



Royal Wedding Showcases Britain To Kiwi Travellers

The royal wedding is upon us, and in the lead up to the nuptials London's icons have been polished and spruced in anticipation.

VisitBritain's New Zealand representative Sally Holyer says the intense focus on Prince William and Kate Middleton has also put the spotlight on the rest of Britain, in particular the spots around the country that the pair have been known to frequent—from country pubs to flashy London nightclubs.

"This young modern couple cover all of Britain, they met in Scotland and of course they're going to live in Anglesey, North Wales. The wedding is also a perfect opportunity to show-

case Britain's history and heritage from this perspective," she says.

Holyer says the build up to the wedding and of course the coverage of the big day itself is expected to give British tourism a boost, as people around the world watch London and want to visit for themselves—creating the perfect opportunity for agents to sell Britain and its historic destinations.

"Whilst we're not promoting the wedding itself, we expect to see an increase in demand over the next year, as the destination is put on display," says Holyer. "The tour route the newlyweds will take after their wedding is a historic path and it covers so many of London's icons, it's sure to encourage visitors."



Royal Wedding Predictor

VisitBritain has launched a royal wedding predictor—which asks visitors to the NTO's Facebook page to enter their predictions on everything from who will design Kate Middleton's dress, to where the newlyweds will honeymoon. Local rep Sally Holyer says the aim is to attract new fans to its Love UK Facebook group.



Royal Connections

Kenilworth Castle

Kenilworth Castle in Warwickshire, England was home of Robert Dudley, the great love of Queen Elizabeth I, and the palace he built for her. The newly re-created Elizabethan garden, lost for 400 years, is now open to visitors. [CLICK HERE](#)

Castle & Gardens Of Mey

The Queen Mother's former home in Caithness, Scotland. [CLICK HERE](#)

Borough Of Greenwich

The London Borough of Greenwich will join an elite group of "Royal Boroughs" as part of HM The Queen's Diamond Jubilee in 2012, says VisitBritain. Greenwich is home to top attractions such as the Royal Observatory and Cutty Sark (re-opening in 2012). [CLICK HERE](#)

Osborne House

Famously in love royals Queen Victoria and Prince Albert's favourite holiday residence on Isle of Wight, Hampshire, England. [CLICK HERE](#)

Hebridean Princess

In 2011 the luxury ship will be visiting The Northern Isles, Scotland's east coast, Wales and its regular cruising grounds of the west coast of Scotland. [CLICK HERE](#)

Palace Of Holyroodhouse

The official residence of HM The Queen in Scotland. [CLICK HERE](#)

Leeds Castle

In Maidstone, Kent, Leeds Castle was once described as the loveliest castle in the world. The 900-year-old castle was a royal residence for six of the medieval Queens of England and palace of notorious Henry VIII. [CLICK HERE](#)

Arundel Castle

The seat of The Dukes of Norfolk, Arundel Castle in West Sussex has been open to visitors seasonally for nearly 200 years. The Duke is in charge of state ceremonies such as the coronation and funeral of the sovereign and other state occasions. [CLICK HERE](#)

Caernarfon Castle

Caernarfon in Gwynedd, Wales was where Prince Charles became the Prince of Wales in 1969. It is one of three World Heritage Sites in North Wales with Beaumaris and Harlech Castle. [CLICK HERE](#)

Queen's Diamond Jubilee Festivities



The royal festivities continue into 2012, the year of the Queen's Diamond Jubilee. VisitBritain New Zealand rep Sally Holyer says the Jubilee celebrations are another opportunity for the trade to up-sell the popular destination.

"It's going to be a whole year of celebrations and events around the country, as well as the main event over the weekend of 02-05 Jun. It's lovely to have an event to talk about because there are heritage and royal spots all over the country," she says. "Agents can capitalise on all things royal—the Three Palace Pass, the London Pass, that allows the consumer to get great value for money when visiting royal or heritage spots. And of course the Great British Heritage Pass," she adds.

Holyer says royal sites and attrac-

tions are still 'very much' a key part of Kiwi's UK itineraries.

"When we see statistics on what Kiwis do, it's the heritage, royal and museums at the top of the list so it's very much a large part of what Kiwis experience. We also know that Kiwis travel more across the country, rather than sticking to London," she adds.

Holyer adds that the Jun celebrations tie nicely into the countdown to the London Olympics, which begins five weeks later on 27 Jul 2012.

