

VisitBrighton Service Plan 2025/2026

Partnership

	Background	Key Benefits	Key Activity	Alignment with BHCC Plan 2024 -2027	Outcomes
Working in Partnership	VisitBrighton currently works in partnership with over 385 local tourism and hospitality businesses in Brighton & Hove, ranging from the main hotels and attractions through to unique independent businesses, individual tour guides, outdoor activities and language schools.	<p>Ensuring Brighton & Hove is highly visible to domestic and international visitors.</p> <p>Inspiring visitors to make a trip to Brighton & Hove, encouraging them to extend a day trip to a staying visit and providing them with comprehensive, easily accessible information.</p> <p>Creates a strong alliance of businesses working within the visitor economy, enabling them to network with the peers, sharing experiences and best practice.</p>	<p>Work with businesses encouraging them to join the partnership.</p> <p>Publication of bi-weekly newsletters disseminating research, intelligence and thought leadership from regional, national and international stakeholders.</p> <p>Deliver partnership networking events.</p> <p>Deliver a new Creative Destination Action Plan in collaboration with CTS colleagues.</p> <p>Co-ordinate and sit on the Brighton & Hove Destination Experience Group (BHDEG).</p> <p>Work with colleagues in Economic Development and Brighton BID to develop ABID options appraisal.</p> <p>Work collaboratively with local organisations to maximise impact e.g. Music Venues Alliance, Brighton Chamber of Commerce, Restaurants in Brighton etc.</p> <p>Represent the Brighton & Hove visitor economy regionally working with Gatwick Gateway, South Downs National Park Authority, Sussex Bay, the Living Coast, Govia etc.</p> <p>Work nationally with VisitEngland and VisitBritain to ensure advocacy and funding.</p>	<p>Council Plan - Outcome 1: A City to be proud of</p> <p>By partnering with a variety of 400 diverse businesses, and driving revenues of £200k, VisitBrighton aligns with the BHCC Plan Outcome 1.2 “A City to be Proud Of - Grow a diverse and sustainable city economy”.</p> <p>By delivering 25 newsletters to our stakeholders in the city and delivering three partner networking events and co-ordinating 3 BHDEG meetings, engaging sector business leaders, VisitBrighton aligns with BHCC Plan Outcome 2.i (A Fair and Inclusive City) An Inclusive and More Equitable City - Engagement and Collaboration.</p>	<p>400 businesses in partnership by March 2026 driving £200k of revenues and engaging and supporting visitor economy businesses which drive 16% of all citywide employment.</p> <p>25 newsletters delivered by March 2026 with open rate of 50%, ensuring an informed sector and enabling wider BHCC communication..</p> <p>Deliver three partner events each attracting 100pax, ensuring an engaged sector.</p> <p>Collaborate on delivery of 2025 – 2035 Creative Destination Plan, supporting delivery of the 2024 – 2027 Economic Plan.</p> <p>Co-ordinate 3 BHDEG meetings, engaging sector business leaders..</p> <p>Collaborate on delivery of ABID options appraisal.</p>

					Explore and leverage opportunities presented by partnership.
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Local Visitor Economy Partnership (LVEP)

	Background	Key Benefits	Key Activity	Alignment with BHCC Plan 2024 -2027	Outcomes
Local Visitor Economy Partnership (LVEP)	Working collaboratively East Sussex, Brighton & Hove and West Sussex LVEP accreditation was granted from VisitEngland in Feb 2024, with Brighton & Hove acting as the accountable body. The LVEP Programme aims to transform England's visitor economy by establishing a network of LVEPs who will work with public and private sector stakeholders to share priorities, resources and targets.	<p>Promoting Sussex to inbound visitors, increasing the numbers and duration in stay of international visitors, and thus economic impact of inbound tourism, resulting in greater economic benefit to Brighton & Hove and Sussex.</p> <p>Representing the Sussex geography to national bodies including VisitEngland, VisitBritain and DCMS, securing funding and inward investment.</p>	<p>Establish the LVEP Advisory Board, which will be made up of representatives from the public and private sector. The Terms of Reference are to be agreed during the 1st meeting in May 2025.</p> <p>Establish the priorities for the year ahead which align to the Visitor Economy Strategy for Growth.</p> <p>Continue to work collaboratively with all Destination Partners across Sussex through the Destination Forum, ensuring a joined-up approach across the county as a whole.</p> <p>Work pan-Sussex to develop pan-Sussex understanding of visitor economy data, fulfilling LVEP status requirement.</p> <p>Bid for funding to support activity as opportunities arise from VisitEngland, VisitBritain and DCMS.</p>	<p>By promoting the city to international leisure visitors, we are aligning with 1.i.3 - A city to be proud of. Promote and protect what makes Brighton & Hove unique.</p> <p>The guiding principles for the Strategy for Growth are accessibility, inclusivity and sustainability which align to 1.2 – develop a diverse and sustainable city economy.</p>	<p>Start to deliver the priorities in the Visitor Economy Strategy for Growth to drive economic growth in this sector.</p> <p>Agree on and deliver Growth Action Plan with VisitEngland.</p> <p>3 LVEP Advisory Board meetings within the year.</p> <p>3 Destination Forum meetings within the year</p> <p>Secure grant funding to deliver visitor economy priorities.</p>

