

Membership benefits

VISIT1066COUNTRY.COM

Showcase your business to over 26,000 visitors a month or to our fast-growing database of over 20,000 consumers who receive regular targeted emails and newsletters. All accommodation providers can update their room availability via our Destination Management System (DMS) with a unique password and can also take advantage of the online booking system.

IPHONE APP

Promote your business to our increasing numbers of mobile customers with our fantastic iPhone app.

SOCIAL MEDIA

Use our **Love1066 Facebook** page, **Visit1066 Twitter** and **1066 Country YouTube** platforms to extend the reach of your business beyond conventional channels.



PRINT

We produce a series of acclaimed publications including our **Best Attractions to Visit in Hastings & 1066 Country** guide, multi lingual guides and other targeted pieces of print. All of these are distributed on a regular basis within a three hour drive time and also at travel exhibitions. All literature points to www.visit1066country.com

PROMOTIONAL ACTIVITY

We advertise in a wide range of high quality consumer and trade publications and online including Heritage, English Garden, BBC History and Britain magazines.



PUBLIC RELATIONS

Our unique relationship with the national and international media has seen extensive coverage in publications such as Coast Magazine, BBC Countryfile, BBC Good Food, BBC Homes & Antiques, Delicious, Period Living, Best of British, The Guardian, The Independent, The Times, Sussex Life and many overseas media.

PROMOTION TO THE TRAVEL TRADE

We work closely with Visit Britain, Tourism South East, English Heritage, National Trust, Eurotunnel, Southern Railway and local partners to promote 1066 Country to trade professionals. We're also highly active in overseas and UK markets at consumer and trade tourism exhibitions.

PARTNERSHIP WORKING

We appreciate that the tourist does not recognise borders and we actively engage with VisitBritain, Visit England, Tourism South East, Visit Kent, Sussex Top Attractions and local authorities across the whole of Sussex.

A 20% discount on Tourism South East membership is available to all 1066 Country members.



Wider benefits

- Monthly trade newsletters - keeping you up to date with new developments and legislation that will impact on your business, upcoming events and training opportunities
- Licence to use the world renowned 1066 Country logo on your own promotional materials
- Use of the 1066 Country pictorial map at greatly reduced cost
- Dedicated members' section on www.visit1066country.com with useful links, intelligence and business advice
- Networking events
- Representation via 1066 Country Marketing of your views on a regional and national level
- Promotion throughout the 1066 Country Tourist Information Centre network
- Subsidised training opportunities for you and your staff
- Participation in the acclaimed Sussex Breakfast project
- Access to exclusive district and destination level business intelligence including Economic Impact Studies, consumer segmentation research and town level visitor surveys



Membership packages

These range from Bronze to Gold. Rates differ according to industry sector. Please refer to your relevant rate card or to www.visit1066country.com/1066members where you will also find contact details if you have any queries.

Large print and audio versions are available.
Please call 01424 451113 for details.

visit1066country.com

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1066 country

MEMBERSHIP

BECOME PART OF THE BIGGEST BRAND IN HISTORY

The Battle of Hastings is the most famous event in English history and it happened right here in the heart of 1066 Country.

Our internationally recognised brand is 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.

1066 COUNTRY MARKETING

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 members.

We bring together Hastings Borough Council, Rother District Council, Wealden District Council, Tourism South East, National Trust and English Heritage alongside scores of private businesses like yours.

We promote 1066 Country as a high quality, all year round destination to both day and staying visitors within a three hour drive time and to key overseas markets including Belgium, Netherlands, Germany and France.

We're committed to developing the tourism industry in our area, currently worth over £481 million per year and supporting 10,550 jobs.



visit1066country.com

How the **1066 country** brand has boosted real businesses

visit**1066country.com**

“ Coverage of our B&B in Elle UK and Coast magazine, July 2011 are both as a result of Sally Shalam’s visit for The Guardian, so thank you for steering her in our direction! ”

TRACEY-ANNE COOK
CO-OWNER, BLACK ROCK HOUSE,
HASTINGS.

“ When we purchased The Gallivant Hotel in 2009, 1066 Country Marketing was a great one stop shop for us, both by featuring on your website and through your extensive network of contacts. 18 months later you remain our number one resource. ”

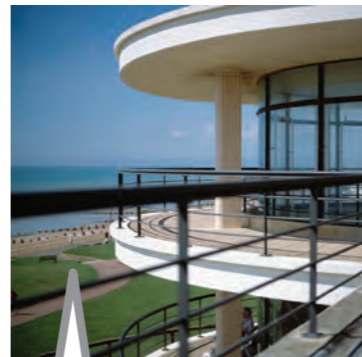
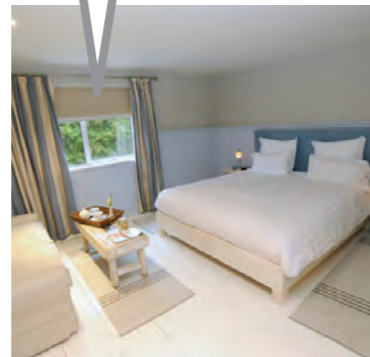
TUDOR HOPKINS
GENERAL MANAGER AND CO-OWNER, THE
GALLIVANT, CAMBER SANDS

“ Working together with 1066 Country Marketing has enabled Bodiam to have a greater presence as an individual attraction in the European market. We have received support from the 1066 Country Film Service and help with our marketing through the excellent visit1066country.com website. ”

GEORGE BAILEY
PROPERTY MANAGER, BODIAM CASTLE AND WINCHELSEA
COUNTRYSIDE, NATIONAL TRUST

“ We have been working with 1066 Country Marketing for a number of years and have always found this to be a very positive experience, from trade shows, both within the UK & Europe, to web-marketing. ”

PAUL HOWARD
GROUP BOOKINGS, BLUE REEF
AQUARIUM



“ Tourism South East values the partnership with 1066 Country, especially in supporting European trade and media activity. Working together means that we can host more journalists and TV crews and reach far more countries. 1066 Country is able to provide the local knowledge and expertise which is invaluable to Tourism South East’s team when working on marketing campaigns or projects. ”

SUE SAVILLE
MANAGING DIRECTOR, TOURISM SOUTH EAST

“ English Heritage has been a very satisfied member of 1066 Country Marketing for many years. Without doubt the benefits of working together with like-minded, enthusiastic individuals and businesses all focussed on promoting the best in tourism for the area has given English Heritage, and particularly Battle Abbey, a higher profile and greater marketing reach than it could have achieved by itself. ”

LOUISE DANDO
SALES AND MARKETING MANAGER, ENGLISH HERITAGE

“ The De La Warr Pavilion is happy to utilise the 1066 Country marketing material as part of its marketing mix. The website, in particular, is attractive and the 1066 brand introduces DLWP to a particular type of visitor who may not have otherwise put us on their itinerary. In addition, the level of service that lies behind the marketing tools is supportive and professional. ”

SALLY-ANN LYCETT
HEAD OF COMMUNICATIONS, DE LA WARR PAVILION

“ The partnership between VisitBritain Brussels and 1066 Country goes back many years. The team is extremely focussed on promoting this unique part of England and has a thorough understanding of their overseas visitors’ needs. Our collaboration has matured over the years to make sure that 1066 Country is and remains one of the Belgians’ niche destinations. ”

MYRIAM DE MULDER
MARKET REPRESENTATIVE, VISITBRITAIN BELGIUM

1066 country: Historic coast & Countryside