

ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

Project update – September 2019





Curation

1 brand

16 cities packaged

5 multi-destination itineraries

180 businesses onboarded

Rail ticketing integrated

Bed bank integrated

Booking functionality

B2B toolkit

←
TIME
TRAVELLERS
→

WESTERN
←
WONDERS

...
THINKERS
& Writers
→

WALL
→ TO ←
WALL

TREASURE
TROVE
x *→*



Packages

Experience the Western Wonders Tour in Salisbury



Duration: 2 nights & 3 days

- 2 day stay in the Salisbury
- Visit Salisbury Cathedral
- Explore Stonehenge
- Enjoy a Murder Mystery Tour

\$329.93

Price Guide

MORE INFO

Bath Western Wonders Tour Experience



Duration: 2 nights & 3 days

- Explore the very best of Bath
- 2 night stay in a 4 star hotel
- Return train tickets
- Explore Glastonbury, Cheddar Gorge and more
- Visit the Roman Baths

\$329.93

Price Guide

MORE INFO

Experience The Western Wonders Tour of Truro



Duration: 2 nights & 3 days

- 2 day stay in Truro
- Enjoy the Night Riviera Sleeper Service
- Visit Royal Cornwall Museum
- Explore Tintagel Castle

\$516.68

Price Guide

MORE INFO

[Home](#) / [Destinations](#) / [Europe](#) / [England](#) / [England's Top Sights](#)

Discover England's beautiful and historic cities!

ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

Inspired by the England Originals products, this itinerary takes you through some of England's most charming cities. Discover the City of London, Oxford, Bath, and Salisbury on this 9-night adventure. Create your own adventures as you explore each city at your own pace! Travel around the country via train and relax in comfortable accommodation throughout your trip.

What's Included

- Round-trip economy class airfare to London (LHR)
- Round-trip airport transfers

Book Your Trip

CHECK AVAILABILITY

NUMBER OF NIGHTS:

9

DEPARTURE AIRPORT:

New York, US (JFK)

DEPARTURE MONTH:

November, 2019

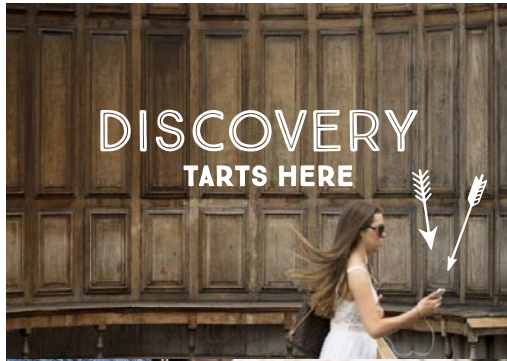
PRICES FROM:

\$1,880*

PER PERSON

CHECK AVAILABILITY

* Vacation is round-trip, per person, based on 2 travelers. Includes air & airport taxes, transfers, hotels, tours, rail and daily breakfast. Additional [baggage charges](#) may apply.



ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

Name	Brand Toolkit	Typography
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Typography – illustrative headline typography

To bring our brand to life we have a set of six illustrative typefaces. Inspired by traditional typefaces, these modern fonts offer a mix of classic and contemporary.

The mix of typefaces will help us to communicate the variety of interesting places and activities that are available in England's Historic Cities and help us to capture the different character's of our experiences.

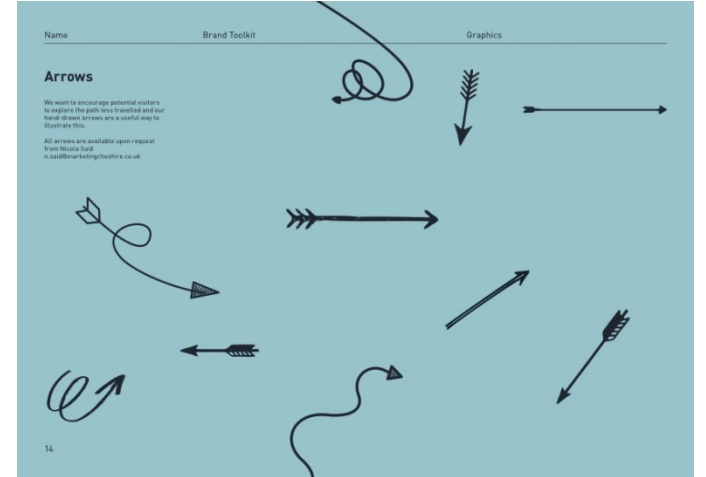
These typefaces should be used sparingly to add interest and character to headlines, titles and itinerary names. These fonts are for illustrative purposes only and should be used minimally on the more functional digital applications.

