

Business Plan

1 Apr 2019 – 31 March 2020

VisitBrighton is the official tourism unit within Brighton & Hove City Council. The unit has four main areas of activity; marketing Brighton & Hove and the surrounding area to domestic and overseas visitors (VisitBrighton Marketing), selling the City as a destination for conferences, meeting & events (VisitBrighton Convention Bureau), providing assistance to visitors prior to and during their visit to the City (VisitBrighton Visitor Services) and delivering the BioCultural Heritage Tourism Project.

Operation Overview 2018-19

2018-19 was a busy and productive year for VisitBrighton. Key outputs included:

Partnership

- 540 businesses working in partnership with VisitBrighton
- 85% of businesses renewing their partnership with VisitBrighton

Marketing

- Over 55 press & media visits hosted
- Featured in 115 UK articles/features including; Stylist, The Metro, Reader's Digest, Hello!, Red, The Scotsman, Sunday Telegraph, Time Out, Olive and The Guardian
- Featured in over 600 overseas articles/features including: Süddeutsche Zeitung, Hamburger Abendblatt, BERLINER MORGENPOST, Cathay Pacific and National Geographic China
- 1,887,100 sessions and 4,231,905 page views on visitbrighton.com
- 60,789 Twitter followers of LoveBrighton (as of 31 Mar 19)
- 26,817 Facebook likees LoveBrighton (as of 31 Mar 19)
- 16,567 Instagram followers (as of 31 Mar 19)
- 19 consumer e-newsletters & e-shots delivered to approximate 10,000 GDPR opt-in consumer database, with a 38% average open rate
- Partnership campaigns with VisitBritain and Tourism South East (Go! China and Near Europe Trade)

Convention Bureau

- 150 conference / event enquiries received
- 63 conferences / events confirmed for the city
- £30 million economic benefit generated for Brighton & Hove
- 7,736 bed nights placed via the Conference Delegate Accommodation Booking service, with a total value of £765,000

Recent Visitor Trends

Brighton & Hove has been successful in maintaining its position in the market place as a leading UK tourist destination, with the volume and value of tourism in Brighton being considerably higher than its competitive set (including Bath, Bournemouth, Cambridge and Oxford).

The Economic Impact of Tourism Assessment, 2017 carried out by Tourism South East, estimated that around 9.4 million tourism day trips were made to Brighton and Hove in 2017, a dip of 2% compared to 2016. In total, around £849.1 million was spent on trips to Brighton and Hove in 2017 by overnight and day visitors, down by 4% compared to 2016. Thirty-two percent of this expenditure was made by domestic staying visitor; 28% by overseas staying visitors and 40% by day visitors.

It is estimated that around 1.46 million overnight tourism trips were made to Brighton and Hove in 2017 (down by 9% compared to 2016). Of these trips, domestic visitors made 73% of trips (1,069,000) and overseas visitors made up 27% of trips (387,000). Compared to 2016, the volume of domestic overnight trips decreased by 13% and the volume of inbound overnight trips rose by 2%, resulting in a net loss of 9%.

The total number of nights spent in Brighton and Hove by domestic visitors in 2017 decreased only slightly from 2.75 million bednights to 2.73 million bednights (a decrease of 1% compared to 2016). Whilst there was an increase in the volume of inbound overnight trips, the duration of the trip length decreased, resulting in the number of nights spent in Brighton and Hove by overseas visitors falling by 5% to 2.16 million bednights. This gave an overall decrease in the number of nights spent in Brighton and Hove of 3% (4.9 million bednights compared with 5.0 million bednights in 2016).

Total turnover generated by tourism in 2017 supported 15,657 FTE jobs and 21,138 Actual Jobs, an decrease of 3% compared to 2016. These jobs are spread across the travel/transport, hospitality, leisure, and retail sectors. According to the Office of National Statistics, there are 137,000 employee jobs across Brighton and Hove. Based on our estimates, total tourism related expenditure supported 15.4% of these jobs in 2017, an increase of 1.2% on 2016.

