Visit East Anglia awarded Suffolk tourism contract

Tourism bosses in Suffolk have awarded Visit East Anglia (VEA) a two year contract to promote Suffolk as an exciting holiday destination.

VEA will take on a key role in driving up visitor numbers and increasing tourist spend, which currently stands at £1.75 billion a year, from June 2013 to March 2015.

They will be tasked with:

- Devising and delivering campaigns to market Suffolk as a premier tourism and cultural destination.
- Managing the visitsuffolk.com website and social media platforms.
- Providing a point of contact for tourism enquiries in Suffolk.
- Representing Suffolk’s tourism offer at local, regional and national events.
- Working with funding partners to develop a strategy for future tourism delivery and growth.
- Working with businesses to encourage take up of apprenticeships and work experience placements in the tourism sector.

The contract is being let on behalf of Suffolk County Council, the county’s seven district and borough councils and the New Anglia Local Enterprise Partnership.

Councillor Richard Smith, Suffolk County Council’s cabinet member responsible for economic development and tourism, said:

“Everyone who lives and works in Suffolk knows that it’s a wonderful and exciting place to visit and spend time with family and friends. But we need to shout about it - and be creative in the way we do so - if we’re going to increase the number of tourists visiting our fantastic county.

“Too often, Suffolk hides its light under a bushel. This is about being proud of Suffolk and showing people precisely why.

“Visit East Anglia has a proven record of promoting Suffolk and causing a buzz about what it has to offer. I’m confident that they understand what’s special about Suffolk and will help our local businesses to make the most of what we have here.”

Keith Brown, Visit East Anglia’s chief executive, said:

“We are delighted to be awarded this important contract which will build on the initial marketing activities that we have developed jointly and delivered on behalf of Suffolk businesses.

“The tourism market, as always, remains very competitive and the competition to attract visitors into our county is fierce. We will be focusing particularly on our cultural and heritage assets in the next two years as well as emphasising our key strengths in our quality food and drink sectors.”

ENDS
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Notes to Editors

The Suffolk tourism promotion contract has been let on behalf of:

- Babergh District Council
- Forest Heath District Council
- Ipswich Borough Council
- Mid Suffolk District Council
- New Anglia Local Enterprise Partnership
- St Edmundsbury Borough Council
- Suffolk Coastal District Council
- Suffolk County Council
- Waveney District Council.

Visit East Anglia is:

- The private sector led organisation to promote tourism in East Anglia.
- Supported by the most successful tourism businesses in Norfolk and Suffolk.
- Managed by experts bringing a unified tourism voice to East Anglia.
- Consumer, customer and membership focussed.
- Committed to making East Anglia the UKs leading visitor destination.

Full details of the membership programme can be found at http://www.visiteastofengland.com/Visit-East-Anglia-Membership.aspx. Businesses can join the VEA membership programme for just £79+VAT.

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