

**1066 + 2012**

**How the Olympics can Boost your  
Business**



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## **1066 + 2012**

Putting together the two biggest dates in English history represents a massive promotional opportunity.

1066 Country is an internationally recognised brand built around a stunning 378 square mile area of historic coast and countryside that stretches from Herstmonceux to Camber and north to Bodiam and Burwash.

We're a thriving public and private sector partnership that has over 15 years tourism experience combined with a strong track record of delivering real value to our membership.

We promote the area as a high quality, all year round destination to both day and staying visitors within a three hour travel time and to key overseas

We're put this toolkit together to help businesses, like yours, get the most from this unique moment in history.

We will be promoting [1066Country/London2012](#) via the website and using the logo and strapline 'Just 75 minutes from London' on all advertising and partnership work with Tourism South East and Visit Britain, specifically for journalists' visits and film location managers.

As 1066 Country members, you too, have the opportunity to use the logo in your advertising along with a selection of images we have put together. More information on that on page 9.

Every event during the Olympics (27 July – 12 August) and Paralympics (29 August-9 September) period will have the logo promoted alongside it.

## **Two famous dates – 1066+2012**

### **Legacy of 1066**

On 14 October 1066, Duke William of Normandy defeated King Harold of England at the battle of Hastings.

Possibly it was the most significant, and undoubtedly the most famous, battle ever fought on English soil. Most people will remember this famous story from their school days, particularly the gruesome image of King Harold with an arrow in the eye. But Hastings was more than just a battle; it was the start of a new chapter in England's history. Duke William's triumph, and his subsequent coronation as King William I (1066-87), marked the end of Anglo-Saxon England and the creation of new ties with Western Europe.

Battle Abbey was built on the site of the battle. A plaque marks the place where Harold fell and the location where the high altar of the church once stood. The settlement of Battle grew up around the abbey and is now a market town.

### **London 2012 – the opportunity**

The London 2012 Games is our opportunity to showcase our exceptional hospitality industry, heritage and culture.

[Tourism2012Games.org](http://Tourism2012Games.org) is a great online resource for anyone who works in hospitality, leisure or tourism and wants to get involved with the 2012 Games. The site co-published by Visit Britain and London 2012 contains useful information about visitors likely to come to the Games and how to reach them. It also has essential guidelines for businesses who are hoping to promote themselves to these visitors

The tourism industry will be one of the biggest markets to benefit from the 2012 Games, before, during and after; with many experts predicting the Games will generate \*£2.34 billion for the British economy between 2010 and 2017

The London 2012 Games creates opportunities for everyone involved with the visitor economy, from visitor attractions and accommodation providers to train companies and restaurants across the UK. We will capitalise on this and maximise the benefits for you by attracting visitors out of London and into 1066 Country.

*\*Extract from The Value of the Games to the UK Tourism – Tourism2012Games*

## **The 1066 Country Message**

Our close proximity to London makes 1066 Country the perfect place for visitors to stay during the 2012 Games and to come back to in the future.

### **For visitors with Games tickets**

Make 1066 Country your base from which to visit London for the day – reachable by train in under 75 minutes.

### **For Londoners**

Escape the capital for the peace and tranquillity of quintessential England that is 1066 Country.

### **For all**

Make 1066 Country your affordable, quality visitor experience in 2012.

*“2012 is just round the corner so don't get left behind. I have heard a number of people saying that the Olympics will pass us by as everybody will be in London. True millions of visitors will go to London but if you read about the experiences of other countries who ran the Olympic Games and the Winter Olympics the spin off for the location of the games and surrounding areas was massive, both prior to, during and after the event.*”

*“Many people coming to the Olympics will only visit a number of events and will have spare time to visit other places of interest. This is particularly relevant to overseas visitors. Many will make this a holiday of a lifetime and will travel in the shoulder periods before and after the games, many will have family over here and will take the opportunity to visit them as well.*”

