



**On Your Marks....Get Set....Go!**

# VISITOR ECONOMY 2012

**Strategy Review and Refresh  
March 2010**

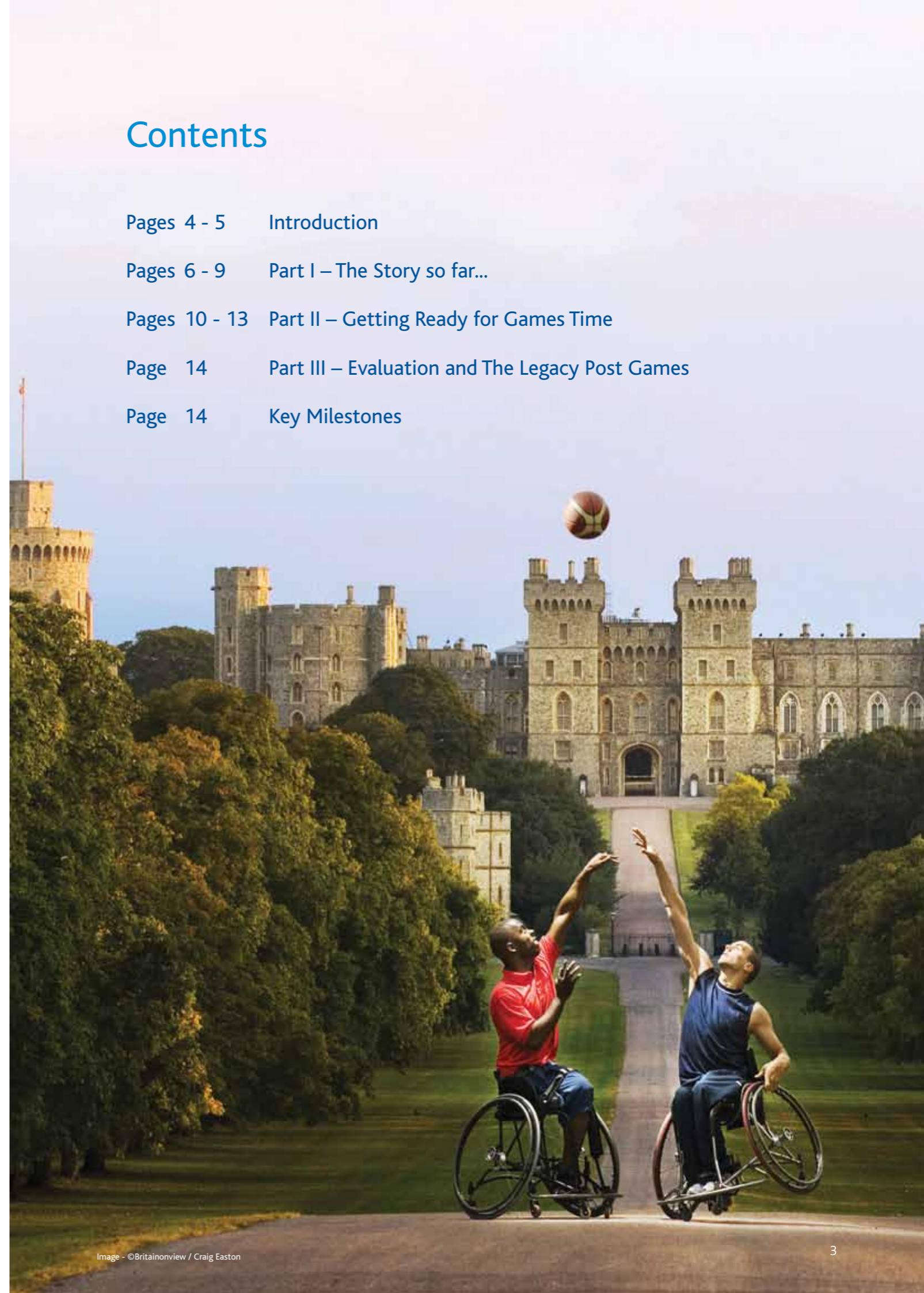
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Optimising the London 2012 Olympic and Paralympic Games  
Opportunity for the South East