The city's hotels are busy at most times of the year, achieving an average 80.5% occupancy in 2017, up 3.4% on 2017, according to research carried out by STR Global. There is capacity and a recognised need to attract more weekday leisure short breaks, outside the conference season and peak summer months.

Operating Context

Inbound Leisure Tourism

It is anticipated that research will reveal overseas visits to the UK in 2018 to reach 41.7 million, up 4.4% on 2017. Spending by overseas visitors to the UK is forecast to reach £26.9 billion in 2018, up 6.8% on 2017 which is expected to total £25.1 billion by year end.

Inbound tourism monthly data is currently behind schedule as the Office of National Statistics (ONS) has moved the International Passenger Survey onto tablets causing delays in 2018 data. PWC reports growth being led by Asia (+8%) and Europe (+7%), Africa (+6%), the Middle East (+4%) and the Americas (+3%)

Whilst the impact of Brexit remains a key source of uncertainty, globally international tourism remains buoyant, with record numbers of visitors coming to the UK. VisitBritain research reveals that for most potential European visitors, Brexit does not affect their decision to travel to Britain for

leisure. Furthermore, most Europeans still see Britain as a welcoming destination – and agree that the exchange rate means that now is a good time to visit, as the pound remains much lower than its pre-referendum level and is forecast to continue to be weak throughout the medium term, indicating that Britain will remain a good value for money destination.

Domestic Leisure Tourism

In terms of domestic tourism, PWC's UK Hotels Forecast 2019, anticipates a slowdown in economic growth with higher inflation squeezing pay packets which will impact on the volume of staycations. The BDRC intentions survey suggests that the number of domestic short breaks will decline, although longer domestic holidays could increase, a view that is echoed by the World Travel & Tourism Council (WTTC). BDRC also suggests that densely populated cities such as London and Edinburgh may see a decline whilst heritage cities, such as Brighton are likely to see more UK visitors.

Whilst events are scheduled across the UK in 2019, there are no 'mega events' such as Harry and Meghan Markle's wedding in 2018, to stimulate domestic tourism.

Business Tourism

The latest the UK Conference and Meeting Survey 2018 (UKCAMS) shows that 2017 was a difficult year for business tourism. In 2017 there were 1.29m conferences and meetings held in the UK, an almost 11% decline on 2016's 1.45m. In terms of events, venues hosted an average of 373 conferences and meetings in 2017 compared to 419 in 2016.

More encouraging, recent data from the Meetings Industry Association (MIA) reported that the UK meetings sector had a strong Jan – Sept in 2018, with enquiry levels higher than 2017. The number of meetings held was 10% higher than in the same period in 2017, with average delegate rate (DDR) growing steadily by 10% over the last three years

Recognising that MICE activity traditionally takes place mid-week out of season, this is a crucial sector for VisitBrighton to target.

Future Focus

- Focus on increasing leisure short breaks with particular emphasis on:
 - UK Urban areas within 1 to 4 hours' travel time. (This could include cities with domestic flights into Gatwick.) NB People living within 60 minutes are much more likely to see Brighton as a day-trip destination
 - International cities with direct routes into Gatwick and/or repeat visitors to GB wanting to travel beyond the honeypots
 - 55+ visitors who offer a clear off-peak growth opportunity given the ageing population trend (both UK and international) and the city's current young visitor profile
 - Pre-family, childfree and empty nesters who are more likely to travel outside school holidays
- Focus on driving conference business with particular emphasis on:
 - **Association conferences** which offers a clear strength for Brighton, brings staying visitors outside the summer months and during weekdays
 - **Academic, medical, scientific, public sector conferences** which offer a market for potential growth, allied with conferences in specialist fields identified by the city's Ambassadors Programme