*“So.....it's up to you, and us at 1066, to ensure that we put out as much information about ourselves, our events that we are running etc so as to ensure visitors want to come here. 1066 are working hard to promote us but we have a responsibility as individual members to ensure we get maximum publicity and exposure as possible. Send your information to Visit Britain & TSE - no matter how small, they want to promote it and don't forget the Jubilee!”*

Sandy Montgomery, Chairman, 1066 Country Marketing

## **1066 Country – what you need to know**

- +Tourism in 1066 Country generates £496 Million worth of income for local businesses
- An estimated 999,000 staying trips were spent in the area; 869,000 were made by domestic visitors and 130,000 by overseas visitors
- Staying visitors spent in total of £181.2 million on their trip
- Tourism related expenditure supports 11,275 actual jobs
- Approx. 9,513,000 tourism day trips were made in 2010 generating an additional £228,392,000 visitor trip expenditure
- 1066 Country is perceived as strong associations with history, castles and countryside attractions.
- A trip to 1066 Country for a historical experience has the most overall appeal
- Families would prefer “A trip to 1066 Country for family fun on the beach”.

Our area has strong transport links by road and rail (which takes just 75 minutes from London). With wonderful shopping and a thriving business community, 1066 Country is also a major hub of creativity, culture and innovation. 1066 Country continues to invest in new developments to build on its heritage to keep the area as a dynamic place for people to live, work and study.

### **So who will come?**

Our research shows that Traditionals, Cosmopolitans and High Streeters are most likely to visit 1066 Country during the Olympic year:

Traditionals like history, nostalgia and stylish comfort and are more likely to visit culture and heritage attractions

Cosmopolitans are a high spend group and make up the largest proportion of visitors for culture, heritage, gardens and manor houses.

High Streeters are the largest group for family attractions, beaches and museums.

Most travel from the regions of Kent, Greater London, Essex and Surrey. Our international visitors come from mainly Germany, Belgium and Netherlands. \*\*

*\*\*Arkenford Research*

*+The Economic Impact on Tourism in 1066 Country 2010*

## **Other Business Opportunities:**

### **CompeteFor** <https://www.competefor.com/business/login.jsp>

This is a free service that enables businesses to compete for contract opportunities linked to the London 2012 Games and other major public and private sector buying organisations.

CompeteFor also provides access to business support services, building skills and capacity to make sure that businesses across the UK can access opportunities linked to the hosting of the London 2012 Games. Register to see how your business could be involved.

### **Inspired by 2012** <http://www.london2012.com/inspire-programme>

London 2012 has launched the “Inspire” mark to recognise outstanding non-commercial projects and events inspired by the Olympic Games. The ‘Inspire’ mark is part of the London 2012 brand family. Only the most accessible, participative, inspiring and stimulating projects and events will achieve the mark – across sport, culture, education, environment, volunteering and business skills. The Inspire mark will be awarded to specific projects and events which are:

- Genuinely inspired by the London 2012 Olympic and Paralympic Games
- Well planned and managed
- Fully funded from non-commercial sources, and with no commercial association
- Innovative and inspiring
- Likely to achieve at least one of the key outcomes. For example, increased participation in grass root sports.

Active Hastings has secured the Inspire Mark for several events they are organising throughout 2012.



### **Beat the Blues** January 2012.

The aim will be to encourage families to “Beat the January Blues” by coming along to a family fun day at the leisure centre. The event will introduce them to a range of sports and activities that they can continue taking part in throughout the new year, leading up to the Olympics in the summer.

**Day of Dance from Across the Globe.** March 2012.

This event will be a celebration of dance forms from Olympic countries across the globe. Participants will be able to sign up to take part in a wide range of taster sessions including (but not exclusive to) Salsa, Zumba, LeRoc, Argentine Tango and West Coast Swing. This event will be aimed at over 16s.

**Workplace Olympics.** May 2012

This event will take place throughout the month of May and will encourage local businesses to enter workplace teams into an array of tournament evenings, including (but not exclusive to) netball, rounders, table tennis and badminton. The event will also introduce competition into the workplace through a variety of inter-departmental competitions in the large businesses.

