

ENGLAND ORIGINALS



You are invited to become part of a brand new product for England.

This autumn England's Historic Cities is launching a new £1.6m initiative to attract more international visitors to historic cities in England.

The aim is to demonstrate how easy and hassle free it is to take a 3-4 day trip by train into regional England and combine it with time in the City of London. We are making it easier to book and plan a visit and increasing the attractor factor of our top flight historic

destinations by presenting our heritage assets in a more compelling way through story-telling and augmented reality.

There are 2 opportunities for tourism businesses to benefit from the England Originals Initiative. You can sign up for a half day event that will deliver tangible business benefits to frontline staff and business owners and increase your profile by participating in marketing activity.



BUSINESS SUPPORT EVENTS

England Originals will benefit tourism businesses located in and around England's Historic Cities by providing opportunities for upskilling staff and developing product knowledge. The benefits will be delivered through a series of low-cost one-off events and we invite you and your staff to take part. There will be one happening near you.

The events will be active and interactive and designed to deliver knowledge and skills in a relaxed and enjoyable format for front line staff and business owners alike. Each half day session will include:

- A briefing on US millennials, one of the fastest growing consumer groups in international travel
- Information about what international travellers expect and how to meet those expectations
- An introduction to the new England Originals product including a demonstration of the England Originals app
- Details on how your destination is being promoted internationally as part of the England Originals product and how your businesses can benefit

- How to use social media effectively to promote businesses and destinations
- Chance to network with businesses in your locality

Post-event a set of tools will be available FOC to take back to your business and use as part of your internal staff development activity.

Our aim is to help you and your staff become effective and informed ambassadors for your destination and the England Originals product and attract more customers through association with the new product and as well as through customer recommendation and repeat bookings.

Event cost: £50 per person

EXPLORE MORE

MARKETING Opportunities

We have some exclusive opportunities for accommodation providers and attractions in the city to be featured as part of the marketing opportunities for the project. The project is targeting a younger demographic and your product has been selected to be featured in our marketing activity.



- A prominent presence on the England Originals website, for one year to September 2019, hosted on Visitlondon.com which is the most visited UK visitor website for international visitors
- A listing on the city directory that is part of the England Originals app
- A presence on the England Originals booking platform so that international visitors can book a visit pre- and post arrival for one year to September 2019
- Inclusion in the one of 5 new rail-based itineraries being promoted to US consumers and travel trade
- Priority inclusion in press trips and travel trade familiarisation visits from late autumn 2018 to March 2019

Marketing cost: £300

This opportunity has been subsidized by your local destination organisation to make it as affordable as possible.

MAXIMISING POTENTIAL

There is a considerable amount of support planned to maximise these activities including:

- Consumer marketing in the US to drive traffic to the England Originals website
- A trade sales mission to the US to develop new packaged tours and trips
- A media event in the US to generate press interest
- A presence at key trade events including Destination Britain America and World Travel Market 2018

If you would like support to ensure your product is bookable by consumers, tour operators and travel agents we can help. Please let your local tourism organisation know that you want to access this support.



To attend an England Originals event or benefit from the marketing opportunities, contact your local tourism organisation by 1 October.

