



*2018 Coastal Tourism Conference
Programme*

Thursday 1 November 2018

8.30am **REGISTRATION AND NETWORKING**

9.00am **WELCOME**

Harry Young, Chair of The Suffolk Coast DMO

9.05am **LATEST NEWS FROM THE SUFFOLK COAST DMO**

**Julian Evans, Marketing Director & Beccie Amer,
Marketing Manager, The Suffolk Coast DMO**

Update on campaigns promoting the destination, new initiatives to increase routes to market, how to get the most from DMO membership.

9.35am **WHAT IS THE CUMULATIVE EFFECT OF ENERGY
PROJECTS ON THE SUFFOLK COAST?**

Facilitator: Nick Collinson, National Trust & The Suffolk Coast DMO Director

Panellists: Simon Amstutz, Suffolk Coast & Heaths AONB;

Harry Young, The Suffolk Coast DMO & Snape Maltings; Rebecca Calder,

Tom McGarry, EDF Energy; Joanna Young, ScottishPower Renewables;

Lisa Chandler, Suffolk Coastal District Council

The Suffolk Coast has been identified as a location for the development of several energy projects including nuclear, offshore wind generation and interconnector projects. As tourism businesses, what are the major concerns and opportunities of the cumulative effect of these energy projects on our destination and the visitor economy? We want your views!

10.35am **COFFEE BREAK**





11.05am

EXPEDIA GROUP – HOW TO DEVELOP YOUR DESTINATION

**Eve Laracine, Market Manager & Keri Appleford,
Senior Business Development Manager, Expedia Group**

Insights from Expedia on domestic and international trends effecting Suffolk's market and how to increase your business's visibility to attract customers.

11.35am

NATIONAL COASTAL TOURISM ACADEMY – NEW MARKET OPPORTUNITIES

Samantha Richardson, Director, National Coastal Tourism Academy

Latest research on holiday trends and new market opportunities through England's Coast and Seafood Coast innovative online platforms.

12.05pm

RELEASING THE STORY OF SUTTON HOO

Allison Girling, Property Operations Manager, National Trust Sutton Hoo

This winter the National Trust is transforming the visitor experience at the world-renowned Sutton Hoo. Hear all about this £4m Heritage Lottery funded project, ready for launch in Spring 2019!

12.35pm

SUMMARY

12.45pm

NETWORKING

1.00pm

CLOSE

Thank you to Expedia Group and East Suffolk Councils for supporting this event



organisations on hand for advice and information...



THE SUFFOLK COAST DMO

The Suffolk Coast DMO (Destination Management Organisation) is an industry-led, not for profit membership

organisation working to boost the visitor economy, develop the tourism infrastructure and support businesses along our coast.

Whether yours is a small, medium or large organisation, join us and help shape the future of tourism on our coast.

Call 01394 410506, email annie@thesuffolkcoast.co.uk
www.thesuffolkcoast.co.uk



NATIONAL COASTAL TOURISM ACADEMY (NCTA)

The NCTA helps to identify new opportunities for growth on the coast. England's Coast is a project, adapted from our successful trial project, Coastal Pass. Funded by VisitEngland, it enables international and domestic travellers to design their own itineraries and explore our stunning coastline at the click of a button.

Find out more www.coastaltourismacademy.co.uk;
www.englishcoast.com



National Trust

NATIONAL TRUST SUTTON HOO

Sutton Hoo is home to one of the greatest archaeological discoveries of all time.

Now in the care of the National Trust,

the site has embarked on a major transformation project to create an experience that helps visitors discover more about the fascinating story of this internationally significant site.

Find out more www.nationaltrust.org.uk/sutton-hoo



SUFFOLK COAST AND HEATHS AONB

Nationally designated 'Outstanding Landscapes' are a boost for tourism businesses. The Suffolk Coast & Heaths Area of Outstanding Natural Beauty (AONB) is a place that attracts visitors and brings them back time and again.

Call 01394 445225, email schaonb@suffolk.gov.uk
www.suffolkcoastandheaths.org



EXPEDIA GROUP

Expedia Group is the world's travel platform with an extensive brand portfolio that includes some of the world's most trusted online travel brands. Our purpose is to bring the world within reach by being locally relevant on a global basis, offering the right accommodation to customers, helping our partners achieve objectives and working on a destination level with DMOs.

Email Eve Laracine for more information
elaracine@expedia.com



EDF Energy

EDF Energy is the UK's largest producer of low-carbon electricity. It operates Sizewell B nuclear power station in Suffolk, providing 800 skilled and well-paid jobs and delivering low carbon power to 2.5million homes and businesses.

Stage 3 consultation for the proposed Sizewell C power station launches early next year. Sizewell C would create significant business, skills and education opportunities for the region – just as the Hinkley Point C power station is doing for the South West.

Find out more sizewell.edfenergyconsultation.info
and www.edfenergy.com



SCOTTISHPOWER RENEWABLES

Part of the Iberdrola Group, world leaders in clean energy with an installed capacity of over 29,000 MW. ScottishPower Renewables is helping to drive Iberdrola's ambition of being the Utility of the Future - at the forefront of the renewables industry through pioneering ideas, forward thinking and outstanding innovation.

Find out more www.scottishpowerrenewables.com

neo optic NEO OPTIC

Neo Optic offer a full range of online services including custom bespoke Website Design and build, Online Marketing, Branding and Custom application solutions including CRM's, Intranets and more. www.thesuffolkcoast.co.uk is one of their clients and has benefitted from the experienced team since the website launched in 2015.

For more information visit www.neooptic.com
and email talk@neooptic.com