Seb Coe, chairman of the London Organising Committee of the Olympic Games and Paralympic Games, said: *"We want to use the power of the Games to inspire change.*

*"The Inspire Programme is recognising the work our partners all round the UK are doing to help us achieve this vision.*

*"I congratulate everyone involved in Active Hastings for securing the Inspire Mark and wish you every success with your work."*

## Logo Use – Guidelines

1066 Country members and event organisers within 1066 Country have exclusive use of our newly designed Olympic logo which will be used widely throughout our campaigns and events during 2012 celebrations and is available for members at no additional cost for use on their own literature promotions or events.

However, the logo should not be modified in any way, including stretching, changing fonts and colours. This logo has been approved by LOCOG

The logo can be sent to you in EPS or JPEG format – please email [1066membership@hastings.gov.uk](mailto:1066membership@hastings.gov.uk) with your request.



## Media Store

Images to use for your own promotion can be found via 'Images for Members Use' on the [1066 Members](#) pages.

These quality images depict all areas of 1066 Country and are free to use during 2012. These can be sent to you as 72dpi or 300dpi, please email [1066membership@hastings.gov.uk](mailto:1066membership@hastings.gov.uk)

## Events listing

Events in 1066 Country are one of our biggest assets. We are committed to promoting your events at a local, regional, national and international level.

Maximise publicity for your events by adding them to the listings on the website. This provides our visitors with a wide variety of things to see and do. This area of the website is hugely popular and is viewed over 20,000 times per month. Tap into this potential market and use the link on the Visit1066 Country website under **Events** on the top tab line [www.visit1066country.com/events/post-your-events](http://www.visit1066country.com/events/post-your-events) We also urge you to submit an image with your event; these can be sent to [events@hastings.gov.uk](mailto:events@hastings.gov.uk)

## Social Media

Let us know your latest news and we'll Tweet, Retweet and post on Facebook to our ever growing number of followers.

Follow us on <http://www.facebook.com/1066Country>  
And <http://twitter.com/visit1066>

## Special Offers/Competitions

We would welcome any discounts or promotions you may be running during the 2012 season. These will be promoted via the Special Offers page on the website and also through newsletters throughout the year.

## **Key Marketing Messages**

### **Our Messages – what you should be saying to your customers:**

1066 Country is a major holiday destination – travelling time from one hour 15 minutes to one hour 45minutes by train from London – the perfect base for a family summer holiday in 2012. Combine a relaxing stay here, along with days in London as well.

1066 Country offers visitors a rich historical experience. Rye is a maritime maze of Medieval and Georgian buildings. The thriving market town of Battle is home to the very spot where King Harold fell during the fateful conflict. The Edwardian seaside resort of Bexhill is the birthplace of British motor racing. Europe's largest beach-launched fishing fleet can be seen in Hastings where you can also enjoy the picturesque Old Town. Herstmonceux is the perfect place for visitors to lose themselves in the magic and mystery of modern science. Pevensey was the landing point for both the Romans and the Normans. And, you must not miss the fairytale castle of Bodiam.

1066 Country has one of the most vast and beautiful coastlines in the South East - with a gorgeous, unspoilt, sandy beach at Camber, as well as the traditional seaside town of Bexhill or the quirky, unique Hastings and St Leonards - all of which are perfect for full-on family fun.

1066 Country is also synonymous with the countryside – meander through peaceful rural setting discovering quintessentially English villages and market towns, bistro pubs and charming tea rooms.

There is a huge choice of places for a great day out from parks and gardens, castles, family attractions, museums, steam engine rides to stately homes and delightful gardens. Bring your walking boots and enjoy miles of public rights of way and trails including the infamous 1066 Country Walk and the refreshing Cinque Ports route. If cycling is more your style, try the quiet country lanes set against a harbour nature reserve, beaches or woodland paths.

