

# Visitor Economy Strategy for Growth

2024 – 2034



**East Sussex  
Brighton & Hove  
and  
West Sussex**

**Local Visitor  
Economy  
Partnership**

Recognised by



**VisitEngland**



# Foreword

As the national tourism board for England, we are pleased to endorse this Visitor Economy Strategy for Growth for East Sussex, Brighton & Hove and West Sussex.

We were delighted to award Local Visitor Economy Partnership (LVEP) status to East Sussex, Brighton & Hove and West Sussex earlier this year in 2024. Since then, the LVEP has worked closely with partners and consulted widely to create this 'Visitor Economy Strategy for Growth', setting out ambitious targets for growth and a vision for a thriving inclusive and sustainable visitor economy. The strategy builds on the fantastic work already underway in these destinations and they are now in a great position to continue forward with this strategic approach to destination management.

A key recommendation of the Government response to the de Bois Review of Destination Management Organisations (DMOs) in England was the creation of the

Local Visitor Economy Partnerships (LVEPs) programme. Great destinations are great places to live and work as well as to visit and strong governance can drive place-shaping and shift local and wider perceptions of the place which can contribute to local pride. Well run destinations can also attract new investment, increase income and create new jobs.

The LVEPs work closely with us at VisitEngland and are at the heart of transforming the visitor economy landscape supporting its cohesion and growth in a more inclusive, accessible and sustainable way. The programme is going from strength to strength as the number of LVEPs increases, representing more of England

We look forward to working with the East Sussex, Brighton & Hove and West Sussex LVEP and their partners to help realise the ambitions set out in this strategy.

**Andrew Stokes OBE**  
England Director, VisitBritain



# Introduction

East Sussex, Brighton & Hove and West Sussex offer a diverse blend of visitor experiences from vibrant urban spaces to beautiful villages, iconic coastal locations, outstanding cultural and heritage attractions, a stunning National Park, and a growing wine tourism offer – all proudly supported by creative and welcoming communities – and in close proximity to London.

To champion these assets, in 2024 Sussex proudly earned VisitEngland's Local Visitor Economy Partnership (LVEP) status – an accolade that recognises our ambition, collaboration, and commitment to investing in our visitor economy.

The LVEP status is a testament to our region's potential to grow as a powerhouse of positive change. Together, alongside our partners and stakeholders, we're setting our

sights high, aiming to grow the visitor economy in Sussex from £5 billion to £7.5 billion by 2034.

But it is not just about numbers. Our Visitor Economy Strategy for Growth serves as a roadmap towards a future where tourism is about meaningful, regenerative experiences. It's also about a vision to transform Sussex into a destination that thrives year-round, sustaining our communities, and regenerating our environment.

And it couldn't come at a more crucial time, as the tourism landscape in England undergoes profound changes. We're witnessing a shift towards a more interconnected and collaborative tourism sector, backed by streamlined support from VisitEngland. This paves the way to build upon existing partnerships, and to foster exciting new collaborations,

experiences and opportunities tailored to meet the needs of our existing and future visitors.

In the next decade, we'll need innovation, collaboration, and determination to turn our vision into reality – to transition towards a visitor economy that not only thrives economically but also enriches our communities and environment. From East Sussex to Brighton & Hove and West Sussex, let's work together and shape a future where Sussex shines as a beacon of sustainable, regenerative tourism for generations to come.

## **Hedley Swain**

**Chair, East Sussex, Brighton & Hove and West Sussex interim LVEP Board**

**CEO, Brighton & Hove Museums**





# Impact of the Sussex visitor economy



The visitor economy sector is a major employer, that supports

**74,000 jobs**

(equivalent to 14% of all employment versus the England average of 11%)

**£5 billion**  
of economic  
impact

Staying visitors are an important driver of value and a significant source of potential growth

**Although they represent just 11% of visits, they contribute 50% of all tourism spending**

Notably at only 2% of total visits, those from overseas delivered 19% of all spend

Welcomes  
**62 million**  
visitors



# Vision for 2034

Sussex is a thriving, vibrant and regenerative visitor destination blending contemporary culture and local hospitality against a stunning backdrop of natural and built heritage. The principles of partnership, collaboration, inclusivity, and sustainability are deeply ingrained in our businesses, destination management, marketing and development.

Sussex consistently offers exceptional visitor experiences for first time and returning domestic and international visitors. The stories and personality of Sussex shine through and position Sussex as a competitively distinct UK destination<sup>1</sup>.



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<sup>1</sup> Sussex refers to the whole of East Sussex, Brighton & Hove and West Sussex





# Outcomes by 2034

The value of the sector will increase from £5 billion to £7.5 billion with benefits felt widely across Sussex.

Sussex is recognised across England as a role model in sustainable and regenerative tourism, industry leadership and destination partnership.

