

**From:** [1066 Country](#)  
**To:** [1066CountryMarketing](#)  
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## Opportunities for 1066 Country Businesses

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### Optimising the London 2012 Olympic and Paralympic Games

#### Opportunities for 1066 Country businesses

The Olympic Flame will arrive in the UK on Friday 18 May 2012 and will travel around the UK for 70 days, arriving in London the weekend before the 2012 Games begin. The games themselves represent an unprecedented opportunity to use the excitement of the 2012 Games to grow or promote the businesses in 1066 Country. Here in 1066 Country we are lucky to have the torch pass through Rother on its way to its overnight stop in Hastings on July 17.

Being one of the first 74 locations announced across the UK to host the torch will provide a massive boost to the local economy. Once the exact route is known, a series of activities will be planned to mark its progress, with a big event in Hastings at the brand new Stade Open Space to mark the occasion.

Don't miss this opportunity to become involved and proactively promote yourself to potential visitors to the area. There are a number of ways you can do this.

#### Marketing Campaign

International attention is upon us and 1066 Country is part of a pan Sussex Olympics marketing campaign, coordinated by Sussex local authorities, to ensure we gain the maximum long-term benefit from the Games. We are also working closely with Visit Britain ('VB') and Tourism South East ('TSE') to realise this.

Our **new dedicated Olympic area** on the Visit1066Country website is now live. Our key message is that of the area's accessibility to London in order to encourage visitors to make 1066 Country their base. Of particular relevance to local businesses is the useful toolkit to download such things as the 1066 Country Olympic 'themed' logo, information about the Visit Britain Fair Price and Best Practice Charter and 2012 Games Information practicalities.

**Media attention** on the UK has already been increasing in recent years. Most of the press visits we have hosted in 2010/11 have been from overseas. VB anticipates that the Olympics and Paralympics will attract more than 20,000 journalists during Games time alone. Many will be looking for 'filler' stories from the regions, particularly those with Games' or sporting connections, but also those with a historical, traditional or quirky slant. (E.g. Sir Giles Scott, the designer of the iconic red 'phone box (and as architect worked on Battersea Power Station/ Liverpool Cathedral) lived just outside Battle at Ninfield).

This is the ideal opportunity to provide us with your ideas so we can feed stories to VB, TSE and our media contacts in an organised and targeted way. You may be a business who can help us with these 'filler' stories. You or a member of your staff may be from overseas and would be happy to be interviewed about why you have made 1066 Country your home. Just submit any information you feel may be of interest, and we will do the rest. We look forward to receiving your email on [1066countrymarketing@hastings.gov.uk](mailto:1066countrymarketing@hastings.gov.uk)

**Events in 1066 Country**, along with the wide variety of visitor attractions, are one of our biggest

assets. In response to a request by Visit Britain, and also as part of our commitment to promote events across 1066 Country, we are appealing to all tourism businesses in the lead up to the 2012 Games to promote your events at a local, national and international level.

We can only do this with your active support, so do please add your events to the 1066 Country listings to provide our visitors with a wide and tempting range of things to see and do in 1066 Country and help to boost our visitor economy. Use this link <http://www.visit1066country.com/site/events/post-your-events> and we will ensure that Visit Britain receives details of all special and major events taking place in 1066 Country – be they games related or not. If you think the event is of special significance and worthy of media attention, again please let us know at [1066countrymarketing@hastings.gov.uk](mailto:1066countrymarketing@hastings.gov.uk)

**1066 Country Membership.** In order to promote 1066 Country efficiently and cost effectively as an attractive destination in an increasingly competitive market, we invite/ encourage you to become a member of the 1066 Country Marketing Group/Partnership. As well as having advertising space on [www.visit1066country.com](http://www.visit1066country.com) you will also receive a wide range of benefits. Look out for your membership invitation, more details of which can also be found on [www.visit1066country.com/1066members](http://www.visit1066country.com/1066members) We welcome your involvement.

Yours faithfully

Kevin Boorman

1066 Country Marketing Manager

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