VisitBrighton Marketing

	Background	Key Benefits	Key Activity	Alignment with BHCC Plan 2024 -2027	Outcomes
Domestic Leisure Visitors	<p>Urban dwellers within 1 to 4 hours' travel time (including UK cities with domestic flights into Gatwick) who are active and frequent break takers, with an optimistic and socially liberal outlook.</p> <p>Target visitors are aged 55+ or have not or do not plan to start a family, or families where the children are independent.</p>	<p>Urban dwellers are more likely to use public transport – an important consideration for the city both practically and ideologically. They are likely to be time-poor, media-literate, brand-conscious, trend-sensitive and culturally aware and have above average disposable income. They also have a higher tolerance for the more negative aspects of urban life.</p> <p>An off-peak growth opportunity given the ageing population trend (both UK and international) and the city's current younger visitor profile is pre-family; childfree and empty nesters are more likely to travel outside school holidays.</p>	<p>Develop inhouse PR capacity enabling more flexibility in addressing media trends and promoting key messaging domestically to both on and offline media. Produce and distribute seasonal and thematic briefings, including all the major holidays as well as content specifically related to special events such as English Wine Week. Facilitate influencers and journalists visits, suggesting itinerary ideas and places to visit.</p> <p>Create campaigns to promote the city via VisitBrighton's own channels and advertising on digital networks and amplifying messaging through our network of key industry partners.</p>	<p>By promoting the city to domestic leisure visitors, we are aligning with 1.i.3 - A city to be proud of. Promote and protect what makes Brighton & Hove unique.</p>	<p>100 pieces of coverage sharing positive Brighton & Hove messaging.</p> <p>1m impressions via digital campaigns penetrating specific audience demographics.</p> <p>Distribute 15 media briefings via our media database platform.</p>

International	<p>Cities with direct routes into Gatwick and/or repeat visitors to GB wanting to travel beyond the honeypots. <i>Key Markets include</i> North America & Germany.</p> <p>Target customers: <ul style="list-style-type: none"> • <i>Experience-Seekers</i> – strong desire to travel, spontaneous, constantly connected & highly influential, seek out new experiences. </p>	<p>VisitBritain’s overall forecast for spending by international visitors in the UK in 2025 is £33.7 billion, up 7 per cent on the spending predicted in 2024.</p> <p>The United States (US) continues as the UK’s largest and most valuable visitor market. Spending by Americans is forecast to be up 9% on 2024 to a record £6.7 billion this year, meaning that almost £1 in every £5 of inbound visitor spending in the UK is by US visitors.</p>	<p>Launch campaigns in conjunction with regional and national partners potentially including: England’s Coast, VisitBritain, Gatwick Gateway, Expedia and Experience Sussex.</p>	<p>By promoting the city to international leisure visitors, we are aligning with 1.i.3 - A city to be proud of. Promote and protect what makes Brighton & Hove unique.</p>	<p>Deliver x 2 international digital campaigns targeting our key overseas markets.</p> <p>Facilitate international influencers & press trips in partnership with VisitBritain.</p>
Branding	<p>Place branding is essential for a destination to stand-out and appeal to visitors (potential & actual) on an emotional level.</p>	<p>Place branding helps to capture the attention of potential tourists and create a sense of destination loyalty by appealing to visitors’ emotions via storytelling and experiences rather than simply practical reasons to travel.</p>	<p>Utilise Brighton’s exiting assets and brands (e.g. Brighton Pride, TGE, festivals, BHAF, Marathon etc) to amplify our domestic and international.</p>	<p>By developing a cohesive place brand for the city, we are aligning with 1.i.3 - A city to be proud of. Promote and protect what makes Brighton & Hove unique.</p>	<p>Monitor use of the brand both outside and in the city.</p> <p>Track reach from collaborative campaigns with regional partners.</p>
Website & Social Media	<p>www.visitbrighton.com is the main communications tool for the city as well as being a portal for promoting our VisitBrighton business partners.</p>	<p>Through the website we can track what information visitors are accessing and use the site to inspire, inform and enable our visitors to interact</p>	<p>Continually review and develop www.visitbrighton.com ensuring content is refreshed to optimise SEO and ensure it is inspiring to potential visitors within target markets.</p>	<p>By developing our website and social media channels, we are aligning with 1.i.3 - A city to be proud of. Promote and protect what makes Brighton & Hove unique.</p>	<p>2.3 million page views of www.visitbrighton.com</p> <p>1k social posts to 160,000 followers across social media generating 3m impressions.</p>