*the Beautiful South*

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**Pam Alexander,**  
Chief Executive,  
SEEDA, Chair of the  
South East Partnership  
for 2012

*'Since the launch of the Visitor Economy Strategy in March 2008 there has been an enormous amount of progress made in preparing the tourism sector to take full advantage of the opportunities offered by the 2012 London Olympic and Paralympic Games. However, as 'Games Time' gets ever closer, it is essential that SEEDA, Tourism South East and their partners not only recognise the progress that has been made but also set out where the focus of activity should be for the next two years.*

*Together the cultural, creative, visitor and sporting economies make up over 11% of the South East economy. Employment across these sector totals over 820,000 people. We hope that between now and 2016 these sectors will generate an additional £1 billion GVA arising from the 2012 Games. It is for this reason that the South East Partnership for 2012 has developed a Legacy Action Plan called Triple Gold in order to maximise the economic, cultural and social legacy benefits. This programme, On Your Marks, Get Set, Go is a key element of that plan and provides the impetus for a real step change for businesses and communities throughout the South East.'*



**Michael Bedingfield**  
Chief Executive  
Tourism South East

*'It has been a great honour for Tourism South East to be leading on the visitor economy strategic development and action planning for 2012. The progress since the launch of the original strategy in March 2008 has been good. Recent successes in securing additional funding from SEEDA, the EU, the Legacy Trust and Accentuate programmes and from the Museums, Libraries and Archives Association (MLA) together with new strategic pushes from SEEDA and VisitBritain, mean that a review and refresh of that original plan is timely. Also, as the 2012 Games draw closer there will be an increasing level of interest from businesses, local authorities and local communities. Tourism South East and its partners need to galvanise resources to ensure the estimated £1 billion additional visitor expenditure is secured in the region. Although we are now in the home straight, there is still a tremendous amount of work to be done and this refreshed strategy provides both direction and motivation for all those involved in the visitor economy'*

# Part one

## The Story so far...

In March 2008, Tourism South East, as lead partner on the Visitor Economy Group of the South East Partnership (SEP) launched the On Your Marks...Get Set...Go! Visitor Economy Strategy and Action Plans.

The Strategy established that the South East region stands to benefit from an extra £1b over the period 2008-2016 and identified a number of key programmes for Games Related and/or Games Motivated activities. Since then, Tourism South East, SEEDA and partners have put in place a number of programmes to create a world class region and to secure a legacy that lasts long after the Games are over. These have focused on Global Image and Awareness, Customer Service, Sports Events and Pre Games Training Camps, Accessibility, Quality and support for developing plans in specific Games Related Areas. In parallel, the Cultural Olympiad has played an important part in developing innovative and creative community events inspired by the Games.



Paralympian Ade Adepitan Launches the On Your Marks Strategy in 2008

### An unrivalled opportunity to promote to a worldwide audience

A Global Image and Awareness campaign to develop new markets and promote the South East to the world has been underway since March 2008. It underpins all Tourism South East's 2012 activity, ensuring that the region's destinations are presented through a range of innovative marketing initiatives.

The most significant work has been through the Go China! campaign which was launched to coincide with the Beijing Olympics in August 2008. At the Olympics themselves Tourism South East, SEEDA and other regional partners met with hundreds of tour operators, journalists and

representatives from the National Olympic Committees (NOCs) in order to increase the region's exposure internationally in readiness for the London 2012 Games. Subsequently, working with tourism specialist China Holidays, Tourism South East has been showcasing the South East as a quality holiday and business travel destination to the Chinese and Asia-Pacific markets. This has been achieved through press work, a Chinese website, exhibitions and major events, resulting in valuable familiarisation visits by press and tour operators to the region.



Team South East promote the region at Beijing 2008

During 2008/09 Tourism South East has been supporting regional activity with a dedicated PR resource securing press, radio and TV coverage for the strategy launch, visit of LOCOG dignitaries, conferences, training camp visits and Cultural Olympiad events.

