



Destination Managers' Forum



Tourism South East in partnership with
Local Authorities championing tourism and
the visitor economy

5. Quality advisory visits

Tourism South East is offering free one to one quality advisory visits for a limited time only, utilising the expertise of Peter Birnie, ex Chief Inspector for the AA. 9 advisory visits have been conducted in Hampshire to date in 09/10. TSE has also negotiated a 50% subsidy on the joining fee from VE for businesses undertaking advisory visits and has matched this offer, effectively waiving the QIT joining fee for the first 50 businesses to apply.

6. Lobbying Work

A report on the tourism sector to the Conservative Party led by John Lewis, OBE, was released in October 2009 at the Conservative Party Conference. Tourism South East responded through the Tourism Alliance. Our understanding is that the report has been put on the back burner by the Conservative Party although some ideas may feed through into the emerging manifesto. Tourism South East hosted a visit to Surrey and the Eton Dorney 2012 rowing venue on 14 January 2010 to gain insight into Conservative thinking. A further visit for Tobias Ellwood to Gatwick is being arranged in July.

7. EnjoyEngland Awards for Excellence

A record number of tourism businesses in South East England have been announced as finalists in the annual Enjoy England Awards for Excellence. Seven businesses have been shortlisted from the South East with no other region achieving more finalists, making it the best year ever for the Beautiful South and a fantastic achievement for the nominated tourism businesses which are as follows:

HAMPSHIRE

Small Hotel of the Year Lainston House Hotel, Winchester
www.lainstonhouse.com

Tourist Information Service Portsmouth Information Service, Portsmouth
www.visitportsmouth.co.uk

KENT

Self Catering Holiday of the Year Coldharbour Cottage, Kent
www.coldharbourcottage.co.uk

Best Tourism Experience Livingstone Lodge Overnight Safari, Hythe
www.totallywild.net

SURREY

Large Visitor Attraction RHS Garden Wisley, Woking
www.rhs.org.uk/whatson/gardens/wisley

SUSSEX

Tourism Event Brighton Festival, Brighton
www.brightonfestival.org

Large Hotel South Lodge Hotel, Horsham
www.southlodgehotel.co.uk



DESTINATION MANAGERS' FORUM

1. Regional Marketing Campaigns

- Domestic Consumer Campaigns – Partners in the Family Fun campaign met in January to discuss the next campaign. All agreed to build on the £6.7m visitor spend generated for destinations in the 2009 campaign. Partners are being sought for the next campaign which goes live in the Mail on Sunday in May. The current Time for Us campaign focusing on short-break takers culminates with a Sunday Telegraph supplement on 28 February 2010 and e-activity with 50 connect and Classic FM. The Time Out newsletter in November delivered 16,000 website hits in 4 hours. Contact Belinda Rounce, brounce@tourismse.com 023 8062 5477.
- International Campaigns – Tourism South East is sponsoring 5 fam visits around BOBI from Hong Kong & Taiwan, Hungary, partnering with VisitEngland and South West Tourism. A German newspaper supplement will be produced in April 2010 (300,000 will be distributed in the Hamburg area). Tourism South East is widening the highly successful Go! China package to the Asia Pacific region, working closely with VisitBritain in key markets South Korea, Australia and South Africa as well as China. Contact David Angove, dangove@tourismse.com 023 8062 5475.
- Domestic Travel Trade – Excursions, the premier exhibition for group travel organisers took place at Alexandra Palace on 16 January 2010, attracting nearly 1,000 visitors despite the bad weather. 9 of the 18 coaches cancelled in the last week but many of these have re-booked to visit the Group Travel Fairs. The Fairs at Hall Place Bexley and Milestones, Basingstoke delivered good business for exhibitors. The River & Rowing Museum at Henley is the last of the Fairs. A Coach & Tour Operator Spring Newsletter is being worked on to be distributed to key contacts before BOBI. On 19/20 March 2010, Tourism South East is coordinating the South East presence at Best of Britain and Ireland. 30 exhibitors are booked to date and there are 2 spaces left in the Beautiful South area.

