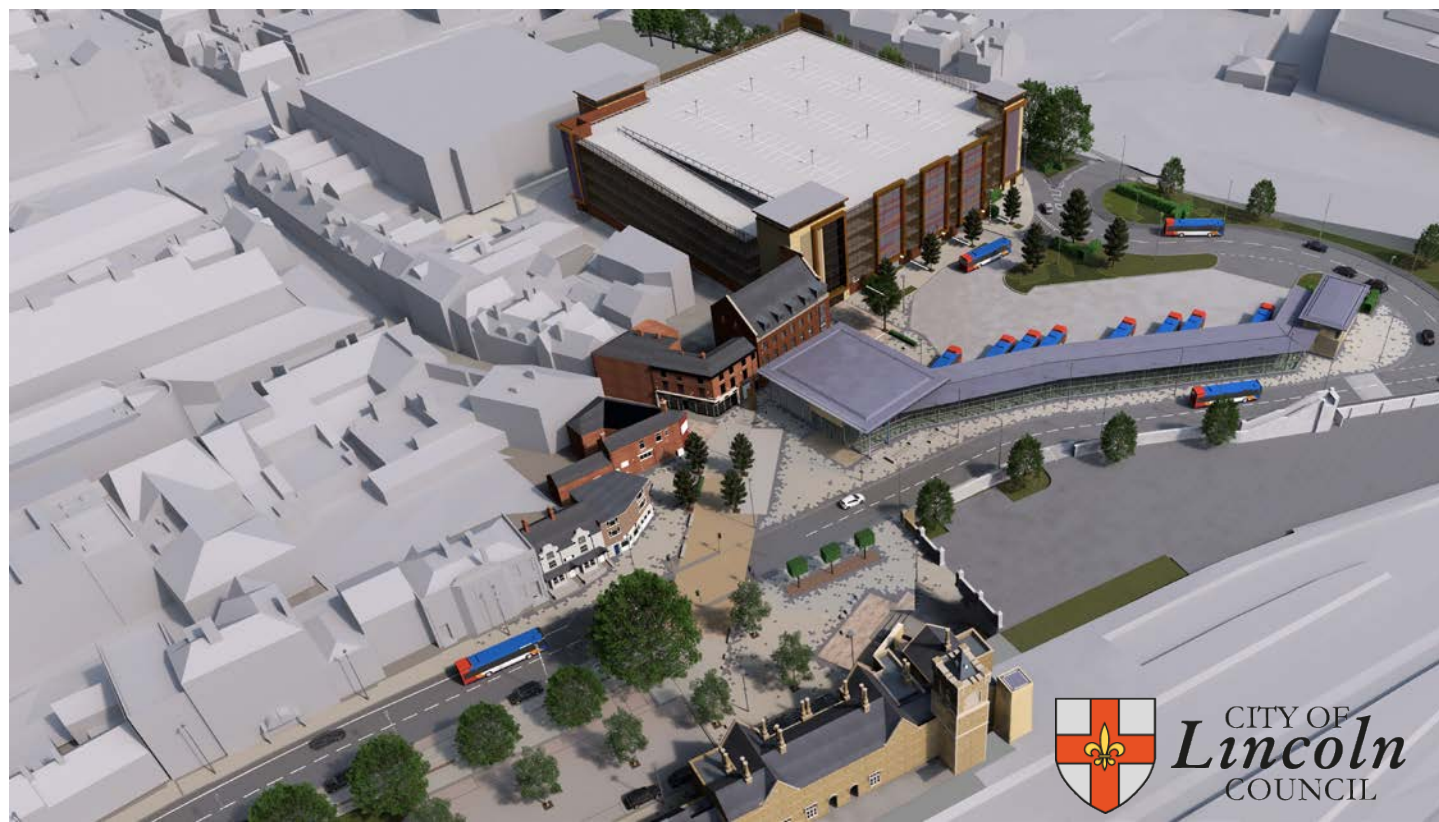
- 3.77m visitors to the city each year
- Spending £168m in Lincoln, a total of £352m in central Lincolnshire
- Supporting 2,800 jobs (FTE's) in Lincoln






***THE END***  
***OF***  
***TOURISM***  
***AS WE KNOW IT***





  
Together, let's deliver  
Lincoln's ambitious future