- **London-based corporates**, positioning Brighton as a place for product launches, sales conferences, team-building etc.
 - **International conferences** where there is a relatively low awareness of Brighton among international buyers and a potential growth opportunity
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- Sit on the **Destination Experience Group**, helping to shape and deliver a **Destination Management Plan** to deliver the **Visitor Economy Strategy 2018-23**
 - Invest in **the VisitBrighton brand** by sharing it across the tourism industry, applying it to inform city investment and development priorities, using it to guide marketing and promotion, and expanding its use into other city functions
 - **Work closely with regional partners** where it helps to boost Brighton's positioning as the city in the region and delivers new tourism activity
 - Raise the city's **profile with national decision-makers** to realise tourism objectives and access support and funding

Partnership & Advertising

Key Market Sectors

We will continue to target the following sectors:

Brighton & Hove

- Non tourism business for business directory (see below)
- Sussex attractions and accommodation
- Guest Accommodation – Hotels, B&Bs, campsites, hostels
- Self-Catering accommodation – agencies, private owners, universities
- Entertainment venues, pubs, bars and night clubs
- Shops
- Restaurants, cafes
- Activity Providers
- Language schools
- Conference Venues
- Conference services
- Outdoor event organisers

Brighton Plus

Developing an enhanced portfolio of products to encourage day visitors to convert their stay to overnight and increase the length of overnight stays:

- Attractions
- Accommodation – larger spa hotels and self-catering agencies
- Vineyards
- Campsites
- Restaurants
- Shops

Non Tourism businesses

Recognising that 24% of visitors to visitbrighton.com originate from the local area, we will enhance the site with a directory for non-tourism businesses including: estate agents, digital agencies, solicitors etc. offering them a reduced package of benefits to include their listing and attendance at VisitBrighton networking events.

Partnership Year

Partnership Rebook

- New partnership year will start April 1st
- Rebook will be an opt in system, for GDPR compliance, each business will have to confirm

Partner Events

VisitBrighton will continue to host networking events for partners and will also use this opportunity to invite non partner businesses with a view to cultivating new relationships.

The events will also continue to include a business element in terms of external guest speakers

- May/June – in partnership with Sussex Wineries, venue TBC
- Late September - TBC
- Christmas – TBC

Partnership Lead Generation

New Brochure

- Jan 2019 - new sales brochure
- To be distributed personally to target businesses Feb onwards followed by calls and individual appointments

Publicising Partnership Programme

- Promotion of partnership video on social media on LinkedIn and directly to potential clients
- Issue local press releases highlighting Partnership Programme milestones
- Utilise social media feeds
- Grow contacts and activity on LinkedIn

Industry Events

- Business Expo in October

Local Industry Organisations

We will:

- Work collaboratively with local organisations to optimise partner benefits and to promote the partnership scheme to new businesses including (but not exhaustively): The Bid; North Laine Traders; Hove Business Association; Brighton Marina: Hove Business Association, Restaurants Brighton and Sussex Chamber of Commerce
- Optimise our Sussex Chamber of Commerce membership, working to promote partnership with VB
- Work closely with BHCC Regeneration and Economic Development teams, collaboratively promoting Brighton & Hove domestically and internationally
- Promote advertising opportunities to larger events coming to the city either directly or through festival organisers
- Sit on the Destination Experience Group, working collaboratively with city stakeholders to formulate and deliver a Destination Management Plan

Advertising: Optimising Partnership

We will offer a wide range of advertising opportunities across our website and in print these include:

- Hero images
- Vertical Banners – new
- ‘We Recommend’ banners
- Website section banners

- Dedicated consumer newsletters
- City Map
- Shopping, Eating & Drinking Guide
- Mix and match of any of the above

Bespoke options are also available, allowing Partners to enhance their presence to market, over and above the basic partnership.

On-line leisure accommodation booking

To optimise online accommodation bookings for partners, we will signpost the visitor journey on vb.com to the accommodation micro site. All hotels will have a direct link to their websites with a 'Book Now' button.

