



# Members Attractions Meeting

15 November 2024

# Total views print advertising

TFL - 2 weeks – 6,031,000

Gatwick escalator panels and Adrail (train platforms)

2 x two week periods – 7,414,411

Charing Cross and Victoria – 2 weeks each – 6,090,870

**Campaign total exposure – 19.5 million**



*Lisa liked a  
good vintage.  
The wine was  
nice too.*

**A WINCHELSEA MOMENT  
VISIT 1066 COUNTRY**



VISIT1066COUNTRY.COM

Coast  
1066

# 2023 Social Media Instagram reach for same campaign – 18,947



# 2024 Social Media Summer – Autumn

## 33,542 Instagram reach

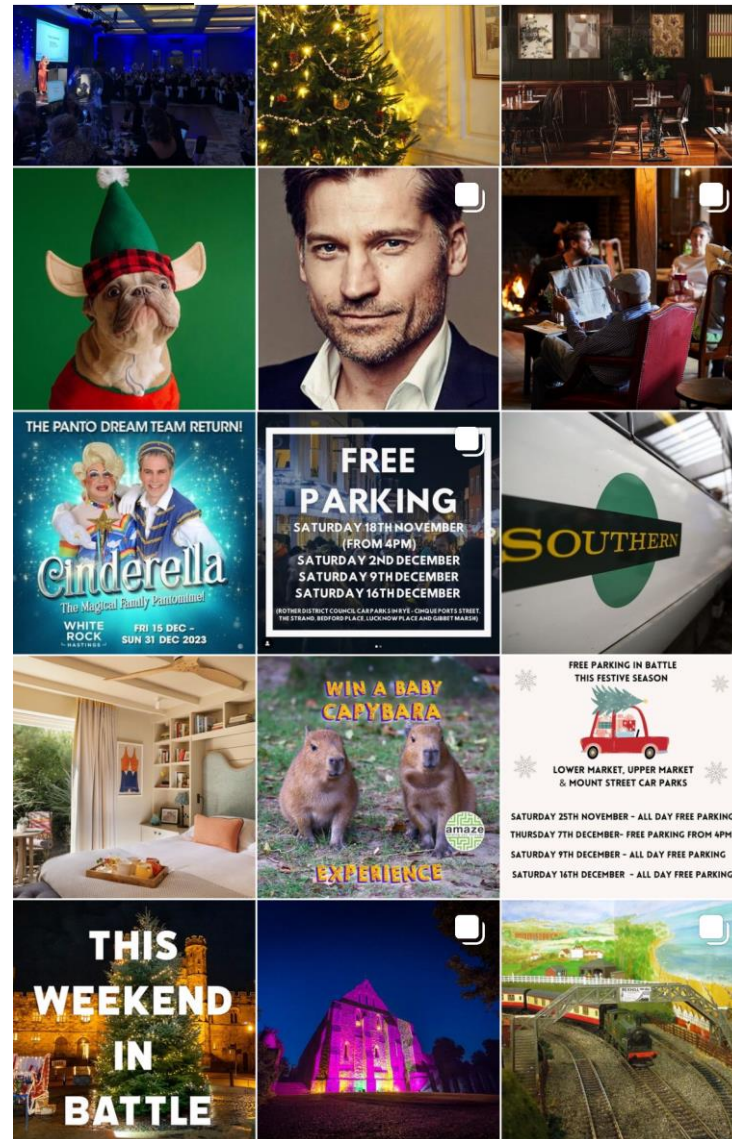


# Social media

Combined followers:  
just under 15k

**@1066country**

Instagram, Facebook  
& Threads





# Website Stats 2024 to end October

348,938 active users

Average monthly 34,893

75% organic search

13.5% direct traffic

9.5 % referrals

The screenshot shows the homepage of the 1066 Country website. At the top left is the logo '1066 Country' with the tagline '1066 Country's official website for tourism and travel information'. At the top right is a 'Menu' button with a hamburger icon. Below the header is a large hero image of a sunrise over a landscape with the text 'Welcome to our countryside...' and a small circular logo. Below the image is the heading '1066 Country of Origin' followed by a paragraph: 'Set deep in history, where the Sussex Weald meets the sea, lie the ancient settlements and rich landscapes of 1066 Country. Open skies and broad horizons inspire the imagination.'