To attain these outcomes, Sussex plans to advance the overall economic, social, and environmental worth of the visitor economy. This re-prioritisation will alleviate the challenges posed by volumes of visitors. This approach necessitates a dedicated effort on attracting high-value international and domestic leisure and business visitors who are attracted by Sussex values. Achieving this will require robust collaboration and partnerships among all major stakeholders across the public and private sector.

	2019 Value	2034 Value	Estimated Impact (not factoring inflation)	Notes
<b>Overseas Visitors</b>				
Increase number of overseas visitors by 33%	1.5m	2.0m	+£275m	Assume trip spend remains constant
Increase spend per night to £88 (England average £98)	£55	£88	+£650m	Assume static average length of stay and trips have increased to 2m
<b>UK Staying Visitors</b>				
Increase average length of stay to England average	2.57	2.98	+£475m	Assume maintain spend per night
Increase number of domestic staying trips by 33%	5.5m	7.33m	+£400m	Assume spend/trip remains constant
<b>Day Visitors</b>				
Increase spend per day to £33.50 (England average £37.09)	£31	£33.50	+£200m	Assume no overall increase in number of day visitors
<b>TOTAL</b>			<b>+£2,000m</b>	<b>Equivalent to £2,500m after multipliers</b>

The £2.5 billion increase from £5 billion to £7.5 billion can be achieved by focusing on higher value visitors and increasing the value from existing visitors.

This increase in impact results in a sustainable 3.7% uplift in visits from 62.4 million to 67.4 million over the 10-year timeframe.

# About this Visitor Economy Strategy for Growth

This ambitious 10-year Visitor Economy Strategy for Growth is underpinned by and interwoven with accessible and inclusive values, with a focus on regenerative<sup>2</sup> tourism development. Four interconnecting priority pillars, each with key objectives, will be delivered through strong collaborative partnerships, with consideration for the needs of visitors, businesses, communities and the environment.

The strategy builds upon the excellent work already being delivered by the Sussex Destination Management Organisations (DMOs) and Districts & Boroughs, recognising the role and contribution of local destination arrangements. It's not about duplicating existing provision

or replacing local initiatives: the current visitor market which includes day visitors, families and local visitors is already well catered for. Instead, the strategy focusses on identifying those markets with the best potential for growth and working collaboratively to raise the profile of Sussex as a domestic and international visitor destination.

Annual priorities will be agreed with the Local Visitor Economy Partnership (LVEP) Board and with the Sussex destination partners, providing opportunities to collaborate, to be responsive to and access funding opportunities, and collectively deliver the aims of this strategy.

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<sup>2</sup> "Regenerative tourism, at its simplest, seeks to ensure travel and tourism reinvest in people, places and nature and that it supports the long-term renewal and flourishing of our social-ecological systems." Dianne Dredge (2022) [Journal of Tourism Futures](#)



# Our geography



# Key principles

## **Sustainable**

Sussex commits to a forward-thinking approach to regenerative tourism, fostering sustainable practices to preserve local cultures and biodiversity. It offers visitors authentic, transformative experiences while supporting local economies. Through proactive measures, Sussex addresses climate change and biodiversity challenges, striving for recognition as a leading sustainable destination.

## **Ambitious**

Sussex is dedicated to enhancing the value and quality of tourism and job opportunities, it employs innovative strategies aimed at promoting extended visitor stays and boosting business related tourism.

## **Market Driven**

Guided by the preferences of visitors and potential visitors, this approach is centred on developing and delivering a destination known for its exceptional quality and world class reputation that motivates first time visitors to come and repeat visitors to return. Targeted and driven by what visitors want, mindful that trends can change and new markets emerge, the strategy is focussed on delivering and developing a destination that is high quality and top of mind.

## **Meaningful**

More than just a sum of its parts, Sussex stands out as unique and genuine, delivering an emotional connection for visitors. Its economic success is achieved by valuing the wellbeing of people, places and the environment.

## **Accessible and Inclusive**

Sussex will work to enable all visitors to access, fully participate in and enjoy the opportunities and activities offered when visiting Sussex.

## **Collaborative**

Sussex is a destination which overcomes challenges and makes the most of opportunities through a collaborative approach between all those working with or in the visitor economy.

## **Creative**

Cultural richness and creativity infuse vibrancy into the overall Sussex experience, attracting fresh audiences, and retaining loyal visitors. These key differentiators, when cultivated, will set Sussex apart on the world stage.



# Markets for growth

In 2021, a 'Vision and Medium Term Actions'<sup>3</sup> was produced for the Sussex visitor economy, supported by a comprehensive evidence base<sup>4</sup>, which was updated in September 2023<sup>5</sup> to include the latest available data, policies, strategic initiatives and market information.

The 'International Segmentation for Sussex'<sup>6</sup> report sets out the geographic markets and visitor segments that offer the best prospect market opportunity, delivering high-value international visitors to Sussex.

