

**English
Tourism
Week**

17-25 March 2018
#etw18

In association with



VisitEngland™

Getting the most out of ETW18

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Getting the most out of ETW18

What are the aims?

- Raising the profile of tourism as a key driver for the economy, employment and quality of life with key decision makers at a national level
- Providing a national framework which local destinations and operators can use to build their own distinct campaigns
- Increasing awareness amongst consumers of Destination England, of the variety of experience, accessibility and great value for money

Yes – it IS a consumer marketing campaign as well!

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THINGS
TO DO IN
ENGLISH
TOURISM
WEEK

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English Tourism Week is an exciting opportunity for you to showcase your local tourism offer and inspire visitors, consumers, local residents and stakeholders to visit. Events do not have to be big, costly or even original. There may be something tourism-related already going on in your area which you could badge for English Tourism Week.

If not, here's a list of ideas you could consider organising, either for your business or with others in your area. And remember to register your events on the ETW18 website – that way you will in with a chance of promotion across the VisitEngland channels.

Events working with local authorities, local tourism businesses and local retail businesses

1. Hold a "Tourism Day" with local partners
2. Arrange a local/regional tourism conference
3. Hold a speed mentoring event for people working in tourism
4. Tourism attractions/suppliers brochure swap-meet events are popular and not hard to organise
5. Organise a trade or consumer tourism fair/exhibition
6. As part of a food miles awareness campaign arrange talks with local producers, a market or displays – an organisation such as the WI could work with you
7. Hold a simple reception for your local VIPs (MP, Mayor, councillors, etc.)
8. Invite your local MP or councillors to "go back to the floor" on Constituency Day, 23 March 2018, and spend time finding out about your business
9. Encourage special English menus in pubs/restaurants and accommodation
10. Hold a competition for the best dressed shop window with an England theme
11. Get local coffee shops to use an English Tudor Rose template for the chocolate on top of coffee
12. Ask your Parks Department to do a display to mark the 50th birthday of the BBC's "Gardeners' World"
13. Hold a tourism press conference to highlight a current or future issue relating to tourism in your area
14. Get local retailers to hold a charity fashion show with an England theme
15. Get local pubs to organise wine/beer festivals – with English beers and wines of course!
16. If you have a local brewery, ask them to hold special tours and/or label a brew with a tourism theme
17. If you have a local vineyard ask them to arrange special tours and tastings during ETW
18. Stage an event simultaneously with any town with which you are twinned or invite your twin town over
19. Organise an English cheese and wine tasting event
20. Encourage special English menus in pubs/restaurants and accommodation
21. If you have a seaside pier, work with shop owners and amusement arcade/activity providers to offer visitors discounts and special offers during ETW
22. Work with your TIC to provide free tours of the local area starting and finishing at your hotel or restaurant, with refreshments on the return
23. Ask local antique dealers to donate a few items to an ETW charity auction in aid of a local charity

24. Arrange a local talk by an hotelier on how they got into the business and their life in the industry
25. Ask the owner of a local attraction to give a talk about their experiences
26. Revitalise the "Taste of England" campaign locally, with English dishes of locally supplied food, English wines etc.
27. Organise a local art trail of shops that display one painting in their window relating to a local scene/view/building
28. If you have a steam railway in the area ask them to organise a special steam day during ETW
29. Encourage your nearest National Trust property to do something during ETW – a behind the scenes tour perhaps, or a special entry price for non-members.
30. Ask a local delicatessen to feature English foods
31. Hold a "made in" event championing locally produced goods
32. Ask your local attractions, hotel, cafés and restaurant to put on events to celebrate Mother's Day
33. Ask a local bank to hold a free seminar for tourism businesses and SMEs
34. Publish a piece of local tourism research during the week
35. Talk to your local news media about running an ETW story every day
36. Ask a local second-hand bookshop to mount a window display of old English guide books (e.g. Ward Lock "Red Guides"), old holiday brochures and guides, old maps and postcards.
37. Ask your local council to have a session devoted to tourism with speakers from outside of the area to highlight the importance of infrastructure, welcome and promotion.

Events with a consumer focus

1. Organise a residents' "Big Day out" or "Big Weekend" to attract local people into your attractions and venues
2. Set up free guided walks for locals to get to know their own tourism product
3. Restaurants, hotels, transport providers and attractions can set up special promotions and offers for consumers
4. Encourage special English menus in pubs/restaurants and accommodation
5. Organise (or encourage someone to organise) an "English tea party"
6. Arrange for your local TIC/VIC to arrange kids' activities
7. Organise a coffee morning or afternoon tea (perhaps in aid of a local/national charity)
8. Hold a "Dads' Army" fancy dress party to celebrate the 50th anniversary of the first episode on BBC1

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It's aimed at the trade, media, politicians
and consumer....