	VisitBrighton social media channels include Instagram, Facebook, TikTok, Threads and the blog. Each channel is useful for communicating different elements of the brand as well as reaching our target markets.	with our partner businesses. By further developing our own social media channels, in addition to collaborating with local stakeholders to amplify our messages, we will collaboratively be curating the Brighton & Hove brand narrative.	Work and collaborate with influencers and KOLs to generate organic content and photography via social media channels. Creation of video asset ('reels') to ensure digital visibility and relevance.		Creation of 20 reels echoing core messaging and generating 500,000 impressions.
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VisitBrighton Convention Bureau

	Background	Key Benefits	Key Activity	Alignment with BHCC Plan 2024 -2027	Outcomes
Securing Domestic and International MICE Events	<p>Attracting conferences to the city is critical to the continued success of the visitor economy as the sector drives out of season, mid-week revenues, ensuring that Brighton remains a vibrant year-round destination.</p> <p>To secure large scale conferences and events (400 bed nights plus) requires a citywide approach as organisers require meeting venues, accommodation, social venues, and links to ancillary services; the Convention Bureau provides a comprehensive service to clients, sourcing venues and rates, securing and</p>	<p>High spend, multi-day events held mid-week from Sept – June.</p> <p>Held annually, often rotating between cities so likely to return regularly to the city once the business is secured.</p> <p>Attract large numbers of international and domestic delegates who have a high propensity to return as leisure visitors.</p> <p>Opportunity for accommodation providers to secure</p>	<p>Regular engagement with current clients to ensure high levels of satisfaction and repeat bookings.</p> <p>Proactive engagement with historic clients to generate repeat bookings.</p> <p>Researching organisations and associations which have an active conference programme, focussing on Brighton & Hove sector specialisations including digital, finance, natural sciences etc.</p> <p>Host industry sales events and organise city-wide familiarisation visits to engage organisers.</p> <p>Exhibit at key industry events including Meeting Show, IBTM and IMEX.</p> <p>Continue to work closely with our national tourism organisation; VisitBritain on co-</p>	<p>Council Plan - Outcome 1: A City to be proud of</p> <p>This activity will secure economic growth for the city as well as give support and shared prosperity to local businesses.</p> <p>Our activity will position the city as a distinctive location to visit and host major events.</p> <p>Our activity has the potential to create more jobs within the tourism & hospitality sectors as well as grow talent.</p>	<p>Confirm 50 conferences and events (conversion rates of 33%) which will generate economic benefit of £30m and drive £100k of commission for BHCC when hosted in Brighton & Hove, highlighting citywide sectoral specialisation and potentially driving inward investment.</p> <p>Host one citywide fam visit attracting 10-15 MICE buyers.</p> <p>Host one citywide fam visit in conjunction with Spectra DMC (promotion of Brighton & Sussex to incentive market)</p>