This strategy will focus on markets with the greatest potential for growth; those most likely to fully embrace what Sussex has to offer, encouraging them to extend their stays and create the greatest economic value.

Leisure markets encompass two key demographics: a more mature audience inclined to explore at a leisurely pace, savouring the coastal, rural, heritage and culinary experiences and a younger adult cohort seeking adventure and an abundance of unique, memorable experiences during their visit.

As well as these leisure market segments, there is growth potential for meetings, incentive, conference and events market (MICE) which will drive value and low season visits.

While this strategy initially targets these domestic and international markets, it remains open to adapting to emerging or longer-term market opportunities by closely monitoring trends and the latest market intelligence.



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<sup>3</sup> [Sussex Visitor Economy Vision and Medium-Term Action Plans 2021](#)

<sup>4</sup> [Sussex Visitor Economy Baseline Report 2021](#)

<sup>5</sup> [Sussex and Brighton & Hove Visitor Economy Baseline Report update 2023](#)

<sup>6</sup> [International Segmentation for Sussex 2022](#)

# Key visitor segments



## Country-Loving Traditionalists

Empty-nesters; looking for gentle outdoors, local food and drink, heritage and cultural experiences.



## Explorers

Middle-aged nature lovers; overseas trips a priority; like a relaxed pace in small cities/countryside and coast; embrace local culture, including food and drink.

### Rationale

- Will engage in a variety of activities if the offer is right
- Will spend if the quality is right
- Will visit outside of peak times
- Will make sustainable choices if given guidance





## Free and Easy Mini-Breakers

<35 yrs, no kids; want city breaks; love culture and events, want trips packed with activities.



## Experience Seekers

Millennials/older Gen Z; city breaks plus rural locations offering 'only here' experiences (active outdoors, events) love novelty and want variety.

### Rationale

- Frequent travellers who will spend on 'unique' experiences – including unusual accommodation, high-end food and drink
- Advocates for destinations they love
- Prioritise independent businesses
- Sustainability and inclusivity are important

### Flag key



United Kingdom



Canada



China



France



Germany



Norway



Sweden



The Netherlands



USA

## UK and Global Business Tourism

Looking for quality meeting and conferencing facilities; somewhere distinctive and with good transport links.

### Rationale

- Will explore leisure offer
- Potentially high value
- Return leisure visits

# Priorities

## PRIORITY 1

### **Incredible experiences**

Delivering high quality tourism infrastructure and developing the visitor experience to strengthen the appeal and distinctiveness of Sussex.

## PRIORITY 2

### **Positive impact**

Advancing overall economic, social, and environmental worth of the visitor economy, supporting vibrancy of places and inward investment. Concentrating on visitor markets and audience segments able to deliver sustainable growth and bring benefits to local destinations. Promoting the quality, diversity and authenticity of what Sussex has to offer, attracting high value domestic and international audiences, including business meetings and events.

## PRIORITY 3

### **Developing innovation, productivity, accessibility and sustainability**

Delivering sector transformation through industry support programmes curated to ensure the sector is successful and resilient, the needs of potential visitors and visitors to Sussex are met and a world class welcome is created

## PRIORITY 4

### **Collaborative, connected and pioneering sector**

Facilitating a connected ecosystem to stimulate innovation, creativity, and effective and efficient solutions: creating a tourism powerhouse of leadership, advocacy, fundraising and inspiration. Creating a coalition of willing stakeholders working together to deliver a world class destination experience, ensuring the warmest of welcomes for first time and repeat visitors across Sussex.





## Priorities

## Objectives

### Incredible Experiences

Deliver high quality tourism

Develop the visitor experience to strengthen the appeal and distinctiveness of Sussex

### A Positive Impact

Provide sector focus on key visitor markets that will deliver sustainable growth

Focus on attracting high-value domestic and international MICE visitors through a pan-Sussex approach

Explore opportunities where the visitor economy can play a supporting role in wider regional development programmes, including community, education, health and wellbeing, inward investment, Biodiversity Net Gain and Net Zero ambitions

### Developing Innovation, Productivity, Accessibility & Sustainability

Ensure Sussex has a skilled and recognized labour force across the region

Support sector transformation to a more sustainable, accessible and inclusive model

Embrace digital innovation to support future growth

Improve channels of engagement with visitor economy stakeholders

### Collaborative, Connected & Pioneering Sector

Create a leadership framework to deliver a successful pan-Sussex approach to sector transformation

Work collaboratively with partners within and outside of Sussex on opportunities that would grow the value of tourism in Sussex

## PRIORITY 1

# Incredible experiences

Sussex already has a diverse and high-quality offer, and it is important that this is nurtured. Businesses and those providing experiences are finely attuned to the needs of visitors, are constantly developing their product and, should be encouraged and supported to continue to innovate. There is a need to make certain that the essential infrastructure that supports tourism is high quality and can meet the future needs of visitors to Sussex.





