

# EXPERIENCE WEST SUSSEX



## West Sussex Tourism Symposium 2024

**EXPERIENCE  
WEST SUSSEX**



# Agenda for the day

0940 Richard Freeman - The Agenda

0950 Welcome from Experience West Sussex - Jo Williams

1000 Panel Discussion - Shaping the Future of Sussex Tourism

1045 Break

1100-1130 Breakout 1 - workshop (30 minutes)

1140- 1210 Breakout 2 - workshop (30 minutes)

1215-1250 Panel Discussion - Destination Sussex

1250 Plenary Summary & thank you

1300 Networking lunch

1400 Close



**slido**



**With many challenges around the cost of living, climate change, economic and election uncertainty, what are you seeing as the immediate challenges for your business right now?**



# EXPERIENCE WEST SUSSEX



Welcome from  
Experience West Sussex  
- Jo Williams

**EXPERIENCE  
WEST SUSSEX**

  
Our  
South  
Downs  
People, Place, Prosperity



# WEST SUSSEX VISITOR ECONOMY 2022

EXPERIENCE WEST SUSSEX

This infographic summarises the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022.

The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd.

21.6M VISITORS



£2.02bn VALUE



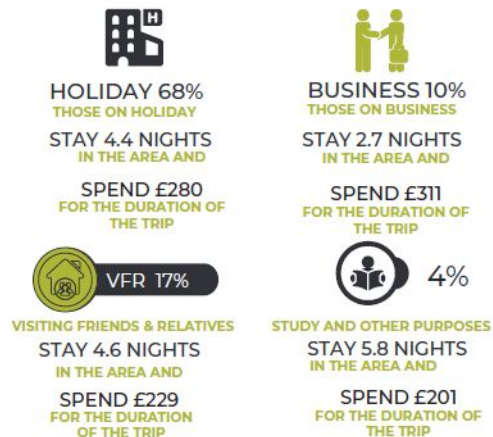
36,810 JOBS



## PURPOSE OF VISIT BY EXPENDITURE

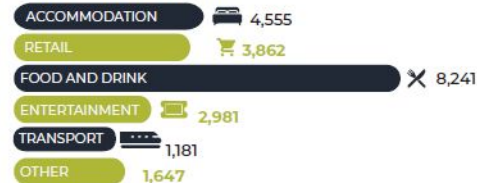


## PURPOSE OF VISIT BY VOLUME OF TRIPS



## EMPLOYMENT AND EXPENDITURE

### DIRECT TOURISM JOBS



### DIRECT EXPENDITURE



## VISITOR BREAKDOWN



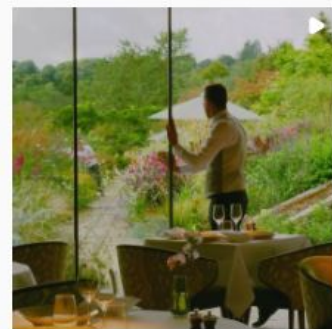
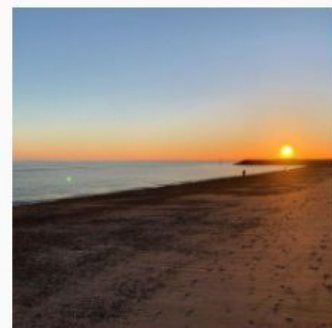
VALUE OF TOURISM IN WEST SUSSEX (BILLIONS)



TOURISM JOBS IN WEST SUSSEX



TOURISM VISITORS IN WEST SUSSEX (MILLIONS)



# Visit Britain inbound tourism forecast 2024

Forecasting a strong recovery for inbound tourism 39.5m visits predicted (5% growth) and £34.1bn spend (96% of 2019\*)

Long-haul markets -101%

European markets - 95%

See Things Differently campaign

Screen tourism commitment

\*Adjusted for inflation

## 2024 Inbound tourism forecast Overseas visits to the UK



Source: International Passenger Survey to 2020 and 2022; VisitBritain model and forecasts for 2021, 2023-24.  
(m = millions)



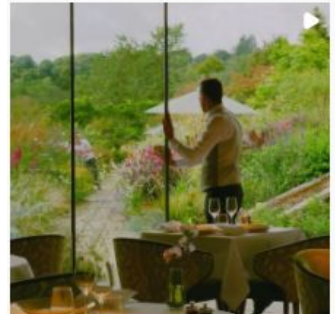
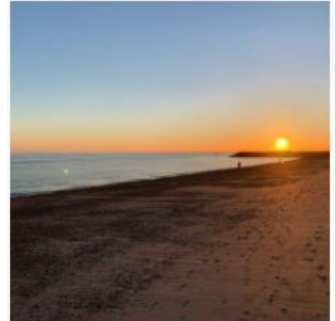
#2024forecast

[Inbound tourism research](#)

# Domestic Sentiment Tracker - February 2024

- **81%** of those surveyed in January 2024 **intend to take an overnight domestic trip** over the next 12 months (compared with 72% in January 2023).
- The **top barrier** to taking an overnight domestic trip is **'the rising cost of living'** (37% up from 32% in January).
- **Overnight trip intentions** have improved since last Summer **now at highest levels since tracking began:** 82% in the next 12 months.

