

Celebrating **AMAZING** Businesses

17-26 March 2023

**English
Tourism
Week**

#EnglishTourismWeek23



VisitEngland

**Getting Ready for
English Tourism Week 2023**



ETW 2023

- Aim: raising awareness of the importance of the tourism sector and the contribution it makes to the UK economy
- Target audience: political decision-makers, media, (consumers)



Agenda and speakers

- Political engagement – Rachael Farrington, Head of Tourism Affairs
- Communications and Social Media toolkit – Dipika Ghose, Corporate Content Editor
- Consumer Marketing – Evelina Andrews, Marketing Manager
- Press Activity – Charlotte Sanders, England Press Manager
- DMO best practice – Lindsay Rae, Visit Peak District/Derbyshire and James Dawson, Visit Kent and Visit Herts

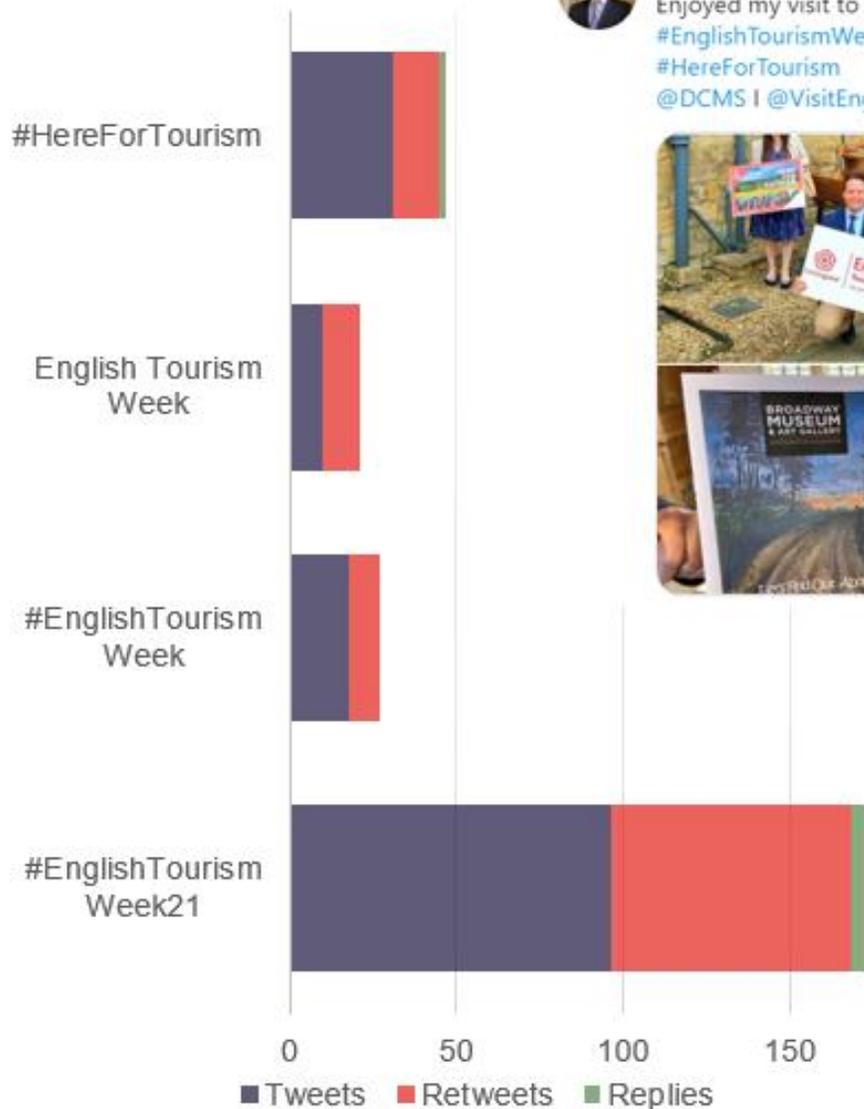


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Political Engagement

English Tourism Week – MP Engagement



Nigel Huddleston MP #GetTheJob @HuddlestonNigel · May 30
 Enjoyed my visit to the @BwayMuseumUK along with @CotsTourismBiz
 #EnglishTourismWeek21
 #HereForTourism
 @DCMS I @VisitEnglandBiz



Oliver Dowden @OliverDowden · May 28
 The Gloucestershire Warwickshire Steam Railway is a fantastic thing for families to experience and it was wonderful to visit today during #EnglishTourismWeek21!