## OBJECTIVE 1

### Deliver high quality tourism infrastructure

Initiative	Timeframe	Outcome
<b>1.1.1</b> The LVEP Board and secretariat will provide a leadership voice for the visitor economy at key infrastructure forums, nationally, regionally and across Sussex including through Transport for the South East (including EV charging and active travel infrastructure), planning policy, accommodation, water, and digital connectivity	Short/ Medium	The visitor economy needs are reflected in key stakeholder fora and strategic and delivery plans
<b>1.1.2</b> Promote joined up messaging across Sussex-wide stakeholders to encourage visitors to use sustainable and active travel options when accessing and getting around the destination	Short/ Medium	<p>Public transport and active travel options are widely promoted with improved sustainable options for visitor access and transport</p> <p>Increase in car free journeys and reduction in carbon emissions, aligned with regional and national targets</p>
<b>1.1.3</b> Work with accommodation stakeholders to proactively ensure current and future visitor accommodation needs are met and regional issues are fed into national policy consultations.  Create a programme to map, define and develop a proactive accommodation plan for Sussex	Medium/ Long	Accommodation meets current and future needs to deliver plan outcomes

## OBJECTIVE 2

### Develop the visitor experience to strengthen the appeal and distinctiveness of Sussex

Initiative	Timeframe	Outcome
<b>1.2.1</b> Champion pan-Sussex product development programmes to improve visitor appeal and experience, promoting and supporting the development of bookable experience  Focus on key destination drivers offering opportunities for growth, including wine tourism, Blue Green Sussex, screen, gastro tourism, heritage, and the culture and creative sectors	Short/ Medium	Improved portfolio of bookable experiences linked to destination drivers and aligned with strategic plans including Sussex Wine Tourism: A Plan for Growth
<b>1.2.2</b> Champion programme development of event creation, curation and promotion, strengthening the overall calendar of events across Sussex to create immediacy for booking, to animate the destination and drive visits all year round	Medium/ Long	An all year round economically sustainable visitor economy, maximising the opportunities that events bring to the local economy







## PRIORITY 2

# A positive impact

Advance the overall economic, social, and environmental worth of the visitor economy. At £5 billion economic impact, Sussex is undoubtedly a destination which visitors value. But tourism, can and must do more for local communities: improving the productivity in the local economy, contributing to the vibrancy of places and the potential of inward investment, growing foreign earnings, building a resilient sector, and providing rewarding employment opportunities. Sussex therefore needs to be focussed on targeting markets that can support growth, bringing together the best that the region has to offer and creating compelling reasons for visitors to come here rather than somewhere else. Sussex will need to concentrate on growing the size of the 'tourism cake', ensuring that all the localities within Sussex feel the benefits of tourism. Done well, tourism can help make a destination a great place to live, work, invest and study as well as visit.





## OBJECTIVE 1

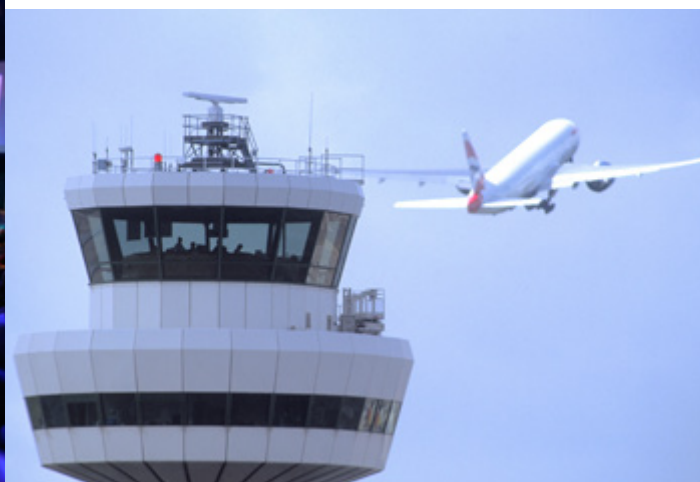
### Provide sector focus on key visitor markets that will deliver sustainable growth

	Initiative	Timeframe	Outcome
<b>2.1.1</b>	Develop and disseminate guidance on best prospect segments and markets to visitor economy stakeholders, creating resources to enable the industry to Take Sussex to the World	Short	Better amplification of Sussex offer through cohesive focus and messaging
<b>2.1.2</b>	Develop cross cutting thematic itineraries that present the very best that Sussex has to offer visitors to inspire visits and promote bookable experiences	Short	Increased trackable conversion
<b>2.1.3</b>	Work collaboratively, including with VisitBritain, to raise awareness of Sussex offer to international leisure visitors, MICE and international travel trade by delivering pan-Sussex campaigns and PR	Short	Raise the profile of Sussex among target markets and grow the value of tourism
<b>2.1.4</b>	Maximise the opportunity presented by international inbound passengers by working with VisitBritain and other relevant stakeholders to target key visitor segments/markets to drive growth and through collaboration with gateways of entry, including London Gatwick	Ongoing	Development of new routes and target markets

