



East Hampshire Tourism and Marketing Partnership

Newsletter Summer 2009

Local Explorer card

This exciting new initiative is a discount card for local visitor attractions. The card, cost £5.00, gives a 20% discount off entry to participating attractions for the holder and four others.



The attractions currently in the scheme are:

- Birdworld
- Butser Ancient Farm
- Gilbert White's House
- Mid-Hants Railway 'Watercress Line'
- Milestones Museum

The card is available online and from Grayshott Pottery, the Tourist Information Centre in Petersfield, Queen Elizabeth Country Park, Forest Lodge Garden Centre and the Phoenix Theatre. Sales outlets can earn commission of £1.00 per card sold.

There is a website, www.easthants.gov.uk/localexplorer with more details, including additional special offers.

To get involved, as a participating attraction or sales outlet, contact Debbie Vodden.

East Hampshire Tourism Conference

Sponsored by East Hampshire District Council, this year's conference was held at Bedales Olivier Theatre on 13 May. The event was very well attended by accommodation providers, representatives from visitor attractions and retail associations as well as by District Councillors and industry advisers.

The programme included a review of the year and presentations on partnership working, funding opportunities and plans for the future. Groups of delegates discussed practical ways to work together on projects that could be eligible for funding.

Further details, including copies of the presentations are on the website at www.easthants.gov.uk/ehdc/community.nsf/webpages/4.4.6+Tourism+meetings

Promoting our area as a place to visit



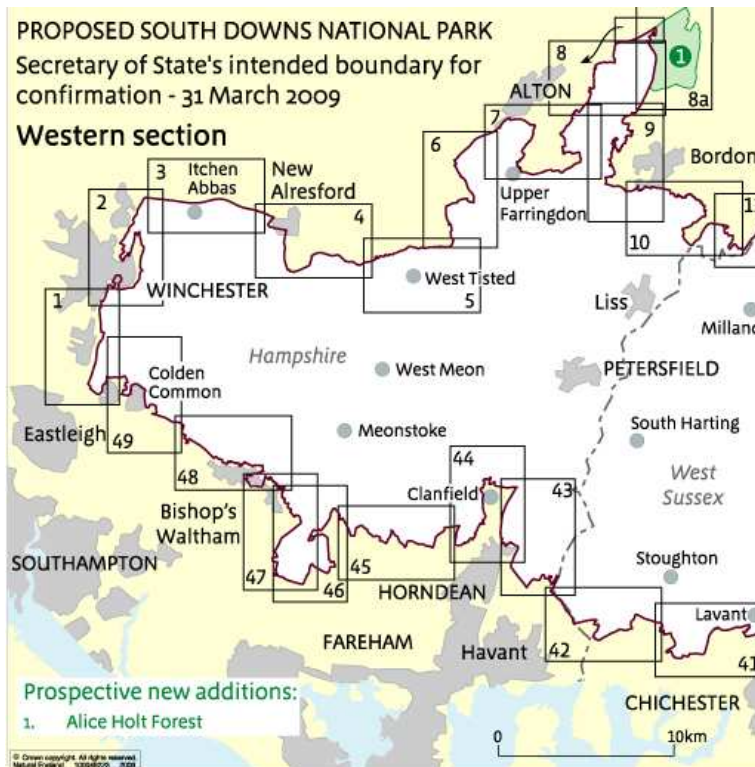
With the announcement of the South Downs National Park (see below) there is a new opportunity for us to promote East Hampshire, majoring on our unique assets.

From 2010, we will no longer be working as Hampshire's Countryside, since other members of the consortium have withdrawn. The consortium has provided benefits of economies of scale in the past. However the partnership approach tended to dilute the message that East Hampshire has stunning South Downs countryside and is the home of Jane Austen.

Our planned visitor guide for 2010 will be designed to promote these key assets to the full. This approach was fully endorsed in discussions at the East Hampshire Tourism Conference on 13 May.