Hastings as an ancient town boasts some of the finest architecture around with Burton St Leonards, the first Norman castle to be built, its own fishing fleet and medley of medieval streets in the Old Town. The Jerwood Gallery opens in 2012 amongst a diverse mix of cultural and arts attractions in Hastings. A mouth-watering range of restaurants, pubs and cafes to suit every budget here.

All this with easy access to London.

***Visit 1066 Country – just 75 minutes from London.***

## **Variety and Value**

Be part of London 2012 – spoil yourself with a wealth of accommodation and top attractions to choose from.

The accommodation offers variety and value to our key visitors from camping and caravanning to luxurious B&Bs and countryside retreats.

There are many attractions too, whether you are looking for family fun, arts and culture, heritage or stately homes and gardens. If it's the great outdoors you enjoy there are gorgeous beaches and tranquil countryside to explore, miles of trails to walk and cycle.

Prices will be at a premium in London during the 2012 Games so make 1066 Country your base and your purse will benefit.

1066 Country is the perfect place to spend the summer of 2012. Take the train to your selected Olympic event, then return to your holiday base in the evening to enjoy a relaxing evening with a meal, a stroll along the seafront or visit to the theatre – all for a lot less than in London.

## **Travel from the 1066 Country area**

Rail links to Stratford International, one of the main venues for the 2012 Games, are excellent from 1066 Country.

### **Southern Railway Service – using the high speed link via Ashford International**

Rye - Stratford International: 1 hour 18 minutes.

Hastings – Stratford International: 1 hour 38 minutes.

Bexhill – Stratford International: 1 hour 50 minutes.

Further information on this service is available on [Javelintrain](#)

### **1066 Country – London Victoria (Southern Railway)**

Hastings - London Victoria: 2 hours. Tube and DLR services take passengers across London to the Olympic site.

Pevensey – London Victoria: 1 hour 40 minutes

### **South Eastern Railway Service**

*Direct trains deliver you efficiently to Central London, stopping at London Bridge, Waterloo East and Charing Cross.*

Battle - London Charing Cross : 1 hour 15 minutes.

Robertsbridge – London Charing Cross: 1 hour 19 minutes

Hastings - London Charing Cross (passes through London Bridge): 1 hour 35 mins.

### **Rail fares**

Unlimited travel for the day **on Southern Railways only** is available using the DaySave tickets available from Hastings Information Centre or [Southern Railways](#)

No restrictions apply at the weekends.

Group tickets (4 people) – £24.00 Single person - £12.00 Accompanied children under 16 - £1.00

For more information about other rail fares and times visit [National Rail](#)

## **Coaches**

The National Express coach runs from Hastings and Battle to London Victoria coach station and takes approx 2 hours and 40 minutes.

## **First Group Games Travel**

[Coaches](#) are planned from Hastings railway station 3 times a day to Ebbsfleet with transfer to Stratford International, which they are estimating at taking 1 hr 45 minutes - 2 hours

If you are looking to travel by train between Hastings and London or Gatwick Airport or (or any stations in-between) then you should find the [journey planner](#) helpful. Look up the latest train times for any station within 1066 Country or plan your journey to and from 1066 Country with the journey planner

Just 75 minutes from London – create your own perfect package and be inspired by day trips, short stays and itineraries to make your visit a great experience to and from London.

## Tips for accommodation providers

- Start a conversation with your guests today. Guests will be hearing a lot about the Games during 2011, so make sure they associate you with the Games.
- Get your staff involved and familiar with details of the Games.

### Tailor your service

- Sign up to the VisitBritain Fair Price and Best Practice Charter and give a clear indication of your commitment to fair and reasonable price.
- Download and use the Visit1066 Country logo – just 75 minutes from London - in your marketing and promotions
- Make sure you keep your website up to date with all the services you provide to visitors based in 1066 Country during the summer of 2012.
- Put a link on your website to [www.visit1066country.com](http://www.visit1066country.com)
- Make sure you keep your local Tourist Information Centre, your website and Visit1066 Country listing up to date with your availability and any special offers/occasions you plan to provide.