## OBJECTIVE 2

### Focus on attracting high-value domestic and international MICE visitors through a pan-Sussex approach

Initiative	Timeframe	Outcome
<b>2.2.1</b> Showcase Sussex destinations and venues for domestic and international business events using the MeetSussex brand, working collaboratively across the LVEP region with VisitBritain to reach international buyers	Short/ Medium	Increased numbers of high spend business tourism visitors, creating a better balance of tourism year-round and increased economic return



©South Downs National Park Authority



## OBJECTIVE 3

**Explore opportunities where the visitor economy can play a supporting role in wider regional development programmes including community, education, health and wellbeing, inward investment, Biodiversity Net Gain and Net Zero ambitions**

Initiative	Timeframe	Outcome
<b>2.3.1</b> The LVEP will champion the visitor economy as a key opportunity to help achieve wider objectives across Sussex	Short/ Medium	Improved metrics in regional developmental programmes





An aerial photograph of a winding river flowing through lush green fields. In the lower-left quadrant, there is a small building with a red roof and a parking lot with several cars. The river curves around a central green island. In the background, rolling hills and a distant coastline are visible under a soft, hazy sky.

### PRIORITY 3

# Developing innovation, productivity, accessibility and sustainability

Tourism is a diverse sector still recovering from the challenges of recent years. It needs to become more resilient, more productive and find ways to overcome labour supply issues. At the same time, visitors are more demanding with an expectation that the places they visit will be sustainable, accessible, and inclusive.

By placing visitors' needs at the heart of strategic planning and design, the Sussex visitor offer in ten years will be one that offers a welcoming destination, catering to market demands and providing an exceptional, sought-after, and memorable experience. It will seamlessly blend the virtual and physical worlds, beginning even before the visit and lasting beyond the time when visitors return home.

## OBJECTIVE 1

### Ensure Sussex has a skilled and recognised labour force across the region

	Initiative	Timeframe	Outcome
3.1.1	Ensure the visitor economy voice and sectoral development needs are championed and incorporated into local, regional, and national labour and skills plans and programmes	Short/ Medium	Thriving and resilient sector with ability to recruit and retain labour force

## OBJECTIVE 2

### Support sector transformation to a more sustainable, accessible and inclusive model

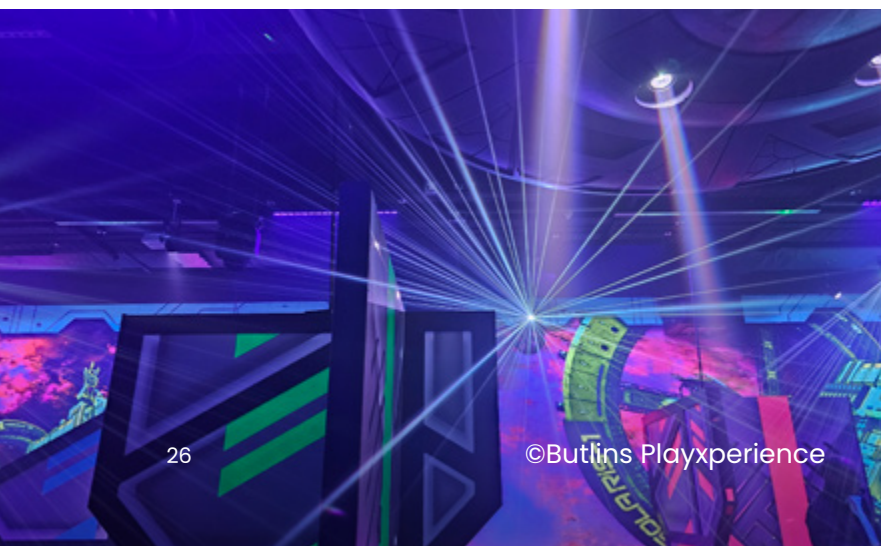
	Initiative	Timeframe	Outcome
3.2.1	Work with relevant partners and stakeholders to advocate for and improve accessibility and inclusivity, sharing best practice and training with the visitor economy sector	Short/ Medium	All visitors can access, fully participate in and enjoy opportunities and activities when visiting Sussex
3.2.2	Investigate and develop participation in a globally recognised sustainability certification scheme, working with key stakeholders including the South Downs National Park Authority and National Landscapes	Long	An officially certified sustainable destination
3.2.3	Strengthen visitor economy supply chains to include and increase Sussex produce, services and businesses and champion local product to the visitor economy sector	Medium	Increased use of local suppliers