Not only lots of fun but a fine example of our lasting heritage amongst spectacular countryside scenery.



Michael Fabricant @Mike_Fabricant · May 27
 It's #EnglishTourismWeek21!
 I had a GREAT fun at the Go-Kart track in #Fradley near #Lichfield and spoke later to the track's owner, Gary Mitchell about all the groups from hen parties to businesses who visit.
 #HereforTourism @VisitLichfield @VisitEngland @VisitBritainBiz



Alex Sobel @alexsofel · May 24
 Looking forward to #EnglishTourismWeek21. In the run up I've been visiting some of our great Domestic Tourists attractions and will be visiting more this week.

I've booked a short break next week in Gloucestershire for half term. We have such great variety always something to do



Kate Green @KateGreenSU · May 24
 In #Stretford & #Urmston, we have some of the UK's top tourist destinations on our doorstep: @I_W_M North, @_traffordcentre, @ManUtd's Old Trafford, @lancscricke's @EmiratesOT & @itvcorrie. As restrictions ease, please support these local attractions. #EnglishTourismWeek21



Rosie Duffield MP @RosieDuffield1 · May 24
 Sun shining in #Whitstable for the start of #EnglishTourismWeek21 People actually wearing sunglasses as well as coats for once! 😊



Tim Loughton MP @timloughton · May 22
 Where are you going this #EnglishTourismWeek21?



Political Engagement during ETW

Why engage political stakeholders?

- ETW is an excellent opportunity to highlight the importance of tourism to your local area with local, national or regional stakeholders.
- These are the people who will be making decisions about the policy landscape in your area.
- You could reach out to:
 - Members of Parliament
 - Local Enterprise Partnerships
 - Local Authorities
 - Regional Mayors



Ideas

- Host a visit & photo opportunity
 - At a local attraction
 - With new apprentices
 - 'Hard hat' tour of new development
 - Ribbon cutting
 - 'Behind the scenes' tour of a local attraction
- Invite stakeholders to an event you are organising where they can meet with multiple businesses from the area.
- Social Media - ask stakeholders to share their favourite part of the area on twitter, Instagram, and facebook.

MP Visit:

Before the visit:

- What are the 2-3 key messages or 'asks' that you want your MP to get from a visit? Themes may include;
 - Staffing and recruitment
 - Tourism support of local employment & economy
 - Transport challenges
- Work out what you'd like the MP to see or do during their visit and how you will use this to demonstrate the 2-3 messages.
- Find your MPs and their contact details (using postcode or name) and reach out via email:
<https://members.parliament.uk/members/commons>
- Keep your email short with a clear ask (that they do a visit), you may like to suggest a date/location and note who will be attending and what they will see.

During the visit:

- Remember to consider that some stakeholders might have limited time available so plan accordingly, but all will want a great photo opportunity at some point during their visit.
- Think about who from the DMO would be the most appropriate to attend the visits, a DMO representative will be able to help effectively get your policy messages across or ensure that the importance of tourism to the area is conveyed to your stakeholder.
- Winners of local or national tourist awards can act as great representatives for your local area, so it might be nice to also include them too.

MP Visit:

After the visit:

- It's important to follow up on (and promote) your activity to ensure the stakeholders stay engaged with tourism.
- Suggestions include:
 - Provide the stakeholders with a draft press release
 - Give them a key fact sheet to take away
 - Ask them if they'd like to join your mailing list or attend a regional tourism conference in the future
 - Encourage attendees to take pictures and share them on social media using #EnglishTourismWeek23
 - Request a meeting with the stakeholder to discuss the issues raised during the meeting in more detail

Tips:

- MPs are usually in Westminster Monday-Thursday so Friday is a good day to try to get them out on a visit. Other stakeholders might be more flexible.
- Check that the MP's constituency covers the destination or attraction you'd like them to visit:
<https://www.ordnancesurvey.co.uk/election-maps/gb/>
- Conservative MPs will like any links to Government policy themes like 'Levelling Up'.