Diamond Jubilee Pass

VisitBritain will offer UK-bound clients the chance to buy a Diamond Pass in celebration of the Queen's Diamond Jubilee in 2012. The Jubilee celebrations are officially 02-05 Jun (with Mon 04 and Tue 05 Jun public holidays for Brits). The Diamond Pass will offer up to 40% off gate entry prices to nearly 60 top historic sites next year, with prices yet to be announced. However, the Great British Heritage Passes are available now, offering discounted entry to nearly 500 historic sites around Britain starting from \$85 for a three-day pass, to \$258.50 for a 30-day option. See visitbritainshop.com/new-zealand

Royal Toolkit

New Zealand rep Sally Holyer says the VisitBritain trade website has a royal toolkit for agents that features a range of royal itineraries that can help agents sell to Kiwi travellers heading to the UK. See visitbritaintrade.com

Royal Events In 2011

This year a number of events with royal connections are taking place around Britain. VisitBritain's Sally Holyer says each event is easily incorporated into an existing itinerary.

May

24-28 May: Chelsea Flower Show

Hugely popular amongst British royalty, this annual show will be a spectacular extravaganza bursting at the seams with cutting-edge show gardens.

[CLICK HERE](#)

Jun

10 Jun: Duke of Edinburgh's 90th birthday. [CLICK HERE](#)

11 Jun: Queen's Birthday Parade (Official). Trooping the Colour, Horse Guards Parade, Whitehall, London, England. [CLICK HERE](#)

14-18 Jun: Royal Ascot's 300th anniversary. Britain's most famous race meeting founded by Queen Anne in 1711 and attended by British Royal Family every year.

[CLICK HERE](#)

21 Jun: University of St Andrew's 600th Anniversary. Celebrations continue through to St Andrew's Day (30th Nov 2013). Both Kate Middleton and Prince William studied at the University. [CLICK HERE](#) Official Visitor Website

[CLICK HERE](#)

July

14-17 Jul: Open Championship, Royal St George's Golf Club, Sandwich, Kent. Royal status was bestowed on the Club by King Edward VII in May 1902. 2012 will mark its 100th anniversary as a "Royal" golf club. 2011 will mark 14th time Royal St George's has hosted The Open Championship. [CLICK HERE](#)

Aug

01 Aug-25 Sep: Royal Apartments open to the public. Windsor Castle, Windsor, Surrey, England. [CLICK HERE](#)

01 Aug-25 Sep: Buckingham Palace Open to the Public. Highlights include the 19 state rooms that house the treasures of the Royal Collection and 2011 Royal Faberge Exhibition. [CLICK HERE](#)

Sep

3 Sep: The Braemar Gathering. The Princess Royal and Duke of Fife Memorial Park, Braemar, Royal Deeside, Scotland. 2011 tickets available from 01 Feb. [CLICK HERE](#)

Oct

8-11 Oct: Anglesey Oyster and Welsh Produce Festival. Anglesey will be the marital home of Prince William and Kate Middleton after their wedding on 29 April 2011. HRH Prince of Wales is a big fan of Welsh local and seasonal produce! [CLICK HERE](#)

Dec

Nov/Dec: Christmas at Chatsworth House, Derbyshire, England. Home to the Duke and Duchess of Devonshire. Famous annual Christmas displays. The Devonshire family have had a long association with the British monarchy. In 2012 Chatsworth will complete a major restoration project. [CLICK HERE](#)

Other Royal events to look forward to in 2011-2013

2011

Autumn 2011 London 2012 Olympics tickets go on sale. Tickets are available through Harvey World Travel and United Travel [CLICK HERE](#)

Summer 2011 Completion of London 2012 Olympic Stadium, Stratford, London, England. [CLICK HERE](#)

2012

2-5 Jun: Queen Elizabeth II Diamond Jubilee (London and rest of UK). [CLICK HERE](#)

21 Jun: Prince William's 30th birthday. [CLICK HERE](#)

27 Jul: HM Queen Elizabeth II attends Opening Ceremony of the London 2012 Olympic and Paralympic Games, East London, England. [CLICK HERE](#)

Summer 2012 £12m transformation of Kensington Palace, London, England. Project to transform this major visitor attraction for the 21st century. [CLICK HERE](#)

2013

Throughout: 60th anniversary of the launch of Royal Yacht Britannia, Port of Leith, Edinburgh, Scotland. [CLICK HERE](#)



Royal Warrant Holders

The Royal Warrant Holders Association represents individuals and firms with Royal Warrants of Appointment from HM The Queen, HRH Duke of Edinburgh and HRH The Prince of Wales. UK-bound clients who want to pick up some royally-endorsed products can head to retailers including Cartier, Burberry, Fortnum and Mason and, of course, Royal Doulton china. See royalwarrant.org/index.html