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Practical ideas and useful
signposting for tourism and
hospitality businesses across
The Suffolk Coast.

**THE
SUFFOLK
COAST**
Toolkit

HOW TO USE THIS WORKBOOK

This workbook is designed to be used during and after the conference.

Each section is structured to help you:

- Rethink your business opportunity
- Identify quick wins
- Build collaborations
- Take clear action in the next 30 days

You will see short prompts, checklists and action boxes.





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MY BUSINESS IN THE BIGGER PICTURE

Take 5 minutes to step back from your day-to-day operations.

Map your place in the local visitor economy

Who else benefits when my business succeeds?

Who do I rely on to attract visitors?

Where am I already collaborating (if anywhere)?

Where am I missing opportunities to work with others?

ONE ACTION

In the next 30 days, I will connect with

One local business I have not worked with before

What we could explore together

FREE TOOLS WE RECOMMEND

Canva

ChatGPT

Claude

Google Gemini

Google Business Profile

Snapsea (image Library)

Meta Business Suite

10 QUICK WINS TO INCREASE OFF-PEAK REVENUE

Tick what you could do within the next 30 days:

- Add a midweek incentive (value-led, not discount-led)
- Create a simple seasonal offer or package
- Partner with a nearby business for a joint experience
- Update your Google Business Profile with seasonal messaging
- Add 3 FAQs to your website based on real customer questions
- Create a 48-hour itinerary featuring local partners
- Refresh your homepage with seasonal messaging
- Add new photos from Snapsea or your own archive
- Post one weekly update on Google Business Profile
- Identify one underused time slot or product to promote

TRY THIS WITH AI - Use these prompts:

- Suggest 5 off-season experiences for a (*your business type*) in Suffolk
- Write a Google Business post promoting a winter offer
- Turn this offer into a 3-day itinerary featuring local businesses

BONUS TIP

Boost those reviews by encouraging happy guests to share their experience online, make it easy with follow-up emails, QR codes or direct links to your review pages.

COLLABORATION STARTER KIT



Step 1 Identify a partner

- Accommodation + experience
- Food + attraction
- Retail + tourism activity

Step 2 Create a shared idea

What could you do together?

- Joint offer
- Shared itinerary
- Event or experience
- Seasonal campaign
- Referral partnership



Step 3 Cross-promote

Where will you share it?

- Email
- Social media
- Website
- In-person referrals



Step 4 Measure success

How will you know it worked?

SIMPLE WAYS TO MEASURE SUCCESS

1. Ask guests how they heard about you
2. Use a shared discount or booking code
3. Track website clicks or enquiries
4. Monitor engagement on shared social posts

WHAT'S WORKING RIGHT NOW

Use this section to capture practical ideas from the Real Business, Real Results session.

Idea you liked:

Why it worked:

What didn't work/Lesson learned:

What I will try:

Copy / Adapt / Test

- I will copy this idea directly
- I will adapt it for my business
- I will test it within 30 days





YOUR 30 DAY ACTION PLAN

From Inspiration to Action

Write only what you will realistically do.

3 Actions in the next 30 days

1 Collaboration to explore

1 Suffolk Coast opportunity to engage with

- Campaigns (e.g. Gather)
- Advertising opportunities
- PR / Content Call-outs
- Industry networking
- Update your listing on The Suffolk Coast
- Upload your event or special offer

STAY CONNECTED TO ACTIVITY BEYOND TODAY.

- Seasonal campaigns like *Unlondon* and *Gather*
- PR call-outs and press visits
- Collaboration opportunities across tourism partners
- Grants and funding - see page 11
- Business support - See page 11
- Active role within the tourism business community
- Engage with The Suffolk Coast
- Actively recommend each other

REMINDER

Businesses that stay active and engaged throughout the year achieve the best results.



HELPFUL WEBSITES

thesuffolkcoast.co.uk

eastsuffolkmeansbusiness.co.uk

eastsuffolk.gov.uk

visitsuffolk.com / visitengland.com



Encouraging new and existing businesses to survive, revive and thrive, making our district more attractive to residents, visitors and investors alike.

eastsuffolkmeansbusiness.com



SnapSea is a visual marketing platform built for travel and tourism brands. Find, acquire and share authentic user-generated content (UGC).

snapsea.io

THE SUFFOLK COAST

We offer targeted website and social media advertising designed to put your business in front of an engaged Suffolk Coast audience. From sponsored social posts and boosted campaigns to prime website placements with direct links to your business, we help drive awareness, clicks and bookings while positioning your brand as part of the destination story. Advertising packages start from £131 + VAT for 4 weeks.



This workbook is not meant to be completed once.

It is designed to be revisited, updated and reused.

Small actions, consistently applied, create meaningful change across a destination. The Suffolk Coast grows stronger when businesses work together.