VisitEngland Activity

MP Toolkit

All English MPs have been sent a reminder of the ETW dates and toolkit to help them easily engage during the week. It includes;

- Briefing
- Draft press release
- Sign that MPs can use
- Suggested tweets/social posts
- Advice on how to contact DMOs or find a business to visit



Parliamentary Webinar – 8th March

We will be holding a Parliamentary Webinar for MPs on Wednesday 8th March. It will include:

- An update on the latest data from the VB/VE research team
- An update from the VE team on Accessibility and Business Support
- Tips on how to get involved in ETW and encouragement to get out and visit their local area





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Communications and social media

Dipika Ghose, Corporate Content Editor

ETW Comms toolkit

The toolkit contains:

- **ETW logos** (various colours)
- **ETW slogan** (featuring “celebrating amazing..” strapline)
- **Branded templates** for posters and social including IG, Twitter and LinkedIn
- **Branded imagery** of people working in tourism and hospitality as well as visitors and experiences for use by both industry and VB across channels including Instagram/IG Stories, Twitter and LinkedIn.



Download assets from [EnglishTourismWeek.org](https://www.EnglishTourismWeek.org)

ETW Comms toolkit

- **Branded imagery** of people working in tourism and hospitality that feature the new ETW ribbon logo detail for use by both industry and VB across channels including Facebook, Instagram/IG Stories, Twitter and LinkedIn.