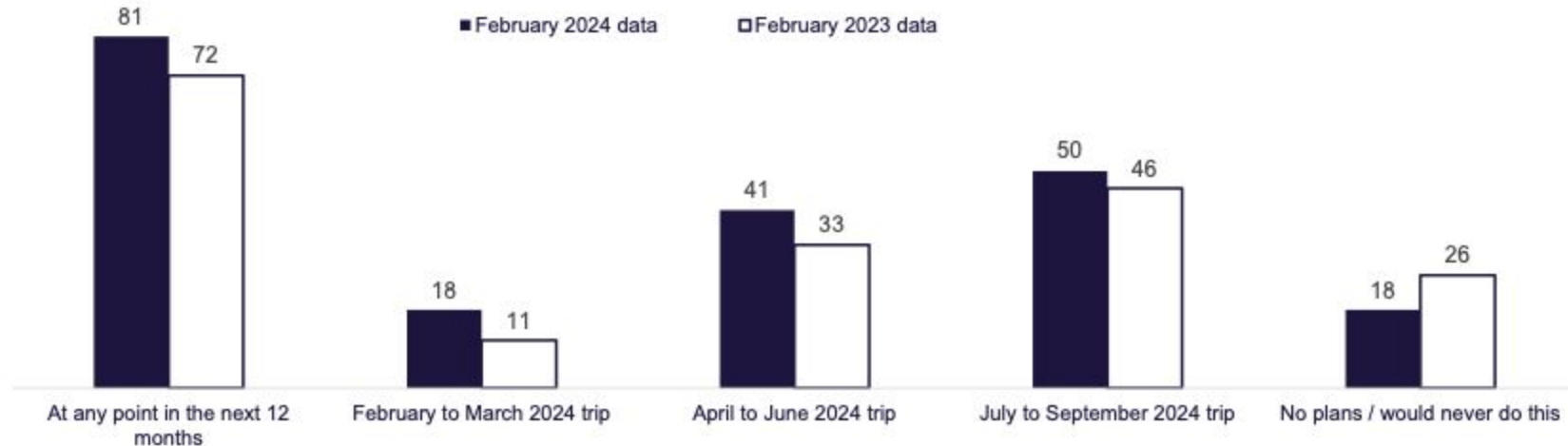
[UK Domestic Travel Sentiment Tracker | VisitBritain.org](#)





## **Overnight domestic trip intentions are above the levels anticipated back in February 2023, 81% are planning a trip in the next 12 months compared to 72% a year earlier**

Figure 5. Proportion anticipating going on any overnight UK trips, Percentage, February 2024, UK



Question: QVB2a. Thinking of your next UK holiday or short break, when are you likely to go on this trip? QVB2b. And when else do you anticipate going on a UK holiday or short break? Base: All respondents. February 2023= 1,757, February 2024 = 1,755. Note: Multiple choice question. Totals may exceed 100% as some respondents anticipate taking multiple trips across several time periods.



54.7k  
social  
media  
followers

25k  
subscribers  
46%  
open rate



## 2023 Marketing Headlines



515k  
website  
visitors

173k  
outbound  
link clicks



**EXPERIENCE**  
**WEST SUSSEX**

2024

# EXPERIENCE SUSSEX

#EXPERIENCE SUSSEX

#LVEPS

#COLLABORATION

#AMBITION

#STEP CHANGE

VisitEngland 

 LONDON  
GATWICK

**Local Visitor  
Economy  
Partnership  
Programme**

visitBrighton  
[www.visitbrighton.com](http://www.visitbrighton.com)

## Sussex Tourism Organisations

HORSHAM DISTRICT

 SOUTH  
DOWNS

Wealden Do

 SOUTH EAST ENGLAND

SUSSEX  
MODERN

EXPERIENCE  
WEST SUSSEX



1066  
Country

 THE GREAT  
SUSSEX WAY

Sussex  
by the  
Sea

visitBrighton

 Discover  
Worthing

VISIT  
EASTBOURNE

#TAKING SUSSEX TO THE WORLD #WINE TOURISM #DATA COLLABORATION #MICE #REGENERATIVE

#RESILIENCE #NETWORKS #PRODUCT DEVELOPMENT #CONNECTIVITY – TRANSPORT AND DIGITAL #SKILLS

#HEALTH AND WELLBEING



## Celebrating West Sussex - business support here today

- ❖ Experience West Sussex
- ❖ South Downs National Park
- ❖ Sussex By the Sea
- ❖ The Great Sussex Way
- ❖ Mid Sussex
- ❖ Horsham
- ❖ Time 4 Worthing
- ❖ Fox & Bear
- ❖ Really Regenerative CIC
- ❖ West Sussex Brighton & Hove Careers Hub
- ❖ Sussex Chambers of Commerce
- ❖ Brighton University - Green Growth UK
- ❖ Sussex Film Office
- ❖ Blundens



# Panel discussion: Shaping the Future of Sussex Tourism

**Panel Host:** Richard Freeman, Always Possible

**Panelists:**

Chris Hannon - South Downs National Park Authority

Rachel McCaffrey - Visit England

Karen Tyrell - Aldingbourne Country Centre

Kirsty Goring - Wiston Estate

Simon Green - Stubcroft Farm Camping



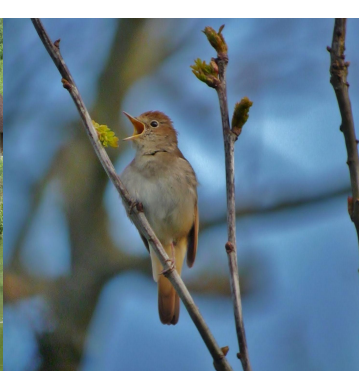
BLUNDENS

# AI Impact And Digital Development For Tourism

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Build a Future with AI

Presented by Gary Blunden



# Riverside Chat

Exploring the potential of nature-based tourism

Chris Hannon - South Downs National Park

Lloyd Gofton - Sussex Dolphin Project

Nick Hempleman - Knepp Estate

Hosted by Jenny Andersson - Really Regenerative CIC



# Panel discussion: Destination Sussex

Panel Host: Richard Freeman, Always Possible

Jo William - Experience Sussex Manager

Claire Ford Visit England

Join the Q&A using this QR code  
Or go to Slido.com - code:

**#sussex**