



Celebrate Tourism in 2012!

English Tourism Week 

10 – 18 March 2012

Join VisitEngland in 2012 and celebrate the benefits our industry brings to everyone, everywhere, every day in England!

2012 is a year packed full with iconic events including the London 2012 Olympic and Paralympic Games, The Queen's Diamond Jubilee, The Torch Relay and the finale of the Cultural Olympiad, the London 2012 Festival.

England's tourism industry is being offered the opportunity of a lifetime to showcase the quality and vibrancy of our visitor experiences and the value our industry brings to our nation.

Our industry touches everyone – visitors, residents and employees. It's one of the few industries that is active in every part of the country. It's our third largest employer, every day supporting over 2 million jobs and providing a significant source of employment for those unable to work full-time. It's a major employer of school leavers and young people and is an incubator for entrepreneurs.

The visitor economy is worth £97bn a year to England supporting thousands of businesses and seriously impacting on the performance of supplier industries including farming, transport, retailing, sport, museums and galleries, the theatre and other performing arts. Tourism cannot be off-shored – it only happens here!

“The visitor economy in England in 2009 was worth £97bn. It's our third largest employer supporting over 2 million jobs.”



Why support English Tourism Week?

Saturday 10th until Friday 16th March is English Tourism Week (ETW12) and you're invited to get involved!

ETW12 is designed to raise the profile and importance of tourism with politicians and decision makers, the media, those who work in the industry and those considering a career in the industry. It provides a national framework around which local destinations and operators can build their own campaigns.

ETW12 will increase awareness amongst consumers of the product itself, its diversity, accessibility and value and to provide a "kick start" to the 2012 tourism season.

ETW12 is to launch on 10 March with a "Wonderful Weekend" of activity and special events aimed at reminding local residents of the tourism experience on their doorstep.



Take pride in tourism!

With a range of events taking place across the country organised by individuals, businesses, local authorities, educational establishments, membership organisations and trade bodies we will ensure that tourism is centre stage during this exciting year. *See back page for ideas*

Your country needs you!

You may be running a bed and breakfast establishment, pub, café, local attraction or be the managing director of a national hotel or restaurant chain. Every action counts so take advantage of English Tourism Week to promote your business along with the key messages. It might be that you already run an annual event that you can move into English Tourism Week. It doesn't have to be big or costly. The simplest ideas can be really effective.

"With the eyes of the world on England in 2012, let's make sure local residents become your spokespeople. The ambassadors on your doorstep!"



The ambassadors on your doorstep!

VisitEngland will be supporting ETW12 via a national publicity campaign and working through destination management teams and your trade associations. By organising your own event under the English Tourism Week campaign you will raise the profile of your business and be adding to the combined efforts of the week to raise awareness with local residents, their visitors and key decisions makers. Get involved and inspire the ambassadors on your doorstep to enjoy **your** England! Here are a few ideas to get you started.

Provide a themed **offer...**

- **Menus/promotions**
Maybe a local food menu or “traditional English dishes menu”
- **Offer visitors discounts and special offers during the “Wonderful Weekend” or the whole week**
- **Run special tours, tastings, heritage events**
- **Free guided walks for locals**
Get to know whats on your doorstep!
- **School day out**
Invite schools to visit local tourism businesses, attractions or food producers to find out how they work



or create a **competition!**

- **Photographic competition**
- **Run a shop window competition**
- **Design a poster**
Run a competition for children to design a promotional poster
- **Find your most welcoming or knowledgeable resident**



Host your own event!



- **Stage a local wine/beer festival**
- **Organise a fancy dress event with a tourism theme**
- **Pub quizzes**
“How well do you know England?”
- **Coffee morning**
Organise a coffee morning/afternoon tea with a tourism theme
- **Invite your twin town over during English Tourism Week**
- **Host your local VIPs**
Invite your local VIPs to come and pull a pint, change a bed, sell admission tickets and don’t forget to invite the media!
- **Go for a Guinness World Record attempt**

For **more ideas** and further information on the next steps and support material visit our website www.englishtourismweek.co.uk