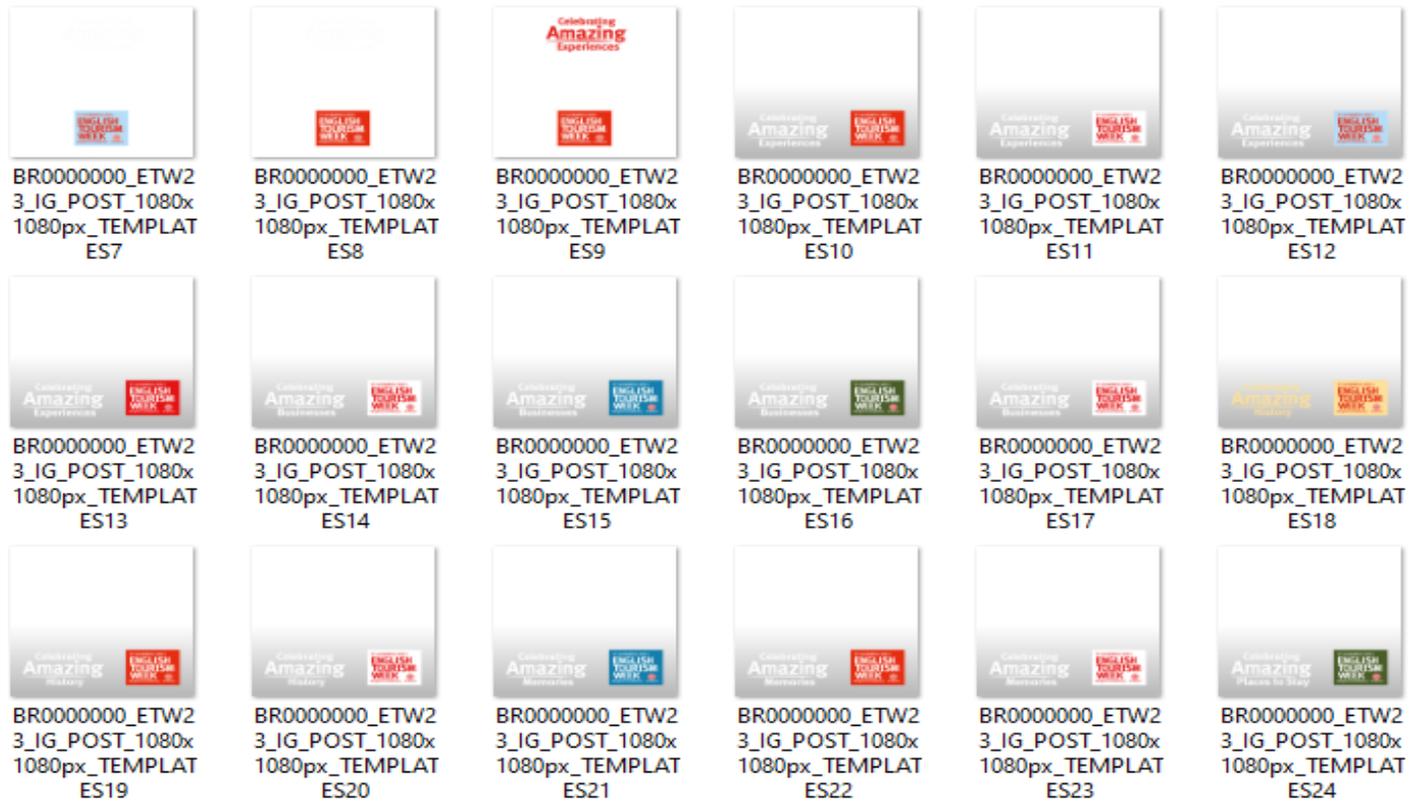


Download assets from EnglishTourismWeek.org



ETW Comms toolkit

- **Branded templates** for each channel which allow participants to add their own images, using Photoshop.
- **Branded Partner Templates** in various colours for the same as above which allow participants to add their own images and logo to the asset.



Download assets from [EnglishTourismWeek.org](https://www.EnglishTourismWeek.org)

MP Toolkit

- **ETW slogans** (printable to scale)
- **ETW foamboard artwork**
- **Factsheet** on English tourism



Download assets from [EnglishTourismWeek.org](https://www.EnglishTourismWeek.org)

Social media examples

Marketing Liverpool @LpoolMarketing · May 28, 2021
Here for Tourism - Jess, Digital Manager ❤️

"I am here for tourism because I want to fight against the stereotypes of the North that still exist. I want Liverpool to gain the exposure & credit it deserves!"

#EnglishTourismWeek21 | #HereForTourism



You and 7 others

4 retweets 15 likes

Visit the Forest of Dean & Wye Valley @VisitDean... · May 24, 2021

English Tourism Week is a time to celebrate our brilliant businesses. In the #DeanWye worth over £385 million annually & employing 8k people. Show that you are #HereForTourism by supporting your local tourism industry 🙌
visitdeanwey.co.uk #EnglishTourismWeek21 @VisitEngland



Nick Brooks-Sykes @nickb_s · May 26, 2021

A pleasure to be able to introduce Tourism Minister to one of Europe's largest garden projects - RHS Bridgewater in Salford
#EnglishTourismWeek21



You and 3 others

2 replies 9 retweets 25 likes

Visit Suffolk Biz @DestSuffolk

We're here for tourism in Suffolk, supporting all the fantastic businesses. @VisitEnglandBiz @VEE_B2B #EnglishTourismWeek21 #suffolk @Visit_Suffolk



1:02 PM · May 24, 2021 · Twitter Web App

Ullswater Steamers @UllswaterSteam · May 27, 2021

It's almost the #BankHolidayWeekend and nearing the end of #EnglishTourismWeek21 #EscapeTheEveryday on a walk and cruise on England's most beautiful lake #thelacetobe



6 retweets 14 likes

Download assets from [EnglishTourismWeek.org](https://www.EnglishTourismWeek.org)

