



New Visit East Anglia and Anglia Farmers Partnership to Boost Tourism Business Profits

Visit East Anglia is proud to announce a new partnership with Anglia Farmers (AF) that will bring a wide range of purchasing benefits to its tourism business members.

The benefits are also available to Visit East Anglia's local destination partners including Suffolk Coastal, Visit North Norfolk, Norfolk Tourist Attractions Association, Broads Tourism Forum and Visit Norwich.

Visit East Anglia is the leading tourism promotion organisation formed by tourism businesses in both Norfolk and Suffolk. It manages the Visit Norfolk, Visit North Norfolk, Visit Suffolk brands and also undertakes much of the promotion of the region on behalf of Abellio Greater Anglia.

It has joined forces with agricultural purchasing group AF to offer a bespoke package to its members, helping tourism attractions across the east of England save time and money on all their business essentials.

Through AF and its subsidiary Affinity, members can benefit from significant savings on a wide range of products, from fuel and electricity to building materials and electricals. Purchases are made through one single point of contact, saving both time and money for businesses.

This is an important development for tourism businesses as whilst the market is showing encouraging levels of confidence regarding future visitor numbers, businesses are experiencing increased costs that if not addressed, could mean that profitability and eventually sustainability is at risk. The combination of the effective marketing of our destinations bringing new visitors into the region and the cost

saving potential in purchasing through AF is a compelling reason for businesses to participate.

One member already sourcing through AF is the Zoological Society of East Anglia. Director of Operations Martin Dupee said: “The Zoological Society of East Anglia saves over 30% by purchasing its bulk propane gas through Affinity. The association between Affinity, the Norfolk Tourist Attractions Association and now, Visit East Anglia, has given opportunities for others to join and start saving money on gas and other key business costs and I strongly recommend everyone do this.”

Businesses are encouraged to support and join their local tourism organisations and this will give them access to this unique programme. If a tourism business does not have such a local tourism organisation nearby then they can join Visit East Anglia directly.

For more information about this unique partnership, go to visiteastofengland.com/about, call Keith Brown on 0333 320 4202 or email keith@visiteastanglia.net.

To find out more about becoming a member of AF, call the membership team on 01603 881881.

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For press enquiries, contact Hayley Mace on 01603 881827 or email hayley.mace@angliafarmers.co.uk.