

# The Impact of 1066 Country Marketing

## Tourism matters to 1066 Country



£704m of value\*

Growth  
2016-2019



12.5m visits\*



11.5k jobs\*  
(Full Time Equivalent)



+9% growth in visitor spend  
(2016-2019)

Tourism as a proportion of total area employment  
is above the England average

Rother: 15%

Hastings: 13%

Wealden<sup>↑</sup>: 20%

England: 11%

## Vital pandemic support

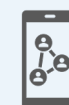
A pivot from marketing support to  
business information provider:

- Frequent updates offering advice  
and grant information
- Website as an information portal

***“I want to say that 1066 is the best  
and most supportive  
initiative/association we are/have  
been members of. Thank you for  
amazing work by the team this year -  
you are all stars.” – Oxney Organic  
Estate, Dec 2020***

## Highly effective

A distinctive and  
market-focused  
destination brand



20.2k social  
media followers

+146% increase in traffic  
Aug '21 vs. '19 after  
website re-design



Digital partnerships  
deliver potential annual  
reach of 2.3m

## A collaborative and engaged network



150+ members & partners

9 in 10 members  
renewed in 2022



## Well positioned to help the destination to develop...

- ✓ Supporting the delivery of net zero
- ✓ A strong fit with the Government's DMO review
- ✓ Helping business growth & creating rewarding jobs with fair pay
- ✓ Attracting high-value audiences for culture

