

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

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

**Phase Two: Get Set...**

An Outline Strategy for the Visitor Economy Sector in the South East of England – the first of a three-phase approach

Phase One: **On Your Marks...**

Phase Two: **Get Set...**

Phase Three: **Go!**

In partnership with the Visitor Economy Working Group of the South East Partnership for 2012



## Optimising the 2012 Olympic and Paralympic Games Tourism Opportunity

The South East region has much to offer and much to gain from the 2012 Olympic and Paralympic Games. The South East Partnership for the 2012 Games has set out our aims and targets in the South East Offer: "Compete, Create, Collaborate for a World Class Performance - South East England's Offer for the 2012 Games". 6 working groups are developing plans to optimise the transformational opportunities presented by the Games, before, during and after 2012. The visitor economy is served by one of these groups and has been working to prepare the way for a world class welcome, building on the great strengths of the region and building skills for an enduring legacy. We welcome **On Your Marks... Get Set.... Go!** and are delighted to endorse the work of the Visitor Economy Working Group in preparing the South East to take full advantage of the opportunities offered by the Games, which will ensure that the South East is the location of choice during the years to come.



**Pam Alexander**  
Chief Executive, South East England Development Agency  
Chair, SE Partnership for 2012

Tourism South East is privileged to chair the Visitor Economy Working Group which has developed this important part of the national planning for 2012. Together with our partners we have already achieved a great deal with much in the way of funding and activity already in place. **On Your Marks... Get Set.... Go!** sets the framework for ensuring the South East region takes full advantage of this rare opportunity – optimising tourism income, taking advantage of events, ensuring a skills legacy and securing an enhanced tourism infrastructure. The tourism industry in the South East can now move forward to meet the challenges and deliver great results for the region and the country. **Get Set...** is phase two which brings together these action plans which are designed to deliver the potential benefits to the region.



**Robert Collier**  
Managing Director, Tourism South East  
Chair Visitor Economy Working Group

**VisitBritain research suggests that TOURISM IS THE PRINCIPAL BENEFICIARY OF THE OLYMPICS: Between 50% - 75% of the net benefit of staging the games, measured over a 7-10 year period, will accrue through the tourism component of the economy, throughout the UK.**



## Purpose

The 2012 plan for the visitor economy in the South East region - **On Your Marks...Get Set...Go!** - has three distinct phases. The first phase - **One Your Marks...** see the overall strategic approach. This is the second phase - **Get Set...** which contain the action plans for the twelve key actions for the region. **Get Set...** brings together and aligns the action plans of the various organizations and agencies to create on coherent set of action plans that ate all working together to maximise the opportunities identified in **On You Marks...**

A short summary of **On Your Marks...** is given below. Copies of the full strategy are available at [www.industry.visitsoutheastengland.com](http://www.industry.visitsoutheastengland.com) or [communications@tourismse.com](mailto:communications@tourismse.com). The individual action plans for each of the 12 Key Actions are contained inside the back cover. These will improve and evolve between now and 2012. For the latest versions go to the weblinks provided.

“ ...holding the 2012 Games is a once-in-an-era opportunity for British Tourism... ”

Tony Blair  
Prime Minister 2006

### Executive Summary of the Strategy - On Your Marks...

#### Aim

The aim of the strategy is to achieve an uplift in tourism and culture income to the region of £1 billion for the 9 year period of the games (2008 - 2017)

#### Opportunities

The opportunities presented by the 2012 Olympic Games relate to Games Related tourism – attendance during the period of the games; and to Games Motivated tourism during the longer 2008 to 2016 period.

**On Your Marks...** identifies a number of specific opportunities for business, leisure, domestic, international, and educational tourism. Opportunities relating to the Cultural Olympiad have also been assessed.

Travel time to the main venue is likely to be the main criteria for games related visitors. The South East region is more likely to benefit in the **Kent, Gatwick, and Heathrow corridors**, as well as around **Eton Dorney** and the **Solent**.

Our estimates predict that these opportunities give a range of additional visitor economy growth over the period 2008 to 2016 of £50 million to £100 million for Games Related tourism and £1 billion to £1.5 billion for Games Motivated tourism. **On Your Marks...** identifies 12 Key Actions to achieve this growth.

#### Main Audiences for Promotional Activity

**On Your Marks...** identifies key audiences for this activity, to be targeted at specific times: During the build-up to the Games (2008 - 2011), during the immediate build-up and the Games themselves and during the period following the Games (2012-2016).

#### Funding

**On Your Marks...** identifies that existing public sector funding for the Visitor Economy and Culture sector should be maintained and re-aligned. It also identifies a need for modest additional funding to prevent growth opportunities being lost to competitor regions. An uplift of 1 to 2% per annum should be sufficient for the region to achieve a fair share.



## Action Planning - Phase Two - Get Set...

Headline objectives and key action deriving from the strategy setting, Phase One, On You Marks...