During 2019 we will:

- Encourage accommodation providers to use the conference delegate booking system to maximise direct bookings
- Encourage accommodation providers to make use of the special offers section, again with a direct booking link

Visitor Services

Call Centre

Over the year the service receives approx. 8000 emails and phone calls, often from consumers who may not have access to the internet and rely on a more traditional way of accessing City information.

During 2019 we will:

- Continue to offer a service for customers, who are often not digitally engaged, offering a high quality, bespoke service, tailored to meet the needs of the individual

Visitor Information Points

Our 15 Visitor Information points provide an essential service for visitors. Locations include: Brighton Mainline Station, the Brighton Centre, Churchill Square, Brighton Library and the Royal Pavilion, who are provided with signage, leaflet racks and given training on dealing with visitor enquiries. They are provided with literature including City Maps, printed guides and information from the main attractions and other partner businesses.

During 2019 we will:

- Increase the number of visitor information points, looking to extend coverage to Brighton Marina, the Volks Railway and into Hove

City Champions and Greeters Scheme

We are lucky to have an enthusiastic core of 11 volunteers, managed by the Visitor Services Executive, who deliver the Greeters Scheme, an international initiative started in the United States offering visitors a unique Greet of the city. This is a free service for up to 6 people at a time to access a residents' personal view of the city. In 2018, 443 visitors were welcomed in 178 Greets. The 11 City Champions are our on-street ambassadors who, mainly at weekends, will be at key locations around the City helping visitors as well as handing out maps and guides.

During 2019 we will:

- Increase the number of volunteer City Champions from 11 to 20. We will increase awareness of the volunteering opportunity via the Volunteer Plus platform, our social media and in the visitor services section of visitbrighton.com
- Raise awareness of the Greeter Scheme via social media and digital referral sites, such as TripAdvisor, and our partner businesses, thus increasing the greets booked

Print Distribution

This includes regular delivery of maps (300,000), printed guides (50,000) and Bedroom Browsers (9000 per quarter) to all our Visitor Information Points, partner hotels, language schools, regional visitor information centres in the South East, conference organisers, travel trade operators and trade shows and events either in Brighton or further afield in the UK and abroad. Literature is also distributed via City Champions.

During 2019 we will:

- Continue to offer an effective distribution network, ensuring high quality information is easy available to visitors

Marketing

The main objective of all activity listed in this Marketing Plan will be to increase the value of tourism in the city as outlined in the Brighton & Hove Visitor Economy Strategy. The key target markets will be as follows:

- Urban Dwellers who are active and frequent break takers, with an optimistic and socially liberal outlook
- UK based within an hour to 4 hours travel time
- International cities with direct routes to Gatwick
- 55+ people living active lives and willing to travel off-peak / out-of-season
- Pre-family, childfree and empty nesters who can travel outside of the school holidays

We will continue to use the current destination brand of Brighton as a free-thinking city but also to build on this with a particular emphasis on Culture & Wellbeing including heritage, the arts, architecture, festivals & events, good food, fresh air, nature and escape.

Whilst the plan has been divided into Offline and Online Marketing activity, in practice messaging will be enhanced and amplified across all of our channels:

Offline Marketing

Media & PR

Our media and public relations activity is an essential part of the marketing mix as it enables us to communicate the City's key selling points and stories in a cost effective manner and deliver the greatest levels of Return on Investment.

Domestic

- Maintain UK PR agency to ensure Brighton & Hove remains 'top of mind' for UK leisure media with specific focus on promoting Brighton as a destination aligned with 'wellness' and 'culture'

- A separate PR plan has been developed which focuses on four main activities– Press Office, Photocalls, Press Trips & Influencers (for more details see visitbrighton.com/plan-your-visit/work-with-us).
- Work with VisitEngland, Tourism South East (TSE) and the National Coastal Tourism Academy (NCTA) to maintain & raise awareness of Brighton & Hove to domestic visitors and travel trade

Media Briefings

Produce and distribute quarterly briefings containing the latest news and major events, maintaining the focus on ‘wellness’ and ‘culture’.

