



50 THINGS TO DO IN ENGLISH TOURISM WEEK

Celebrate English tourism with an event for English Tourism Week!

Events do not have to be big, costly or even original. There may be something tourism-related already in your area which you could badge for the week. If not, here's a list of 50 things you could organise, either for your business or with others in your area.

Don't forget to submit your events to EnglishTourismWeek.com for a chance to be promoted across our channels, and use the hashtag #EnglishTourismWeek19 to share your events and offers on social media.

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. Hold an English fancy dress street party or parade – with English themed costumes, bands and English food & drink put on by local suppliers and sponsors.
3. Ask local restaurants, hotels, transport providers and attractions - or if you have a seaside pier, work with shop owners, amusement arcade/activity providers - to set up special promotions and offers for visitors during the week.
4. Set up an English cheese and wine tasting event or encourage pubs, restaurants and accommodation providers to put on special English menus.
5. Stage a Guinness World Record attempt (e.g. the longest conga dance on a pier; the biggest "Mexican Wave;" the largest number of people in a Space Hopper race (to mark its 50th anniversary).
6. Get local coffee shops to use an English Tudor Rose template for the chocolate on top of coffee.
7. Get local pubs to organise English wine/beer festivals. If you have a local brewery or vineyard ask them to arrange special tours and tastings during the week, or even label a brew with an English tourism theme!
8. Set up free guided walks for locals - ask a local Ramblers club to get involved, or launch a walking guide to your town/village. Also link up with Park Walks and hold a special event on Sunday 31 March or 7 April.
9. Organise a pub quiz challenge amongst several local pubs – heats in the winter leading up to a grand final in ETW19 – all questions relate somehow to England.
10. Ask your local attractions, hotel, cafés and restaurants to put on events to celebrate Mother's Day on 31 March.
11. If you have a steam railway in the area ask them to organise a special steam day during the week.
12. Organise a coffee morning or afternoon tea to raise funds for a local charity, or ask local antique dealers to donate a few items to an ETW charity auction.
13. Work with your TIC to provide free local tours starting and finishing at your hotel or restaurant, with refreshments on the return.
14. 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.
15. Hold a "made in" event championing locally-produced goods, or revitalise the "Taste of England" campaign locally, with English dishes of locally supplied food, English wines etc.
16. Ask your local newspaper/media to run an English tourism promotion, an offer and/or prize competition or quiz.
17. Launch your own restoration fund appeal for a local tourism asset.
18. Celebrate a local anniversary during ETW (e.g. 50 years of.....)
19. Hold your own "Crufts" style charity dog walk to celebrate English breeds.
20. Celebrate 200 years since the birth of Queen Victoria with a Victorian English tea party, an exhibition of Victoriana or talks about her life and reign.
21. 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.
22. Organise a local art trail of shops that display one painting in their window relating to a local scene/view/building, or encourage local art galleries to hold an exhibition related to the local area/scenery and/or England in general.
23. Hold a competition to create a local dish (e.g. Yorkshire has its pudding, Bakewell its tart, we have.....).



24. Celebrate a local author past or present with an evening of their work, or hold an event for book lovers celebrating English literary anniversaries such as the 200th anniversary of the birth of George Eliot in 1819, or the 50th anniversary of the death of “Just William” children’s author Richmal Crompton.

25. Get local retailers to hold a charity fashion show with an England theme or hold a competition for the best dressed shop window with an England theme.

26. Arrange for your local TIC/VIC to arrange kids’ activities, and ask your local Scout/Guide group to do a clean-up campaign either on the beach or a tourist area.

27. Hold a Monty Python fancy dress party to celebrate the 50th anniversary of the first episode on BBC television.

28. Get your local radio station to kick off ETW with a programme of English music, or hold your own charity “Desert Island Discs” with a local VIP (Mayor/MP etc) with the music restricted to English composers/artists. And why not encourage a local brass band, choir or youth orchestra to hold a concert of English music during the week?

29. Set up a coded trail in local shop windows to mark the centenary of the formation of GCHQ.

30. Launch a “History of” booklet and set up an exhibition on the history of the area/seaside/river/pier; or ask your local museum to hold talks on local history and history of tourism in the area.

31. Offer tours of buildings not normally open to the public or hold an open day with your local TIC, tourism businesses, church tower, pier, etc. for a chance to go behind the scenes.

32. In the run up to the week run a photo/drawing/painting competition of local tourism attractions/views (winning pictures to be featured on next town guide cover/tourism website during the week).

33. Ask a local photographer or artist to hold a masterclass using a local tourism attraction as the subject, or organise a photography competition where pictures have to be of local buildings with a quirky twist such as only taking photographs of doors....

34. Hold a treasure hunt linking local tourism businesses/attractions.

35. Invite owners of Bentley cars to a rally/parade to celebrate the centenary of the company, or contact classic car clubs and set up a rally of classic English car makes.

36. Launch a “volunteers” event to encourage people to support local museums or galleries that need extra guides or helpers.

37. 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.

38. 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.

Events aimed at B2B sector including tourism businesses, travel trade and stakeholders

39. Work with local partners to hold a Tourism Day, a local/regional tourism conference or fair for businesses. You can include talks by a local hotelier, restaurateur or attraction owner/manager on how they got into the business and their life in the industry.

40. Hold a simple reception for your local VIPs (Mayor, MP or councillor) or invite your local MP to “go back to the floor” and learn about your business (“constituency day” will be Friday 5 April 2019).

41. 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.

42. Hold a tourism press conference to highlight an issue relating to tourism in your area.

43. Ask your local bank to hold free sessions to support local tourism SMEs during the week.

44. Publish a piece of local tourism research during the week and talk to your local news media about running an ETW story every day of the week.

45. Tourism attractions/suppliers brochure swap-meet events are popular and not hard to organise.

Events with a schools/colleges focus

46. Organise a schools’ competition to create a poster or a video clip promoting local tourism, or to create a new local food dish.

47. Businesses could work with local schools/colleges, hold talks about careers in tourism and job opportunities in the tourism, hospitality and other related sectors.

48. Run a competition for schoolchildren to find the oldest building in your town/village.

49. Encourage school visits to local tourism businesses, attractions, and food producers.

And finally...

50. Set up a small working group to plan for ETW20 so that you don’t have to think of what to do on your own!

David Curtis-Brignell
Chairman
English Tourism Week