



English Tourism Week is an exciting opportunity for you to showcase your local tourism offer and inspire visitors, consumers, local residents and stakeholders to visit. Events do not have to be big, costly or even original. There may be something tourism-related already going on in your area which you could badge for English Tourism Week.

If not, here's a list of ideas you could consider organising, either for your business or with others in your area. And remember to register your events on the ETW18 website – that way you will in with a chance of promotion across the VisitEngland channels.

Events working with local authorities, local tourism businesses and local retail businesses

1. Hold a "Tourism Day" with local partners
2. Arrange a local/regional tourism conference
3. Hold a speed mentoring event for people working in tourism
4. Tourism attractions/suppliers brochure swap-meet events are popular and not hard to organise
5. Organise a trade or consumer tourism fair/exhibition
6. As part of a food miles awareness campaign arrange talks with local producers, a market or displays – an organisation such as the WI could work with you
7. Hold a simple reception for your local VIPs (MP, Mayor, councillors, etc.)
8. Invite your local MP or councillors to "go back to the floor" on Constituency Day, 23 March 2018, and spend time finding out about your business
9. Encourage special English menus in pubs/restaurants and accommodation
10. Hold a competition for the best dressed shop window with an England theme
11. Get local coffee shops to use an English Tudor Rose template for the chocolate on top of coffee
12. Ask your Parks Department to do a display to mark the 50th birthday of the BBC's "Gardeners' World"
13. Hold a tourism press conference to highlight a current or future issue relating to tourism in your area
14. Get local retailers to hold a charity fashion show with an England theme
15. Get local pubs to organise wine/beer festivals – with English beers and wines of course!
16. If you have a local brewery, ask them to hold special tours and/or label a brew with a tourism theme
17. If you have a local vineyard ask them to arrange special tours and tastings during ETW
18. Stage an event simultaneously with any town with which you are twinned or invite your twin town over
19. Organise an English cheese and wine tasting event
20. Encourage special English menus in pubs/restaurants and accommodation
21. If you have a seaside pier, work with shop owners and amusement arcade/activity providers to offer visitors discounts and special offers during ETW
22. Work with your TIC to provide free tours of the local area starting and finishing at your hotel or restaurant, with refreshments on the return
23. Ask local antique dealers to donate a few items to an ETW charity auction in aid of a local charity

24. Arrange a local talk by an hotelier on how they got into the business and their life in the industry
25. Ask the owner of a local attraction to give a talk about their experiences
26. Revitalise the "Taste of England" campaign locally, with English dishes of locally supplied food, English wines etc.
27. Organise a local art trail of shops that display one painting in their window relating to a local scene/view/building
28. If you have a steam railway in the area ask them to organise a special steam day during ETW
29. Encourage your nearest National Trust property to do something during ETW – a behind the scenes tour perhaps, or a special entry price for non-members.
30. Ask a local delicatessen to feature English foods
31. Hold a "made in" event championing locally produced goods
32. Ask your local attractions, hotel, cafés and restaurant to put on events to celebrate Mother's Day
33. Ask a local bank to hold a free seminar for tourism businesses and SMEs
34. Publish a piece of local tourism research during the week
35. Talk to your local news media about running an ETW story every day
36. Ask a local second-hand bookshop to mount a window display of old English guide books (e.g. Ward Lock "Red Guides"), old holiday brochures and guides, old maps and postcards.
37. Ask your local council to have a session devoted to tourism with speakers from outside of the area to highlight the importance of infrastructure, welcome and promotion.

Events with a consumer focus

1. Organise a residents' "Big Day out" or "Big Weekend" to attract local people into your attractions and venues
2. Set up free guided walks for locals to get to know their own tourism product
3. Restaurants, hotels, transport providers and attractions can set up special promotions and offers for consumers
4. Encourage special English menus in pubs/restaurants and accommodation
5. Organise (or encourage someone to organise) an "English tea party"
6. Arrange for your local TIC/VIC to arrange kids' activities
7. Organise a coffee morning or afternoon tea (perhaps in aid of a local/national charity)
8. Hold a "Dads' Army" fancy dress party to celebrate the 50th anniversary of the first episode on BBC1