Press Trips

Encourage media to experience the city to write about different elements of the city’s tourism offer such as the amazing attractions, superior shopping and fabulous food & drink with a specific focus on encouraging overnight stays and extending short breaks, broadening the offer to encompass the Brighton Plus area.

Overseas

- Maintain PR agency in Germany to maximise awareness in this key market, focusing activity on pre and post-nesters
 - An ‘Activation Plan’ detailing all German PR activity for 2019 is available at: visitbrighton.com/plan-your-visit/work-with-us). In addition to working with traditional print media we will also host more trips for influencers
- Maintain PR agency to represent VisitBrighton in China to maximise awareness in a key growing market
- Engage and contribute to international campaigns run by VisitBritain including #MyMicroGap experiential campaign
- Participate in international campaigns led by VisitBritain and Tourism South East – including ‘Go! China’ campaign
- Participate in Near Europe marketing campaign in association with Tourism South East as well as the National Coastal Tourism Academy’s European England’s Coast campaign
- Participate in Vakantiebeurs, Netherlands (leading European consumer show) showcasing Brighton to 120,000 Dutch and Belgian visitors
- Host international media to showcase Brighton & Hove worldwide

Publishing Collaborations

London is the biggest source market for visitors to Brighton & Hove. In 2019 VisitBrighton will continue its partnership with:

- London Visitor Magazine – schedule of year-round editorial / advertising in dedicated ‘Brighton Visitor’ section

In addition to this we will also explore other media collaborations with national titles.

Print Items

Continue to support our Partners through the production of ‘core’ print items to inform and assist visitors on their trip to the city.

- Brighton & Hove City Map – April 2019
- Bedroom Browser – continued quarterly publication throughout 2019/20
- Shopping, Eating & Drinking Guide –redesigned to become a more aspirational publication appealing to urban dwellers

Online Marketing

Continued programme of SEO activity in order to grow visitor numbers to visitbrighton.com.

Key Developments:

- Review vb.com to ensure all content delivers for our partners businesses whilst still being inspirational for our target markets.
- Increase use of the blog for content creation as this is useful for hosting dynamic content and improving SEO. Invite trendsetters and influencers to write guest posts and act as Brighton ambassadors in order to penetrate the 'filter bubble' (*For more details on the Filter Bubble please see - VisitEngland's The Future Travel Journey*)
- Social Media - Increase number of competitions hosted through our social media channels to grow followers and give our partners increased exposure
- Digital campaigns - Build on the success of the Meet the Neighbours campaign by running more digital campaigns to reach new potential visitors across the UK
- Explore options for a new app which will offer added benefit to our visitors, potential visitors and our partners

Photography, Video and Mixed Media

In 2019 we will commission photography which includes people to illustrate the attractive qualities the city has to offer the time-sensitive urban dweller.

Thematic Campaigns

Throughout 2019/20 we will deliver a series of campaigns, this will include seasonal content to tie in with national holidays such as Easter, School Holidays, Father's Day, Halloween, Bank Holidays etc as well as hashtag days on social media, for example, #StarWarsDay #NationalDonutDay #NationalSelfieDay.

In addition to these we will run thematic campaigns showcasing Culture & Wellness in Brighton as well as the wider Sussex region. Seasonal & thematic campaigns will include a mixture of online content and promotion as well as PR activity.

The following list of campaign themes is not exhaustive but gives an indication of the plans & ideas for the year:

Festivals in Brighton

During May Brighton becomes Festival City with the Brighton Festival, Brighton Fringe, Artists Open Houses and The Great Escape bringing culture to venues across the city, into the streets and out into the wider region. Using the May festivals as a hook the campaign will demonstrate that Brighton is a cultural hub with a year-round programme of events.

Shopping

Brighton's independent shopping has always been an important point of differentiation from other destinations identikit high street shops. This year the launch of the Hannington's Lane and the redevelopment of this area will become an important news story for the city.