### Customer Care training for the industry - Hosting the World

In the autumn of 2008, Tourism South East, with SEEDA support, created a new and innovative 2012-related customer care skills programme called Hosting the World. The programme is designed to ensure that businesses have the necessary skills to provide a world class welcome and was initially prepared for the needs of owners, managers and

supervisors of tourism-related businesses in the area surrounding the Olympic and Paralympic Rowing and Canoeing venue Eton Dorney.

Hosting the World skills development activity includes creating a culture of service excellence, developing strategies for welcoming international visitors and visitors with specific needs, making the most of major events and recruitment and retention of staff and volunteers.

The programme was rolled out to the rest of the region in 2009 with the completion of workshops for trainers, a full programme of courses and a major promotional campaign. By March 2010 over 180 people representing 150 businesses had taken part in Hosting the World training, including 50 representatives from Heathrow Hotels.

Hosting the World now forms part of the business engagement action plan for the South East Education, Skills and Employment group for the London 2012 Games (SEESSEL) and a web-based Business Toolkit was launched in February 2010 to promote the scheme regionally. A tender bid to Skills Active was successful and as a result a selection of Hosting the World courses will now be marketed under the National Skills Academy banner.

### Providing a world-class welcome for disabled visitors

The region's unique heritage as the birthplace of disability sports at Stoke Mandeville has inspired Tourism South East and SEEDA to use the Paralympics to motivate the tourism industry to create a lasting legacy of improved facilities, service and welcome for disabled visitors.

With the backing of the Legacy Trust and the Accentuate programme, Tourism South East has been supporting a programme of 'Access Audits' and subsidised Welcome All training as the foundation for change at key destinations. Brighton, Windsor, Winchester and Buckinghamshire have already undergone an audit and many others in the South East have expressed their interest. The audits have led to real improvements in infrastructure, information provision and general awareness in the respective destinations.

The Welcome All customer service training programme has been providing industry participants with practical advice and ideas on enhancing service quality for customers with disabilities and specific needs. So far over 20 courses have been provided in 2009 with 176 industry members undertaking the training since its launch.



In addition, during 2009 eight video case studies, online news, workshops and the use of ambassadors - including Paralympians Ade Adepitan and Peter Norfolk - were used to encourage tourism businesses to improve accessibility. A free online guide to improving accessibility, the Think Access Q-Book, has been produced with the Royal Borough of Windsor and Maidenhead. To complement this

work Tourism South East has given funding to destinations to improve provision of information on their websites about accessible places to visit and stay.

### Driving up Quality

Welcoming the world in 2012 will mean that consumer demands and expectations will be very high. Tourism South East is committed to helping the industry develop an experience that is second-to-none for visitors to the region.

Tourism South East only promotes accommodation that has been assessed under the National Quality Assessment Scheme (NQAS), thereby providing reassurance to visitors and helping them make informed choices. Tourism South East worked with 23 local authorities and trade associations in 2009 on a programme of support to encourage greater take up of the NQAS. This was spearheaded by free advisory visits from an impartial, experienced inspector to help businesses understand how even the smallest changes in quality can make a big difference to a visitor's experience. Free 'Make Quality Count' workshops were also made available to all Tourism South East members together with discounted NQAS joining fees.

### Sports Events and Pre-Games Training Camps creating business

Major sports events and Pre-Games Training Camps are a vital part of the South East's run up to the Games. In 2008, several new sporting events were secured in the region including the Corus Elite Triathlon in Reading, the Urban Beach Tour in Milton Keynes, the World's U21 Beach Volleyball in Brighton and the Tour of Britain Cycle Race from Milton Keynes to Newbury. Tourism South East and SEEDA have also been working through Accentuate to attract major disabled sporting events to the region. One great success in 2009 was the Disabled British Open Golf Championship held in Hampshire in August and the largest and most inclusive event for disabled golfers as well as the first of its kind in the country.

In total, 135 venues catering for a huge range of sports have met the standards to be offered for Olympic and Paralympic Pre-Games training in the region. Tourism South East, SEEDA and the venues have been working to create Pre-Games training business from Olympic and Paralympic teams from all over the world. Since 2008, over 15 familiarisation visits for Olympic and Paralympic Committees have been hosted in the South East including the African Nations, Malawi, Colombia, Barbados, Papua New Guinea and Saudi Arabia, to name just a few. Eleven Memoranda of Understanding have been signed between venues and Olympic and Paralympic Committees.

