

TOURISM
SOUTH EAST

WELCOME
TOURISM SOUTH EAST

the Beautiful South



The Worthing & Adur Tourism Industry Forum

“The Bigger Picture”

Simon Matthews

Partnership Director - Tourism South East

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www.tourismsoutheast.com
www.visitsoutheastengland.com

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The Good News!

- PM Speech 12th August 2010

He outlined how tourism is now a first class priority at the front and centre of our economic strategy, as an export earner with international visitors and with a strong domestic market. He also stressed how fundamental the industry will be to the rebuilding and rebalancing of our economy.





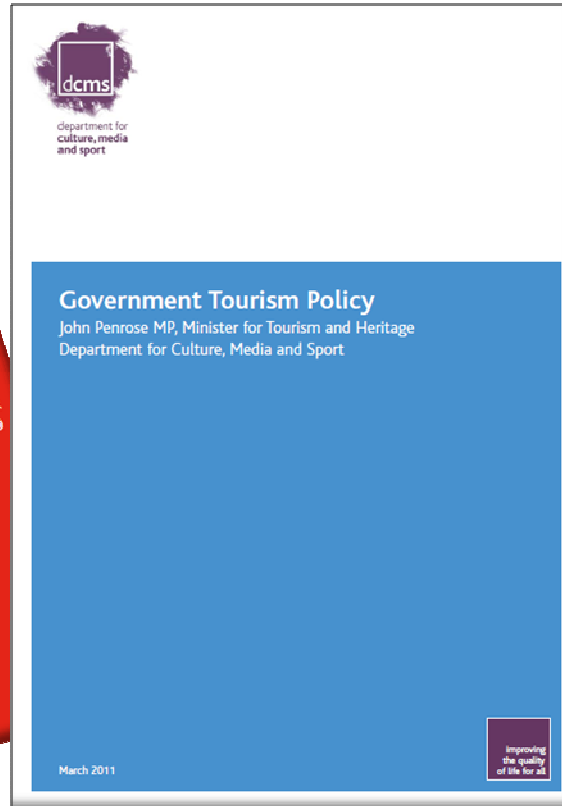
The Bad News!

- Reduction in funding to Visit England
- Reduction in funding to Visit Britain
- Loss of direct funding via the RDA's
- Closure of many Tourist Boards and DMO's
- Reduction in core funding to Local Gov't
- No funding offered to the LEP's
- SE virtually excluded from the RGF
- Expectation the private sector will now fund





Publications Affecting Tourism



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Visit England

The following draft Action Plans are now available and are being consulted on. The deadline for responses is 18 March 2011.

- Business Tourism Action Plan
- Destination Management Action Plan
- National Research and Intelligence Programme
- Coastal Resorts Action Plan
- Rural Tourism Action Plan
- Wise Growth Action Plan
- Modernising Visitor Information Action Plan
- Welcome to England Action Plan
- Accessibility Action Plan

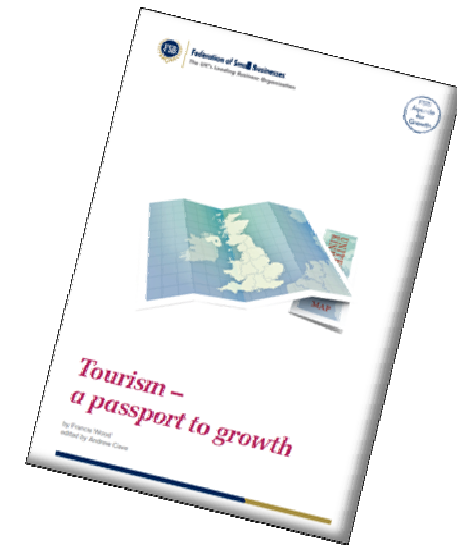




Federation of Small Businesses

FSB report states:

- Gov't merely tinkering with tourism potential
- Funding being lost via the dissolution of RDA's
- Funding to promote domestic tourism disappeared
- Provide LEP's with the funding that RDA's received
- LA's need hard cash incentives to support and promote tourism
- Move tourism from DCMC to BIS to give the sector more clout
- Reduce the level of VAT in-line with our competitors





Government Tourism Policy

- Importance of Tourism to Britain
- The Governments Goals
- Harnessing 2012 - attracting 4 million visitors
- Increasing Domestic Tourism
- Improving Productivity

www.culture.gov.uk go to tourism section





Support for Tourism

- Local - Worthing and Adur Team
- Coastal Sussex Regeneration Project
- Visit Sussex Partnership - pan Sussex
- Tourism South East - Regional
- Coast to Capital LEP(West Sussex, East Surrey & Croydon)
- Visit England - England (Domestic and International)
- Visit Britain - Great Britain (International)



The role of Tourism South East.....

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The Voice of Tourism

- Influencing strategy, policy and legislation regionally and nationally
- Influencing local authority policy
- Cultural liaison



Industry Engagement

- Local authority partnerships
- Engagement with local DMO's and DMP's
- Member events and annual conference
- Commercial and local authority membership
- Corporate communications
- B2B website



Making the Most of the 2012 Games

- 2012 Olympic and Paralympic programme
- PR and marketing activity to promote the region
- Development and support of key ‘corridors’
- Up-skilling the workforce via ‘Welcome to Excellence’ suite
- Attracting major sports events and training camps to the SE
- Accessibility programme



Domestic and International Marketing

- Domestic marketing campaigns - Time for Us & Family Fun
- Travel trade and exhibitions - Excursions
- Press and Journalist Familiarisation Visits
- Consumer PR
- Consumer website



Developing ICT Infrastructure

- Web development (Consumer)
- Data management/information collection
- Regional DMS framework agreement



Driving Up Skills

- Tourism Skills Network
- Welcome delivery in the South East
- ‘Welcome Host Gold’ and local variations
- Externally funded programmes



Quality, Competitiveness and Innovation

- Promotion of national quality programmes
- Tailored business advice
- Maximising industry e-connectivity
- Strategic TIC development and support



Knowledge Transfer and Investment

- Market intelligence, data gaps, baseline research
- Input into and dissemination of national statistics
- National Tourism Intelligence Unit
- Accommodation Future Studies



Commercial Membership

- Industry leading deals such as Credit Card processing
- Discounts on key essential services
- Access to free and discounted advice
- Networking opportunities
- Discounted marketing opportunities
- Subsidised training packages
- Discounted research services
- Regular e-newsletters and access to B2B website

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THANKYOU

Any Questions?

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