## OBJECTIVE 3

### Embrace digital innovation to support future growth

	Initiative	Timeframe	Outcome
<b>3.3.1</b>	Work with national and regional innovation programmes, universities, creative and digital industries, and AI initiatives, to include the visitor economy to test and develop solutions to improve the performance and productivity of the sector including experience creation, green solutions and digital delivery of experiences, marketing and booking	Medium/ Long	A more productive and resilient sector
<b>3.3.2</b>	Provide and disseminate training and best practice in partnership with regional and national providers and stakeholders	Short	A destination which is better equipped to meet future visitor needs



## OBJECTIVE 4

### Improve strategic channels of engagement and information sharing with visitor economy stakeholders

	Initiative	Timeframe	Outcome
<b>3.4.1</b>	Develop a pan-Sussex hub for industry B2B communications. To showcase, signpost and share events, support and advice, research, data and policy	Short/ Medium	Well informed and productive and therefore more resilient sector
<b>3.4.2</b>	Establish a data and insights programme with curated, collated and commissioned research to provide businesses with the tools and insights they need to improve productivity, including working with VisitEngland	Short/ Medium	Well informed and productive and therefore more resilient sector





#### PRIORITY 4

## Collaborative, connected and pioneering sector

Underlying success is an ecosystem that embraces innovation and collaboration. A sector that shines with passion, grit and determination, and one that seeks out effective and efficient solutions. Over the next ten years, the LVEP will be the bedrock of a tourism powerhouse of leadership, fundraising, advocacy, and inspiration. The LVEP will encourage a coalition of the willing, a collection of stakeholders collaborating with similar ambitions to deliver world class destination experiences that offer the warmest of welcomes for first time and repeat visitors across Sussex.



## OBJECTIVE 1

### Create a leadership framework to deliver a successful pan-Sussex approach to sector transformation

	Initiative	Timeframe	Outcome
<b>4.1.1</b>	Establish an East Sussex, Brighton & Hove and West Sussex LVEP guided by this strategic plan, working closely and collaboratively with destination partners	Short	Increased value and volume of tourism delivered by increased and more effective partnership working
<b>4.1.2</b>	Create a supportive environment through the LVEP framework to enable pipeline project creation, fundraising, advocacy and inspiration, and help to identify where local level leadership, decision-making and flexibilities can be achieved	Short/Medium	Increased value and volume of tourism delivered by increased and more effective partnership working
<b>4.1.3</b>	Work collaboratively with destination partners to stimulate new and innovative approaches to sector development. The LVEP, working with VisitEngland, will provide training and dedicated forums for DMOs	Medium	New and innovative delivery models for sector transformation
<b>4.1.4</b>	Actively seek and support access to growth funding opportunities including through VisitEngland, DCMS and wider government and national agencies. Use our strengths to try to secure funds to achieve our aims and objectives	Medium	Support the delivery of this strategy and working in collaboration locally, regionally and nationally on achieving shared priorities

## OBJECTIVE 2

**Work collaboratively with partners within and outside of Sussex on opportunities that would grow the value of tourism in Sussex**

	Initiative	Timeframe	Outcome
<b>4.2.1</b>	Actively consider the strategies of the surrounding areas and maximise the collective opportunity where appropriate	Ongoing	Increased value and volume of tourism across Sussex and the region





**"I don't believe in competition.  
I believe in collaboration.  
Together, we can achieve more  
than we ever could alone."**

**Anita Roddick**

Founder of The Body Shop





# Leading the visitor economy across Sussex

The East Sussex, Brighton & Hove and West Sussex LVEP, as an accredited partnership recognised by VisitEngland, will be at the forefront of leading Sussex visitor economy development and will provide a strategic link between destination partners and VisitEngland. Sector representation, geographic connectivity, collective resource, and clear governance will drive collaboration across the public, private and third sector to enable the innovation required for success.



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## Partnership

The strategy will be delivered through stakeholder and partnership engagement. Partnership organisations, DMOs, local authorities and business will all contribute towards the success of this plan.

## Measuring success

The LVEP will provide a monitoring and evaluation role for this Strategy for Growth. Key Performance Indicators will be established against SMART objectives.

## Advocating for Sussex visitor economy

Advocacy and influencing policy discussion at local, regional and national level will underpin the success of the Strategy for Growth.

## Investing in success

Proactive fundraising and championing plan delivery across many stakeholders and partners is a core underpinning role of the LVEP.