Objective	Action	Description
1. Optimise Tourism income from the Games	<b>Games Motivated VE1</b>	Global Image and Awareness Campaign promoting the region
	<b>Games Related VE2</b>	Develop agreed consortia plans for the Gatwick Corridor to the main venue
	<b>VE3</b>	Develop agreed consortia plans for the Heathrow Corridor to the main venue
	<b>VE4</b>	Develop agreed consortia plans for the Kent Corridor to the main venue
	<b>VE5</b>	Develop agreed consortia plans for the Eton Dorney rowing/flat water canoeing venue
	<b>VE6</b>	Develop agreed consortia plans for the Solent corridor related to the Weymouth sailing and the 2011 Island Games
	<b>VE7</b>	Develop destination plans at the discretion of individual destinations
2. Optimise Cultural Olympiad benefits from the Games	<b>Follow the lead of the Culture and Communities Working Group</b>	Play a full part in the National Olympic Cultural Festival and help to promote regional events
		Take full advantage of Opening and Closing Ceremonies of the 2012 Games for the region and the Olympic Torch's arrival and route
3. Take full advantage of the Sporting Events, Venues and Heroes in the South East	<b>Work with the Sports Working Group.</b>	Use South East sporting heroes and first class venues to act as ambassadors for the Games
	<b>VE8</b>	Attract 3 new Major Sporting Events to the region each year
4. Ensure a Skills Legacy is derived from the Games for the sector	<b>VE9</b>	Develop the Welcome Host Customer Care Training packages to the Olympic standard in order to achieve a step change in the volume of Welcome Host delegates in advance of the 2012 Games
5. Ensure an enhanced tourism infrastructure and public realm legacy	<b>VE10</b>	<b>Transport:</b> Work with operators and points of entry to prepare a customer experience implementation plan
	<b>VE11</b>	<b>Accessibility:</b> Use the power of the Paralympic Games to ensure people with disabilities overcome the barriers to participation
	<b>VE12</b>	<b>Sustainability:</b> Ensure sustainable tourism principles are deeply embedded in the plans for Visitor Economy

The latest set of action plans are in the back section of this document.



## Monitoring and Evaluation

Continuous monitoring and evaluation of progress will be conducted through annual progress reports, which form the third part of the overall plan, **Go!**

**Go! 2008, Go! 2009**, and annual progress reports thereafter will detail the progress made on each of the objectives.

Full evaluation of the results obtained for our joint investment is scheduled in two phases in 2013 and 2016.

### Translating Strategy into Action Plans

As the Plans are developed for each of the Actions (VE1 to VE12) identified above, they will be added as inserts to this folder and to the website.

These action plans are likely to develop at different speeds over the course of the next year. To check progress, follow the web links where they appear for the latest version of each action plan.

“ Destinations that hosted the Olympics achieved average tourism growth rates that exceeded the global rate by 2.3% in the four years leading up to the Games and 2.2% in the four years following the Games. ”

**Kurt Janson**

Review and Analysis of Tourism to Previous Olympic Destinations. Lessons and Implications for London 2012. (Report sponsored by Travelodge.)



**Get Set** is the second in a series of 3 important documents - **On Your Marks...Get Set...Go!** The purpose of **Get Set...** is to convert the analysis and conclusions from the **On Your Marks** analysis and strategy into a set of action plans for the period 2008 to 2016, in order to realise the potential earnings to the region of £1billion from the Games.

The purpose of **On Your Marks** was to "Determine our strategy to optimise the opportunities for the visitor economy that are presented to us by the 2012 Games." It was the first in a series of 3 documents and the post-announcement, exploratory phase of the planning process. **Get Set...** lays out the Action Plans.

### Useful Links:

#### National

**VisitBritain**

[www.visitbritain.com](http://www.visitbritain.com)

**Department of Culture, Media and Sport**

[www.culture.gov.uk](http://www.culture.gov.uk)

**London Organising Committee for the Olympic Games (LOCOG)**

[www.olympic.org/uk/games/london](http://www.olympic.org/uk/games/london)

**Olympic Delivery Authority**

[www.alastinglegacy.co.uk](http://www.alastinglegacy.co.uk)

**British Olympics Association**

[www.olympics.org.uk](http://www.olympics.org.uk)

**International Olympic Committee**

[www.olympics.org](http://www.olympics.org)

**London 2012 Business Centre**

[www.london2012.com/business](http://www.london2012.com/business)

**Arts Council**

[www.artscouncil.org.uk](http://www.artscouncil.org.uk)

**Sport England**

[www.sportengland.org.uk](http://www.sportengland.org.uk)

**English Heritage**

[www.english-heritage.org.uk](http://www.english-heritage.org.uk)

#### South East

**Tourism South East**

[www.visitsoutheastengland.com](http://www.visitsoutheastengland.com)

**SEEDA**

[www.seeda.co.uk](http://www.seeda.co.uk)

**Sport England South East**

[www.sportengland.org/southeast](http://www.sportengland.org/southeast)

**MLA South East**

[www.mlasoutheast.org.uk](http://www.mlasoutheast.org.uk)

**South East Cultural Observatory**

[www.seco.org.uk](http://www.seco.org.uk)

**Culture South East**

[www.culturesoutheast.org.uk](http://www.culturesoutheast.org.uk)

**South East Business Link**

[www.businesslinksoutheast.co.uk](http://www.businesslinksoutheast.co.uk)

**Screen South East**

[www.screensoutheast.org](http://www.screensoutheast.org)

#### London

**Visit London**

[www.visitlondon.com](http://www.visitlondon.com)

**London Development Agency**

[www.lda.gov.uk](http://www.lda.gov.uk)

**London 2012**

[www.london2012.com](http://www.london2012.com)

For a full version of **On Your Marks...** The action plans for **Get Set...** and the latest **Go!** report, visit Tourism South East website at [www.industry.visitsoutheastengland.com](http://www.industry.visitsoutheastengland.com) or [communications@tourismse.com](mailto:communications@tourismse.com)

