



English Tourism Week 2019

Consumer toolkit – What we need from you!

This year, we are aiming to make [English Tourism Week](#) (30 March – 7 April 2019) bigger and better than ever, with more focus on consumer-facing content that encourages more visitors to holiday in England this spring.

Our Events Platform for submission of consumer events and offers during the week is now live for you to [submit your activities](#).

We will be looking to highlight the best offers and events from around England in our social channels, press, website and consumer blog with the aim of encouraging travel to destinations across the country and overnight stays.

What we need from you:

While we are keen to see a wide range of events and offers being put on to celebrate English Tourism Week and to encourage day visits to an area or attraction, there are a number of specific types of activity that will help us promote your event in our media and consumer activity.

We are specifically looking for:

1) 'Hero' offers

As well as local events, (see our [50 Things to Do guide](#) for ideas) we are looking for compelling 'Hero' offers to include in our press releases and social channels that are big and bold enough to be of national interest.

We will be highlighting the offers/deals most likely to encourage bed nights, for example:

- 20% off a week in a holiday cottage during English Tourism Week
- Book a yurt during English Tourism Week and get free daily yoga classes throughout your stay
- Bring a friend for 25% off when you book a seashore foraging experience
- BOGOF deals on luxury afternoon teas
- 2-for-1 entry
- All other offers also welcomed



2) #MyMicrogap opportunities

Our latest domestic campaign, [#MyMicrogap](#), targets young people (18-34) with experiences and activities typically taken during a gap-year that can be condensed into a micro-holiday of one to three nights in the UK.

Activities and events that offer enriching microgap opportunities such as learning new skills, improving wellbeing, ticking off bucket list experiences, embracing a challenge or discovering local flavours are all likely to be considered for inclusion in our PR, blog posts, promotion on our social media channels and so on.

3) Major openings and anniversaries

We would also like to highlight information about major openings, re-openings and anniversaries which may be taking place during English Tourism Week.

Guidelines

To increase offers' chances of selection for the blog, social media and press, please consider these guidelines:

- **Tone of voice:** Informal and chatty. Events submitted will be moderated by the VisitEngland team and if required, may be edited for tone of voice and consistency.
- **Headline:** Simplify the offer in one short sentence e.g. 20% off at The Kings Hotel
- **Main copy:** 50-100 words – please keep it short and snappy.
- **Imagery:** 72dpi, must include location or attraction in the image. High-quality imagery is always preferred. Please ensure you own the copyright .

Submit your activities and offers to the ETW event platform

Our [ETW-dedicated online events platform](#), targeted at consumers, showcases what's happening around the country during the week.

Reach a wider audience by submitting your activities, events, hero offers and microgap opportunities to the platform via this form: <https://www.visitengland.com/etw-event-submission>



Press deadline

In order to be considered for the ETW 'best offers and events' round up press release, which highlights top opportunities to media, please submit your events by **Friday 8 March 2019**. You can still upload other offers right up to ETW itself.

As well as appearing on the English Tourism Week events platform, hero offers and microgaps will be highlighted on our blog and social media. We'll also incorporate them into relevant press releases and use them to target travel deal columns. We'll share them on our social media channels using the following hashtags: **#EnglishTourismWeek19** and **#VisitEngland**

Support English Tourism Week on social media

You can help support the campaign on social media in the following ways:

- Set alerts or regularly check for posts featuring the **#EnglishTourismWeek19** official hashtag and re-share anything relevant to your destination.
- Schedule member or partner call-outs for submissions to the English Tourism Week events and offers platform.
- Include the hashtag **#MyMicrogap** as relevant to your posts
- Share calls to vote for the **#TourismSuperstar** competition.
- Follow us on **@VisitEngland** and **@VisitEnglandBiz** for updates on ETW
Sign up to [VisitEngland's fortnightly industry newsletter](#) for ETW updates.