Licences for these typefaces can be found using the following links:

True North Script, Inline and Black
www.myfonts.com/fonts/cultivated-mind/true-north

Hansief
www.pixelsurplus.com/freebies/hansief-free-vintage-sans-serif/

Barley and Wheat Aged
www.youworkforthem.com/font/T9008/the-whiskey-font-collection







Interpretation

100 new images

5 films

140 stories

80 virtual portals

16 table top tours

1 App



🗝 Marketing and distribution- *trade*

5 trade partners

3 trade exhibitions

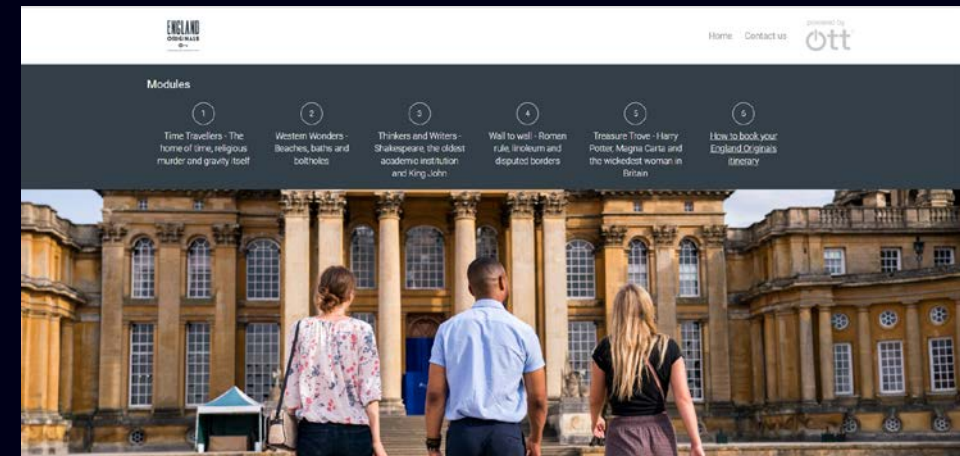
3 trade brochures

2 sales missions

1 agent training toolkit

2 US agent partnerships

23 agents on educationals



Marketing and distribution - consumer

US consumer campaign

US tactical campaigns

Website & booking

1 launch

2 showcases

5 US press trips



ENGLAND ORIGINALS
FROM ENGLAND'S HISTORIC CITIES

Media Invitation
Autumn 2018

Experience the Western Wonders Tour
Beaches, bath, booze and bolt holes – discover Truro, Bath and Salisbury



We'd like to invite you to experience the Western Wonders Tour, one of five exciting new England Originals routes from England's Historic Cities, giving you the chance to discover two millennia of history within a few hours of London. With England Originals you'll feel England in close-up as you hop on and off the train straight into the heart of our beautiful historic cities; each one a vibrant, richly cultural, beautiful and surprising place with a story to tell and your own to write.

We have uncovered stories for each location and animated them using augmented reality to bring to life the characters and events that have had a major impact on England and often the world, providing rich material for features, articles, blogs and vlogs. They can be found in the England Originals app that also includes virtual table top tours of each city and a set of virtual portals that reveal certain locations in a new light. You can only access the portals when in each city and they are identified on each itinerary. If you want to build in time in London we have compiled a recommended list of options in the City of London as a good complement to this collection of historic English cities.

