




No One Knows 1066 Country Like We Do



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1066
Country

1066 Country

...A SMALL PARTNERSHIP WITH A BIG STRATEGY

1066 Country is a thriving public–private partnership with over 25 years’ tourism experience and a proven record of driving real results for our members. We are here to grow the visitor economy, champion our businesses and tell the stories that make this corner of England unlike anywhere else.

We bring together Rother District Council (our Accountable Body), Wealden District Council, Tourism South East, The National Trust, English Heritage and scores of forward thinking private businesses like yours. Together we promote 1066 Country as a high quality, year round destination for UK and international visitors.

Our brand is built around a stunning 378 square mile sweep of coast and countryside that takes in Battle, Bexhill, Camber, Hastings, Herstmonceux, Rye, Pevensey and up to the Kent border. At its heart is the most famous date in English history – 1066 – brought to life through contemporary culture, coast and countryside, food and drink, and authentic experiences.

1066 Country currently has 140+ paying members across accommodation, attractions, hospitality, vineyards, retail, events, transport and media – all benefiting from being part of something bigger.



WHAT WE DO: TURNING OUR REGION’S STORIES INTO VISITS, STAYS AND SPEND

We promote 1066 Country, our partners and members through:

- Bold national campaigns across print, digital and out of home, using fresh creative and strong calls to action.
- Targeted international marketing and travel trade activity in partnership with VisitBritain, VisitEngland and Tourism South East.
- A high performing website and active social channels that inspire, inform and convert.
- Press, PR and influencer campaigns built around powerful storylines.
- Visitor itineraries and seasonal themes that showcase member businesses.
- Regular lobbying, market intelligence and support to keep you ahead of the curve.
- Member events and networking that foster collaboration and spark new ideas.

WHY THE NEXT TWO YEARS MATTER MORE THAN EVER

The coming two years are the most important in a generation for 1066 Country. The arrival of the Bayeux Tapestry at the British Museum in September 2026 and the 2027 European Year of the Normans will shine an international spotlight on our region – and no-one tells our story better than we do.

These milestones give us:

- A once in a generation hook to promote everything our region has to offer to new audiences.
- A powerful reason for media, travel trade and influencers to talk about 1066 Country.
- The perfect moment for businesses to align their offers, events and experiences with a broader narrative to have a greater impact.

As a member, you’ll be plugged into coordinated marketing activity that puts your business on the map while the world is looking our way.



Our impact: strong foundations, growing audiences



VISITOR ECONOMY (2024 REPORT)*

- Total visitor trips up by 8%.
- Total visitor spend up by 34%.
- UK day trips to the area up by 116%.
- UK overnight stays up by 137%.
- Tourism related employment up by 16.7%, now accounting for 21% of total employment in the area.
- 82% of visitors coming for holidays.

DIGITAL PERFORMANCE (2025)

- Social media: 31.2% increase in Instagram followers, 7.3% increase in Facebook followers, 270% increase in TikTok followers, and over 1.4 million organic views across Meta.
- Website: 718,138 page views and 363,753 users in 2025.
- Over 10,983,944 Google impressions, with 75% of the audience arriving via organic search.
- Top audiences include the UK, US, Australia, France, Germany, Netherlands, China, Canada, Ireland and New Zealand, reflecting our international marketing focus.

PRESS AND PR (2025)

- More than 41 pieces of coverage arranged or assisted over the last year, across digital, print and social channels.
- Features secured in outlets such as The Times, The Telegraph, The i Paper, Daily Mail, VisitEngland and The Sun highlighting specific members as well as the wider 1066 Country area.

CAMPAIGN 2025/26 - "UNEXPECTEDLY 1066"

- Multi platform, data focused and creatively driven, juxtaposing traditional stories with contemporary experiences.
- Targeting primarily Gen Z and Millennials, with families with older children as a key secondary audience.
- Digital content on Meta (Instagram and Facebook), Google (Search and YouTube) and TikTok, supported by influencer content and paid ads.
- Out of home (OOH) activity at 17 targeted London Underground stations (including Victoria, Charing Cross & London Bridge) during English Tourism Week with an estimated Total Audience Impact of 27,501,170.*
- Campaign activity generating strong click through rates and a 96% increase in "1066" searches on Google, with average website session duration rising to 3 minutes 11 seconds.

*Source: Cambridge Model Impact Research, published 2025. Produced by Destination Research Ltd.