During 2009, Tourism South East also supported bids by Portsmouth and Milton Keynes to become officially recognised grounds in England's bid to stage the 2018 Football World Cup. Milton Keynes was ultimately successful in being selected whilst Portsmouth withdrew its application.



Floriano Massah from the Malawi NOC signs to use South East for Training Camp

### Putting culture at the heart of the Games... the Cultural Olympiad



Lord Colin Moynihan and Jonathan Edwards meet StopGAP at Woking Dance Festival

The Cultural Olympiad is a series of events to showcase the UK's arts and culture to the rest of the world. It was launched in September 2008 around the Beijing Olympic and Paralympic Handover Days. Over 90 events took place in a region-wide celebration of creativity and sport through community festivals, flag-raising events, ceremonial relays, picnics and performances.

Since 2008 a network of innovative and creative projects inspired by the Games has been developed to form a key part of the Games' lasting legacy. The London 2012 Inspire Mark has been awarded to 14 cultural projects in the region. These include Our Sporting Life, a unique celebration of Britain's sporting heritage, Driving Inspiration, a creative project in Buckinghamshire bringing disabled artists, young people and Paralympians together to celebrate sporting success in the county and the Blue Touch Paper Carnival, a new accessible and inclusive carnival project in West Sussex.

Each year, the Cultural Olympiad co-ordinates the countdown anniversary to the Games with 'Open Weekends' at the end of July and 2009 saw many communities putting on events and celebrations. Portsmouth and Dover achieved official designation as 2012 Games Live Sites. Large video screens were erected and run in partnership between the London 2012 Organising Committee, the BBC and the various cities concerned, bringing the latest news from London 2012 and local content, events and partnerships with community, arts and media organisations.

### Games Related Areas

The On Your Marks Strategy identified specific geographic areas that will benefit during the Games through nearby venues, gateways or the provision of easy travel in and out of London. These are Eton Dorney, Heathrow, Gatwick, Kent and the Solent. Some of these areas made significant progress in 2008/09 either delivering activity or putting together their respective plans in anticipation of funding:-

**Eton Dorney** – as the venue for the rowing and flat water canoeing, Eton Dorney established eight sector groups locally to cover a range of relevant topics. In particular, it became a focus for the Hosting the World Customer Care programme staging the official launch in November, 2008. It also undertook some significant research on the expected economic impact of hosting the Olympic and Paralympic events at Dorney Lakes. Windsor and Maidenhead also became one of the first 2012 areas to undertake a Destination Access Audit. The Meetings, Incentives, Conference and Events (MICE) market has been specifically targeted with the production of a Venues Directory and familiarisation trips with potential buyers from Russia, Ukraine, Italy, Germany, Belgium and Qatar. Windsor also became a member of VisitLondon's Heathrow Gateway project.



Eton Dorney Rowing Lake

**Heathrow** – The appointment of a full time Olympics Manager by Buckinghamshire County Council late in 2008 enabled the development of consortia plans for the Heathrow area. Lord Coe and Adrian Moorhouse officially launched the Bucks 2012 Legacy Plan in February, 2009 which involved not only tourism but also sport, education, business opportunities and cultural projects. A second conference was held in March 2010. Stoke Mandeville has been a particular focus for activity and has already hosted a training camp for a Paralympic team. Buckinghamshire was the first county to initiate a multi location destination access audit covering High Wycombe, Amersham/Chesham, Beaconsfield and Marlow.

In the **Gatwick** area the launch of the West Sussex 'Ahead of the Game' Strategy provided broad guidance for the tourism sector. The Sussex Tourism Partnership (STP) held a stakeholders workshop in April 2008 and subsequently produced 2012 Plan covering marketing and web development, training, MICE initiatives and supporting the Cultural Olympiad. Plans to co-ordinate with Gatwick Airport were delayed due to its sale but expect to resume with the new owners in 2010.