# Web visits by month

	Unique sessions	
	2023	2024
Jan	26,298	22,494
Feb	29,608	39,297
Mar	28,607	33,237
Apr	44,058	30,377
May	47,315	37,860
Jun	40,379	35,740
Jul	51,367	37,747
Aug	35,720	44,784
Sept	25,620	30,930
Oct	30,524	36,472
Nov	29,653 tbc	
Dec	22,672 tbc	
<b>Total to end Oct 2024</b>		348,938
<b>Annual total</b>	411,821 tbc	
<b>Average per month</b>	34,318	34,893.00

# International campaigns booked with Tourism South East

Activity September 2024 – March 2025

USA/Canada, Germany, Nordics, Netherlands

Travel trade visit Visit Britain Canada/Air Canada Nov 2024

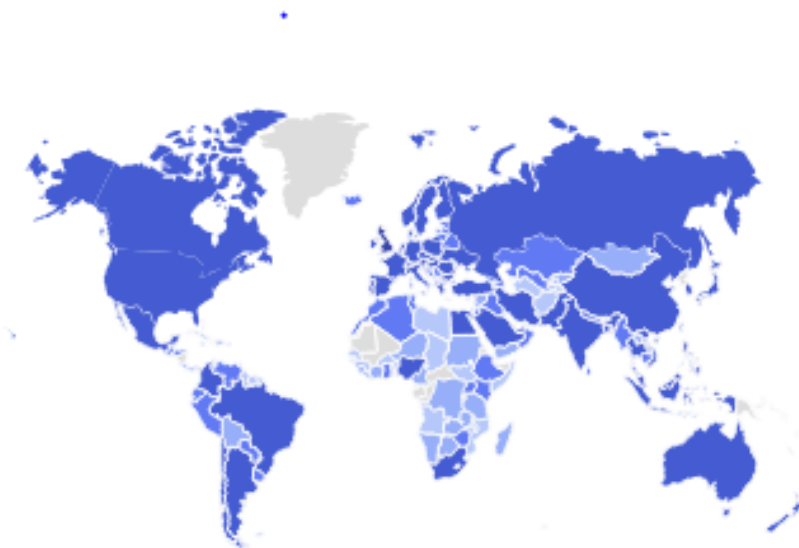
Travel trade visit Visit Britain Germany/Austria/Switzerland January 2025

Vakantiebeurs 5 day travel show for Dutch market Jan 2025



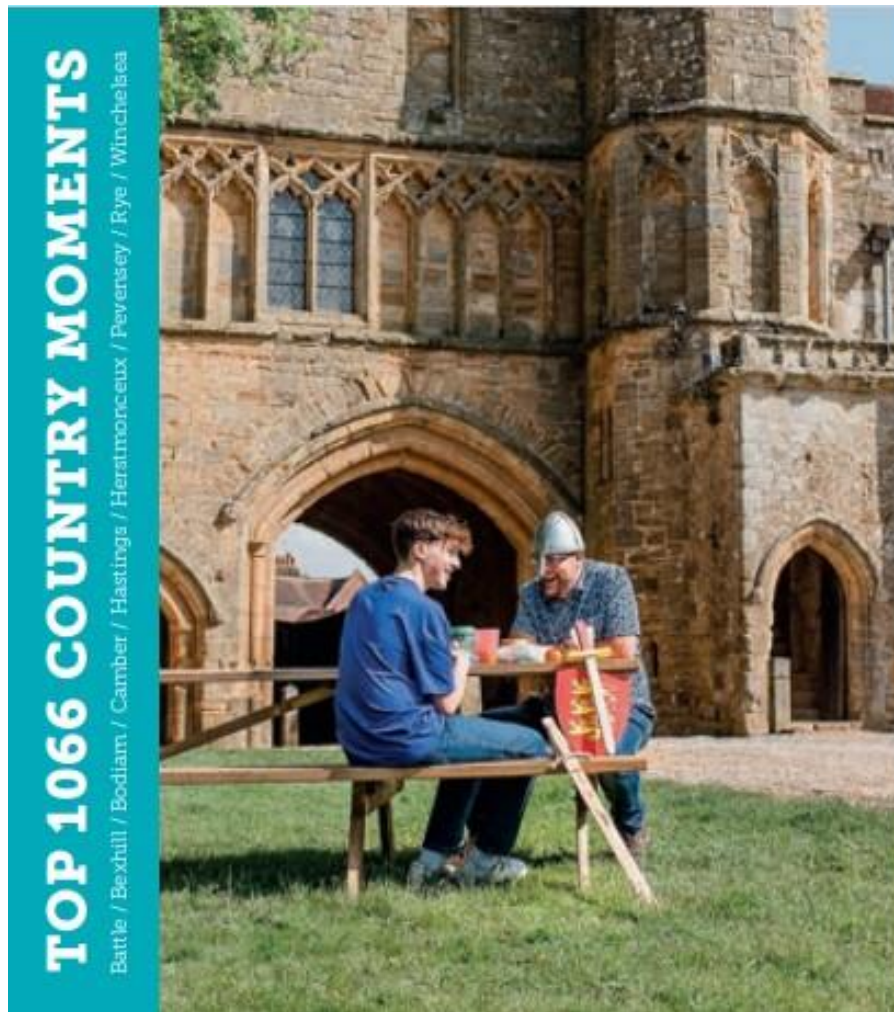


### Active users ▾ by Country



<u>COUNTRY</u>	<u>ACTIVE USERS</u>
United Kingdom	280K
Poland	15K
United States	9.6K
Germany	5K
Australia	2.6K
France	2.5K
Netherlands	2.3K

# Users by country



*Dad said,  
'Just call me  
Norman'.*

**A 1066 COUNTRY MOMENT**



[VISIT1066COUNTRY.COM](http://VISIT1066COUNTRY.COM)

