



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 not only includes Battle, Bexhill, Hastings and Rye but stretches from Herstmonceux to Camber and north to Bodiam and Burwash.

With a flourishing arts scene and a quirky events calendar, visitors love our combination of culture and tradition.

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, making families, cultural explorers, 'empty nesters' and the iGeneration our priority. We target the south east of England within a 3 hour drive time and our key overseas markets include Belgium, France, Germany and the Netherlands.

We're committed to developing the tourism industry in our area, currently worth over £554 million per year and supporting 12,600 jobs.

MEMBERSHIP BENEFITS

VISIT1066COUNTRY.COM

Showcase your business to over 40,000 visitors a month or to our fast-growing database of over 40,000 consumers who receive regular targeted emails and newsletters.

IPHONE APP

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

SOCIAL MEDIA

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

PRINT

We produce a series of acclaimed publications including our **1066 Country Attractions 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

DIGITAL ADVERTISING

We advertise on the websites of a wide range of quality consumer and trade publications 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 Homes & Antiques, Period Living, The Guardian, The Independent, The Times, and many overseas media.

PROMOTION TO THE TRAVEL TRADE

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

PARTNERSHIP WORKING

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





- Bi-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 internationally recognised 1066 Country logo on your business's promotional materials
- Use of the 1066 Country pictorial map
- Dedicated members' section on www.visit1066country.com with useful links, intelligence and business advice
- Networking events
- Representation via 1066 Country Marketing of your views at a regional and national level
- Promotion at Hastings Tourist Information Centre and network of Visitor Information Points throughout 1066 Country
- Subsidised training opportunities for you and your staff
- Access to exclusive district and destination level business intelligence including Economic Impact Studies, consumer segmentation research and town level visitor surveys
- Free 1066 Country flag supplied where required.

MEMBERSHIP PACKAGES

Please refer to our rate card or to www.visit1066country.com/1066members where you will also find contact details if you have any queries. Packages range from Bronze to Gold.

HOW THE BRAND HAS BOOSTED REAL BUSINESS

“ We have found being part of 1066 Country Marketing a really good support for our efforts to be associated with promoting the destination, which they do a great job at. They understand lifestyle marketing and position the area and suppliers like us in that process.

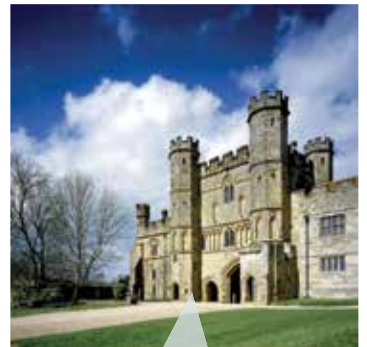
Alex Clarke, Director, The George in Rye

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“ When we opened Swan House in 2006, 1066 Country Marketing helped us from the start, offering invaluable words of support and encouragement. We would not have received the extensive press coverage and hospitality accolades, if it were not for the support and advice from a superb tourism marketing team. Their knowledge and professionalism are well worth the members' subscription and more!

Brendan McDonagh and Lionel Copley, Swan House, Hastings

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“ 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.

Nigel Smith, Chief Executive, Tourism South East

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“ 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, Head of Site and Event Marketing, English Heritage

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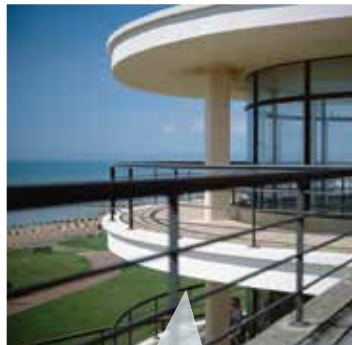
AND MORE....

“ Working together with 1066 Country Marketing has enabled Bodiam and Bateman's 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.

**Heather Packham, Visitor Experience Manager,
Bodiam Castle and Bateman's, National Trust** ”

“ Enthusiastic and enterprising, the 1066 Marketing team have consistently promoted Great Dixter to the UK and European Market for many years, within a budget that proves to be excellent value for money.

**Perry Rodriguez,
Business Manager for Great Dixter** ”



“ 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 Amsterdam, VisitBritain Brussels and 1066 Country Marketing 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 Northern Europeans' niche visitor destinations.

Marieke van Dijk, B2B Manager, Europe ”