**Kent** launched the first Greeters programme in Europe – based on the Big Apple Greeters in New York – creating a team of 48 volunteer ambassadors for the County being promoted through leaflets, a DVD and a website [www.visitkent.co.uk/greeters](http://www.visitkent.co.uk/greeters). Kent's 'Big Day Out' is seen

as a key event in the build up to 2012 and in 2009 over 18,000 tickets were offered free by 140 attractions. Work also began on the planning for the Dickens 2012 Festival to celebrate the bicentenary of the birth of one of Britain's most iconic literary figures.



Visit Kent launch the Kent Greeters Programme

**The Solent** consortium was encompassed within the PUSH initiative for Hampshire and started planning for activity to maximise the impact of the Olympic and Paralympic sailing events taking place at Weymouth. The first project was to work on establishing baseline research to inform the preparation of a strategy for realising the opportunities presented primarily by sailing events. On the Isle of Wight preparation for the 2011 Island Games began including sourcing accommodation and facilities for the expected 3000 participants and launching a local PR campaign to get the island community involved in volunteering and sponsorship.



Isle of Wight flies the Olympic Flag for the Open Weekend.

# Part two



Image - ©Britainonview / Craig Easton

## Getting Ready for Games Time - the run up to 2012



### SEEDA's Triple Gold pledge

The South East Partnership has taken stock of the progress within the South East Framework and has developed a much more structured way of managing its own and partners efforts in order to achieve strong ownership and accountability.

The Triple Gold Foundation for Success refocuses the work of the South East Partnership against three key outcomes :-

- New Markets – an economic and environmental legacy
- New Aspirations – a cultural, social and skills legacy
- New Lifestyles – a sport and health legacy

The Visitor Economy Strategy is seen as a fundamental strand of the New Markets work through delivering an economic legacy by creating and promoting new market opportunities in tourism.

SEEDA has also set out a clear ambition to use the Paralympics and the regions connections to Stoke Mandeville as an inspiration to make the South East the Most Accessible Region in the UK.  
[www.southeastpartnerships.co.uk](http://www.southeastpartnerships.co.uk)

### Securing Resources to Deliver a Step Change

Tourism South East has, during 2009, managed to secure a number of different sources of funding for the period 2010 – 2012 to drive a step change in activity :-

- SEEDA 2012 funding to support Global Marketing, Customer Service Training, Games Related Areas and Evaluation.
- Accentuate funding to support further Destination Access Audits, accessibility workshops, advice and support initiatives.
- SEEDA funding for Sports Events and Pre Games Training Camp promotions
- Cultural Event support from the EU Interreg programme for Festivals and Events and from the MLA for the promotion of Museums (2010 only).

All the of these programmes will be providing leverage from the public and private sector to create a total expenditure of over £2 million in the next three years. Tourism South East will also be working closely with VisitBritain, VisitEngland and Visit London to further enhance the coverage and overall impact.

### A new 2012 Games strategy from VisitBritain

VisitBritain has now developed a new, more focused global marketing strategy to meet the challenge of attracting greater visitor numbers to the UK in the run-up to the London 2012 Olympic and Paralympic Games and beyond. Specific activity for the 2012 Games includes: -

- Engaging the industry in the development and delivery of the 2012 Games
- Securing new 2012 Games Related partners
- Use the Games as a platform to win more sporting and business events
- Refresh marketing communications to appeal to new visitors... especially from emerging markets
- Work with media to present compelling and attractive editorial on Britain
- Work with partners across government agencies and the industry to improve visitor welcome and experience

Tourism South East will be exploring every opportunity to co-ordinate and combine resources with VisitBritain.

[www.visitbritain.org/aboutus/2012games/strategy/index.aspx](http://www.visitbritain.org/aboutus/2012games/strategy/index.aspx)

### Promoting to the world

Tourism South East's key priorities for marketing include continued activity in emerging international markets - especially in China and the Asia Pacific. It is intended to repeat the success of the promotion at the Beijing Games to travel trade, media and sporting bodies but this time at the Commonwealth Games in Delhi in October 2010, in partnership with VisitBritain. The 2012 Games also presents an opportunity to grow

business tourism in the region and key to this will be collaboration with VisitBritain's Discovery Workshop in February 2011 - bringing 125 international buyers and up to 80 domestic buyers to view South East venues. Tourism South East will also co-ordinate a presence at the 2011 SportAccord Convention in London, attended by more than 1500 of the world's top sporting officials and business representatives.