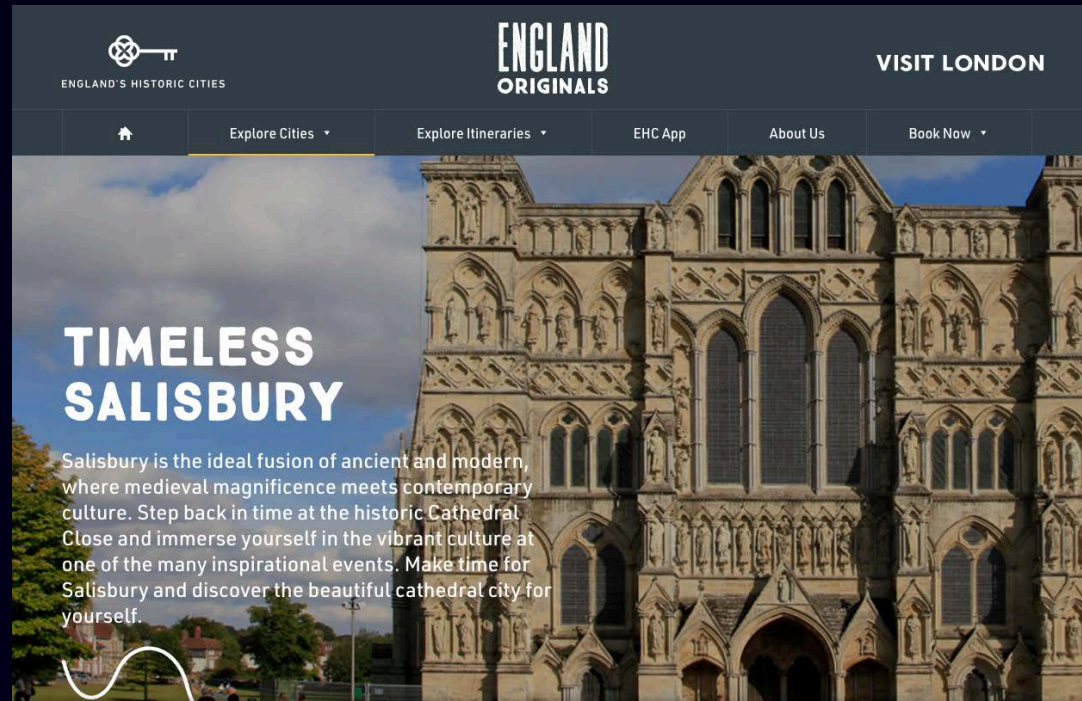
Start this trip with breakfast on the beach. The overnight Riviera train from London, your romantic bedroom on rails, drops you in Truro to explore windswept castles, fuelled by cream teas and Cornish pasties, before you move on to bathe in Roman springs in Bath, visit the house where the Planet Uranus was discovered before going further back in time to climb cathedral spires in Salisbury and witness Stonehenge's prehistoric stones.

All of our tours can be seamlessly linked together, and we'd love to arrange for you to experience the Western Wonders Tour, along with more of England's historic cities.

To coordinate a media visit please contact Lauren Broughton lauren@diligentcomms.com (0044 07725865063) to discuss further.

The England Originals website is due to launch at the end of September, www.visitlondon/englandoriginals, but for general information about England's Historic Cities visit www.heritagecities.com.

Read on to discover more about the Western Wonders Tour.



ENGLAND ORIGINALS

ENGLAND'S HISTORIC CITIES

VISIT LONDON

Explore Cities | Explore Itineraries | EHC App | About Us | Book Now

TIMELESS SALISBURY

Salisbury is the ideal fusion of ancient and modern, where medieval magnificence meets contemporary culture. Step back in time at the historic Cathedral. Close and immerse yourself in the vibrant culture at one of the many inspirational events. Make time for Salisbury and discover the beautiful cathedral city for yourself.



ENGLAND ORIGINALS

You are invited to an exclusive preview of a new visitor product from England's Historic Cities.

We are bringing traditional visitors to England by offering them a path that has been discovered through England's historic cities and countryside. The new routes have been created for visitors to explore the heart of our beautiful historic cities, each one a vibrant, richly cultural and surprising place with a story to tell and your own to write.

