

1. Hold a “Tourism day” with local partners
2. Organise a residents’ “Big Day out” or “Big Weekend”
3. Arrange a local/regional tourism conference
4. Hold a speed mentoring event for people working in tourism
5. Tourism attraction/suppliers brochure swap-meet events are popular and not hard to organise
6. Organise a trade or consumer tourism fair/exhibition
7. 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
8. Set up free guided walks for locals to get to know their own tourism product
9. Hold a simple reception for your local VIPs (MP, Mayor, Councillors, etc.)
10. Invite your local MP or councillors to “go back to the floor” and spend time finding out about your business
11. Restaurants, hotels, transport providers and attractions can set up special promotions and offers for consumers
12. Encourage special English menus in pubs/restaurants and accommodation
13. Organise an “English tea party”
14. Hold a competition for the best dressed shop window with an England theme
15. Get local coffee shops to use an English Tudor Rose template for the chocolate on top of coffee
16. Get your local TIC/MIC to arrange kids’ activities
17. Organise a coffee morning or afternoon tea (perhaps in aid of a local/national charity)
18. Hold events for book lovers to celebrate 2017’s English literary anniversaries including Jane Austin (200th anniversary of her death), Sherlock Holmes (125th anniversary of first mystery and 20th anniversary of the first Harry Potter novel).
19. Hold a tourism press conference to highlight a current or future issue relating to tourism in your area
20. Encourage a local Brass Band, choir or Youth Orchestra to hold a concert of English music
21. Get your local radio station to kick off ETW with a programme of English music
22. Hold your own charity “Desert Island Discs” with a local VIP (Mayor/MP or someone) with the music restricted to English composers/artists
23. Hold your own “Crufts” style charity dog walk to celebrate English breeds
24. Get your local Scout/Guide group to do a clean-up campaign either on the beach or another tourist area
25. Get local retailers to hold a charity fashion show with an England theme
26. Organise a fancy dress party, again with an English theme
27. Set up an exhibition on the history of the area/seaside/river/pier; launch a “History of” booklet
28. Hold an Open Day – TIC, tourism businesses, church tower, pier, etc. (a chance to go behind the scenes...)
29. Launch your own restoration fund appeal for a local tourism asset
30. Get your local museum to hold talks on local history, history of tourism in the area
31. Encourage local art galleries to hold an art exhibition related to the local area/scenery
32. Organise a local art trail of shops that display one painting in their window relating to a local scene/view/building
33. Organise a schools’ competition perhaps to create a poster promoting local tourism, or a video clip, or to create a new local food dish
34. Hold a photographic competition (winning pictures featured on next town guide cover/tourism website)
35. Get local pubs to organise wine/beer festivals – English beers and wines of course
36. If you have a local brewery, ask them to hold special tours
37. Your local brewery may label a brew with a tourism theme
38. If you have a local vineyard ask them to arrange tours and tastings during ETW
39. Ask your local newspaper/media to run an English tourism promotion, an offer and/or prize competition
40. Adopt a school – businesses could work with local schools/colleges, hold talks about working in tourism, have cookery demonstrations etc.
41. Encourage school visits to local tourism businesses, attractions, and food producers
42. Hold a torchlight event (encourage local residents and visitors to turn up at dusk with a battery torch)
43. Stage an event simultaneously with any town with which you are twinned - invite your twin town over
44. Guinness World Record attempt (e.g. the longest conga dance on a pier; the biggest “Mexican Wave;” the largest number of people singing “We do like to be beside the seaside;” world’s biggest paper and comb or Kazoo orchestra)
45. Work with shop owners, amusement arcade/activity providers on your pier to offer visitors discounts and special offers that day
46. 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
47. Offer tours of any buildings not normally open to the public
48. 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
49. Sponsored swim or triathlon from the Pier
50. Hold a Sherlock Holmes 125th anniversary murder mystery dinner at a local hotel or an unusual local venue
51. Organise guided tours of local art galleries
52. Ask local antique dealers to donate a few items to an ETW charity auction in aid of a local charity
53. Ask the local ramblers club to organise a guided walk
54. Hold a treasure hunt linking local tourism businesses/attractions
55. If you have a local author past or present, hold an evening of their work
56. If you have local artists, hold a competition to create a winning piece of work related to local tourism
57. Get your local flying club or balloon company to offer special flights during ETW
58. Arrange a local talk by an hotelier on how they got into the business and their life in the industry
59. Ask the owner of a local attraction to give a talk
60. Celebrate a local anniversary during ETW (e.g. 50 years of.....)

61. Revitalise the “Taste of England” campaign locally, with English dishes of locally supplied food, English wines etc.)
62. Hold a competition to create a local dish (e.g. Yorkshire has its pudding, Bakewell its tart, we have.....)
63. Ask a local photographer to do a master-class using a local tourism attraction as the subject
64. Ask a local artist to do a masterclass using a local tourism attraction as the subject
65. Organise an English cheese and wine tasting event
66. Organise a photography competition where the photographs have to be of local buildings with a twist such as only taking photographs of doors....
67. Ask your local flower club to organise a demonstration of flower arranging
68. Get your local church organist to hold a marathon playing of English hymns for charity
69. Set up a camera at your TIC/VIC and (with permission) take a photograph of every visitor during ETW, then hold a prize draw at the end of the week for a dinner in a restaurant
70. Organise a charity bike ride around a local park
71. Hold a “made in” event championing locally produced goods
72. Work with your local Rotary/Round Table/Lions Club on an event for charity fund-raising for another local good cause
73. Ask your local attractions, hotel, cafés and restaurant to put on events to celebrate Mother’s Day
74. Commemorate the 400th anniversary of the “Dutch Raid”
75. Research any connection your area has with Pocahontas and commemorate the 400th anniversary of her death
76. Hold a “bring and share” party for everyone who works in tourism in your area
77. Ask a local bank to hold a free seminar for tourism businesses (SMEs)
78. Publish a piece of local tourism research during the week
79. Talk to your local news media about running an ETW story every day
80. Run a tourism quiz in your local newspaper
81. Set up a town twin with a similar tourism destination elsewhere in England
82. Launch a “volunteers” event to encourage people to support local museums or galleries that need extra guides or helpers
83. 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
84. Look into local anniversaries and celebrate them
85. Run a competition for schoolchildren to find the oldest building in your town/village
86. Get a local delicatessen to feature English foods
87. Organise a charity walk linking different tourism assets
88. Organise a pub quiz challenge amongst several local pubs – heats in the winter leading up to a grand final in ETW17 – all questions relate somehow to England
89. Contact classic car clubs and set up a rally of classic English car makes
90. Invite a neighbouring Morgan Car Club region to your village/town for their monthly meet (they all stage these throughout the year)
91. 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.
92. Ask a local bookshop to mount a window display of new English guide books and travel writing
93. Get your local amateur dramatics club to stage an open air show, reading or performance of something classically English.
94. 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.
95. 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.
96. Launch a walking guide to your town/village
97. If you have a steam railway in the area ask them to organise a special steam day during ETW
98. 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.
99. 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.
100. Hold an event or set up a specialty festival celebrating local bands, beer or food, and promote it online to fans near and far
101. Set up a small working group to plan ETW18 so that you don’t have to think of what to do on your own!

David Curtis-Brignell
Chairman,
English Tourism Week