Consumer marketing – *How to get involved*

Evelina Andrews, Marketing Manager

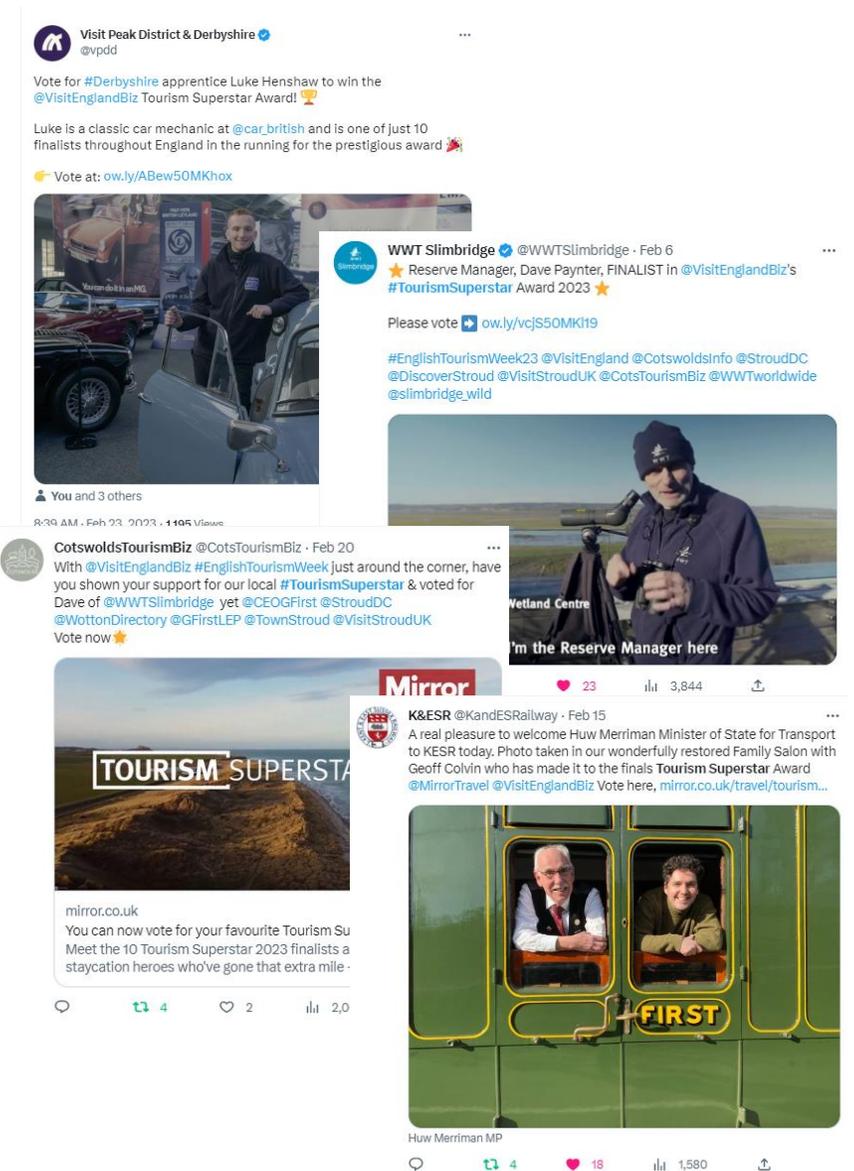
Get involved on social

Help to celebrate our diverse, exciting and vibrant sector by sharing your support on social.

We'll engage where we can too - we will be resharing a range of industry posts tagged on **Instastories** and **Twitter** throughout the week!

- 1. Tag the industry** – Tag relevant businesses in your posts to increase their exposure – and encourage businesses in your destination to share their own content.
- 2. Use the hashtag** – Use the dedicated hashtag as we will be monitoring this for content to share and save - **#EnglishTourismWeek23**.
- 3. Content that stands out:**
 - **People** – Share content which features people. Ideally show them standing in front of their attraction/in recognisable clothing such as uniforms.
 - **Short & snappy** – Keep accompanying copy concise and engaging. Introduce people by mentioning their name, explain what they do and show why they're special.

Tag @VisitEngland, use the hashtag – and get posting!



Press & content opportunities

Our press team will be pitching seasonal stories to media, including a spring themed England news round-up aligned with ETW's theme of celebrations of amazing... people/ places/ businesses/ experiences/ history/ memories.

We'd welcome any news from your destination – particularly:

- Value for money offerings
- Seasonal content
- Anything new

Audience-wise our focus continues to be Pre-Nesters (25 – 34 year-olds without children) so please do bear this in mind for the suggestions you send us.

When sharing your news please note:-

- Please confirm if image / video assets will be available to support your story and if you would be willing to give us the right to use these in our activity.
- Don't worry if you don't have all the details yet. Top-line information is welcome and you can keep us updated as plans develop.

Share your seasonal news and stories – press@visitengland.org





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Press activity

Charlotte Sanders, England Press Manager

Press Activity during ETW:

Press release:

- VisitEngland will issue a press release announcing English Tourism Week will take place from 17-26 March on 7 March
- Use the week to as a hook to issue local stories that are relevant such as a campaign or event – this will increase the chance of your story being published
- **Coverage in 2022 from ETW resulted in widespread local, regional and national coverage – 172 stories, with an reach of 18.4 M** - including 22 broadcast interviews by VE Director Andrew Stokes on TV and radio
- And **Tourism Superstar 2023** will come to its conclusion during the week



