

Appendix 4 - Actions proposed to target these markets and grow the profitability of the sector.

Action	Short Term	Medium Term	Long Term
Positioning	Develop a strong proposition that reflects Sussex and appeals to target markets	Use positioning in campaign delivery with a focus on domestic (post-covid) then international	Develop tools to support use by tourism industry pan-Sussex
Off the Beaten Track (Camino Sussex)	Bring together right of way/cycling and walking officers to develop pan-Sussex plan	Prioritise development and secure funding (bid) to implement	Develop itineraries and experiences around the emerging network
Sussex Events	Major events and tourism partnership to identify and develop best practice for growing impact	Roll-out and evaluate events impact – develop Sussex reputation for major events	Grow reputation for events innovation
A Year Of...	Develop an outline calendar for Year Of.... Develop plans for first 'Year of...' and form partnership	Roll out first 'Year Of...' and use it to develop new experiences and create strong PR and campaigns	Evaluate each 'Year Of...' to develop lessons to continue the approach
Stay Sussex	Pan-Sussex Hotel Futures Study commissioned to identify gaps and opportunities	Review and develop planning policy, identify development sites and market to developers	Guidance to small scale/independent developers of distinctive accommodation
Sustainable Sussex	Pan-Sussex Sustainable Tourism baseline to identify gaps and opportunities	Develop and identify funding to support actions for public and private sector	Evaluate and monitor progress. Create best practice guidance for tourism industry
Research & Insight	Create Pan-Sussex depository for tourism research. Identify shared research needs	Commission and deliver research (accommodation performance, visitor surveys etc)	Use robust evidence to underpin marketing, development and funding bids
Digital First	Develop digital expertise across the public sector partners identifying opportunities for destination marketing	Identify international best practice in digital delivery of marketing and experience development	Showcase Sussex as a digital tourism leader and strengthen innovation in collaboration with Universities

<p>Business Tourism Development</p>	<p>Agree Memorandum of Understanding for all Sussex Destinations to collaborate in Meetings, Inceptives, Conferences and Exhibitions (MICE) marketing and identify lead delivery partner</p>	<p>Seed fund Pan-Sussex MICE marketing including participation at major industry events and sector marketing</p>	<p>Evaluate and monitor business tourism performance. Develop the capabilities of venues across Sussex</p>
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