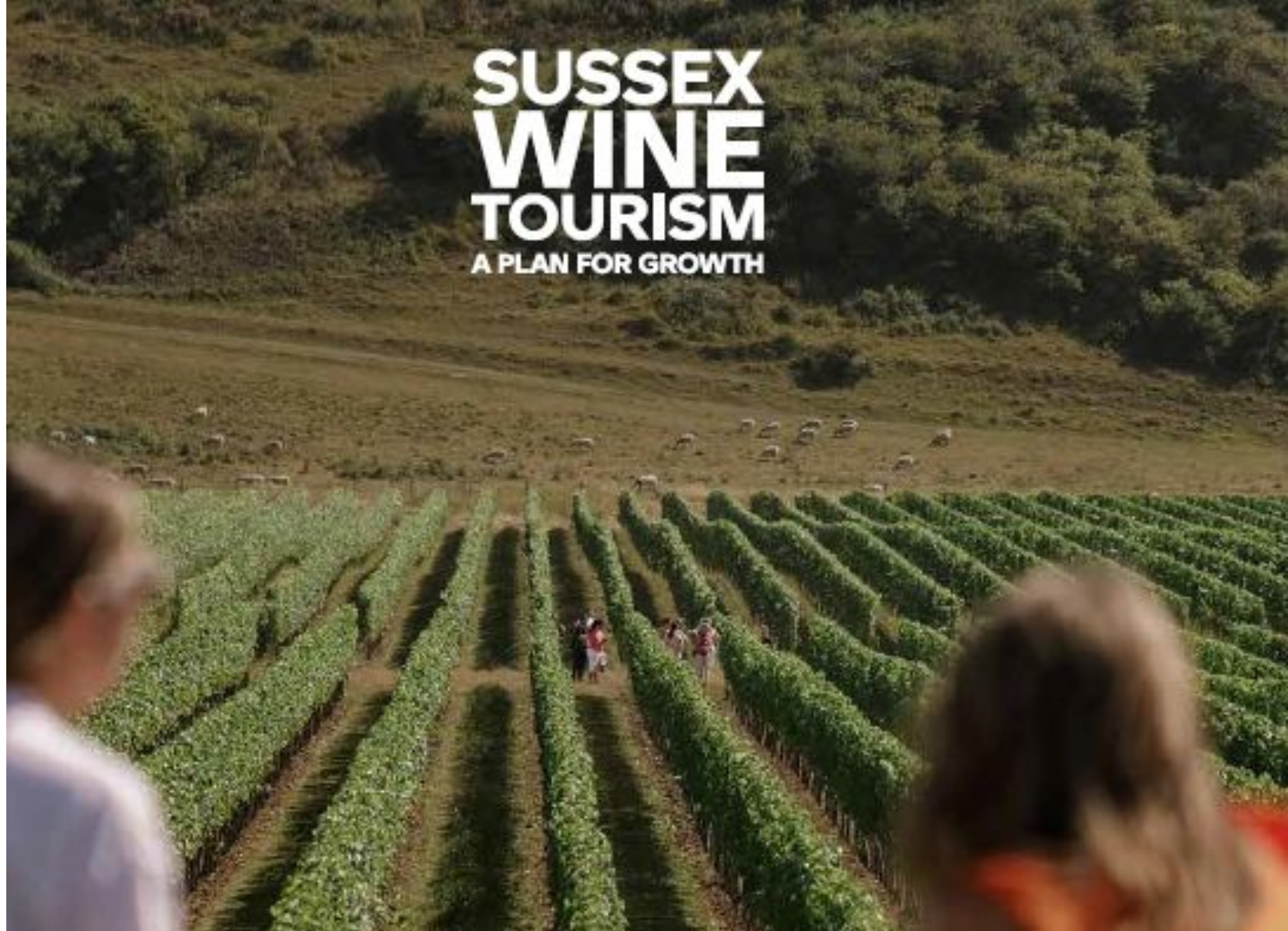




# SUSSEX WINE TOURISM

A PLAN FOR GROWTH





**UK WINE  
INDUSTRY  
£658M  
BY 2040**



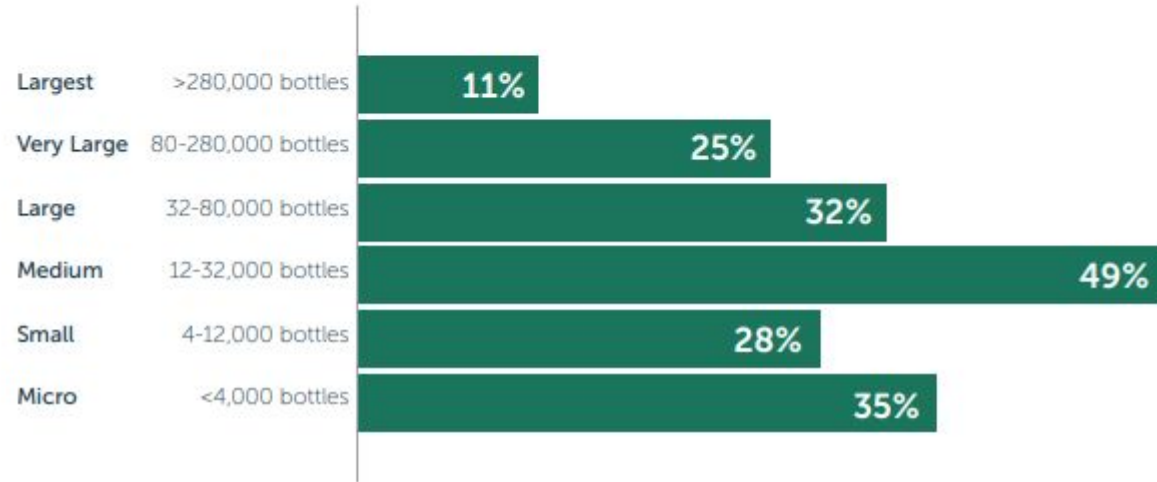
**888  
HECTARES  
UNDER VINE  
25%  
UK TOTAL**

**138  
SUSSEX  
VINEYARDS**

[Sussex-Wine-Tourism-Plan-2023\\_compressed.pdf \(experiencewestsussex.com\)](#)

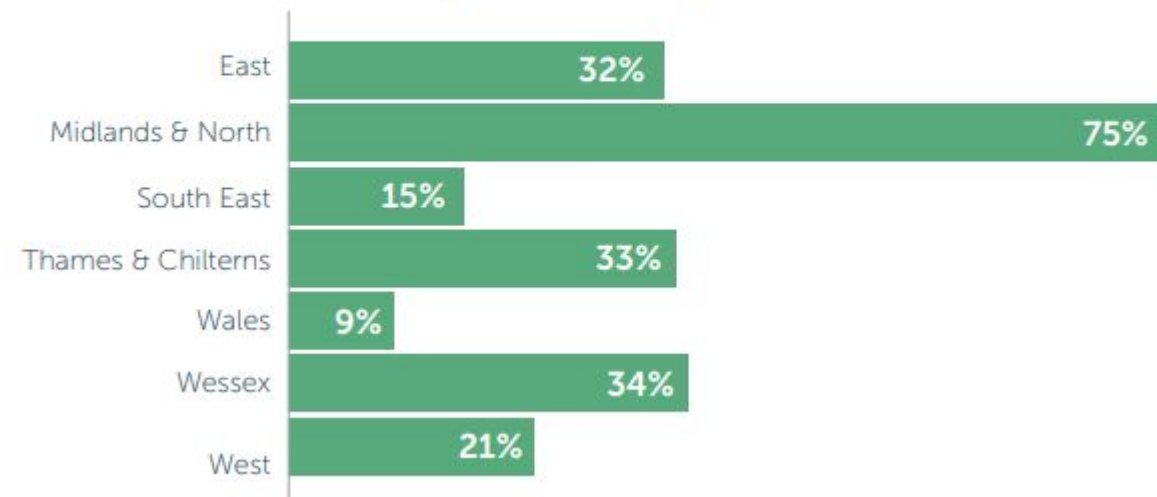
# Wine Tourism

Tourist income as % of total revenue - by size



Inbound currently  
accounts for <10%

Tourism income % - by WineGB region



# Sussex Stories Development 2023

## Sussex Visitor Economy Initiative

### DEFINING WHAT MAKES SUSSEX SPECIAL

Throughout the workshops we identified what elements of Sussex make it unique and special, and common themes emerged that can be used as part of the narrative:

#### Sparkling personality

Sussex has a creative, radical and 'fiery' personality. It has a rebellious side, but is very open and welcoming (feisty but classy), inspiring a vibrant energy that sets Sussex apart.

