

Visitor Economy Strategy for Growth 2024-2034

Overview of Priorities & Objectives

Incredible Experiences

Upgrade Infrastructure

Advocate for tourism needs in transport, accommodation, planning, and digital connectivity

Sustainable Travel

Promote car-free and active travel options

Accommodation Strategy

Develop a proactive plan to meet future visitor needs

Product Development

Support bookable experiences in wine tourism, nature, heritage, culture and local food & drink

Events Calendar

Curate and promote year-round events to drive off-peak visits

A Positive Impact

Target Growth Markets

Focus on high-value domestic and international leisure and business (MICE) visitors

Pan-Sussex Campaigns

Collaborate with VisitBritain and gateways like Gatwick to raise Sussex's profile

Thematic Itineraries

Create cross-cutting visitor journeys to inspire bookings

Wider Regional Role

Align tourism with other Sussex objectives, including community, education, inward investment and environmental goals

Innovation, Productivity, Accessibility & Sustainability

Skills Development

Integrate tourism needs into local and national skills strategies

Inclusive Tourism

Improve accessibility and inclusivity, sharing best practices across the sector

Sustainability Certification

Explore global accreditation and recognition for Sussex

Local Supply Chains

Champion Sussex-based products and services

Digital Innovation

Partner with universities and the tech sector to enhance visitor experiences and marketing

Data & Insights

Establish a pan-Sussex hub of curated and collated research to support decision-making

Collaborative, Connected & Pioneering Sector

Leadership Framework

Support local leadership and innovation, working closely and collaboratively with all stakeholders

Funding & Advocacy

Enable pipeline project creation, secure investment and influence policy at all levels

Regional Collaboration

Actively consider neighbouring strategies to maximise collective impact

[Full document](#)

East Sussex
Brighton & Hove
and
West Sussex

Local Visitor
Economy
Partnership

Recognised by



VisitEngland