Quadrophenia

The iconic film will be celebrating its 40th anniversary in 2019 giving visitors a chance to relive the music and fashion of the era. The Mod sensibilities will still resonate with a modern audience and will demonstrate the fact that Brighton is a free-thinking city.

#MyMicroGap

VisitBrighton will develop content inline with VisitBritain's national #MyMicroGap campaign. The concept is that people are no longer able to take a full Gap Year but a weekend or short break can become a micro gap giving people the opportunity to learn a new skill, immerse themselves in a different culture or experience something new outside of their normal comfort zone. #MyMicroGap is opportunity to showcase experiential itineraries and content from Brighton & the surrounding area.

Arts in the City

Autumn will be about arts & culture in the city as the first phase of works on the Brighton Dome estate will be completed with the reopening of the Corn Exchange. 2019 also sees the return of the visual arts festival HOUSE biennial alongside annual events including the Early Music Festival and CineCity.

Conferences

Business tourism is high value. Prestigious events bring Brighton a positive profile in the marketplace nationally and in Brighton's target industries. Conferences can showcase local talent and cutting-edge research, exposing Brighton businesses to national and international business markets. Conferences support the volume and viability of the large number of hotels in the city because they deliver weekday business, generally out of season.

The growth opportunities are about deriving added value from existing strengths and markets and using Brighton's proximity to London creatively and productively.

In addition we will:

- Develop London as a source market for corporate business – to attract some of this business to Brighton, taking advantage of good transport links and a seaside location.
- Exploit London Gatwick - target international markets served by airlines from Gatwick.
- Promote Brighton as a compact conference destination – 'small is beautiful'
- Work closely with the universities and medical sector, further developing the Ambassador Programme.
- Encourages conference businesses to use the Brighton Brand in their sales and marketing collateral.

Association Sector (Domestic)

The most enduring and high performing sector for the Convention Bureau, delivering in 64% of confirmed business.

Sector Research & Lead Generation

- Continue to research events and conferences held in domestic competitor destinations and pro-actively engage with organisers
- Secure repeat business through regular engagement and effective client management.
- Integrate a new Customer Relationship Marketing (CRM) System.
- Participate in industry events and shows (see **Appendix I**)

International Meetings, Incentive, Conference and Events (MICE) Sector

Awareness of Brighton already exists and we shall strive to translate that awareness into new leads and business for the city.

Sector Research, Lead Generation and Product Development

- Grow and develop the Ambassador Programme, working collaboratively with citywide academics and medics to promote Brighton to an international audience.
- Forge closer relationships with Brighton's key industries to nurture new international events

- Pro-active and targeted sales call activity to audience to generate leads.
- Work collaboratively with VisitBritain to exploit international sales opportunities (see Appendix I).
- ICCA database research to identify international conferences.
- Continue to deliver and further develop a portfolio of Incentive, Experiences and Team Building itineraries to engage with this high value market sector.

Corporate Sector

Representing 19% of all provisional and confirmed business during 2018, we recognise there are opportunities to grow our market share in this short lead, high budget market.

Corporate Sector Research & Lead Generation

- Pro-active sales activity to generate leads, with particular focus on the London market.
- Research corporate led events and conferences that are held in competitor destinations both domestically and internationally to generate new leads and events
- Collaborate with Tourism South East (TSE) under the 'Meet Beyond London' brand.
- Organise a face-to-face sales event in London to engage with corporate planners
- (see **Appendix I**)
- Participate in industry events and shows that will give us access to corporate planners (see **Appendix I**)

VisitBrighton Ambassador Programme

Brighton's excellence across a broad spectrum of industries, academic, medical and scientific disciplines is harnessed by the VisitBrighton Ambassador Programme, which provides support services, tools and advice to individuals who are interested in attracting a national or international meeting in their specialist area to the city.