	<p>managing hotel allocations and facilitates citywide introductions.</p> <p>Associations are often bound by their constitutions to hold conferences annually, so this is a resilient market sector, with the work of the convention bureau being critical in securing these events.</p>	<p>delegate 'extender' stays in their properties (pre/post conference).</p> <p>Provides a revenue stream via commissions to VisitBrighton.</p>	<p>ordinated sales and PR activity to maximise city exposure.</p> <p>Nurture relationship with the VisitBritain Business Events Team ensuring optimum representation at a national level and participate with VisitBritain/England in domestic and international business event activities.</p> <p>Commission research to identify domestic & international conferences that align with Brighton & Hove's sector specialisations that have the potential to rotate to Brighton & Hove.</p> <p>Co-ordinate and host quarterly meetings for MICE Sales Managers from Citywide venues.</p>	<p>Our activity will conserve, develop and showcase our unique culture and heritage.</p> <p>The economic benefit derived from our activity can help drive a vibrant and resilient local economy.</p> <p>Economic Plan Work collaboratively with city partners on Brighton & Hove's profile as a major global conferencing destination both nationally and internationally, to identify and build new market</p>	<p>Generate 15 conference enquiries from participation at industry trade shows.</p> <p>Generate and process 80 conference enquiries that generates a commission pipeline value £275k.</p>
<p>Ambassador Programme</p>	<p>Brighton & Hove's excellence across a broad spectrum of industries, academic, medical and scientific disciplines is harnessed by the VisitBrighton Ambassador Programme.</p> <p>This programme encourages and supports academics and medics, our ambassadors, to bid to host conferences in their area of specialisation in Brighton & Hove.</p>	<p>Proactive engagement with existing Ambassadors to support in existing bid and to encourage new and repeat bids.</p> <p>Educate, inform, and grow the Ambassador Programme through participation in BSUH, BSMS and Brighton University and Sussex University networking events, e-comms and face-to-face meetings.</p>	<p>Proactive engagement with existing Ambassadors to support in existing bid and to encourage new and repeat bids.</p> <p>Educate, inform, and grow the Ambassador Programme through participation in BSUH, BSMS and Brighton University and Sussex University networking events, e-comms and face-to-face meetings.</p> <p>Produce at least one e-communication newsletter specifically targeted towards our Ambassador Scheme partnership.</p> <p>Organise and deliver one Ambassador Event during the year.</p>	<p>Council Plan - Outcome 1: A City to be proud of</p> <p>Celebrate and support our creative entrepreneurs in the city by targeting conferences specific to their sector(s)</p> <p>Our activity has the potential to create more jobs within the tourism & hospitality sectors as well as grow talent.</p> <p>This activity will secure economic growth for the city as well as give support and shared prosperity to local businesses.</p> <p>Economic Plan</p>	<p>Generate and process 10 Ambassador lead conference bids, confirming four conferences from Ambassador leads.</p> <p>Support raising the profile of the city as a centre for excellence for identified sectoral specialities.</p>

				Work collaboratively with city partners on Brighton & Hove's profile as a major global conferencing destination both nationally and internationally, to identify and build new markets	
Conference Delegate Accommodation Booking Service (CDABS)	The complimentary service is available to conference planners who are looking to hold events in the city, offering their delegates a bespoke online portal through which to book their conference accommodation.	<p>Gives support to conference planners when organising their events and offers delegates a personal service accommodation booking service, ensuring high levels of destination satisfaction and repeat visits.</p> <p>Drives economic benefit to citywide accommodation providers and BHCC.</p>	<p>Proactively research meetings and conferences coming to the city to and offer CDABS service.</p> <p>Work closely with planners prior to their conference in the city to ensure exposure of the booking service thus driving optimum bookings.</p> <p>Further develop relationships with BSUH, BSMS and the Universities to drive new business.</p> <p>Provide partners with booking platform training to ensure revenues are maximised.</p>	<p>Council Plan - Outcome 1: A City to be proud of</p> <p>Celebrate and support our creative entrepreneurs in the city by targeting conferences specific to their sector(s)</p> <p>Our activity has the potential to create more jobs within the tourism & hospitality sectors as well as grow talent.</p> <p>This activity will secure economic growth for the city as well as give support and shared prosperity to local businesses.</p> <p>Economic Plan</p> <p>Work collaboratively with city partners on Brighton & Hove's profile as a major global conferencing destination both nationally and internationally, to identify and build new markets</p>	<p>Book more than 7000 bed nights via CDABS.</p> <p>Drive bookings worth £1m to citywide businesses, achieving commissions of £90k for BHCC.</p>