

Olympic & Paralympic Games 2012

Advice to the Dorset tourism industry

Key Dates:

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| Olympic Games | 27th July – 12th August 2012 |
| UK Carnival | 13th – 21st August 2012 |
| Paralympic Games | 29th August – 9th September 2012 |

The sailing events for the Olympic and Paralympic 2012 Games are due to be held at the Weymouth & Portland National Sailing Academy www.wpnas.org.uk and Portland Marina www.deanreddyhoff.co.uk/portland/.

The aim of this article is to keep you up-to-date of what is being planned.

What's happening?

- There will be an exciting programme of events in Dorset throughout 2012 to entice visitors down to the area – it won't be just about the Games period itself.

We are hoping that the Olympic Torch Relay will come through Dorset in May 2012 so the Games celebrations will be starting early – an announcement is expected in the next few weeks.

The Cultural Olympiad will be the UK's biggest ever festival from 21st June 2012 until 9th September and Dorset will take an active part in this.

- During the Games, those with tickets to watch the sailing events will be at Nothe Fort. However for other visitors, there will be plenty to do and every opportunity to keep abreast of what is happening with the sailing races via a free Live Screen planned to be located on Weymouth Beach. The seafront will be the main focus - a Festival Area is being planned to include local food, entertainment, Jurassic Coast and other exhibits.
- The Weymouth & Portland National Sailing Academy and Portland Marina will not be open to the public during Games time. Viewing of the sailing will be restricted to the official ticketed area and the Live Screen on the beach; due to the direction and location of the sailing, there will be very limited viewing along the coastline beyond Weymouth.

Getting around

- Whilst we expect traffic to be very busy around Weymouth & Portland during the Olympic Games period, there will be 5 Park & Ride sites in place and additional public transport services so access to central Weymouth will be possible.
- Whilst traffic may be heavier in the surrounding coastal areas, local facilities and attractions will be operating as normal - much of Dorset will be unaffected by the Games. It's important to make your guests aware of this – there's a possibility of people not coming to Dorset because they think it will be impossible to move around.

Visitor accommodation

- It's unlikely that existing visitor accommodation will be sufficient to meet the likely demand, especially in the Weymouth & Portland area; to make sure your regular customers who visit in August can still visit, you may like to suggest they make an early booking for 2012 so they are not disappointed.

Whilst it may be tempting to significantly increase normal tariffs during the Games period, the fall-out is likely to be disenchanted customers for the future.

Dorset is committed to fair pricing during 2012 so that everyone can enjoy this unique experience and to make sure people continue to visit after the Games. VisitBritain have launched a Fair Pricing & Practice Charter to which businesses may sign up.

Promoting your business and the Olympic and Paralympic Games 2012

- Dorset is only 2 hours away from London so it's a good base if visitors want to visit the Games in London; or if they're wanting to visit another area of England whilst in London, Dorset is a great option. Why not suggest this on your website?
- We expect most enquiries about visiting during the Olympic and Paralympic Games to come either via the internet or into the Tourist Information Centres (TICs).

The TICs have a policy of promoting only inspected properties. There are a number of options: the VisitEngland or AA schemes or there is a new cost-effective Dorset Visitor Accommodation Scheme now available – most properties can be inspected for as little as £76.50 - please enquire via Quality in Tourism (Tel: 0845 300 6996)

- We would recommend you ensure that your website is functioning well and that you have reviewed its content with search engine optimisation in mind. To assist overseas visitors, we would recommend you install a Google translation facility on your website.
- You may wish to put a short paragraph on the home page of your website about Dorset hosting the sailing events – not everyone will know. Perhaps something along these lines....

2012 promises to be an exciting year for Dorset; Weymouth & Portland will be hosting the sailing events during the London 2012 Olympic and Paralympic Games sailing events. The county will also be playing a full part in the UK's biggest ever festival, the Cultural Olympiad. So as well as its stunning landscapes, delicious food and drink and fascinating heritage and attractions, there are even more reasons to visit Dorset than usual. Full information is on www.dorsetforyou.com/dorset2012

- The official visitor website for visitor accommodation will be www.visit-dorset.com. To be listed you must be inspected but participation in the website costs as little as £100 depending on the level of listing you want. You may also wish to take an advertisement in the 2012 Holiday Guides produced by the District/Borough Councils.
- Do please note that use of the Olympics logos is strictly controlled; you are not allowed to download the official logo and use it on your own promotional materials. The London Organising Committee of the Olympic and Paralympic Games (LOCOG) are very active in terms of prosecuting unauthorised people and businesses who use the logo.

General

- The aim is to make the 2012 Olympic and Paralympic Games the greenest Games ever and Dorset is keen to play its part; for additional information please visit <http://www.dorsetforyou.com/recycling> for business

- 2012 is not just about the Olympic and Paralympic Games and the events related to them. We want visitors to enjoy the full range of what Dorset's coast and countryside has to offer, including its stunning landscapes, delicious food and drink and fascinating heritage and attractions. The official website with all visitor information is www.visit-dorset.com . If you don't already, it would be a good idea to put a link on your site so visitors can easily access information about the area.
- For further information about the Olympics and Paralympics Games in Dorset please see the sites below which will be regularly updated:

www.dorsetforyou.com/dorset2012 www.visit-dorset.com

VisitBritain also have a specific website for information for the tourism trade about the Games: www.tourism2012.com

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