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# TOURISM

# 02





ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
<p>A. An increase in international and business visitors</p> <p>B. For growth in the value of domestic tourism</p> <p>C. To improve the visitor experience, including travel, for the Games that builds the market for tourism for the longer-term</p>	<p>1. A 3%; in business and international visitors, in line with the projection for London</p> <p>2. Domestic tourism in the East to exceed the average rate of growth for the other English regions</p>	<p><b>Develop East of England Tourism’s consumer website as the digital shop window for Olympics visitors to the region</b></p> <p>continued promotion of the site as the website for visitor information for the East, including for the 2012 Games</p> <p>Aspirations A, B and C Measures 1 and 2</p>	<p>Website in place and linked to other key sites, including England.net, and to the region’s destination management system through 23 subregional portals</p> <p>Achieve 2 million (1.5 million in 2009/2010) unique visitors per annum to the East of England Tourism’s consumer website: <a href="http://www.visiteastofengland.com">www.visiteastofengland.com</a></p> <p>Achieve a growth of at least 50% in unique visitors in 2010/2011 (1,000 in 2009/2010) to the bespoke Olympic area on East of England Tourism’s business to business website: <a href="http://www.eet.org.uk">www.eet.org.uk</a></p> <p>(Note: Up-weighted business support activity should ensure the growth target is reached.)</p>	<p>EET</p>	<p>Throughout the year</p>



ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
		<p><b>Promote the East through a series of major Olympics-related national marketing campaigns, highlighting the region's tourism assets, including its culture and sporting events</b></p> <p>EET's national campaigns towns and cities and rural marketing campaigns (in 2010/2011 will promote the region as a visitor destination as we approach the Olympics)</p> <p>Start to develop <a href="http://www.visiteastofengland.com">www.visiteastofengland.com</a> as the place to start planning your journey to the Games; work with key stakeholders; and develop technical website functionality</p> <p>Development of marketing initiatives with the region's cultural venues</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>Delivery of major media marketing campaigns and website material, including through the Sustainable East project with a target of 37 million for 2010/2011 (33 million in 2009/2010)</p> <p>100% of Cultural Olympiad events featured on the EET's consumer site</p> <p>Progress towards <a href="http://www.visiteastofengland.com">www.visiteastofengland.com</a> being seen in 2011 as the place to start planning your journey to the Games with a target of 25% of all visitors to 2012 related consumer pages using the planned transport planning facility</p>	EET	Throughout the year



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		<p><b>Promote the region through partnerships with its air and sea ports</b></p> <p>Contact and develop partnerships with the regional gateways</p> <p>Aspirations A, B and C Measures 1 and 2</p>	<p>Promote the region in the region's airports (Luton, Stansted, and Norwich), including gateway signage projects at Stansted with a target of 3 airport and 2 seaport regional awareness campaigns confirmed in 2010/2011</p>	<p>EET/EEDA</p>	<p>Throughout the year</p>



ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
		<p><b>Work to ensure substantial national and international media coverage of the region before, during and after the Games</b></p> <p>Develop contacts with and resources for visiting journalists, especially non-accredited journalists, whose remit is beyond covering Olympics events</p> <p>Develop a visiting charter</p> <p>EET host a subregional panel to develop a regional story bank</p> <p>Work with Lee Valley to maximise the PR opportunity of the opening of the Canoe Centre</p> <p>Aspirations A and B Measures 1 and 2</p>	<p>130 journalist visits hosted in 2010/2011 (130 in 2009/2010)</p> <p>(Note: this rises to 175 in 2010/2011)</p> <p>12 Games-related feature articles in national titles in 2010/2011/</p> <p>(Note: Games-related feature articles appearing in at least 75 publications a year by 2011, rising to 100 journalists and features in 2012)</p> <p>Strategy agreed through the PR London 2012 Working Party, for the region for before, during and post Games time</p> <p>(Note: the strategy will cover</p> <ul style="list-style-type: none"> <li>• the number, country of origin and type of journalists to be targeted at each stage</li> <li>• how the regional organisations will work together to achieve this target</li> <li>• how the new VB/VisitLondon media centre can be used to target journalists</li> <li>• a bank of stories that can be used to feed into journalists before and during the Games</li> <li>• a charter for visiting journalists outlining what support will be provided by the region.)</li> </ul> <p>A target of at least 5 national and 10 regional journalist hosted visits to the Olympics white water course site opening</p>	EET	Throughout the year

