

## **EUROPE TO DORSET (E2D)**

The Euro:£ exchange rate currently favours those living in the Euro-Zone. This situation is seen as a unique opportunity for Dorset based tourism related businesses to establish new markets! Therefore, with the objective of attracting increasing numbers of leisure and business visitors from Europe, an inspired group of people whose main business interests are tourism and hospitality, have formed a consortium to promote Dorset as a holiday destination among our European neighbours; working under the title 'Europe to Dorset' (E2D).

The Dorset New Forest Tourism Partnership (DNFTP) has promoted this area overseas for several years using the brand of 'Dorset & The New Forest', supported by the website [www.dorset-newforest.com](http://www.dorset-newforest.com). Currently, overseas visitors come primarily from Northern Europe - Germany, Holland and Belgium in particular – where DNFTP have been active.

Anticipating that sharing experience and expertise to reinforce an existing programme rather than developing a new one will be more cost-effective and, especially, as the exchange rate opportunity may not last long, E2D has agreed to merge resources with DNFTP and Destination Dorset. The group has agreed to focus the 'low countries of Europe' with the initial 2009 campaign targeted at Germany comprising the following activities and events:

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|----|----------------------------|---|
| a) | Emarketing                 | Email shots using the VisitBritain database (a series of emails to be sent directing people to the DNFTP website).  |
| b) | Journalist visits          | With assistance from UKTI and UK Embassies in Germany, a minimum of 4 travel journalists will be invited to visit Dorset and the New Forest. The proposed itineraries will be arranged so that they gain as wide an experience as possible; evening receptions are envisaged to enable participating businesses to meet the journalists in an informal environment. |
| c) | Showcase events in Germany | The group is aiming to hold a 'showcase event' in at least 2 cities in Germany. This will involve a brief presentation, stands for participating businesses and cocktail reception. Invitees will be media, tour organisers, and other tourism-related operators.   |

Following are a representative selection of the active participants in E2D:

Abbotsbury Tourism	Dorset New Forest Tourism Partnership
Bournemouth Airport	The Regional Language Network
Bournemouth Area Hospitality Association	Flybe
CEM Group	Jurassic Jaunts
Dorset Business	Lulworth Castle
Dorset Geologists Association	The Portland Spa
	UKTI

Contributions towards 2009 promotional costs (estimated at £12,000) are invited at £250 or £500 according to the nature of your business. Contributions 'in kind' will also be welcomed, particularly during journalists' visits - you might like to offer hospitality or other services towards the costs of entertainment, visits and travel costs. It is intended that costs of the proposed events in Germany will be kept to modest proportions, however, it may be worth contacting UKTI to enquire whether you are eligible to sign up to Passport to Export and, if so, you may be entitled to reimbursement of 50% of such costs.

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