

LOVE
Loughborough



A BID Loughborough brand.

PRESS RELEASE – FOR IMMEDIATE RELEASE

LOVE LOUGHBOROUGH CELEBRATES ENGLISH TOURISM WEEK WITH A NEW EVENTS GUIDE AND STAND AT THE PRESTIGIOUS BRITISH TOURISM AND TRAVEL SHOW 2026

To celebrate this year's English Tourism Week, Love Loughborough has produced a free new guide highlighting all the great events taking place in the town centre this year. The first of these is the award winning Love Loughborough Gardeners' Fair which will return to the town centre on Sunday 5th April.

The guide which has been funded through the UKSP Funding administered by Charnwood Borough Council will be launched and promoted to the Group Travel and Travel Trade market at the British Tourism and Travel Show which is being held at the NEC on Thursday 19th March. The prestigious event which includes exhibitors such as Visit Scotland and Visit Wales is a great opportunity to promote the guide and Loughborough's heritage offer to this lucrative audience.

Lisa Brown, BID Manager said 'Loughborough has a great calendar of events for visitors to the town and by collating them all in one place, people can make plans for the months ahead. We are delighted to be able to attend BTTS and promote our offer to a new audience who may not have thought of visiting our town before'

The free Love Loughborough Events Guide will be available from the Love Loughborough BID office from Tuesday 24th March or online at www.loveloughborough.co.uk

ENDS

Notes to editor

The Loughborough BID was set up in February 2012 following a vote of town centre businesses. It represents 600 businesses across all sectors that each pay an annual levy to fund the improvements. A board of Directors made up of BID Businesses oversees the delivery and management of the scheme.

For further information on BID Loughborough visit <https://loveloughborough.co.uk/love-loughborough/promotions/>

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Loughborough BID is supported by

The logo for Kinchbus, featuring the word "Kinch" in blue and "bus" in yellow, with a yellow dot above the 'i' in "Kinch".