### Offer guests a comprehensive service

- Early breakfasts – if guests are taking an early train to London they may appreciate earlier breakfast times. Make sure your guests know – remember to include it on your website.
- Late dinners – equally, if guests are arriving back later in the evening the offer of late supper would be helpful.
- Packed lunches – food is expensive on trains and the London venues, you could offer to provide packed lunches for the journey, and promote it.
- Transport – consider providing a map of how to get to the appropriate site in London or could you offer a taxi service to the nearest train station in 1066 Country?
- Timetables – be knowledgeable about the times of trains, buses and coaches. Use traveline information and have information on local taxi firms.
- Free events – there will be several Olympic events which will be free to view – marathon, cycle road racing and parts of the triathlon. Plus guests can soak up the atmosphere in some of the major parks where events will be taking place, such as Hyde Park.
- Provide a welcome pack – this could include all of the above together with local services, things to do, places to eat, and a list of all free events taking place in London.
- Internet – make sure your internet connection is up to date especially for 2012 when there will be a massive surge.
- Promote accessibility – try to make your accommodation as accessible as possible for less able visitors and be prepared to lend a hand if necessary.
- Be a green hotel – install as many green practices as possible. The London 2012 organisers are trying to make the Games the greenest in history. Consider signing up to the Green Tourism Business Scheme – [www.green-business.co.uk](http://www.green-business.co.uk)

## Sign up to the Fair Pricing Charter

- Hosting the London 2012 Olympic Games and Paralympics Games is expected to result in an estimated £2.34 billion of benefits to the UK tourism industry.
- The industry is very aware that over-inflated pricing and/or inappropriate trading practices around the 2012 Games could risk doing long term damage to the reputation of the UK as a host destination.
- [A Fair Price and Best Practice Charter](#) has been set up by VisitBritain to provide re-assurance and confidence to potential visitors by giving a clear commitment to fair and reasonable trading practices during the period June 1<sup>st</sup> to September 30, 2012.
- By signing, your business will be giving a clear demonstration of your commitment to fair and reasonable trading practices during the above period. The Charter is there to re-assure visitors and encourage fair play and best practice.
- The list of signatories to the Charter will be published on the VisitBritain website, the [www.tourism2012games.org](http://www.tourism2012games.org) website (accommodation businesses must be part of the Quality Assessed to appear on these websites) and other sites made available to travel intermediaries and the media e.g. [www.visit1066country.com](http://www.visit1066country.com) (accommodation business can be part of the Quality Assessed and Accredited Schemes to appear on Visit1066 Country).
- Signatories to the Fair Pricing Charter will be given the right to use the exclusive Committed to Fair Pricing logo on their websites and other marketing material.

## Quality Assessment

- Once you have been graded by one of VisitEngland's professional assessors you will be able to use the internationally recognised Quality Rose Marque and star ratings on all your promotional literature. You will receive a free exterior sign to promote your star rating to your customers and annual certificate to display in reception.
- You will be included on an Enjoy England accommodation download for Tom Tom users
- You will be eligible to promote your business on VisitBritain's Tourism 2012 Games website and regional destination websites such as [www.visit1066country.com](http://www.visit1066country.com)

## **New - 1066 Country Quality Approved Scheme**

This new scheme gives the accommodation provider the opportunity to have a short and cost-effective local assessment to confirm that your operation is '**legal, safe and clean**' so you can work with us.

The benefit to this scheme is that it gives:

- A short day visit assessment at an affordable price.
- Reassurance from an experienced accommodation assessor that you are operating legally and safely
- Local marketing opportunities – working with Visit1066Country via advertising, tourist information centres, guides, website and potential PR.
- Free advice from the assessor on the full star rating scheme without any obligation
- Free subscription to VisitEngland's 'Accommodation Know-How' online service

## **Welcome to Excellence**

All Welcome Host training and opportunities can be found via their website.