#### Wine experiences

Viticulture is not exclusive to Sussex, but when you mix its charming wineries, passion for quality, and incredible locations, you gain access to incredible curated experiences

#### Invigorating

In Sussex, you can revitalise as you discover the healing power of nature; from invigorating outdoor activities to soothing wellness practices, you'll find yourself in harmony with experiences that nurture mind, body, and soul

#### Iconic events

Sussex is a stage for iconic events that light up the spirit of celebration. Sports, music, film and festivals unite people from all backgrounds, all-year round

#### Freedom

There is something liberating about Sussex, from its scenery to the way people are always welcomed, you feel you can be who you are without compromises, no matter how 'unconventional' you might feel

**Figure 4: Jill's vineyard diagram**

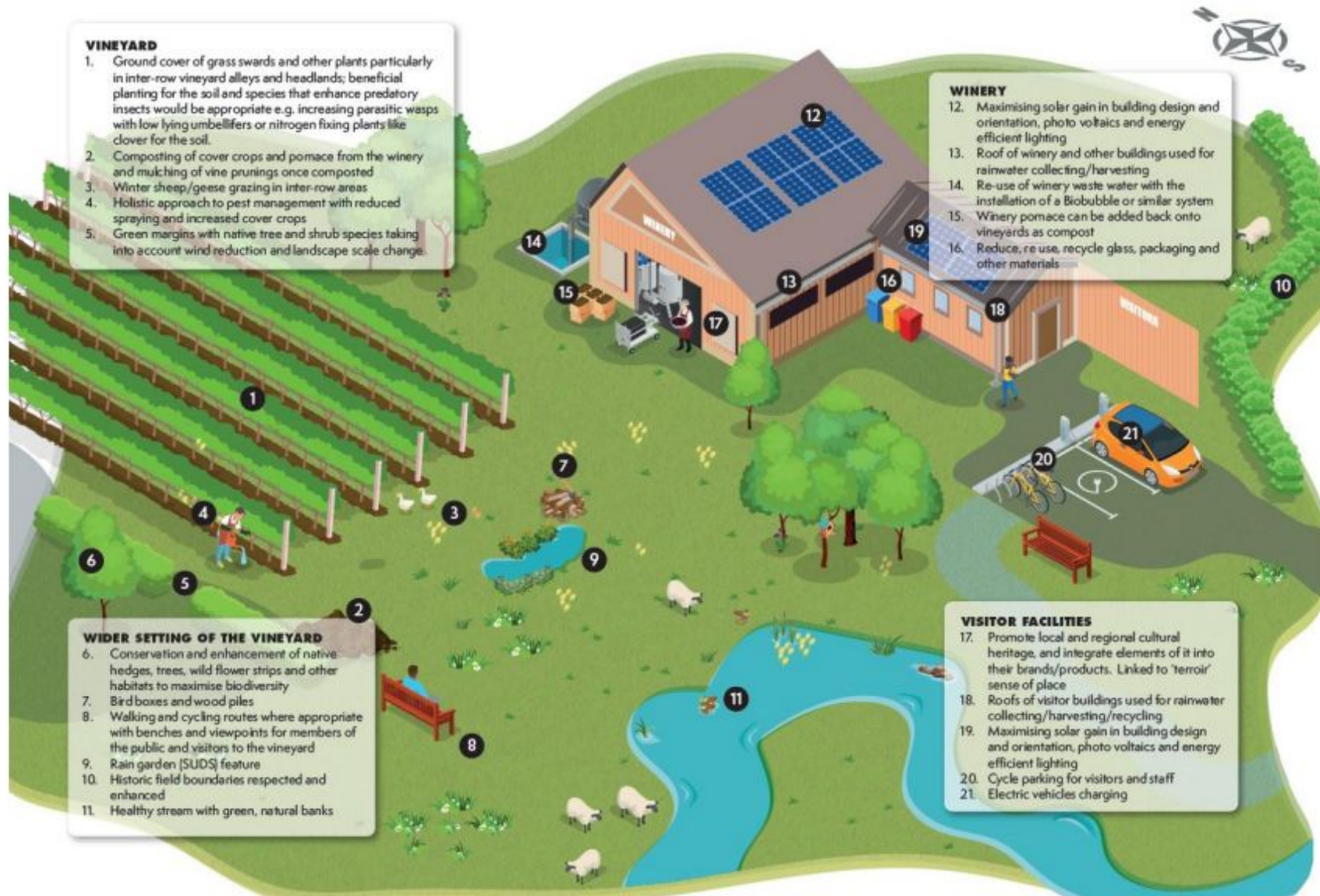
Please note that the measures shown on the diagrams are for illustrative purposes only and are simply indicative of measures that could be used to enhance ecosystem services. It does not form a comprehensive or exhaustive list of ecosystem services measures for viticulture and associated developments.