1066 Country Visitor Attractions Guide 2024 & 25

# Press activity and coverage

April

NDR Norddeutscher Rundfunk channel, Germany – [Die Kuesten des Koenigreiches](#); Daily Mail article – Winchelsea;

[Conde Nast Traveler](#) & [Hola Viajes](#) – Bodiam and surrounds; Kristeligt Dagblad – Battle and Hastings WI Life – Pashley tulips festival

June & July

Woman's Weekly – Rye, Rye Harbour Nature Reserve, Camber Sands; Runner's World – 8 page DPS full colour pics

Channel 5 - July – September 'Sussex: Jewel of the South Coast' filming for 2025 broadcast and global rights too

**Escape to RYE**  
This pocket-sized town in East Sussex brims with historic charm

**Literary links**  
Rye's literary past is steeped in history. From the 16th-century playwright Christopher Marlowe to the 19th-century novelist Jane Austen, the town has been a source of inspiration for many writers. In 1592, Marlowe was imprisoned in the town's stocks for writing a play that was considered too risqué for the time. In 1813, Austen spent time in Rye while writing her novel *Pride and Prejudice*.

**Historic houses**  
Rye is home to several historic houses, including the 15th-century *White Hart* and the 16th-century *White Horse*. The *White Hart* is a fine example of Tudor architecture, with its timber frame and half-timbered upper floors. The *White Horse* is a grand mansion, built in the 16th century and expanded in the 17th and 18th centuries.

**Rejser & Kultur**  
Fem andre oplevelser i Hastings

Kristeligt Dagblad 2. sektion Lørdag 13. april 2024

**Hastings Contemporary**, Museum for moderne kunst (foto). Ligger ved havnefronten.  
**Flower Makers' Museum**, I årtier er der produceret blomster og planter til teater og film her.  
**Smugglers Adventure**, Museum, der fortæller om smugling og sprøleri langs kysten.  
**The British Tea Museum**, Om tehedrings historie og kulturelle betydning.  
**Hastings Aquarium**, Museet med 3500 arter på den østlige del af strandpromenaden.

**GARDENS**  
The RHS has some wonderful festivals year-round, but there are plenty more to tempt the green-fingered...

**WHAT TO EXPECT** Held at the Three Counties Showground, this is one of the UK's largest celebrations of spring and planting. You'll find everything from immersive show gardens and thousands of beautiful flowers on display. In celebrity guests including Alan Titchmarsh. This year's theme is Gardening for Change, embracing the positive impact horticulture has on the environment, people and wellbeing.

**FIND OUT MORE** [rhsmalvern.co.uk](#)

**MORE DATES FOR YOUR DIARY**  
**The Tulip Festival** at Pashley Manor Gardens in East Sussex is a true spring spectacular - no need to travel to the Netherlands to celebrate the iconic bloom when it's all going on in 1566 Counties. Expect to feast your eyes on more than 45,000 tulips and over 100 varieties displayed in themed garden 'rooms' and pots throughout the grounds.  
22 April - 6 May  
[pashleymanorgardens.com](#)

**The Manchester Flower Festival** is a free event that brings a sea of colour to the city centre. It includes the Floral Trail as well as talks and demonstrations.  
24-27 May • [mcrflowerfest.com](#)  
**Spring Walking Festival** lets you combine a love of flowers and walking on the Channel Islands of Guernsey, Herm and Sark. Join local guides to discover the unique plants and flowers.  
25 May - 9 June • [visitguernsey.com](#)

**From city centres to stable horses and island life, garden festivals are blossoming everywhere!**

# Press activity and coverage

August

The Telegraph: Bexhill feature article [‘This East Sussex seaside town is brimming with eccentricities’](#).

September

Food & Travel Magazine October issue – 11page feature on East Sussex food scene

October

Various Belgian online travel pieces



Bexhill's De La Warr Pavilion: 'a cultural hospital for the soul' |

“Give it a chance and Bexhill will give back to you,” said Stewart Drew, chief executive of the De La Warr, as I looked across the shimmering bay to Beachy Head.





# Various other activities

Monthly consumer newsletter – approx 12,000 subscribers, 25% open rate

Instagram workshop – 7 November 2024

Collaborations with Southern Railway

Membership renewals, new members, membership newsletter, membership area on the website slowly developing.  
(Password: **Love1066Country**)

# Looking ahead 2024 -27

- Immediate future – Christmas and 2025 news – socials
- Sussex Winelands Project – pilot scheme with Rother vineyards.
- New BBC historical drama series ‘King & Conqueror’ with James Norton and Nikolaj Coster-Waldau.



**‘Game of Thrones effect’ is driving force behind William the Conqueror epics**

- New feature film ‘The Conquest’ (Oscar-winning Richard Taylor co-founder of NZ props and special effects company Weta Workshop, is on board).
- William the Conqueror Millenium commemorations in 2027 in collaboration with Normandy and other European countries.
- Kent & East Sussex Railway extension to Robertsbridge.