CAREER OPPORTUNITIES IN HOSPITALITY HIGHLIGHTED

PEOPLE looking for a great destination or a new career are reminded that Staffordshire has it all, as the county celebrates English Councillor Philip White, Deputy Leader and Cabinet Member with responsibility for tourism at Staffordshire County Council said: "English Tourism

Prominent Terms

organised tourist newsletter cambridgeshire numbers experience running visitor support hospitality 2022-03-21 carlisle mark need details visitengland's director diversity workers pandemic helping andrew industry national england's share jobstaking campaign winners visitengland visit2022 stokes great year place fun radio clipboost awards world visits north county people award sussex runs spotlight tourism march young council finalists led shines sector others open friday upcoming welcome attraction noise sighting week bbc english city highly england new 18-27 lake push back celebration varied 2022-03-18 consider 2022-03-23 encouraged celebration showcase britain's attractions celebrations coordinated



Press Activity during ETW:

Radio day:

- Set to take place on 17 March as ETW starts
- Drew spends a day in a studio doing back to back national, regional and local broadcast interviews
- Contact local radio broadcasters and offer your local spokesperson up for an interview to highlight your local activity during ETW
- Coverage in 2022 from radio day: **22 live and pre-recorded radio and TV interviews with a reach of 7.3+M**
- And A pre-recorded audio package (interview) was also produced and sold into **299 stations** with the package running 771 and reaching **8.5+M**

VE Director Andrew Stokes has undertaken a huge range of broadcast interviews during **English Tourism Week** and the importance of the tourism industry as the season kick starts and the industry continues to rebuild.

Full list of interviews to date – **22 interviews reaching 7.3+M**

- BBC Berkshire
- London Live – TV X2
- BBC Merseyside
- BBC Solent, Hampshire, Dorset, Isle of Wight X2
- BBC Shropshire
- BBC Leicester X2
- BBC Cambridgeshire X5
- Share Radio X6
- BBC Radio Cumbria
- BBC Radio Gloucester X4
- BBC Derby
- BBC Northampton
- BBC Sussex & Surrey X2
- SFR Radio – Kent
- WCR FM – Wolverhampton
- Radio Tyneside
- Gateway 97.8FM – Basildon and East Thurrock
- ITV Tyne Tees – North East, North Yorkshire
- BBC Radio Cornwall
- BBC Radio Newcastle X2
- Siren Radio – Lincolnshire
- UCB Radio – national
- Big City Radio – West Midlands
- BBC Radio Essex
- Wycomb Sound
- BBC Radio Sussex
- BBC Radio Lancashire

Press Activity during ETW

Tourism Superstar 2023:

- The competition, run in partnership with the Daily Mirror always generates local media interest and coverage
- In 2022 there were **88 Tourism Superstar stories** in the media across England with **a reach of 6.7M** incl. strong regional broadcast coverage too
- A record 13,357 votes cast through the Daily Mirror website
- And the Tourism Superstars got put to work too doing local interviews including broadcast and can be part of local media activity. With a further 10 superstar interviews generating 18 broadcast stories.

Vote now

Winner announced
in The Mirror
25 March

DMO best practice examples

Lindsay Rae, Visit Peak District and Derbyshire

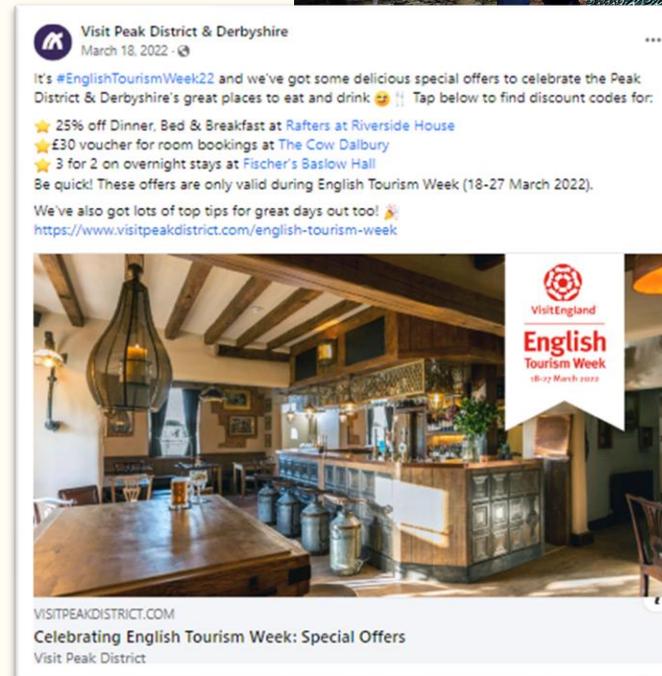
James Dawson, Visit Kent and Visit Herts

