Destination Case Study

King Richard III

Martin Peters, Chief Executive
Leicestershire Promotions Ltd
Saturday 22 August 1485
Monday 24 August 1485
August 1980

Richard III
King of England
Killed at Bosworth Field
in this County
22nd August 1485
Buried in the
Church of The Grey Friars
in this Parish
Follow the trail of
King Richard III in Leicester
Start at Leicester Cathedral, pass a Roman Wall, see the Great Hall in Guildhall and stroll over Bow Bridge. Tel. 0116 2667373 for more details

Bow Bridge which the King crossed on his way to battle.

1990s
Easter 2013

King Richard III
SHORT BREAKS
LEICESTER & LEICESTERSHIRE

Discover the fascinating truth behind the death and discovery of the last Plantagenet King of England on this King Richard III short break in Leicester and Leicestershire.

For just £129 this short break includes bed and breakfast for two at a fantastic hotel and three from a choice of five King Richard III experiences.

Book now online at www.StayPlayExplore.co.uk/KingRichardIII
Easter 2013

THE KING'S TOUR
LEICESTER & LEICESTERSHIRE

A full day tour that takes you from the site of the Blue Bow Inn where the King spent his last night to the battlefield where he lost his life.

ONLY £10.00
£5.50 concession

THE DAY INCLUDES:
Richard III Exhibition
Bosworth Battlefield Heritage Centre
Richard III City Guided Walk

kindly sponsored by

[Map and Details]

[Brochure and Details]
Richard III and the War of the Roses

Discover more about the dramatic events that led to the death in battle of Richard III, one of England's most controversial kings, and the rise of a new dynasty - the Tudors. This fascinating tour will include visits to sites associated with Richard III as well as Bosworth, the battlefield where he lost his life, and Stoke, where Henry Tudor successfully defended his newly-won crown.

Need help with your booking?
0330 333 6761
Autumn 2014
King Richard III Tour of England

Day One: Stratford upon Avon

Morning: Blue badge walking tour of Stratford upon Avon, including the historical connection to the area and the impact of Shakespeare's representation of the King.

Visit Shakespeare's Birthplace.
2 February 2015

A unique King Richard III package, created specially for society members

Come and visit Leicester and Leicestershire, the home of Bosworth Battlefield, the award winning King Richard III Visitor Centre and Leicester Cathedral - the resting place of King Richard III's remains. Explore the dynasty, death and dramatic discovery of the last Plantagenet King of England.

For just £115 per person this short break has been specially created for the members of the King Richard III Society and includes two nights bed and breakfast at the Ramada Encore Leicester City Centre Hotel or the I-Hotel Hotel and all five of the following King Richard III themed experiences:

- Entry to the King Richard III Visitors Centre
- Entry to the Battle of Bosworth Heritage Centre
- Blue Badge guided tour of Leicester
- A Richard III book from the Visit Leicester Centre
- An indulgent classic afternoon tea at Mrs Bridges Tearoom

*This package is based on two people sharing a double or twin room and extra nights are available at the time of booking.*

Please visit www.StayPlayExplore.co.uk/KingRichardIII.Society for availability and bookings

Brought to you by Leicester Shire Promotions
March 2015

Welcome to Leicester & Leicestershire

Leicester and Leicestershire welcomes all visitors who are visiting this historical city and county during the week-long series of events from 22-28th March 2015 for the reinterment of King Richard III.

To ensure that you are part of this historical event, please click here to book your accommodation.

Please note that services at Leicester Cathedral on Sunday 22nd March and Thursday 26th March are private and not open to the general public. The Service of Reinterment will take place in the morning of Thursday 26th March.

For details of the reinterment and to register to keep up to date on proceedings please visit http://kingrichardinleicester.com/

Book Accommodation now!

If you would like to speak to a member of staff to assist you with making your booking, or to discuss any special room requirements or disabled access rooms please call Helen Bevins on 0116 225 4011.

Please note that all bookings are between the client and the accommodation provider and that Leicester Shire Promotions are not responsible for any issues that may arise once the booking has been made.

Find out more about Leicester and Leicestershire whilst you are here.

Visit:

www.goleicestershire.com
www.visitleicester.info
http://leicestercathedral.org
March 2015
Leicester Cathedral Reinterment Programme

Cathedral Morning Service - live on BBC Radio 4
Sunday 22 March, 7.30am
Open for all who wish to attend but doors close at 7.30am.

Prayer for King Richard III
Sunday 22 March
St Nicholas Church,
St Nicholas Circle, Leicester LE1 4LB
The coffin of King Richard III will be carried into the church accompanied by singing a Litany of the Saints, and short prayers. The coffin will leave on a horse-drawn carriage. Admission is by invitation only.

Service of Compline for the Reception of the Remains of King Richard III
Sunday 22 March, 6pm - 7pm
Attendance is by invitation only. The service will be shown on big screens in Jubilee Square and at the Clock Tower.

King Richard III in Repose
Monday 23 & Tuesday 24 March: 9.30am - 12.30pm & 2pm - 5pm,
Wednesday 25 March: 9.30am - 12.30pm
This will be a queued event with no charge for entry. If you are unable to queue for medical reasons please make yourself known to a welcomer.

Cathedral Eucharist
Monday 23 & Tuesday 24 March, 11am
A said Eucharist led by Bishop Tim Stevens (Monday) and Bishop Christopher Boyle (Tuesday).

Sung Vespers
Tuesday 24 March, 5.30pm
Vespers sung by visiting Dominican clergy and choir.

Cathedral Eucharist with Hymns
Wednesday 25 March, 1pm
A Eucharist with hymns, Celebrant Sr Beverley SSF, Homily Fr David Rocks OP.

Service of Reinterment of the Remains of King Richard III
Thursday 26 March
Procession of guests: 10.45am
Service: 11.30am
Attendance is by invitation only. The service will be shown on big screens in Jubilee Square, at the Clock Tower and broadcast live on Channel 4.

Service of Reveal of the Tomb of King Richard III and Celebration
Friday 27 March, 12 noon
Attendance by invitation only.

The Tomb of King Richard III Revealed
Friday 27 March, 3pm - 5.15pm & 6.15pm - 9pm
This will be a free queued event. If you are unable to queue for medical reasons please make yourself known to a welcomer.

Bell Ringing - a special King Richard III Paul
Friday 27 March, 6pm
A specially arranged Paul will be rung from the Cathedral bell tower.

*Admission is only for the specified service and not for viewing of the coffin of King Richard III. These events are open to all until the Cathedral capacity is reached.

W: leicestercathedral.org
Lessons Learned

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A dmo can take risks on behalf of others

坚持你的信念

让其他人去处理小事情

识别出dmo可以真正增加价值的地方并继续前进