Join us for a unique and diverse in the historic heart of the capital to find out more about these new heritage and experiential journeys into regional England. See how they are being brought to life through augmented reality and how you can be among the first to experience them.

Event Details:
Date: 10th - 11th September
Venue: City of Salisbury & Salisbury Crown
Ticket: Free for all attendees aged 16 and over

#EHC2018

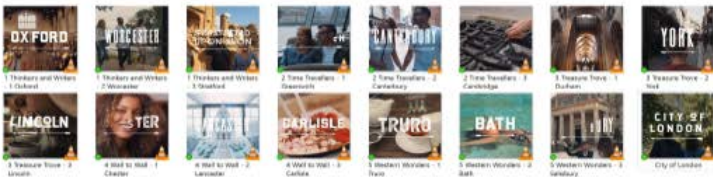




Consumer cont...

FACEBOOK

10x 10s videos for cities
5x 30s videos for itineraries
Stills for cities and itineraries' titles



ENGLAND ORIGINALS EXPLORE ENGLAND'S HISTORIC CITIES PLAN YOUR TRIP

Priority & Cookies VISIT LONDON OFFICIAL VISITOR GUIDE Sign In Register

Tickets & Offers Things to Do Accommodation Traveller Information

Welcome to London

Top 10 attractions Tickets & offers Top 10 musicals Things to do

Day trips Best tours Attractions

Accommodation Sightseeing pass What's on

Welcome to Visit London, your official city guide to London, England. Find things to do in London, days out in London, London attractions and sightseeing, what's on, London events, theatre, tours, restaurants and hotels in London. Plan your trip to London with useful traveller information.

Explore London

Sightseeing Pass Events Calendar

This weekend Buckingham Palace Guide

EXPLORE ENGLAND'S HISTORIC CITIES PLAN YOUR TRIP

What's On

Top 10 Musicals Things to Do Today Chinese New Year

See more what's on

Find your new favourite West End musical: from heart-warming adaptations and award-winning scores, to hilarious musical theatre. Don't wait, book discounted theatre tickets online with us now and save up to 60% on unforgettable, world-class theatre performances!

Radisson Luxury hotels in London with Radisson Blu Edwardian Hotels

tripadvisor

ENGLAND ORIGINALS EXPLORE ENGLAND'S HISTORIC CITIES PLAN YOUR TRIP



Welcome

1 training course

10 welcome sessions

1 training webinar scheduled

Marketing toolkit for destinations

Online repository for England

Originals training materials




**ENGLAND
ORIGINALS**

Carlisle

**WELCOME
TRAINING**

workshop

FIND OUT MORE 



Amplification and beyond

Facebook and Instagram

www.instagram.com/EnglandOriginals

www.facebook.com/EnglandOriginals

Additional trade activity

Training webinar

Marketing toolkit upgrade

Online repository for England Originals training materials



Plus VB activity

Follow up sales mission to Canada

Sales calls

Travel trade hosted webinars

Integration of content into VB platforms

and channels including TXGB

Autumn consumer newsletter

Press trip

Online Training Module

England Originals

England's Originals brings together a selection of England's historic cities, into five pre-bundled rail itineraries.

With a focus on London as a departure point, each itinerary aims to present a group of cities and show a fascinating slice of England's heritage. From browsing medieval shopping malls, to making your own gin, or visiting the coast-to-coast wall built to keep the neighbours out – there are 3000 years of history to choose from.

Get started on your England Originals Training Modules today!

Training Modules

US Connections

Bringing to life the historical connections between our nations, local guides offer immersive guided tours showcasing the real England.