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# Appendices



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# Appendix 1

## Local Visitor Economy Partnership (LVEP) Programme

- The Local Visitor Economy Partnership programme is a new national portfolio of strategic and high-performing tourism bodies led by VisitEngland that will work in collaboration with local, regional, and national stakeholders on shared priorities and targets to support and grow the visitor economy.
- Developed and administered by VisitEngland following close consultation with DMOs in autumn 2022, the Local Visitor Economy Partnership (LVEP) programme is one of the key recommendations in the [Government's response to the independent de Bois Review of Destination Management Organisations in England](#) to reshape destination management across England, reducing fragmentation and bringing coherence to its Destination Management Organisation (DMO) landscape.
- LVEP accreditation recognises tourism bodies that can play a critical role in providing effective leadership and management of their destination and ensuring the area is inclusive, accessible and sustainable for visitors both nationally and internationally. Working collaboratively with the public and private sector, LVEPs will help to shape and deliver national strategy and activities to promote sustainable growth.
- East Sussex County Council, Brighton & Hove City Council, and West Sussex County Council, as the Sussex Visitor Economy Initiative (SVEI) partners, jointly bid for LVEP status, were already working together in response to the impact of the pandemic, recognising the opportunities that cross-county working brings and collaborating with local destination management organisations and industry representatives.
- There are currently 34 LVEPs in England, including East Sussex, Brighton & Hove and West Sussex LVEP.



## Appendix 2

### Creation of the Visitor Economy Strategy for Growth

- A required component of the LVEP application was to provide evidence of a draft Destination Management Plan or Strategy for Growth.
- This strategy builds on the work already undertaken by the Sussex Visitor Economy Initiative, and has been developed with the input of key strategic partners and wider consultation.

### Consultation:

- Engagement in the development of this strategy included workshops with stakeholders, DMOs, local authorities, destinations, attractions and the Sussex Visitor Economy Industry Group. The purpose of the workshops was to:
  - Consider what success would look like for the Sussex Visitor Economy
  - Explore the vision, targets and principles underpinning the Visitor Economy Strategy for Growth
  - Identify strategic priorities for the Visitor Economy Strategy for Growth and implications for local activity
- The findings of the workshop informed the development of a first draft, which was submitted to VisitEngland as a requirement of the application for Local Visitor Economy Partnership status.



# Appendix 3 – References

## REPORTS, STRATEGIES & PLANS

### NATIONAL

[DCMS Tourism Recovery Plan Update 2023](#)

[VisitEngland Local Visitor Economy Partnership \(LVEP\) Programme](#)

[VisitBritain: MIDAS Global Report 2022](#)

### REGIONAL

#### FUTURE SKILLS SUSSEX:

[Local Skills Improvement Plan May 2023](#) – for full report and annexes, also

[Annex U- Visitor & Hospitality Sector Deep Dive – Executive Summary](#)

[Annex V – Visitor & Hospitality Sector Deep Dive – Evidence Base Report](#)

#### TRANSPORT FOR THE SOUTH EAST:

[Transport Strategy 2022](#) – undertaking a refresh  
[Strategic Active Travel and Micromobility Plan](#)  
[Strategic Investment Plan](#)

### LOCAL – COUNTY CONTEXT

#### BRIGHTON & HOVE CITY COUNCIL:

[Brighton & Hove City Council Plan 2023-2027](#)

[Brighton & Hove Visitor Economy Strategy 2018-2023](#)

[Brighton & Hove Economic Strategy 2018-2023](#) – new Economic Strategy in development

[Brighton & Hove Joint Health and Wellbeing Strategy 2019-2030](#)

[Local Transport Plan](#) – developing fifth Local Transport Plan to 2030

#### EAST SUSSEX COUNTY COUNCIL:

[County Council Plan 2023-2024](#)

[East Sussex Cultural Strategy 2013-2025](#)

[Local Transport Plan 2024-2050](#)

[Local Walking & Cycling Infrastructure Plan](#)

[East Sussex Health & Wellbeing Strategy 2022-2027](#)



## **SOUTH DOWNS NATIONAL PARK AUTHORITY:**

[South Downs Local Plan 2014-2033](#)

[Partnership Management Plan 2020-2025](#)

## **SUSSEX VISITOR ECONOMY INITIATIVE (SVEI):**

[International Segmentation for Sussex 2022](#)

[Sussex and Brighton & Hove Visitor Economy Baseline Report update 2023](#)

[Sussex Visitor Economy Baseline Report 2021](#)

[Sussex Visitor Economy Vision and Medium-Term Action Plans 2021](#)

[Sussex Wine Tourism: A Plan for Growth 2023](#)

[SVEI Positioning Statement 2023](#)

## **WEST SUSSEX COUNTY COUNCIL:**

[County Council Economy Plan 2020-2024](#)

[West Sussex Economic Collaboration Report 2024](#)

[Climate Change Strategy 2020-2030](#)

[West Sussex Transport Plan 2022-2036](#)

[West Sussex Walking and Cycling Strategy. 2016-2026](#)

[West Sussex Joint Health and Wellbeing Strategy 2019-2024](#)

