

Be Part of It..... 12th – 20th March 2011

During British Tourism Week 2011, businesses and organisations all over the UK will be involved in activities aimed at promoting the importance and diversity of our domestic tourism industry.

The key aims of British Tourism Week are:

- To raise the profile and importance of tourism with politicians, the media, those who work in the industry and those considering a career in the industry;
- To increase awareness with consumers of the product itself, its diversity, accessibility and sustainability;
- To promote training and professionalism in tourism; and
- To support the London 2012 Olympic and Paralympic Games.

EVERYONE, EVERYWHERE, EVERY DAY

Tourism is our 5th largest industry, our 3rd largest export earner, employs directly or indirectly around 2.6 million people and is worth £115 billion a year to the UK economy.

The industry benefits everyone – visitors, residents and employees. It is one of the few industries that is active in all parts of the country, it is 24/7 and cannot be outsourced or off-shored.

British Tourism Week will kick off with “Party on the Pier” on Saturday 12th March – piers, harbours, jetties around the coast and on our rivers will celebrate their involvement in Britain’s tourism industry.

WHAT YOU CAN DO NOW

- Think about how your businesses and organisations can get involved in British Tourism Week 2011 (see over for some ideas)
- Publicise British Tourism Week and spread the word through your own website, newsletters and mailings so others get to find out about it in time to plan their own activities
- Organise an event – perhaps a conference, exhibition, seminar or meeting for the trade; for consumers a festival or fair, guided walks, competitions and quizzes, special deals at accommodation providers and attractions; or an open day for students interested in working in tourism
- Invite your local MP, Welsh Assembly Member, Member of the Scottish Parliament or local councillor to visit your tourism business to raise the profile of tourism on a local, regional and national level
- Brand an existing event as part of British Tourism Week
- Support or sponsor a British Tourism Week event
- Register your events on the British Tourism Week website
- Encourage owners, managers and ‘Friends of the Pier’ organisations to get involved in Party on the Pier
- Print off the British Tourism Week poster and display on your notice boards



“British Tourism Week offers all of us a fantastic opportunity to raise the profile of the tourism industry and to highlight what a hugely important sector it is to the UK economy. It also gives us a chance to celebrate the great work done by so many to give tourists from both this country and abroad a wonderful visitor experience, and I would encourage all of you to take part.”

Rt Hon Jeremy Hunt MP
Secretary of State for Culture, Media and Sport



“Party on the Pier is a great opportunity to showcase a unique part of British heritage. I, for one, will be encouraging my constituency to get involved - celebrating on the brilliant newly refurbished Grand Pier in Weston-super-Mare.”

John Penrose MP
Minister for Tourism

Some ideas for getting involved in British Tourism Week and “Party on the Pier”

- Tourism “day”
- Local/regional tourism conference
- Tourism attraction/suppliers brochure swapmeet
- Trade or consumer tourism fair/exhibition
- Invite your MP or councillors to “go back to the floor” and spend time finding out about your business
- Special promotions and offers from restaurants, hotels, transport providers and attractions
- Special menus in pubs/restaurants and accommodation
- Talks on food miles/local producers market or displays – food miles awareness campaign
- Free guided walks for locals to get to know their own tourism product
- Simple reception for your local VIPs (MP, Mayor, Councillors, etc)
- Competition for children on your local area – activities in your TIC
- Children’s party/Pensioners’ party
- Coffee morning/afternoon tea (perhaps in aid of a local/national charity)
- Rotary/Round Table/Lions Club event or charity fund-raising for another local good cause
- Press conference to highlight a current or future issue of your business
- Brass Band concert/Youth Orchestra Concert/local choirs concert
- Hold your own “Crufts” with a charity dog walk
- Scout/Guide clean up campaign
- Celebrate “Girl Scout Day” 99th anniversary (US movement founded 12th March 1912)
- Charity fashion show organised by local retailers
- Charity talent show
- Fancy dress party
- Charity relay race
- Exhibition – history of the area/seaside/river/pier - launch a “History of” booklet
- Hold an Open Day – TIC, tourism businesses, church tower, pier, etc (behind the scenes...)
- Launch your own restoration fund appeal
- Talks on local tourism industry history in museum/art exhibition and galleries
- Local Tourism Awards ceremony
- Schools competition (poster promoting local tourism, video clip, create a new local food dish)
- Photographic competition (winning pictures featured on next town guide cover/tourism website)
- Tourism challenge
- Local wine/beer festival
- Local newspaper/media promotion – offers and competitions
- Adopt a school (businesses working with local schools/colleges – talks about tourism, cookery demos, etc)
- School visits to local tourism businesses, attractions, food producers
- Torchlight event (encourage local residents and visitors to turn up at dusk with a battery torch)
- Searchlight event (supplemented by residents and visitors with torches)
- Stage an event simultaneously with any town with which you are twinned - invite your twin town over
- Guinness World Record attempt (eg. the longest conga dance on a pier; the biggest “Mexican Wave;” the largest number of people singing “We do like to be beside the seaside;” world’s biggest paper and comb or Kazoo orchestra; attempt to sing “Rule Britannia” 301 times to mark the composer’s 301st anniversary [Thomas Arne, 12/3/1710])
- Work with shop owners, amusement arcade/activity providers on your Pier to offer visitors discounts and special offers that day
- Work with your TIC to provide free tours of the local area starting and finishing on the Pier, with refreshments on the return from a provider on or near the Pier
- Offer tours of any Piers, or buildings on the Piers not normally open to the Public
- Run a photo/drawing/painting competition of the Pier in advance, and announce the winner/publish their photo/drawing/painting during the week of BTW
- Sponsored swim, or Triathlon from the Pier
- Boat rides
- Combine your event with Climate Week (21st – 27th March 2011)

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