Outputs and Outcomes in summary

- 2 DMC partners**
- 5 tour operator partnerships**
- 15 England Originals packages on sale**
- \$36k value of trips sold through 1 tour op (mid July 2019)**
- 97 agents graduated from EO Academy**
- 270 people reached by welcome activity**





Outputs and Outcomes in summary

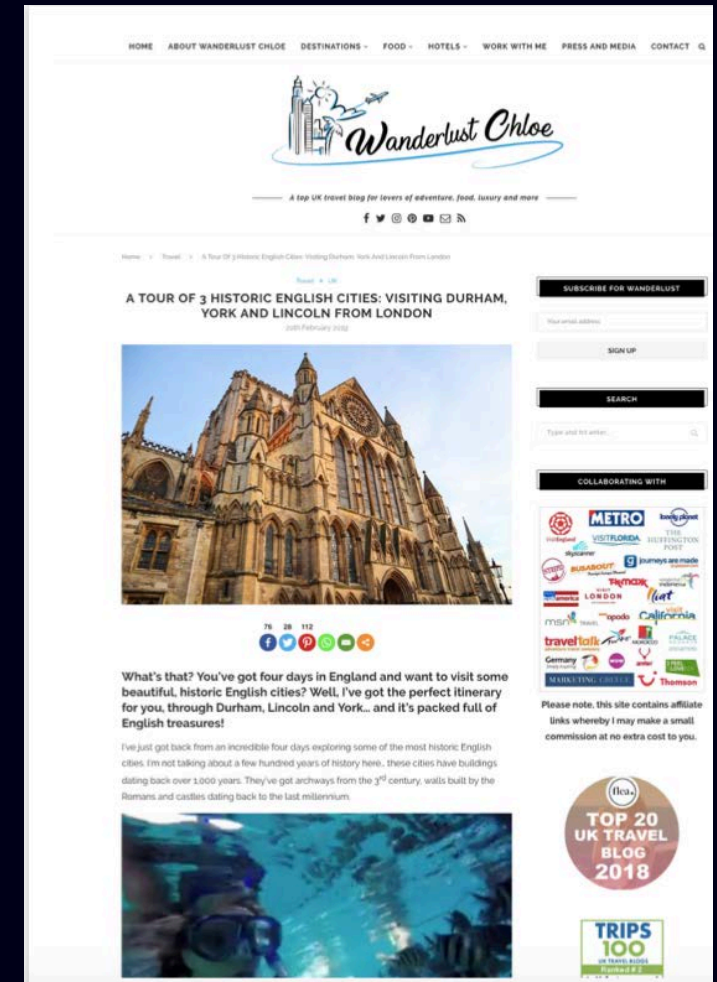
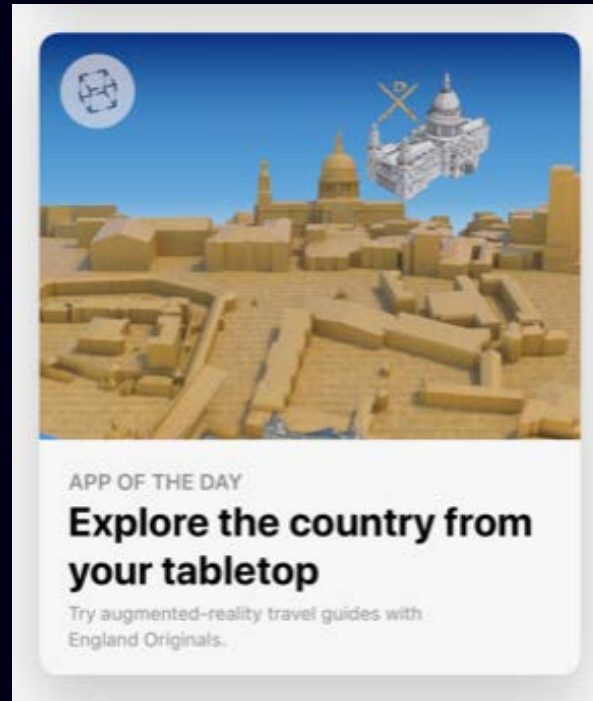
64k users to the England Originals website

7.5k click throughs from VB partner campaign with Travelzoo

12k app installs

39 consumer press articles
(16 US, 23 UK)

16 trade press articles
(UK and US audience)





Evaluation and dissemination

Facebook retargeting campaign

over 500 responses

Second round of evaluation interviews

October 2019

Progress against targets report

11 October 2019

Bookings update

End Sept/mid Dec/early March 2020

Conference at Alexandra Palace

160 delegates attended

Presentations at member events

