

THE GAMES

- ❖ 4b global audience
- ❖ 6,000 Olympic Family
- ❖ 21,800 athletes and officials
- ❖ 26,000 media

10 m tickets – 1/3 to those in UK outside London – 13% coming from Eastern region

THE AIM

- ❖ To use 'Games motivated' tourism to promote wider messages and interests of destination Britain – beyond London and beyond 2012
 - To maximise the economic benefits from UK wide tourism in 2012
 - Enhance the image of the UK
 - Deliver a world class welcome to visitors

What we're working on:

- ❖ Talking to major gateways and transport operators
- ❖ Working on campaigns such as Norwich in Ninety and World Class Norfolk
- ❖ Securing major events – such as the Tour of Britain and Olympic Torch Relay
- ❖ Developing visitor experiences and projects as part of the Cultural Olympiad
- ❖ Communicating with regional and national partners to promote our initiatives
- ❖ Tourism web pages on Visit Norfolk, Visit Norwich and Norfolk Celebrating Talent websites and e-newsletters
- ❖ 2012 themed tour operator/ journalist visits, exhibition attendance and Pre-Games Training Camp promotion

What you can do:

- ❖ Consider your key selling points and distance to event gateways
- ❖ Identify your key target markets and audiences in 2012
- ❖ Sign up to the East of England Fair Price Charter to show your commitment to fair trading terms during Games-time - visit www.eet.org.uk
- ❖ Consider your own packages, promotions and themes linked to the Games
- ❖ Use the branding available on your websites and products
- ❖ Engage your staff in your 'welcome' and ambassador programmes
- ❖ Be familiar with what's happening locally and make your visitors aware!

Resources:

- ❖ **Websites:** www.tourism2012games.org – the definitive guide for UK's tourism businesses and Norfolk Celebrating Talent www.norfolkcelebratingtalent.co.uk
- ❖ **Logos:** Britain – You're Invited and Norfolk Celebrating Talent – looking forward to 2012
- ❖ **Facebook pages:** Love UK and Norfolk Celebrating Talent
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