[www.welcometoexcellence.co.uk](http://www.welcometoexcellence.co.uk)



## **How to write your own press release**

Journalists are more likely to use a press release if it is written like a news story - it's less work for them and they will have a clear idea about the story.

For tourism, we need to stand out from the rest of the UK's press releases and so the quirkier, more amazing the news, the better.

For 2011/2012 any sporting or royal links you discover, which can be given a tourism twist, are all good. Also, the overseas press will be looking for those quintessential English traditions or original events that don't happen anywhere else in the world. Any links with overseas that a business may have (e.g. a German wine grower who has settled in 1066 Country) are great too.

### **The Five Ws**

The basis of both a news report and a press release is the **five Ws - What, Where, When, Who and Why.**

### **Heading**

This should be factual - including dates/times if announcing an event. The 'quirkier', more amazing the news, the better.

### **Simplicity**

Keep your paragraphs simple. Can be single sentence paragraphs - using perhaps just one or two facts per paragraph. No jargon or flowery prose.

### **Paragraphs one and two**

These are crucial - you need to write about what readers want to read. Your main story should be in the first paragraph – with something original to keep the attention. Use those two paragraphs to give brief details of the first four Ws - What, Where, When and Who.

### **Remaining paragraphs – maximum 4 - 5**

These should flesh out those four Ws and answer the fifth W - Why. It can be a good idea to use a quotation as the third or fourth paragraph to give the story a human touch, but not always possible or appropriate in a tourism press release as often journalists just want the facts.

### **Check what you've written**

Read back and check you have included dates, times, websites, phone numbers for general public to call. If the press release is too long (more than one side of A4), delete information that isn't absolutely necessary. Check spelling, punctuation and grammar.

## **Check again**

Before you send your press release to your local paper, double check to make sure all your facts are correct.

## **Images**

You can attach photographs with captions if really required, though it may be better to indicate that high resolution images are available, rather than overloading someone's inbox and thereby guaranteeing your lovingly crafted release will be binned! Better to include a web link to demonstrate what you are writing about. If providing images, take the photographs yourself so you can be sure you are not breaking any copyright law.

## **End of press release**

Journalists always appreciate having a contact name, email address and direct number at the bottom of the press release for further information.

## **Editor's notes**

These should go at the end of the final release and can be used to provide fuller information that may not be of immediate relevance to the main facts of the press release.

Please send any press releases to [1066countrymarketing@hastings.gov.uk](mailto:1066countrymarketing@hastings.gov.uk) in both Word and pdf format if possible. A useful site to convert documents to pdf is [www.doc2pdf.net](http://www.doc2pdf.net)

## **Cultural Olympiad – key event**

In 2012, the roof of this spectacular modernist gallery, De la Warr Pavilion, Bexhill-on-Sea, will echo the final scene of the classic British movie *The Italian Job* when a life-sized bus will teeter precariously from its roof. What Richard Wilson's piece means is anyone's guess but it's sure to be a head turner and the graceful 1930s lines of the De La Warr are well worth seeing at any time.

More information can be found on [www.london2012.com/cultural-olympiad](http://www.london2012.com/cultural-olympiad)

## **Olympic Torch Relay**

The Olympic Torch will arrive in the UK on 18 May 2012 and will travel across the counties on a 70-day journey. It will be carried by 8,000 Torchbearers and along its way entertainment, shows and concerts will mark its arrival at each stop.

Hastings is just one of around 70 celebration locations across the UK announced by the London 2012 Organising Committee of the Olympic and Paralympic Games (LOCOG). Over 200 nations take part in the Olympic Games, and 150 take part in the Paralympic Games, making it the largest worldwide event and a truly global spectacle.

Around 70,000 volunteers help the 22,000 competitors and officials plus the media of 30,000 cover the event broadcasting and reporting to all round the world.

The Olympic Games in London open on Friday 27 July until 12 August, with the Paralympic Games opening a month later on Wednesday 29 August.