Ambassador Programme Lead Generation & Activity

- Educate, inform and harness new Ambassadors through participation in BSUH, University of Sussex and University of Brighton networking events and face-to-face meetings and identify "future leaders" who are active and ambitious within the institutions.
- Establish greater links with Brighton's key industries to identify potential new Ambassadors.
- Create positive PR for any Bid wins.
- Work with VisitBritain to help establish UK-wide Ambassador Programme.
- Organise networking events for new and existing Ambassadors (see *Appendix I*)

Exhibitions, Events & Familiarisation Visits

Face-to-face sales platforms are vital to the ongoing success of the Bureau as they present an opportunity to; generate new leads and contacts, raise destination awareness, build relationships and gain a greater insight into the needs of our clients.

Planned Activity

- Continue organising familiarisation visits, hosting conference buyers in the City to introduce them to the Brighton portfolio of venues.
- Exhibit at relevant trade shows and events.
- Work collaboratively with conference level partners to undertake activity.
- Participate internationally in VisitEngland co-ordinated events to maximise exposure.

- See **Appendix I** for full details of events

Convention Bureau Social Media & Website

Social Media (Twitter)

- Cease using VisitBrighton's main twitter feed @Love_Brighton and return to the existing @BrightonCVB twitter account for a more targeted audience.
- Target conference planners, associations and conference delegates/organisations attending events in the city.
- Engage with influencers across the MICE sectors and engage with industry professional organisations/bodies.
- Raise awareness of the VisitBrighton Ambassador Programme.
- Utilise social media platforms to maximise presence and drive footfall at the trade shows, exhibitions and sales events.
- Drive user generated content.

Website (visitbrighton.com/conferences)

- Review and develop visitbrighton.com/conferences content
- Look to develop and grow the Brighton & Beyond offering for conference planners.

Conference Delegate Accommodation Booking Service (CDABS)

CDBAS is highly valued and beneficial service for conference planners holding events in the City and is a proven revenue stream for VisitBrighton.

Planned activity

- Work collaboratively with B&HCC Outdoor Events team, BSUH and BSMS to maximise any opportunities to promote our service
- Work closely with organisers prior to their conference in the city to ensure maximum exposure of service to delegates thus achieving optimum booking numbers
- Proactively research meetings and conferences coming to the city or neighbouring regions to offer the service of CDABS to planners and organisers
- Promote the services of CDABs within the existing VisitBrighton Event Support Package to generate new revenue streams from events/festivals/shows coming into the city
- Provide refreshers and training sessions for new and existing accommodation providers.

Conference PR & Marketing

We will continue to proactively work with a range of key domestic industry publications.

- Secure features in key conference & business media titles eg: Meetings & Incentive Travel, Conference & Incentive Travel etc. and engage with editors and journalists
- Support key features with targeted advertising.
- Provide content to VistEngland's Business Visits PR and Marketing team.
- Investigate engaging VisitBrighton's existing overseas leisure PR Agencies to help position Brighton to overseas MICE organisers.
- Commission new conference video.

- Commission new 'conference' photography / imagery.

Convention Bureau Partnerships

Having strong partnerships with local, national and international organisations is instrumental in helping the Convention Bureau achieve its objectives and targets.

International

- Continue to work with VisitBritain/VisitEngland and their overseas representatives.
- Strengthen relationship with VisitBritain's Business Visits and Events team.
- Increase Brighton's ranking on the International Meetings Association (ICCA) index of international conference destinations.

National

- Work with MIA Destination Group, networking and sharing best practise with UK counterparts.
- Continue to collaborate with Tourism South East (TSE) under the 'Meet Beyond London' brand

Local

- Carry out quarterly Sales Managers Meetings for the city's Sales Managers
- Identify any opportunities to engage, network and raise awareness of VisitBrighton to the Gatwick Airport, Gatwick Diamond economic area and/or the Coast to Capital LEP

BioCultural Heritage Tourism Project

Working in collaboration with three other Biospheres in England and France, Brighton & Lewes Downs Biosphere Reserve (The Living Coast) has secured over £330,000 in local funding from the European Regional Development Fund for a 3 year project on BioCultural Heritage Tourism (BCHT), running from 2018 - 2021. The aim of the project is to increase the economic value of tourism whilst conserving the natural sites and safeguarding the heritage and know-how stemming from cultural practices that connect people and nature.