**South Downs Local Plan**

**Viticulture Technical Advice Note**



April 2021



## Market Trends

**We have observed the emergence of five key trends that are influencing people's travel choices. Sussex is well positioned to capitalise upon visitors' desire for authenticity, willingness to embrace the outdoors and increasing consciousness around sustainability:**

# 'Sussex wine tourism:



**world-class  
experiences,**

**world-  
famous  
wine'**



**WORLD  
CLASS  
WINE  
TOURISM  
EXPERIENCES**

**REPUTATION AS  
A SUSTAINABLE  
TOURISM  
LEADER**

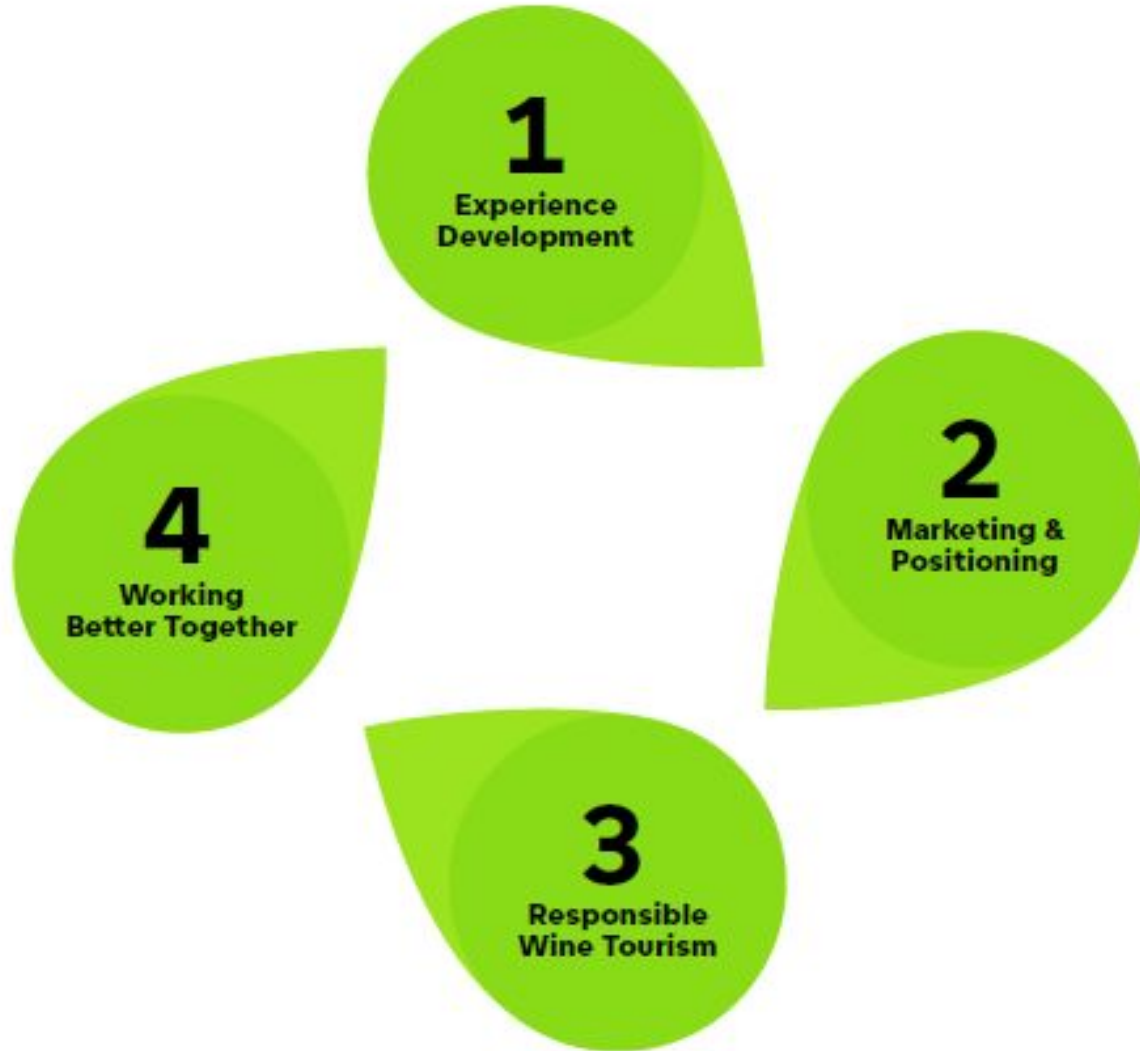
**SUSSEX  
WINE  
TOURISM  
BY 2040**

**£283M  
IMPACT**

**3633  
NEW JOBS**



## Four Areas of Focus for Growing Sussex Wine Tourism



## Experience Development Journey