- Events and promotions you can organise
- Events and promotions you encourage others to organise
- MP engagement
- Local councillors' engagement
- Competitions



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1. Hold a "Tourism Day" with local partners
2. Arrange a local/regional tourism conference
3. Hold a speed networking event for people working in tourism
4. Tourism attractions/suppliers brochure swap meet events are popular and not hard to organise
5. Organise a trade or consumer tourism fair/exhibition
6. As part of a food miles awareness campaign arrange talks with local producers, a market or display – an organisation such as the BE could work with you
7. Hold a simple reception for your local VIPs (MPs, Mayor, councillors, etc.)
8. Invite your local MP or councillors to "go back to the shop" on Constitution Day, 23 March, and spend time finding out about your business
9. Encourage special English menus in pubs/restaurants and accommodation
10. Hold a competition for the best dressed shop window with an England theme
11. Get local coffee shops to use an English Tudor Rose template for the chocolate on top of coffee
12. Ask your local Department to do a display to mark the 50th birthday of the BBC's "Gardeners' World"
13. Hold a tourism press conference to highlight a current or future issue relating to tourism in your area
14. Get local retailers to hold a charity fashion show with an England theme
15. Get local pubs to organise wine/beer festivals – with English beers and wines of course
16. If you have a local brewery, ask them to hold special tours and/or hold a brew with a tourism theme
17. If you have a local airport ask them to arrange special tours and luggage during ETW
18. Stage an event simultaneously with any town with which you are twinned or invite your twin town over
19. Organise an English cheese and wine tasting event
20. Encourage special English menus in pubs/restaurants and accommodation
21. If you have a seaside pier, work with ship owners and amusement establishments providers to offer visitors discounts and special offers during ETW
22. Work with your TIC to provide free tours of the local area starting and finishing at your hotel or restaurant, with refreshments on the return
23. Ask local antique dealers to donate a few items to an ETW charity auction in aid of a local charity
24. Arrange a local talk by an historian on how they got into the business and their life in the industry
25. Ask the owner of a local attraction to give a talk about their experience
26. The historic the "Taste of England" campaign locally, with English dishes of locally supplied food, English wines etc.
27. Organise a local art trail of shops that display one painting in their window relating to a local scene/scene/building
28. If you have a steam railway in the area ask them to organise a special steam day during ETW
29. Encourage your nearest National Trust property to do something during ETW – behind the scenes tour perhaps, or a special entry price for non-members
30. Ask a local deli/caterer to feature English foods
31. Ask your local attractions, hotels, cafes and restaurant to put on events to celebrate Mother's Day
32. Ask your local bank to hold a free seminar for tourism businesses and SMEs
33. Establish a panel of local tourism research during the week
34. Publish a panel of local tourism research during the week
35. Talk to your local news media about running an ETW story news day
36. Ask a local second hand bookshop to mount a window display of old English guide books (e.g. Black Jack "Red Guides"), old holiday brochures and guides, old maps and postcards
37. Ask your local council to have a session devoted to tourism with speakers from outside of the area to highlight the importance of infrastructure, welcome and promotion.

Events with a consumer focus

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2. Set up free guided walks for locals to get to know their own tourism product
3. Restaurants, hotels, transport providers and attractions can set up special promotions and offers for consumers
4. Encourage special English menus in pubs/restaurants and accommodation
5. Organise (or encourage someone to organise) an "English tea party"
6. Arrange for your local TIC/TC to arrange M&A activities
7. Organise a coffee morning or afternoon tea forbes in aid of a local/charity
8. Hold a "Shed" party – fancy dress party to celebrate the 50th anniversary of the first episode on BBC

Getting the most out of ETW18

Anniversaries

**Food &
drink**

Schools/colleges

Launch

Back to the floor

something

**Photo
competition**

Lectures/talks

Quizzes

Brochure swap

Guided tours/trails

Tourism day

PR stunt

Artworks

**Announce local
Tourism statistics**

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Residents' days / Big Weekends

KENT BIG WEEKEND™

Saturday 24th & Sunday 25th March 2018

HERTS BIG WEEKEND™

Saturday 24th & Sunday 25th March 2018

ESSEX BIG WEEKEND™

Saturday 24th & Sunday 25th March 2018