Project objectives

- Develop a strategic planning tool which will assist in the management of visitor flow
- Create a local network of eco-engaged businesses, encouraging them to improve the visitor experience and take part in a more sustainable approach
- Launch pilot activities to give visitors the opportunity to conserve nature by actively getting involved in authentic experiences

Furthering the work of VisitBrighton

- Through the generation of a 'master planning tool', we will be identifying opportunities to manage the future visitor flow in both space and time. The focus be on encouraging visitors to come in off-peak times and to also offer opportunities in other areas from the well-known 'hotspots'
- As the project covers the whole Biosphere reserve and not just the city centre, it will assist in developing the enhanced portfolio of products/services in the Brighton Plus region
- Through promoting the project to local organisations, there is a potential to recruit new partners
- There is a strong focus on working in partnership with regional and local partners, including the Southdowns National Park Authority and neighbouring authorities
- We will be engaging with local businesses interested in the concept of BCHT, encouraging and supporting them to produce new products/activities for visitors. We will be creating a platform for these businesses to meet, network and work together to strengthen the local offering. They will also have the opportunity to engage with local businesses from the other three biospheres to share best practice and cross-pollinate ideas
- VisitBrighton will be able to increase its reach to target visitor markets through the collaborative marketing between the four project partners (two partners are based on France)
- Encouraging people to get outside and connect with nature and therefore conforms to the focus on 'culture and wellness'
- The target markets of BioCultural Heritage tourism products and activities are in-line with the priority markets of VisitBrighton
- The pilot experiences will be about promoting the authentic culture of Brighton and will immerse visitors in local culture and tradition. This will help build the relationship between the visitors and the city and encourage repeat (and extended) stays

The project will run from September 2018 to September 2021, so not all activity will happen in the 2019/20 period, but we will be working towards these end goals.

Appendix I

VisitBrighton Activity Calendar 2019/2020

Additional events/activity may be added during the year and are subject to change.

Event	Date	Location	Sectors/Audience
VisitBrighton Fam-Trip	1-3 March	Brighton	Domestic Conference Organisers (Association & Corporate)
MeetGB <i>Activity with VisitBritain</i>	11-12 April	Windsor	Europe & North America Conference Organisers (Corporate, Association & Agency)
GANG Meeting <i>Great Ambassador Networking Group</i>	1-2 May	Aberdeen	UK & Scotland Destination colleagues
IMEX <i>Activity with VisitBritain</i>	21-23 May	Frankfurt	International & Domestic Conference Organisers (Corporate, Association & Agency)
VisitBrighton Ambassador Networking Event	6 June	Brighton	VisitBrighton Ambassadors
UK Meetings Show <i>'Small is beautiful' theme</i>	26-27 June	Olympia	International & Domestic Conference Organisers (Corporate, Association & Agency)
UK Meetings Show <i>Post Show Client Site Visit</i>	27-30 June	Brighton	International & Domestic Conference Organisers (Corporate & Association)
VisitBrighton Fam-Trip <i>For London based planners</i>	October	Brighton	Domestic Conference Organisers (Association & Corporate)
IBTM World <i>Activity with VisitBritain</i>	19-21 November	Barcelona	International & Domestic Conference Organisers (Corporate, Association & Agency)
VisitBrighton Ambassador Networking Event	November / December	Brighton	VisitBrighton Ambassadors
London Sales Event <i>New event for VisitBrighton</i>	December	London	Domestic Conference Organisers (Agency & Corporate)
Business Events Lunch <i>Activity with VisitBritain</i>	February 2020 (2 days)	Europe	European Association Organisers
Business Events Lunch <i>Activity with VisitBritain</i>	March 2020 (2 days)	Europe	European Association Organisers