*Source: Route (domestic only, excl Tourists).

Membership benefits – what you gain



POWERFUL DIGITAL PRESENCE

- A dedicated profile on visit1066country.com, reaching a large and highly engaged audience.
- Opportunities to appear in campaign pages, themed content, itineraries and “hero” stories around 1066 and the Year of the Normans.
- Direct links to your own website and booking platforms to convert interest into business.

MARKETING TOOLKIT AND BRAND ASSETS

- Access to our password protected marketing toolkit with ready made copy, straplines and the 1066 Country “Country of Origin, Sussex” marque.
- Use of our curated image library and official videos to strengthen your own marketing.
- Professional 1066 photography shoot to produce images for our website and your own use (subject to membership level).
- Use of the distinctive 1066 Country pictorial map where appropriate.

EVENTS, NETWORKING AND COLLABORATION

- Invitations to networking events and special briefings linked to key campaigns.

PRESS, PR AND INFLUENCER OPPORTUNITIES

- Eligibility to be included in press and influencer itineraries.
- Exposure through our media work with regional, national and international outlets.
- The chance to co-create content during campaigns.

INSIGHT, ADVOCACY AND SUPPORT

- Monthly member newsletter with policy updates, tourism news, and campaign insight.
- Access to destination level research and market intelligence to inform your business decisions.
- Representation of your interests at regional and national level through our partnerships and networks.
- Practical guidance and best practice sharing especially around key sector issues.
- A dedicated members’ section on our website with marketing guidance, data and advice.

WIDER DESTINATION PROMOTION

- Close working relationships with VisitBritain, VisitEngland, Tourism South East, English Heritage, National Trust, transport operators and local partners to promote 1066 Country in the UK and overseas.

MEMBERSHIP PACKAGES

Our programme offers five membership levels, and an ‘events plus’ listing, giving businesses a range of strong options depending on the level of visibility they want.

Our structure places emphasis on marketing exposure, with opportunities for members to feature across:

- Social media posts and campaigns
- Destination blogs and themed content
- Monthly newsletters
- Joint marketing initiatives

Our goal is simple: to ensure we offer a membership programme that delivers more visibility, more opportunities, and more value for our members.

1066 Country Visitor Economy 2024

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2024. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.



13.5 Million

▶ Number of trips



£901 Million

▶ Economic value



18,399

▶ Jobs supported

EXPENDITURE BY PURPOSE OF VISIT

	£ Million
Holiday	£248.8
Business	£21.2
Friends or family	£34.8
Other	£7.7
Study	£11.2

PURPOSE OF VISIT BY VOLUME OF TRIPS

Those on Holiday		Those on Business	
Holiday	82%	Business	4%
Stay	3.6 Nights	Stay	3.4 Nights
Spend	£188.53	Spend	£303.24
Friends or Family		Study and Other	
VFR	12%	Study and Other	2%
Stay	4.5 Nights	Stay	13.6 Nights
Spend	£176.79	Spend	£743.98

EMPLOYMENT AND EXPENDITURE

Direct Tourism Jobs	
Accommodation	2,627
Retail	2,516
Catering	5,365
Entertainment	2,051
Transport	1,390
Other	1,165

Direct Expenditure (£ Million)	
Accommodation	111
Retail	163
Catering	243
Entertainment	91
Transport	83
Other	55

VISITOR BREAKDOWN

Overnight Visitors		Domestic Visitors		Overseas Visitors		Day Visitors		Total Volume of Day Trips	
1.6 Million	Visitors	1.4 Million	Visitors	0.2 Million	Visitors	11.9 Million	Visitors	Urban visits	3,524,000
6.3 Million	Nights	4.9 Million	Nights	1.4 Million	Nights	421.9 Million	Value (£)	Country visits	4,735,000
324 Million	Value (£)	249 Million	Value (£)	75 Million	Value (£)			Coastal visits	3,654,000