Visit Peak District & Derbyshire



English Tourism Week activity 2022:

- 1 x press release on MP constituency visit – highlighting hospitality recruitment challenges and promoting careers in the sector using ETW theme as a hook
- Social media activity promoting value of sector to the local economy and showcasing area's tourism offer
- English Tourism Week 'Special Offers' webpage for consumers, promoting area's food and drink businesses
- B2B newsletters to partners



#ENGLISHTOURISMWEEK22 VISIT KENT & VISIT HERTS

MP visits and a three-prize bundle competition launched across our channels, we had a really successful English Tourism Week



COMPETITIONS

DeirdreWells Retweeted



Visit Kent @VisitKent · 23 Mar

Our #EnglishTourismWeek22 competition continues with our North Kent prize reveal! 🎁 Win a night away with @originalcotts, a herbal workshop at the stunning @BelmontHseGdns and a riverboat tour from @JetstreamTours 🚤 Enter here now: bit.ly/3u1h1qM



3 retweets, 2 likes

Visit Kent
25 March at 19:53 · 🌐

It's the final day of #EnglishTourismWeek, and our final prize bundle is here! 🎁

- 🍷 An overnight stay at the stunning Canterbury Cathedral Lodge
- 🚣 A voucher for kayaking, canoeing and more with Canoe Wild
- 🦊 A Lynx Experience at The Wildwood Trust
- 🌅 And a sunrise or sunset paddleboarding session with Active Ramsgate, Visit Ramsgate

Win ... See more



15 likes, 2 shares

Our English Tourism Week Competition is here!

It's time to celebrate our incredible sector once again as English Tourism Week kicks off on the 18th March!

The theme for this year's English Tourism Week is "You've Welcome" to send the message that everyone working in tourism is ready and willing to welcome visitors back and are working hard to do so. We've ready to celebrate welcoming you back to Kent - and as **Lovely Places** have named Kent's Heritage Coast one of their top regions to visit in 2022, there's never been a better time to visit us here in The Garden of England. To commemorate the week, we thought we'd create up a giveaway with these prize bundles ready for you to take home!



THE WEST KENT PRIZE

- An incredible private guided tour for 8 people, with a glass of fizz to finish, at Biddenden 'Theyard'
- Two e-bikes and all the gear from UK Electric Bike Centre will give you everything you need for a day exploring the World of Kent on two wheels.
- A premium overnight stay at Shepherd Neame's exceptional historic property, The George Hotel, Cranbrook.



THE NORTH KENT PRIZE

- A luxury stay from home for the night at a historic property from Original Cottages
- A herbal workshop from MR Botanical in the grounds of the beautiful Belmont House and Gardens - you'll get the chance to join one of their distilling workshops for either Rose, Lavender, or Rosemary, and experience every stage of the process from picking the herbs to the distillation using a traditional copper still and boiling.
- A scenic river tour of your choice with a voucher from Jetstream Tours

DeirdreWells Retweeted



Visit Herts @VisitHertsUK · 24 Mar

Roll up, roll up, it's prize number 31! 🎁 We're finishing off our prize bundle with a delectable champagne afternoon tea for two at @PendleyManor 🍷 want to win all this and more? Enter our #EnglishTourismWeek22 competition here: bit.ly/3CQ3nBK



1 retweet, 1 like

We ran two competitions across the Visit Kent and Visit Herts channels. We created prize bundles and announced them on our website, social media, and within our newsletters.

9449 entries in Kent
2371 entries in Herts

MP VISITS

Our CEO, Deirdre Wells OBE met with Damian Collins MP and Damian Green MP to celebrate English Tourism Week in their respective constituencies of Ashford and Folkestone & Hythe.

Meanwhile, our Destination Manager Sara met with Daisy Cooper MP in St Albans, meeting the staff and owner to discuss all things tourism and the effect of the pandemic on their business and staffing.

Content was shared across our channels and in a press release.





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Any questions?