There will be opportunities for quality assessed accommodation providers and visitor attractions to advertise in the guide. Rate cards with full details will be sent to you in next few weeks, with a booking deadline of 1 August. Local company Navigate Design is managing the visitor guide project.

South Downs National Park



The map shows the intended boundary for the National Park that will operate from 2011. Over half of the district is within the park boundary.

The South Downs National Park will bring benefits for tourism in East Hampshire, but we need to get the message across that the South Downs area covers Hampshire as well as Sussex.

There is more information at www.southdownsonline.org

Visitor Website

If you have an entry on the Hampshire's Countryside website, www.hampshirescountryside.co.uk, do remember that you can update your availability on line. There are a number of advantages of doing this:

- Your entry goes to the top of the listing each time you update
- You will appear in availability searches on the Hampshire's Countryside and Visit Hampshire sites
- Internet users can see at a glance if you have rooms available tonight

From 2010 the Hampshire's Countryside site will be integrated into Visit Hampshire, www.visit-hampshire.co.uk. There will be an enhanced countryside section within Visit Hampshire, to include information about the South Downs, the market towns and villages in East Hampshire, accommodation, attractions and events, countryside activities, etc.

Further information on this will be provided in future newsletters.

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## Funding opportunities

### **Fieldfare LEADER Programme.**

Fieldfare is a fund for rural businesses, outside the main settlements of Alton, Horndean, Petersfield and Whitehill/Bordon. One of the themes the programme supports is developing quality rural tourism.

Contact Ken Brown, Programme Manager, [kbrown@winchester.gov.uk](mailto:kbrown@winchester.gov.uk) for more details.

### **Collabor8.**

The South Downs Joint Committee is part of a trans-national European project. Tourism businesses are encouraged to form clusters to develop projects. Projects with the themes of sustainability, quality, sense of place and use of technology can attract funding.

Contact Katherine Hale, Project Manager, [khale@southdowns-aonb.gov.org](mailto:khale@southdowns-aonb.gov.org) for more details.

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Tourism Excellence Awards

Put your business in the frame for the Tourism Industry's most prestigious awards in the South East.

The Tourism South East awards generate extensive consumer and industry media coverage including regional TV and radio for both the business and the destination.

The criteria and entry forms are simple and straight forward and this year can be completed on line at www.getdiscovered2009.co.uk or contact getdiscovered2009@tourismse.com

Visitor Information Points

The Tourist Information Centre in Petersfield continues to receive excellent feedback from visitors on the service they provide.

A project is underway to improve the signage for the 10 Visitor Information Points round the district, and TIC staff have carried out an audit of existing signage. The Visitor Information Points are proving to be well used, and information updates are provided on a weekly basis.

Dates for your diary



Bicentenary of Jane Austen's move to Chawton

- Jane Austen Regency Festival runs from 20 to 28 June
- 200th anniversary celebration day at Jane Austen's House on 5 July



The Hampshire Food Festival runs 1 to 31 July

East Hampshire community website

If you want to publicise your event then www.easthampshire.org is the place. The new website has a comprehensive events listing as well as daily news updates.

The site is a one-stop-shop for everything related to East Hampshire, providing useful information about what's going on. Visitors can use the site to find things to do and places to see while they are in the area. Finding events has never been easier, with easy-to-use interactive maps that show the exact location of visitor attractions.

Local attractions can set up a group page so they can attract extra visitors and publicise future events and information – and can even submit news stories. And it's all free.

More than 100 local groups, clubs and societies have set up their own group page so that they can attract new members and tell their existing followers what they're up to.

The site has extensive links to external websites and helps people across the community stay in touch. Those that register for free can take advantage of a raft of extra features such as money-off vouchers for local attractions and a fully customisable homepage.

Contact us

Contact Debbie Vodden if you would like more information on any items in this newsletter, 01730 234164, tourism@easthants.gov.uk.