1066 Country Rate Card and Member Benefits



Prices exclude VAT	Events free	Events Plus £50	Basic £100	Essentials £115	Enhanced £175	Premium £235	Partner £350
Website Listing	Up to 6 x year	Unlimited	50 words, 1 image email	100 words 2 images email website link	300 words 4 images email website link	500 words 6 images email, website link, social media links	500 words 6 images & 1 video email address, website link, social media links
Website Position	✗	✗	✗	Above Basic	Above Essential	Above Enhanced	Above Premium
Website Homepage	✗	✗	✗	✗	✗	Home Page Carousel	Home Page Carousel
Web Banner Advert 1 x year (duration 3 months)	✗	✗	✗	✗	✗	✗	Included
Photography: 1066 shoot to produce images for our website, member allowed use (with credit) for duration of membership	✗	✗	✗	✓	✓	✓	✓
Toolkit: 'How To Maximise Your Reach through 1066 Membership'	✗	✗	✓	✓	✓	✓	✓
Newsletter: New Member Mention	✗	✗	✓	✓	✓	✓	✓
Newsletter: Feature	✗	✗	✗	✗	✗	1 x year	1 x year
'What's On In 1066 Country' Weekly Email Alert	✗	✓	✓	✓	✓	✓ Priority Position	✓ Priority Position
Social Media	✗	Stories only	guaranteed post inclusion 1 x year	guaranteed post inclusion 1 x year	guaranteed post inclusion 2 x year	guaranteed post inclusion 3 x year	guaranteed post inclusion 4 x year
Blog Inclusion	✗	✗	✗	1 x year	1 x year	2 x year	3 x year
Itinerary Inclusion	✗	✗	✗	Summary Inclusion	Regular Inclusion	Priority Inclusion	Priority Inclusion
Visitor Insight / Data	✗	✗	Headlines	Summary	Summary	Full Report	Full Report
Member Events	✗	✗	Additional Charge	Discounted Rate	Discounted Rate	Included	VIP / Speaker opportunities
Featured in Campaign	✗	✗	Additional Charge	Discounted Rate	Yes	Yes	Yes

• Previously Bronze

• Previously Silver

• Previously Gold

Member testimonials

“Knockhatch Adventure Park highly values the networking opportunities offered by Visit 1066 Country. Beyond our dedicated feature page, we have benefited from event promotion, press coverage, and content creation. We are proud to be part of a group that supports the local community as well as those visiting the region.”

Knockhatch Adventure Park.

“The Crown Hastings are proud to be a member of 1066. Linking in with other businesses in the local area to make an impact on a domestic and international tourism market is a huge win for us. The high-quality photos that have been taken reflect our business very positively and working with Alice & Sarah continues to be a rewarding experience.”

The Crown, Hastings.

“We’ve been members of 1066 County Marketing since we first took over Rye Heritage Centre in 2020 and have welcomed the extensive support from them. They’ve remained at the top of their game in promoting tourism in that area and have arranged some amazing networking events for members, the recent Tourism Forum being an excellent example”

Rye Heritage Centre.

“1066 Country plays a real role in putting this part of Sussex on the map. For a business like Crafted at Powdermills in Battle, that visibility is incredibly important. They connect the right people, drive the right kind of guests, and support long-term stability and growth for hospitality operators. We’re genuinely grateful for their continued support and partnership, and proud to be part of it.”

Jordan Thomson, General Manager.
Crafted at Powdermills, Battle.

“Being part of 1066 Country enables Bodiam Castle, Bateman’s and Lamb House to connect with partners across the region and work beyond our boundaries. The 1066 card is a great perk for staff and engenders greater awareness of other visitor attractions so we can cross promote and ‘talk up’ other places. Membership meetings are a good way for us to share programming plans and opportunities and to keep up to date with trends in the wider visitor attraction sector. As representatives of the National Trust, we are proud to support this important initiative promoting culture, nature, beauty and heritage for local people and visitors to this stunning part of the country.”

Batemans and Bodiam Castle, National Trust.

“Battle Abbey and Pevensey Castle have benefited hugely from the support of 1066 Country Marketing. The team are always looking to grow audiences through innovative marketing campaigns. By promoting visits as a whole experience, they put our attractions at the heart of a visit to 1066 Country that includes accommodation, eateries and other experiences. It’s great to get a spotlight on English Heritage thanks to visits by journalists and influencers organised by the team.”

Battle Abbey & Pevensey Castle (English Heritage).


“We’ve been proud members of 1066 Country for several years and have found it to be an invaluable resource. The face-to-face tourism meetings are a real highlight, providing excellent opportunities to connect and build relationships with others in the industry, while the regular email updates keep us well informed about a wide range of marketing opportunities, including international trade and PR initiatives. What truly sets 1066 Country apart, is the team behind it all - Alice and Sarah are fantastic, always friendly, dedicated, and going the extra mile to support members and ensure everything runs smoothly.”

Charles Palmer Vineyards.



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