

# 1066 COUNTRY MEMBERSHIP

1066  
Country

16,093



LOCAL JOBS (21.5%  
OF POPULATION)  
DEPEND ON  
TOURISM\*



10

OVERSEAS MARKETS WHERE  
1066 COUNTRY IS PROMOTED

19,000

SOCIAL MEDIA FOLLOWERS



23%

LOCAL TOURISM  
BUSINESS VALUE IS FROM  
OVERSEAS VISITORS\*



12

PRESS TRIPS ANNUALLY  
AND ADDITIONAL  
PRESS COVERAGE



£704  
MILLION

TO LOCAL ECONOMY  
IN 2019



155

LOCAL ATTRACTIONS AND  
TOURISM BUSINESSES  
REPRESENTED

40,000

UNIQUE VISITORS  
PER MONTH TO  
OUR WEBSITE



10

TOURISM CONSUMER  
AND B2B EVENTS  
ANNUALLY



\* 2019 FIGURES

## BECOME PART OF THE BIGGEST BRAND IN HISTORY

1066 Country is home to the most famous event in English history, The Battle of Hastings.

Our internationally recognised brand is built around a stunning 378<sup>2</sup> mile area of coast and countryside featuring Battle, Bexhill, Bodiam, Camber, Hastings, Herstmonceux, Pevensey, Rye and Winchelsea.

Visitors are drawn by our combination of contemporary culture and tradition and natural landscape.

### 1066 COUNTRY MARKETING

We're a thriving public and private sector partnership that has over 25 years tourism experience combined with a strong track record of delivering real value to our members. We're committed to developing the tourism industry in our area.

We bring together Hastings Borough Council, Rother District Council, Wealden District Council, Tourism South East, National Trust and English Heritage alongside scores of private businesses like yours.

We promote 1066 Country as a high quality, all year round destination, making families, cultural explorers, and the iGeneration our priority. Our key overseas markets include SE England, Northern Europe, China, USA.



visit1066country.com

# MEMBERSHIP BENEFITS

## VISIT1066COUNTRY.COM

Showcase your business to over 40,000 visitors a month.

## MARKETING TOOLKIT AND IMAGE LIBRARY

Access our password protected marketing toolkit, which contains ready made texts, 'strap lines', and our 1066 Country of Origin, Sussex 'marque' for your promotional materials and digital marketing.

Access to a library of images showcasing 1066 Country.

Links to our videos of the area.

Use of the 1066 Country pictorial map

## NETWORKING EVENTS

Invitations to twice yearly minimum networking events (spring and autumn)

## FREE FLYER DISTRIBUTION

Hastings Tourist Information Centre will display your brochures, flyers and posters free of charge.

Our team can advise on other distribution opportunities. Contact us to arrange this.

## PRESS COVERAGE

We work regularly with journalists, influencers and bloggers from the regional, national and international media, either directly or via our partners at Tourism South East, Visit England and Visit Britain.

We frequently host visits from national and international media, resulting in extensive coverage in blogs and publications such as Coast Magazine, The Guardian, The Times, BBC Homes & Antiques and many overseas media.

Members are invited to take part in the itineraries where the opportunity arises.

## REGULAR EMAILS FROM THE 1066 TEAM

These include industry insights such as new developments and legislation, upcoming events and training opportunities.





- Dedicated members' section on **visit1066country.com** with useful links, intelligence and business advice.
- Representation via 1066 Country Marketing of your views at a regional and national level.
- Free promotion at Hastings Tourist Information Centre. Contact us for advice on brochure distribution opportunities.
- Training opportunities for you and your staff.
- Access to exclusive district and destination level business intelligence including Economic Impact Studies, consumer segmentation research and town level visitor surveys.
- We raise awareness about 1066 Country as a destination through paid for digital marketing activity via a wide range of quality consumer and trade publications including Discover Britain, Britain Magazine, Country Walking Magazine. All advertising points to our website.
- We work closely with Visit Britain, Visit England, Tourism South East, English Heritage, National Trust, ferry companies and Eurostar, Southern and Southeastern Railway and local partners to promote 1066 Country to trade professionals. We're also highly active in overseas and UK markets at consumer and trade tourism exhibitions.
- We actively engage in consumer campaigns with VisitBritain, VisitEngland, Tourism South East, Sussex Top Attractions and local authorities in Sussex.

## MEMBERSHIP PACKAGES

Please refer to **visit1066country.com/membership** for details of our Bronze, Silver and Gold packages, as well as rates, terms and conditions and contact details.

## HOW THE BRAND HAS BOOSTED REAL BUSINESS



1066 Country Marketing has always shown great flair and commitment in the promotion of this important region for UK tourism. This is equally matched by the support offered to its membership which we are very pleased to be a part of.

**Julie Ryan, Enterprise Director,  
Herstmonceux Castle**



We have a lot of on line referrals from 1066 Country Marketing and the team has helped us achieve press coverage on a number of occasions which have really helped our business sales.

**Nick and America Brewer,  
Oastbrook Estate Vineyard**



Thank you so much for all the emails and support during the period of Covid-19 lockdown. It has been really helpful for myself & Steve and has certainly made the membership worth every penny.

**Jacqui and Steve Maxted,  
Rye and Beyond Holiday Cottages**



As a member business in the current (Covid) crisis the support your communications provided me with by way of information was invaluable. To make an indirect comparison with my booking agents, their level of industry feedback, advice, guidance on access to financial assistance etc. has been slim to none at all. They did far less to earn far more from my business than 1066 Country Marketing. You should be commended for that. I'm sure the experience of other member businesses is the same and I trust they will remember that when their subs are due!

**Sarah Broadbent, Swallowtail Hill Glamping**



## AND MORE....



Working together with 1066 Country Marketing has enabled Bodiam Castle and Bateman's to have a greater presence in the overseas tourism market. We have received great support with our marketing through the excellent 1066 website and social media channels.

**Elizabeth Vessey, Marketing and Communications Officer, Bateman's and Bodiam Castle.**



The team at 1066 Country Marketing has been an invaluable source of information and guidance since the onset of Covid-19. As a food retailer fortunate to remain open when lockdown was announced there was very little guidance available on how to operate and the early days were very difficult, stressful and lonely! The team's daily bulletins and sharing of best practice have provided us with reassurance and direction, as well as allowing us to gauge how other businesses have been responding to the crisis. We have been able to write our Covid-19 risk assessment based on the guidance provided. Thank you for this service.

**Susannah and Craig Hewett, Eggs To Apples Farm Shop**



The De La Warr Pavilion works with 1066 Country as a key and integrated partner in our cultural tourism marketing campaigns. A refreshed website shows a modern approach, reaching out to new audiences for the region and we are consistently and professionally supported by the friendly and responsive team at 1066 Country marketing.

**Sally Ann Lycett, Director of External Relations, De La Warr Pavilion**



As a local business we relish being part of something that embodies the spirit of the region. We have established strong links with other local businesses and increased our presence not only within the local community but have extended this to a much larger geographical area and the 1066 marketing team have been instrumental in helping us achieve this.

**Webbe's Restaurants**