High quality marketing material will be created to present the best possible image of the South East to the consumer, trade and media, including film footage and new photography. Initiatives to improve the quantity and quality of data on websites and to encourage online booking and use of social media will also be in place.

A proactive PR campaign with agents working internationally and domestically will concentrate on securing press and media trips to the region and taking advantage of media centres at the Island Games in 2011 and the Games itself in 2012.

[www.industry.visitsoutheastengland.com/site/marketing](http://www.industry.visitsoutheastengland.com/site/marketing)

### Hosting the World and Welcome Host Gold

The new suite of Hosting the World courses will be rolled out across the South East during 2010 and 2011. Aimed at owners, proprietors, supervisors and managers within the tourism, hospitality and leisure



Businesses enjoy Quality Training session

sector, topics will include 'Creating the Coaches', 'Selecting the Team', 'Training the Team' and 'Meeting the Media'.

Welcome Host Gold will be launched in the South East region in spring 2010. The one-day programme is the newest addition to the nationally acclaimed Welcome to Excellence suite of customer care programmes for the service sector and is designed for those with a desire to offer world class service. Courses can be specifically tailored to a business or destination and participants can also achieve a level 2 City and Guilds qualification.

It is estimated that over 10,000 participants will be taking part in the Welcome suite of courses in the run up to 2012.

[www.industry.visitsoutheastengland.com/site/skills-and-training/training-projects](http://www.industry.visitsoutheastengland.com/site/skills-and-training/training-projects)



Peter Norfolk Paralympic Gold Medalist champions accessibility

### The Most Accessible Region in the UK

There is a significant shift in ambition to establish the South East as the most accessible region in the UK. Using Accentuate support the Tourism South East Accessibility programme will continue to use the power of the 2012 Paralympic Games to ensure people with disabilities are both informed about and able to access visitor services across the region.

Indeed, John Williams, Chairman of Tourism South East, will be acting as an Accessibility Champion for the Accentuate project. The primary focus in the run up to 2012 will be the delivery of more Destination Access Audits in the remainder of the region with Kent being delivered in 2010. Sporting and cultural venues will be approached, including training camp venues, with an offer to undertake a 'mini' version of the access audit. There will be a proactive supporting campaign to boost participation in Welcome All customer service training and bespoke workshops.

Tourism South East will continue to lead on providing Accessibility information for websites and will work with the key agencies, local authorities, tourism businesses and disability groups in the lead up to 2012. Tourism South East will promote the National Accessible Scheme to accommodation providers and will recognise exemplary businesses through case studies and the Access For All Tourism ExSelle Award category. [www.industry.visitsoutheastengland.com/site/accessibility](http://www.industry.visitsoutheastengland.com/site/accessibility); [www.accentuate-se.org](http://www.accentuate-se.org)

### Focus on Games Related Areas

Where appropriate, Tourism South East will support the Games Related Areas of Eton Dorney, Heathrow, Gatwick, Kent and the Solent to ensure that there is minimum duplication but maximum development of any discrete opportunities within each.

**Eton Dorney** – as the location for the rowing and canoeing, Eton Dorney is planning for arrangements for the media wishing to visit the venue before and during the events. There will be major customer service programme to handle the projected 30,000 people per day that will arrive as well as the 5,000 sponsors, staff and volunteers that will be involved. It will also continue the focus on developing the Business Tourism markets and be a key player in the Discovery 2011 Workshop. [www.windsor.gov.uk/2012/](http://www.windsor.gov.uk/2012/)

**Kent** – has already secured its own EU Interreg funding for a 'Greet the World 2012' programme to boost its Greeters programme and the Big Day Out. It will also be undertaking Destination Access Audits in Canterbury, Dover, Tunbridge Wells and Medway. The Dickens Festival in 2012 will have a major focus in the county but will spread across London and down to Portsmouth too.



