



T O U R I S M N E W S

# Visit Worthing

Sussex Coast & Downs

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**Welcome to our new look newsletter;** I hope you like it! The newsletter is for you so if there's anything you'd like to see included let us know.

Christmas is just around the corner so let us know what your plans are; Christmas events, special offers, opening, closing — tell us your news.

November has been a busy month for the Tourism office of Worthing Borough Council, with attendance at the AGMs of both the [Sussex Tourism Partnership](#) and [Tourism South East](#).

The message at the conferences was remarkably similar. Despite the dark clouds over the national economy as a whole, there are now strong reasons for optimism in the tourism sector. Sussex attracted 11% more visitors in 2009 than in 2008, and 2010 is likely to see that trend continue as the weak pound and the "staycation" trend take effect.

Worthing is well placed to take advantage of this growing business, and those within the industry now need to be looking to the future and asking how their businesses can benefit.

The two partnerships are good examples of the private and public sectors working together, with the private sector in the lead. I believe that Worthing businesses can only gain by getting involved with the [Sussex Tourism Partnership](#) and [Tourism South East](#). Take a look at their websites, and join up. There is much to be gained.

#### Clr Bryan Turner

Cabinet Member for Regeneration (including tourism)  
Worthing Borough Council

#### Some local statistics.....

The results of the Economic Impact of Tourism study for 2009 are just in. Please contact Janice Fraser if you would like more information.

	Worthing	Adur
Day Visitors	1.8 million	.8 million
Staying visitors	.3 million	.08 million
Total Spend	£116.5 million	£39.7 million
No. of jobs	2,397	533

#### Congratulations to:

**Heenefields Guest House:** winner of The Tourism Award in the Worthing Business Awards which took place last month.

**M's Cycle Hire:** winner of the Gold Award for the Sport Tourism Award category of the Tourism South East Beautiful South Awards for Excellence 2010.

**Beechwood Hall:** awarded a 3star Inn in their recent AA inspection.



#### Date for your diary.....

**Worthing & Adur Tourism Industry Forum:** The event we held earlier this year was so successful that we're going to do it again. A great opportunity for us to update you on what we're doing and what's happening within the industry and for you to network and share ideas with colleagues. It will be on **Tuesday 15th March 2011** — time & venue to be confirmed. Put the date in your diary now!

#### 'Staycation' - it's a real word!

It's been another strong year for the 'staycation' – the latest tourism research reveals that more Brits than ever are spending their main holiday on home soil. It's such a phenomenon; 'staycation' has received official recognition with its entry into the Oxford English Dictionary!





**It's panto time – oh yes it is!** Worthing is continuing its tradition of having not one but two pantomimes this year. The Pavilion Theatre will host Paul Hammond's spectacular production of **Aladdin** (Dec. 9 – Jan. 2) while the Connaught Theatre's **Snow White and the Seven Dwarfs** (Dec. 3 – 31) is filled with traditional enchantment.



If panto's not for you, there are a host of other shows this winter at Worthing Theatres including **The Band of HM Royal Marines** (Dec. 10), **Mamma Mia the Concert** starring Voulez Vous (Dec. 11) and **Christmas with the Ratpack** (Dec. 18).

In addition to live shows there are new films at the Connaught Cinema and RitzDigital throughout December in both 2D and 3D. Just contact the box office on 01903 206 206 or go online to [www.worthingtheatres.co.uk](http://www.worthingtheatres.co.uk).

### December Events in Worthing & Adur.....

With a snowfall forecast for the weekend, the countdown to Christmas is on! There's lots' going on in Worthing & Adur to get you in a festive mood and help you with all your Christmas preparations; from carols and concerts, to pantos and markets. The December Events poster is available now. You can download a copy at [www.visitworthing.co.uk/eventsdms/decemberevents/](http://www.visitworthing.co.uk/eventsdms/decemberevents/).

### 2011 Major Events.....



Details of the major events taking place in Worthing and Adur in 2011 are now available, as well as details of those events taking place in Sussex, which will often effect the amount of accommodation available locally. You can contact the Tourist Information Centre for a list or go to [www.visitworthing.co.uk](http://www.visitworthing.co.uk) events for local events information and look at [www.visitsussex.org](http://www.visitsussex.org) for Sussex wide events information.

### Get ready for Christmas with gift vouchers from Worthing Leisure.....

This year treat your loved ones to a Christmas gift they will always remember!

Their gift vouchers cater for all Christmas tastes & interests and are a great gift idea for family and friends. You can buy the £5, £10, £20 and £50 vouchers from reception at one of the four leisure sites: Aquarena, Davison Leisure Centre, Field Place and Worthing Leisure Centre.



### Real reindeer & Fireworks in Worthing Town Centre.....

Put the date in your diary now – **Thursday 2 December, 4-7pm**. That's when Worthing's Christmas activities begin with the first late night shopping and a visit from Santa. This year he'll be bringing real live reindeer to Montague Place so make sure that you bring your letters and Christmas lists along. The reindeer will need feeding and you are invited to come along to help as they will be hungry after their long journey!



The cast of both this year's Panto productions will be joining in the fun during the packed programme of traditional and contemporary music on the Christmas stage. The grand finale will be a superb **Firework Display from Worthing Pier starting at 7pm**, including an opportunity to experience a firework never seen before in the UK. The water cake will fire 36 projectiles either side of the pier into the sea, each then firing blue and white stars 50ft above the water in an amazing show of colour and noise. This is an event not to be missed so come along and launch yourself into the festive spirit.

For more information and to see the stage itinerary visit [www.worthingtowncentre.co.uk](http://www.worthingtowncentre.co.uk).