## **Paralympic Torchbearer nominations**

The next stage of the London 2012 Paralympic Torch Relay Torchbearer nomination process has started.

BT, one of the three Presenting Partners for the London 2012 Paralympic Torch Relay, launched their public nomination campaign on 13 December.

On 28 and 29 August 2012, the 580 successful Torchbearers, who will work in teams of five, will carry the Paralympic Flame during an overnight relay from Stoke Mandeville to the Opening Ceremony of the Paralympic Games at the Stadium in Stratford, East London.

Successful nominees will have displayed the Paralympic values of courage, determination, inspiration and equality to make a difference or push the boundaries of what is achievable.

The three separate public nomination campaigns run by the Presenting Partners, BT, Lloyds TSB and Sainsbury's, will help find teams who have been together for years and achieved remarkable things or who have been grouped together as they have a common story to be celebrated.

More information can be found on the London2012 Paralympic Flames Festival on [London2012](http://London2012)

## **London 2012 reveals South East communities on Olympic Torch Relay route**

The Olympic Flame will be in the South East between 9 and 11 July 2012 and between 14 and 20 July 2012 and will visit every county

The announcement of the 1,018 villages, towns and cities on the UK route means LOCOG has realised the aspiration of taking the Olympic Flame to within an hour's journey time of 95% of the population. In fact, over 95% of the population will be within just 10 miles of the Olympic Flame next summer. The street by street detail of the route will be confirmed very soon.

The Olympic Torch Relay will be an opportunity for people of the South East to connect with the Olympic Games, its values and its spirit. Many thousands of people are expected to welcome the Olympic Flame and celebrate the achievements of the Torchbearers along the route each day. People are invited to [view the interactive map](#) to find their nearest community through which the Olympic Flame will be carried.

## **2012 Games Information Factsheets**

### **Dates and Statistics**

Olympic Games 27 July – 12 August 2012  
Paralympics Games 29 August – 9 September 2012

Potentially 80,000 spectators will visit the 2012 Games per day.

7.7 million tickets will be sold

The cheapest standard tickets available will be £20

4 billion global TV audience

Football kicks off the 2012 Games. The very first event is the women's preliminary football rounds at the Millennium Stadium Cardiff on 25 July.

Athletics takes place in the Olympic Stadium from 3-12 August.

The most popular spectator events are the athletics, gymnastics and swimming.

## **2012 Games Information Factsheets**

### **The Games –getting there**

There is no access by car to the London 2012 Games. Spectators need to get to the Games by public transport –the aim is to be the greenest games ever.

Stratford Regional, Stratford International and West Ham are the three gateway stations that will serve the Olympic Park.

Stratford International links with the St Pancras International route. During the Games, The Javelin high speed bullet train service will run from St Pancras International to Stratford International in just 7 minutes. It will then be just a few hundred metres walk to the Olympic Park.

Tickets to the Games will include free travel on London public transport for the day of your ticket.

Allow up to 30 minutes from gateway stations to your sporting venue.

### **The Locations**

#### **The Games – Locations**

The main Olympic Park will stage the following events in its various arenas:

- Aquatics Centre – Diving, swimming, synchronized swimming, modern pentathlon, paralympic swimming.
- Basketball Arena – Basketball, handball, wheelchair basketball & wheelchair rugby.
- BMX circuit – BMX Cycling.
- Eton Manor – Wheelchair tennis.
- Handball Arena – Handball, goalball, modern pentathlon.
- Hockey Centre – Hockey, paralympic 5-a-side & 7-a-side football.
- Olympic Stadium – athletics & paralympic athletics.
- Velodrome – track cycling & paralympic track cycling.
- Water polo arena – water polo.

