

Welcome to the latest edition of White Cliffs Country eNews, a newsletter designed to keep you up to date with latest activity, news and insights.

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## Tourism South East Annual Media Party 2020

Tourism South East are holding their annual media party in February 2020. White Cliffs Country provide a press release as part of the digital press pack, highlighting all that the district has to offer. TSE are looking for any complimentary press tickets to attractions to include as part of the press pack. If you are able to provide any tickets, please let us know via [wccmarketing@dover.gov.uk](mailto:wccmarketing@dover.gov.uk).

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## Scottish Instagram Influencer

White Cliffs Country have recently been approached by a Scottish Instagram Influencer who is interested in doing a visit to the area in April. They are looking to visit from around the week of 12 April for 1, possibly 2 nights stay and are looking for accommodation for 2 adults and 2 children. The trip would be fully documented on Instagram stories and numerous in feed posts.

If you are able to offer complimentary accommodation during this visit, please let [Sandra Killick](#) know as soon as possible.

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## The 149th Open

### Information Leaflet

With the 149th Open returning to Royal St George's Golf Club in Sandwich from 12 - 19 July 2020, White Cliffs Country are looking at producing an information leaflet for The Open.

If your planning to hold any events in the run up to or during this period and would like to advertise it, let us know by forwarding details to [wccmarketing@dover.gov.uk](mailto:wccmarketing@dover.gov.uk).

Information needs to be received by **Monday 9 March 2020** to be included in the leaflet.

### The Open Business Toolkit

A business toolkit has been designed to help local businesses make the most of The Open. The toolkit produced by Dover District Council and Visit Kent was launched in November 2019 and aims to help businesses with the opportunities created by this great sporting event. Download a copy of the [Business Toolkit](#).

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## #KentyTwenty

As 2020 is a big year in Kent, Visit Kent have renamed it #KentyTwenty! With lots of anniversaries and events happening this year they have produced a toolkit to support and help you make the most of the opportunities to promote your business. For more information download a copy of the [2020Toolkit](#).

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## Kent Big Weekend 2020

There's just a week to go to sign up to the Kent Big Weekend 2020. Taking place from 4 - 5 April, the weekend is all about giving Kent residents the chance to discover – or rediscover – the array of fantastic things to see and do on their doorstep, and encouraging them to spread the word about their county.

**To take part you MUST register your business and upload your ticket allocation before 24th January 2020.**

If your business took part last year, you simply need to [log in to your account](#) to update your details and upload your ticket offers. If you're new to the Big Weekend, you'll need to [register your business first](#). Please contact [Jim](#) to check if your business participated last year or if your main contact has changed. Visit Kent look forward to working with you on what they hope to be their biggest and best weekend to date! If you have any queries, please contact [Gaelle](#).