The Medway Champion Puppet – part of Imagination our Nation

[www.visitkent.co.uk](http://www.visitkent.co.uk)  
[www.medway.gov.uk/london2012/55724.htm](http://www.medway.gov.uk/london2012/55724.htm)  
[www.dickens2012.org](http://www.dickens2012.org)

**Heathrow** – there will be a focus on uplifting the welcome at Heathrow Airport and providing training for temporary accommodation and training camps that may be put in place during the Games. The associated heritage of the Paralympic Games with Stoke Mandeville will be used to create tours to the area as well as providing a motivation for paralympic teams to use this area as a training camp base. [www.buckssport.org/2012](http://www.buckssport.org/2012)  
[www.visitbuckinghamshire.org](http://www.visitbuckinghamshire.org)

**Gatwick** – will be looking to work extensively with the new owners of Gatwick airport in terms of the welcome at a key gateway as well as Newhaven Port as another point of entry. There is a prime opportunity to raise the profile of the tourism product in the Surrey/Sussex Diamond and plans include a proactive programme of press trips, website developments and adoption of a Greeters scheme. [www.visitsussex.org](http://www.visitsussex.org)  
[www.visitsurrey.com](http://www.visitsurrey.com)

**Solent** – With the sailing events being held at Weymouth there is a major opportunity to boost the Solent's reputation for sailing and yachting. There will be extensive promotional activity at trade events, with a PR campaign and resulting press visits. The NatWest Island Games takes place on the Isle of Wight between the 25 June and 2 July 2011 and will be one of the most important sporting events in the South East in advance of the 2012 Games. Tourism South East will be giving the Island Games its full support in attracting a potential 3,000 athletes and over 350 media personnel from around the world. [www.natwestislandgames2011.co.uk](http://www.natwestislandgames2011.co.uk)  
[www.visitportsmouth.co.uk](http://www.visitportsmouth.co.uk)  
[www.visit-southampton.co.uk](http://www.visit-southampton.co.uk)  
[www.visit-hampshire.co.uk](http://www.visit-hampshire.co.uk)

### A legacy of quality accommodation

Tourism South East will strive to improve the quality of tourism businesses across the South East through a series of workshops and one to one quality advisory visits, using the skills and experience of Peter Birnie, ex Chief Inspector for the AA. Tourism South East will also work with VisitEngland to gather consumer and industry feedback on the National Quality Assessment Scheme and use statistical evidence to encourage providers to improve quality and to increase participation in the scheme. Best Practice Video Case studies will be produced to demonstrate how the NQAS provides real benefits to the accommodation sector.

Tourism South East will also update its quality audit and continue to monitor trends to enable targeted marketing and the successful delivery of the quality strategy across the region. In addition the 'Win

More Conference Business' mystery shopping initiative will be rolled out across the South East to improve the quality of conference, meetings and events venues. [www.industry.visitsoutheastengland.com/site/quality-assurance](http://www.industry.visitsoutheastengland.com/site/quality-assurance)

### Meeting tourist information needs for 2012



Key to delivering a world-class visitor experience for 2012 will be the provision of high quality visitor information services. Using the established Tourist Information Centres, especially in gateway locations, as well as creating temporary provision will be an important part of ensuring both the resident population and domestic and international visitors have a memorable experience. Tourism South East is undertaking a range of activities to support destinations

in the delivery of these services, including sharing best practice from other host nations; mapping current information provision and future requirements; developing toolkits and guidance notes to support the introduction of a 2012 Games Ambassadors Programme; developing product awareness and 2012 Games training modules and maximising the opportunities of social media.

[www.industry.visitsoutheastengland.com/site/tic-services](http://www.industry.visitsoutheastengland.com/site/tic-services)

### World class sports, facilities and events



Madam Xiao Min, Vice President of the Chinese NOC, hosted in Medway

The next two years will be an important period for the region as Tourism South East and SEEDA lead the way in developing world class sports, facilities and events. The South East will continue to be proactive in encouraging visits by National Olympic and Paralympic Committees to Pre-Games training facilities as many countries start to make final decisions on where to base themselves for training. As well as encouraging direct business for the camps, Tourism South East

and SEEDA will encourage the development of wider and very valuable international cultural, trading and educational relationships.