- Public Relations – Tourism South East held a successful media party in London on 12 January 2010. Over 50 journalists attended including all nationals apart from the Daily Mirror. If you have any information regarding new or quirky events, upcoming anniversaries or new openings please forward to Katy Bell, kbell@tourismse.com.

Destination Managers' Marketing Steering Group – The first meeting of this group discussed Enjoy England and Tourism South East's 2010 marketing plans. Notes of the meeting will be circulated shortly. A key outcome was to consider regional press as well as national press. Tourism South East are investigating a regional press road show in the Autumn. Please send any ideas for area to be visited to Katy Bell, kbell@tourismse.com.

2. New Projects

In recent months Tourism South East has received confirmation of funding for the following major projects:

- 'Magic Moments' – around £300,000 of 'Interreg' funding has been awarded to this £600,000 project spread over the next 2½ years. The money will be used to fund the promotion and development of festivals and events across Hampshire, Isle of Wight, Sussex and Surrey. Full details will be available shortly including a Guardian supplement at the end of April 2010.
- Renaissance South East – Tourism South East has been successful in a bid to the MLA/Renaissance South East worth £250,000. It will fund a regional marketing campaign to position 2010 as the 'Year of the Museum'. With partner funding the total value of the campaign will be around £450,000. Full details will be available shortly including a Time Out supplement at the end of April 2010.

- Countryside 2010 – Work has already commenced on this recently approved RDPE project. The project focuses on a two week festival of countryside events in May 2010 and 2011 to promote public access and engagement. A project coordinator (Jean Slater) has been appointed and a project team assembled including the Ordnance Survey, local authorities and other agencies.

- Major Sports Events – There was also good news in October for Tourism South East's programme to attract major sporting events and 2012 Games related training camps to the region. £180,000 has been pledged by SEEDA for this work over the next two years.

- 2012 – Tourism South East's £800,000 bid to SEEDA to ensure the region fully exploits the potential of the 2012 Olympic and Paralympic Games has been approved. The money will be used to raise the worldwide profile of the South East and its constituent destinations with accredited and non-accredited overseas media by working with partners to generate collateral such as TV footage, stories, photos etc and host familiarization visits. There will also be a major training component aiming to make the South East the most welcoming region and a programme of related projects in 2012 'corridors' including the Solent area.

- Business Tourism – Part of the 2012 funding has been allocated to supporting Business Tourism, mainly in international markets. As part of this programme Tourism South East is working closely with VisitBritain to secure the Gala Dinner and fam visits for the Discovery Workshop, which will now take place around Confex 2011. Venues are being considered around Windsor, Surrey and Buckinghamshire. However, there will be opportunities to be part of the South East fam visit for 20/30 buyers after Confex and to attend Discovery workshop. Tourism South East would also be interested to hear from Conference Desks who would be interested and have some funding to market to international buyers. Contact Karen Roebuck, kroebuck@tourismse.com.

3. Accentuate Accessibility Programme

Promoting accessibility is a key priority for Tourism South East in the years leading up to the 2012 Olympic and Paralympic Games. As the home of the Paralympics (Stoke Mandeville) it is appropriate that we aim to make the South East the UK's most accessible region and use 2012 as the inspiration for achieving this. To this end Tourism South East, with other cultural agencies, has secured Legacy Trust and SEEDA funding for the 'Accentuate Project'. This will enable Tourism South East to fund training, workshops, destination access audits and other initiatives with local authority partners to make businesses and places more accessible. In December Tourism South East collaborated with a Belgian partner to submit an Interreg bid which, if successful will generate around £300,000 over 3 years to promote accessibility.

4. Training Support

Since April 2009 2200 people have participated in heavily subsidised Tourism South East courses and workshops of all kinds in the South East. This will continue to be one of the principal ways Tourism South East supports businesses in the future. The launch at BOBI on 18 March of the new Welcome Host Gold course and new 2012 money for subsidies will provide a new impetus for customer care programmes and Tourism South East is keen to partner Destination Managers on locally tailored initiatives. There is also a refreshment of the Green Advantage course and a new management level mystery shopper and linked training course in the pipe-line. The latter is currently being piloted in Hampshire and Surrey for venues seeking to increase conference/meetings business.