



T O U R I S M N E W S

Worthing

the Sussex coast & the South Downs

Janice Fraser Tourism Development and Marketing Officer
Tel: 01273 263022 email: janice.fraser@adur-worthing.gov.uk

Eileen Suchodolski Tourist Information Centre Manager
Tel: 01903 221170 email: eileen.suchodolski@adur-worthing.gov.uk

Tourist Information Centre, Chapel Road, Worthing, West Sussex, BN11 1HL • website: www.visitworthing.co.uk

Welcome..... to the May issue of the Tourism Industry Newsletter, full of useful updates. I hope the fantastic weather we've been having has given you all a welcome boost to the start of the season. I would love to hear how things are going for you so far — please do get in touch.

Visit Worthing website is relaunched.....

and we've already seen an increase in unique hits to the site.

Improved search engine optimisation, design and functionality, including a site search, will all help to reach



more potential visitors to Worthing and Adur.

Have a look at the site and let me know what you think; I'm interested to hear your views and

comments and if you'd like to know how you can appear on the site please get in touch.

Special advertising rates for restaurants and shops to appear on the site for the remainder of the year are now available. Ask for a rate sheet.

Congratulations.....

Worthing has one of the UK's friendliest B&B landladies in the UK according to the AA. Sarah Huckwell, owner of the Moorings Guest House was declared a finalist (she came in the top 25) and presented with a certificate and an engraved decanter at the AA Friendliest Landlady of the Year award ceremony held in London this week.

Avalon Guest House has been awarded 3 stars in their recent inspection.

Follow us on



Search 'Visit Worthing'

In just 4 months we have got 237 followers on **Twitter** and 94 **Facebook** fans. Why don't you join in?

And we can help spread your news too! Tell us what you're up to; let us know about your updates, offers or events and we'll do the rest. Contact Janice Fraser.

Tourist Information Centre (TIC) update.....

With the negotiations on the new location for the TIC practically complete, work is underway to move the TIC from its home in Chapel to the Dome on Marine Parade. This is a tremendous opportunity for a new look TIC and we will keep you up to date on this exciting project. With the transition being planned for later in the Summer, we will do all that we can to ensure that visitors, residents and businesses have access to all our tourist and marketing information, as we will not be opening the seafront TIC.

Chapel Road opening: Monday – Saturday 9.30am to 12.45pm and 2pm to 5pm (opens 10.30 on Tuesday)

T: 01903 221399 | E-mail: tic@adur-worthing.gov.uk | Web: www.visitworthing.co.uk

Adur Festival

From **Friday 3rd to Sunday 19th June 2011**, the Adur District will come alive with over 100 varied performances, exhibitions, workshops, gigs, taster sessions, walks, concerts and many other events taking place throughout Shoreham, Lancing, Southwick and Sompting - a fortnight of fun and festivities for all the family.

Adur Festival is more than an 'Arts' festival; during the last 24 years other events have also become established as part of the festival: World Oceans Day, the Food and Drink Festival, open days at Sussex Yacht Club & Southwick Indoor Bowling Club, International Neighbours Day, Donkey Derby, Lancing Carnival, Environment Festival and of course the Adur Art Trail

Pick up a copy of the Festival guide, available now throughout the district, or take a look at the website www.adurfestival.com to plan what you'd like to see and take part in.



Sussex Tourism Partnership & Visit Sussex.....

You may have recently received a communication from Visit Sussex Trading Ltd regarding its future. Worthing Borough Council and Adur District Council have supported the Sussex Tourism Partnership since its inception.



Following the disbanding of this public/ private partnership on 31st March 2011 a new private sector led company - Visit Sussex Trading Ltd has been created. Worthing & Adur Councils, like all public sector organisations is having to examine its budget and ongoing commitments, and so for now has refrained from investing in the new Visit Sussex Trading Ltd company until we have seen a comprehensive business plan which we hope will be presented in the autumn.

Visit Sussex Trading Ltd will continue to operate a new look www.visitsussex.org website and support successful initiatives such as the Sussex Breakfast scheme. Local businesses may be contacted directly by this new organisation for opportunities to participate in their activities.

Visit Worthing advertisers have previously enjoyed an automatic listing on the Visit Sussex website, however due to the changes highlighted above, if your business no longer appears on www.visitsussex.org please use the 'contact us' form on their website to follow up your enquiry. We will of course do all we can here to continue to support local tourism businesses, as we know just how important the visitor economy is.

E-blast mail out—results...

The Spring e-mailer, the first of 4 e-news letters being sent out this year, went out to more than 36,000 email addresses on 20th April.

We saw about a 27% increase on the daily average hits to our website but were a little disappointed to see only 7% opened the email. However, encouragingly 14.8% of them 'clicked through to open' specific links within the newsletter. Thanks to those of you that added offers—I hope you got some bookings from it. We are now going to take some time to clean up the database in preparation for the next e-news going out in June — if you'd like to know how you can be included please get in touch.

Welcome.....

To Pippa & Peter Hughes who have recently bought and taken over the running of the Manor Guest House in Broadwater Road, Worthing. We wish them the very best of luck in their new venture!

Giving the right directions.....

An updated version of the fold out Worthing borough map (including Shoreham by Sea and Lancing) with street index is now available from the TIC. Copies of these mps are available free of charge.

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2011 WORTHING STREET PLAN
featuring Shoreham-by-Sea and Lancing
Adur & Worthing
TOURIST INFORMATION CENTRE
01903 221066 www.visitworthing.co.uk

A brand new map of Shoreham by Sea has been created and installed in the town centre. The map with street index can be viewed in 2 locations; on the wall of Brown's Estate Agents in East Street opposite St Mary de Haura church and on the bus stop in the High Street outside Suters Yard. It is intended that these will help visitors to the town find their way around more easily making full use of all there is on offer in Shoreham.

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Events Guide 2011



Summer Events Booklet is out now.....

The guide contains details of the very varied programme of Worthing & Adur events taking place from May—October this year. 15,000 copies have been printed and will be distributed throughout the county and beyond.

If you would like a copy or bulk supplies for your visitors please get in touch with the TIC team on 01903 221168 / 01903 221399 or email

tic@adur-worthing.gov.uk.

UTILISE Workshop – 7th June 2011 - Worthing

UTILISE Workshops are free to attend for businesses and organisations with premises in West Sussex. In a 'jargon free' interactive day, delegates hear from experts in energy, waste and water efficiency and environmental management and create an action plan for improvements and cost savings at their premises. Topics include understanding billing and tariffs, monitoring and measuring, technologies and renewables, staff and customer involvement and environmental policy and management systems. For further information, dates and bookings, please visit: www.utilise.org.uk or call Rowan Wallis on 01243 777348.