## Other Venues

- Earls Court (West London) – Volleyball.
- Eton Dorney (Nr Windsor Castle) – rowing, canoe sprinting, paralympic rowing.
- Excel centre (East London) – Boxing, Fencing, Judo, Table Tennis, Taekwondo, Weightlifting, Wrestling, Boccia.
- Paralympic table tennis, judo, powerlifting, volleyball and fencing.
- Greenwich Park (East London) – Olympic & paralympic equestrian competitions, combined running & shooting for modern pentathlon.
- Hampton Court Palace (Surrey) – Hosting the start and finish of the men's and women's time trials in road cycling.
- Horse Guards Parade (Whitehall, Central London) – Beach volleyball.
- Hyde Park (Central London) – Triathlon & Marathon swimming.
- Lords Cricket Ground (St John's Wood, NW London) – Archery.
- North Greenwich Arena (East London) – Artistic gymnastics, trampolining, basketball, wheelchair basketball.
- The Mall (Central London) – Marathon, racewalk and cycling road races will start and finish in the Mall.  
Paralympic athletics. Free viewing along route.
- Royal Artillery Barracks (Woolwich, SE London) – Shooting, paralympic shooting & archery.
- Wembley Arena – Rhythmic gymnastics, badminton.
- Wembley Stadium (London), Hampden Park (Glasgow, Scotland), Old Trafford (Manchester), Cardiff Millennium Stadium (Cardiff, Wales), City of Coventry Stadium (Coventry) St James Park (Newcastle) – Football.
- Wimbledon – tennis.
- Lee Valley (Hertfordshire) – White Water rafting.
- Hadleigh Farm (Essex) – Mountain Bike Events.
- Weymouth & Portland – Sailing and paralympic sailing.

## Frequently Asked Questions

On the days I am not travelling to watch the London 2012 Games will there be much to do in 1066 Country?

*Yes, there is a huge choice of visitor attractions and places offering great value for money to go for a great day out in 1066 Country.*

Where can I find information on events and attractions during my stay?

*The website [www.visit1066country.com](http://www.visit1066country.com) has lists of current events, activities, attractions and accommodation. There are links to Tourist Information Centres and distinctive areas such as Hastings, Bexhill, Rye, Pevensey & Herstmonceux and Battle.*

If I am going to watch a Games event in London and it starts early or finishes late will I be able to get there on time and back easily?

*Yes, trains start departing from the main stations early in the morning and there will be additional trains to get passengers home from finishing events at the Games.*

Useful travel websites:

[www.nationalrail.co.uk](http://www.nationalrail.co.uk)

[www.nationalexpress.com](http://www.nationalexpress.com)

[www.traveline.info](http://www.traveline.info)

Will my ticket for the 2012 Games include London train travel?

*Yes, ticket holders will receive a Games travelcard to use on public transport within London on the day of their event. The will include the London Underground; London Overground; Docklands Light Railway, bus, tram and some national rail services, but not Heathrow, Stansted or Gatwick Express trains or taxis.*

Is it possible to take a coach from Hastings, Rye, etc. to London?

*You can catch a National Express coach from Hastings to London Victoria where there may be direct services to the Olympic Park. However, it is a longer and less direct journey than the train. For more information visit [www.nationalexpress.com](http://www.nationalexpress.com)*

Can I drive in London and then take the tube?

*The Games are a 'car free' event. Parking near any tube station during London 2012 will be virtually impossible. Temporary Park and Ride sites are being constructed at intervals around the M25. Taking the train is by far the easiest, greenest and most stress-free way to arrive in London for the Games.*

**Will 1066 Country have any of the official big screen sites showing the events of London 2012?**

None at the present time.

**Can I have an overnight stay away from my base? e.g. in London for one night, then back here?**

*Please discuss this with your accommodation provider as soon as possible. Most venues are quite flexible.*

Useful websites:

[www.visit1066country.com](http://www.visit1066country.com)  
[www.tourism2012games.org](http://www.tourism2012games.org)  
[www.london2012.com](http://www.london2012.com)  
[www.green-business.co.uk](http://www.green-business.co.uk)  
[www.qualityintourism.co.uk](http://www.qualityintourism.co.uk)  
[www.visitbritain.com](http://www.visitbritain.com)