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		<p><b>Develop partnerships with international tour operators that promote the East as a visitor destination</b></p> <p>Contact and develop partnerships with tour operators including through corporate hospitality agencies</p> <p>Contact other tour operators when their ticket allocations are confirmed (late 2010)</p> <p>Secure partnerships with tour operators</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>Progress towards target of 10 partnerships by 2012 with a 2010/2011 target of 5 new agreements (two were established in 2009/2010)</p> <p>A minimum of one operator in each key international market of France, Germany, Netherlands, Belgium and USA to identified and contacted in 2010/2011</p>	EET/EEDA	Throughout the year



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		<p><b>Encourage accommodation providers to participate in a regional fair price programme for the period of the Games and support universities and colleges in securing Games time accommodation bookings</b></p> <p>Fair Price regional programme launched on 25 March 2010</p> <p>Work to secure awareness of and participation in the programme</p> <p>Hold a minimum of 3 workshops with the regions universities and colleges that have room capacity for August 2012 in order to share best practice and exchange business leads and enquires</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>At least 50% of hotel partners featured in March 2010 on East of England's consumer website <a href="http://www.visiteastofengland.com">www.visiteastofengland.com</a> to be signed up to the Fair Price charter by April 2011</p> <p>At least 4 pan-regional university accommodation providers meetings to share best practise and exchange of business opportunities held</p> <p>(Note: the aim is to help ensure the region's universities well are -placed to secure a greater proportion of the volume accommodation market for sponsors' staff requirements and potentially for volunteer programmes)</p>	<p>EET/EEDA/ British Hospitality Association</p>	<p>Throughout the year</p>



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		<p><b>Develop information services for potential hotel developers in the region</b></p> <p>Continue to develop the bespoke website for hotel developers launched in 2008 in order to increase awareness by developers of opportunities in the East</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>The target for the number of visitors to hotel development site in 2010/2011 is 1,250 (900 in 2009/2010)</p>	<p>EET</p>	<p>Throughout the year</p>



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		<p><b>Develop strategies with the region's train operators for a positive passenger experience for the Games</b></p> <p>Undertake strategic advocacy and discussion with operators highlighting the legacy business benefits of working together to improve the passenger experience for the Games</p> <p>Liaise with Department for Transport over new franchise agreement for East Anglia</p> <p>Develop EET's website to support passengers in making their plans to travel to the Games</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>Regional travel information microsite/portal to be launched by March 11 2011</p> <p>Links established between the 3 regional rail operator websites and EET's consumer website by March 2011</p>	<p>EET and EEDA with support and engagement from counties</p>	<p>Throughout the year</p>

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		<p><b>Encourage the region's seaports and airports to take part in customer service initiatives, including training and skills development opportunities</b></p> <p>Deliver Welcome to Excellence courses, with newly developed special programmes, and promote the courses to businesses</p> <p>Work to engage at least 3 regional gateways in customer service initiatives using Welcome to Excellence courses</p> <p>EET and EEDA participation in the Welcome to Britain working group established by VisitBritain</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>Welcome to Excellence courses delivered with a 2010/2011 target of 1,250 (1,000 achieved in 2009/2011)</p> <p>A minimum of 3 gateways participating in recognised customer service programmes</p> <p>Training delivered, including specialist programmes for international and special needs visitors</p>	EET/EEDA	Throughout the year



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		<p><b>Encourage travel to the region's two Olympics venue by low carbon forms of transport</b></p> <p>Explore strategies with the venue and the with ODA and LOCG</p> <p>Use passengers information pages on EET's website to encourage and provide information about low-carbon travel to the Games</p> <p>Aspirations A and B and C Measures 1 and 2</p>	<p>Website has advice and information on low-carbon travel options</p> <p>100% of recommended travel alternatives to access the games promoted by EET will promote public transport and rail options first</p> <p>Advice on low carbon travel options provided on EET's consumer and business to business websites will</p>	EEDA and EET	Throughout the year

ASPIRATIONS Objectives	5 year OUTCOMES Measurement Indicator within 5 year Business Plan	INPUTS intervention/key task/milestones over next 12 months	OUTPUTS over next 12 months	Lead Agency/ partnership	Timeline
		<p><b>Support the development of a small number of events which have the potential for growth into major attractions</b></p> <p>Finalise funding of £500,000 (from the Legacy Trust ( for a strategic portfolio of projects</p> <p>Support the projects agreed for funding and ensure they deliver Regional Events Fund and Cultural Olympiad and Legacy Trust aims</p> <p>Ensure liaison between the projects and the Volunteering into Employment (Team East for Skills) programme</p> <p>Aspirations 1 and 2 Measures A and B</p>	<p>Funding agreements in place for cycling sporting events and 4 arts/cultural events and business plans developed and assessed, funding agreed and planning underway and evaluation strategy agreed</p> <p>The second Great Swim East takes place in 2010</p>	EEDA	Throughout the year