## **LOCAL – DISTRICT & BOROUGH CONTEXT**

[Adur & Worthing Economic Strategy 2018-2023](#) – currently under review

[Arun Economic Development Strategy 2020-2025](#)

[Arun Visitor Strategy 2023-2028](#)

[Chichester District Destination Management Plan 2019-2023](#)

[Eastbourne Corporate Plan 2024-2028](#)

[Eastbourne Local Plan 2019-2039](#) – under preparation

[Hastings Borough Council Corporate Plan 2023-2024](#)

[Hastings Borough Council Culture Strategy 2023-2028](#)

[Horsham District Economic Strategy 2017-2027](#) – under review

[Horsham Visitor Economy Strategy 2018-2023](#) – under review

[Lewes District Council Corporate Plan 2024-2028](#)

[Mid Sussex District Council Sustainable Economy Strategy and Action Plan 2022-2025](#)

[“One Town” Crawley’s Economic Recovery Plan 2022-2037](#)

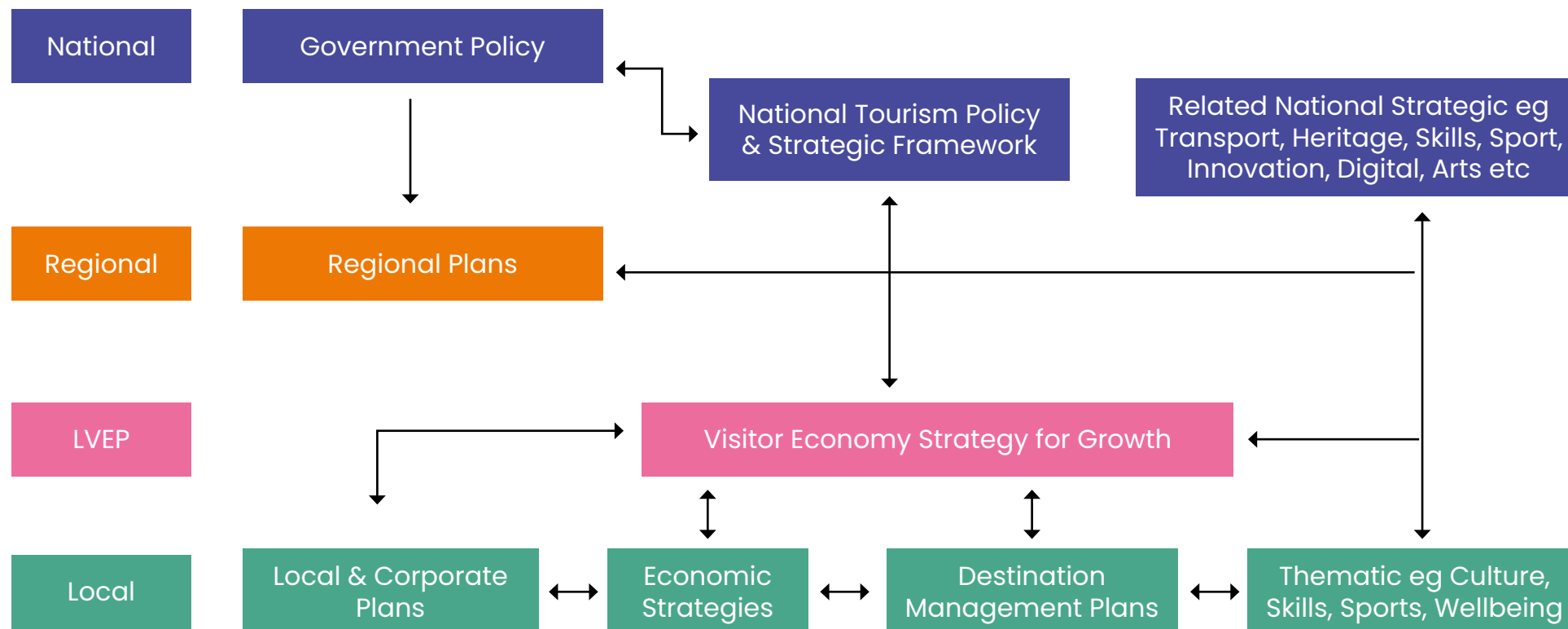
[Rother District Council Corporate Plan 2020-2027](#)

[Wealden District Council Economic Development Strategy 2023-2033](#)

[The Wealden District Council Strategy – Wealden District Council – Wealden District Council](#)

[Health and Wellbeing Strategy – Wealden District Council – Wealden District Council](#)

## STRATEGIES & PLANS – National and Local – LVEP interconnection



## Appendix 4

[Sussex Visitor Economy Strategy Baseline Report](#) – Update September 2023

This provides a comprehensive overview of the baseline data, market analysis, visitor data, and destination audit which informed the development of the draft Visitor Economy Strategy for Growth.





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