

The Suffolk Coast Tourism Conference

Thursday 7th March 2024

08:30 REGISTRATION AND NETWORKING

09:15 WELCOME & THE SUFFOLK COAST QUIZ!

Annie Willey, Brand Manager of The Suffolk Coast DMO

09:20 UPDATES FROM THE SUFFOLK COAST DMO

David Scott, Chair of The Suffolk Coast DMO

09:40 SIZEWELL C - WHAT ARE THE OPPORTUNITIES?

Rebecca Calder - Sizewell C & Mike Humphrey - Quod

Hear the latest programme update from SZC along with information on the Tourism Fund, the Accommodation Management System, and Supply Chain engagement.

10:10 THE INSIDE TRACK - REAL TIME INSIGHTS TO EAST SUFFOLK'S VISITOR ECONOMY

Julian Evans - The Suffolk Coast DMO

How would you like to be able to tap into FREE data, insights and reports on East Suffolk's visitor economy to help shape your marketing activity, including being able to compare your performance with your competitors? T-Stats is the answer!

10:25 MAKING THE MOST OF META BUSINESS SUITE

Beccie Amer - The Suffolk Coast DMO & Hot Gossip Media

A whistle-stop tour around Facebook's Meta Business Suite and how it can improve your social media presence.

10:45 TEA, COFFEE & BISCUITS

11:15 30 SECOND LIFT CHALLENGE!

You enter a lift and there are 10 potential customers - you've got 30 seconds to tell them, (and the rest of us), about your business and convince us all to visit! Are you up for the challenge?

11:30 ENERGY PROJECTS

Paul Wood – East Suffolk Council

Hear the latest updates on ScottishPower Renewables, National Grid Ventures Lion Link and Sea Link, and Nautilus.

11:50 UNDERSTAND HOW YOUR WEBSITE PERFORMS ON GOOGLE SEARCH

Julian Evans – The Suffolk Coast DMO & Attain Solutions Ltd

Learn how to improve your appearance on search and bring more relevant traffic to your website with free easy to use software.

12:10 SUCCESS ON THE SUFFOLK COAST

Paul Wood – East Suffolk Council

An update and celebration of new developments being delivered in 2024, and in the pipeline for our destination.

12:25 THE WOLF WAY – PEDAL POWER FOR YOUR BUSINESS

Nicki Mayhew – Suffolk Growth

Inspired by the work of Cycling UK and the development of off-road cycling trails around the country, local cycling enthusiasts, together with partners, have designed a long-distance, multi-day, cycling route for Suffolk, launching in Spring 2024.

12:45 QUIZ WINNERS & NETWORKING

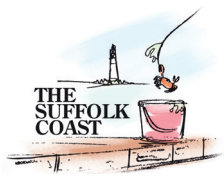
Quiz draw & prizes and a spot more catching up with friends and colleagues.

13:15 CLOSE

Thanks to our sponsors



Organisations on hand for advice and information



The Suffolk Coast DMO is the official tourism marketing and management organisation for East Suffolk. It is an industry led, not for profit organisation with over 250 members, representing businesses within the local tourism and hospitality sector.

www.thesuffolkcoast.co.uk attracts over 820,000 visits each year; has an audience of over 48,000 across social media and over 30,000 subscribers.

Membership costs £136+VAT for the year which includes a whole host of benefits!

Find out more: thesuffolkcoast.co.uk/join-us

Email: annie@thesuffolkcoast.co.uk



Sizewell C is a new nuclear power station being built on the East Suffolk coast which will supply 6 million homes with low-carbon electricity. The team behind the build is working closely with local communities to deliver the best possible project for Suffolk which respects local issues whilst delivering one of the most ambitious Net-Zero projects in the UK.

Find out more <https://www.sizewellc.com/>

Email info@sizewellc.com

Call Freephone 0800 1976102

Visit Sizewell C Information Office, 48-50 High Street, Leiston IP16 4EW. Open for visits without appointment 9:30am – 5pm (weekdays only), closed lunchtimes 12:30pm – 1:30pm.



The Carbon Charter is an environmental award scheme and sustainable business network for organisations in Suffolk and Norfolk. www.carboncharter.org

The Carbon Charter award is a great way to communicate your environmental credentials and it provides a framework to guide your business on its sustainability journey.

Groundwork currently have fully funded net zero and energy efficiency support available to businesses in Suffolk.

Find out more by emailing info@carboncharter.org

Call 01473 350370



T-Stats is a powerful online analytics platform providing East Suffolk tourism businesses with key information to assess,

compare, and track sector and business performance locally. Accommodation providers, attractions, hospitality, and other visitor economy businesses can upload data and see how their business compares against local and national benchmarks, enhancing business planning and operational efficiency.

Find out more acorntourism.co.uk/t-stats

Email economicdevelopment@eastsuffolk.gov.uk

Call Lianne Smith at East Suffolk Council on 01502 523 394



East Suffolk Council - our aim is to promote a bright, green, open, free and fair future for all. We will achieve this through the four key themes of Environmental Impact, Sustainable Housing, Tackling Inequalities and Thriving Economy. The Economic Development Team support the delivery of the Thriving Economy theme by encouraging investment, business development and job creation. The team work

with a number of local, sub-regional, regional and national partners to support businesses and facilitate key regeneration opportunities.

Find out more <https://eastsuffolkmeansbusiness.co.uk/>

Email economicdevelopment@eastsuffolk.gov.uk



The Suffolk & Essex Coast & Heaths is one of 34 nationally designated National Landscapes and works to conserve and enhance nature, wildlife and our outstanding landscape, providing a boost to tourism and supporting local businesses through grant and volunteering opportunities.

Find out more: coastandheaths-NL.org.uk

Email: coastandheaths@suffolkandessex-NL.org.uk

Phone: 01394 445225

Suffolk & Essex Coast & Heaths National Landscape



Inspired by the work of Cycling UK and the development of off-road cycling trails around the country, local cycling enthusiasts, together with partners, have designed a long-distance, multi-day, cycling route for Suffolk, launching in Spring 2024.

The Wolf Way is a 248 mile/400km cycling adventure around Suffolk. Winding its way around many of the best bridleways, byways, gravel tracks, cycle paths and quiet back roads, it takes in some of Suffolk's most beautiful locations and hidden gems.

Find out more: suffolkgrowth.co.uk/the-wolf-way

Email Chris – christopherleebower@gmail.com

Email Richard – info@suffolkgrowth.co.uk



Engage with the Accommodation Management System (AMS) through the Sizewell C Supply Chain. The AMS will provide the hospitality

industry the opportunity to really reap the benefits from the Sizewell C worker and visitor influx. The Sizewell C Supply Chain is here to support and guide all hospitality businesses through their own unique journey on the Sizewell C project.

Find out more www.sizewellcsupplychain.co.uk/contact

Email sizewellcinfo@suffolkchamber.co.uk

Call 01473 694818