The Disabled British Open Golf Championships will once again take place in the South East, this time with a larger field of entry and a new venue. Through Accentuate funding the region will also be supporting the first ever Disabled Shooting World Cup. Based at Stoke Mandeville, the event will give athletes an opportunity to experience high level competition prior to 2012.

[www.london-2012.co.uk/2012-Training-Camps](http://www.london-2012.co.uk/2012-Training-Camps)



Portsmouth's Vibrant Live Site

### The Cultural Olympiad in the South East

Tourism South East will provide greater support to the Cultural Olympiad initiatives utilising funding from the EU Interreg Magic Moments and Year of the Museum projects to promote the Open Weekends in July 2010 and 2011.

It will also look to specifically support events at the Live Sites in Portsmouth and Dover as well as other significant events and festivals in 2010 – 2012, in particular the Dickens 2012 bi centenary Festival with Kent, Medway and Portsmouth.

[www.london2012.com/get-involved/cultural-olympiad](http://www.london2012.com/get-involved/cultural-olympiad)

Tourism South East will also take the lead on ensuring that there is a comprehensive and up to date calendar of events on [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com) utilising the Destination Management System and data stewarding arrangements across the region.

The Olympic and Paralympic Torch Relays signal the start of the Games. The Olympic Torch Relay begins its journey in Olympia, Greece and early in 2012, will make its journey through towns and cities across the UK to the Olympic Stadium in London. The Torch Relay will be a signature event for the South East, and Tourism South East will be lobbying to ensure that both the Olympic and Paralympic Relays not only start in the region but also visit its iconic destinations and attractions.

[www.london2012.com/games/ceremonies/index.php](http://www.london2012.com/games/ceremonies/index.php)

# Part three

## Measuring the Impact

It will be important to identify how the Games will have impacted on the region's economy against the baseline year of 2008 and how the various programmes identified in this strategy refresh will have made a difference to the awareness of the region, to levels of quality and overall visitor experience. There will be a comprehensive series of evaluation studies analysing the effects within the Games Related Areas as well as the region as a whole.

## The Legacy Post Games

The programmes identified in this strategy only cover the period up to the Olympic and Paralympic Games themselves that finish on September 9th 2012. From the experience at other host venues the majority of the benefit is expected to occur in the years after the event i.e. beyond that period to 2016. Tourism South East and its partners will need to maximise the benefits from the increased profile, improved quality of experience and better partnership working that will be the expected legacy of the Games. This will be fully assessed from the evaluation work with a view to developing and launching a Post-Games Strategy in 2012.

## Key Milestones

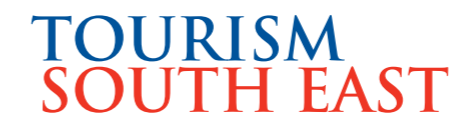
- Open weekend 23-25 July 2010
- Ticket prices announced Autumn 2010
- Commonwealth Games, Delhi, India 3-14 Oct 2010
- Torch Relay finalised Winter 2010/11
- Discovery Workshop February 2011
- Tickets on sale Olympic Games Spring 2011
- SportAccord April 2011
- Island Games Isle of Wight 26 June – 3 July 2011
- Open Weekend 29-31 July 2011
- Tickets on Sale Paralympic Games Autumn 2011
- Olympic Torch Relay Route launched May - July 2012
- Olympic Games 27 July – 12 Aug 2012
- Paralympic Torch Relay Aug 2012
- Paralympic Games 29 Aug – 9 Sep 2012

## For more information:

Tourism South East  
40 Chamberlayne Road  
Eastleigh  
Hampshire  
SO50 5JH

## Contact:

Nigel Smith  
Tel: 02380 625480  
Email: nsmith@tourismse.com  
Web: www.tourismsoutheast.com



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Tourism South East 40 Chamberlayne Road, Eastleigh, Hampshire SO50 5JH

T 023 8062 5400

E [enquiries@tourismse.com](mailto:enquiries@tourismse.com)

W [www.tourismsoutheast.com](http://www.tourismsoutheast.com)