9. Hold events for book lovers to celebrate the birth of Emily Bronte in 1818, 75 years of Malcolm Saville's children's books "The Lone Pine" series.
10. Encourage a local Brass Band, choir or youth orchestra to hold a concert of English music
11. Get your local radio station to kick off ETW with a programme of English music
12. Hold your own charity "Desert Island Discs" with a local VIP (Mayor/MP or someone) with the music restricted to English composers/artists
13. Hold your own "Crufts" style charity dog walk to celebrate English breeds
14. Get your local Scout/Guide group to do a clean-up campaign either on the beach or another tourist area
15. Invite your local RAF Association to do something during the week to mark the centenary of the formation of the Royal Air Force
16. Organise a fancy dress party with an English theme
17. Commemorate the anniversary of the death of Beatrix Potter in 1943 with readings, displays screenings.
18. Set up an exhibition on the history of the area/seaside/river/ pier; launch a "History of" booklet
19. Hold an Open Day – TIC, tourism businesses, church tower, pier, etc. (a chance to go behind the scenes...)
20. Launch your own restoration fund appeal for a local tourism asset
21. Ask your local museum to hold talks on local history, history of tourism in the area
22. Encourage local art galleries to hold an art exhibition related to the local area/scenery and/or England in general
23. Ask a local bookshop to mount a window display of English guide books and travel writing
24. Hold a photographic competition (winning pictures featured on next town guide cover/tourism website)
25. Ask your local newspaper/media to run an English tourism promotion, an offer and/or prize competition
26. Stage a Guinness World Record attempt (e.g. the longest conga dance on a pier; the biggest "Mexican Wave;" the largest number of people singing "Yellow Submarine" (to mark the 50th anniversary of the song's release)
27. Offer tours of any buildings not normally open to the public
28. Run a photo/drawing/painting competition of local tourism attractions/views during the winter and announce the winner/ publish their photo/drawing/painting during the week of ETW
29. Organise guided tours of local art galleries – have a quiz for children on English scenes
30. Ask the local ramblers club to organise a guided walk
31. Invite owners of original Ford Escorts to a rally/parade to celebrate its 50th birthday
32. Hold a treasure hunt linking local tourism businesses/ attractions
33. If you have a local author past or present, hold an evening of their work
34. If you have local artists, hold a competition to create a winning piece of work related to local tourism
35. Celebrate a local anniversary during ETW (e.g. 50 years of.....)
36. Hold a competition to create a local dish (e.g. Yorkshire has its pudding, Bakewell its tart, we have.....)
37. Ask a local photographer to do a masterclass using a local tourism attraction as the subject
38. Ask a local artist to do a masterclass using a local tourism attraction as the subject
39. Organise a photography competition where the photographs have to be of local buildings with a twist such as only taking photographs of doors....
40. Link up with Park Walks and hold a special event on Sunday 18 March 2018.
41. Run a tourism quiz in your local newspaper
42. Launch a "volunteers" event to encourage people to support local museums or galleries that need extra guides or helpers
43. Organise a pub quiz challenge amongst several local pubs – heats in the winter leading up to a grand final in ETW18 – all questions relate somehow to England
44. Contact classic car clubs and set up a rally of classic English car makes
45. Make an appeal through the press for old photographs of your town/village in advance of ETW and set up a display in the local museum, town, parish hall or TIC.
46. Ask 10 local organisations to each create a piece of artwork (could be a painting, a tapestry or montage) depicting local history. Then display them in a local building/church/TIC for the first time during ETW.
47. Launch a walking guide to your town/village
48. In the run-up to ETW, ask visitors to your TIC to add one place to your list of "101 places to see in England" – no entry can appear more than once! Publish this during ETW.

Events with a schools/colleges focus

1. Organise a schools' competition perhaps to create a poster promoting local tourism, or a video clip, or to create a new local food dish
2. Adopt a school – businesses could work with local schools/ colleges, hold talks about working in tourism, have cookery demonstrations etc.
3. Run a competition for schoolchildren to find the oldest building in your town/village
4. Encourage school visits to local tourism businesses, attractions, and food producers.

And finally...

Set up a small working group to plan your events so that you don't have to think of what to do on your own!

David Curtis-Brignell
Chairman
English Tourism Week