

Growing East Suffolk Tourism Together



Tourism in Suffolk Coast is a vital part of our economy

12.4m

visits in 2024

£729m

value in 2024

1 in 6

jobs

40p in £1

spent on
food & drink

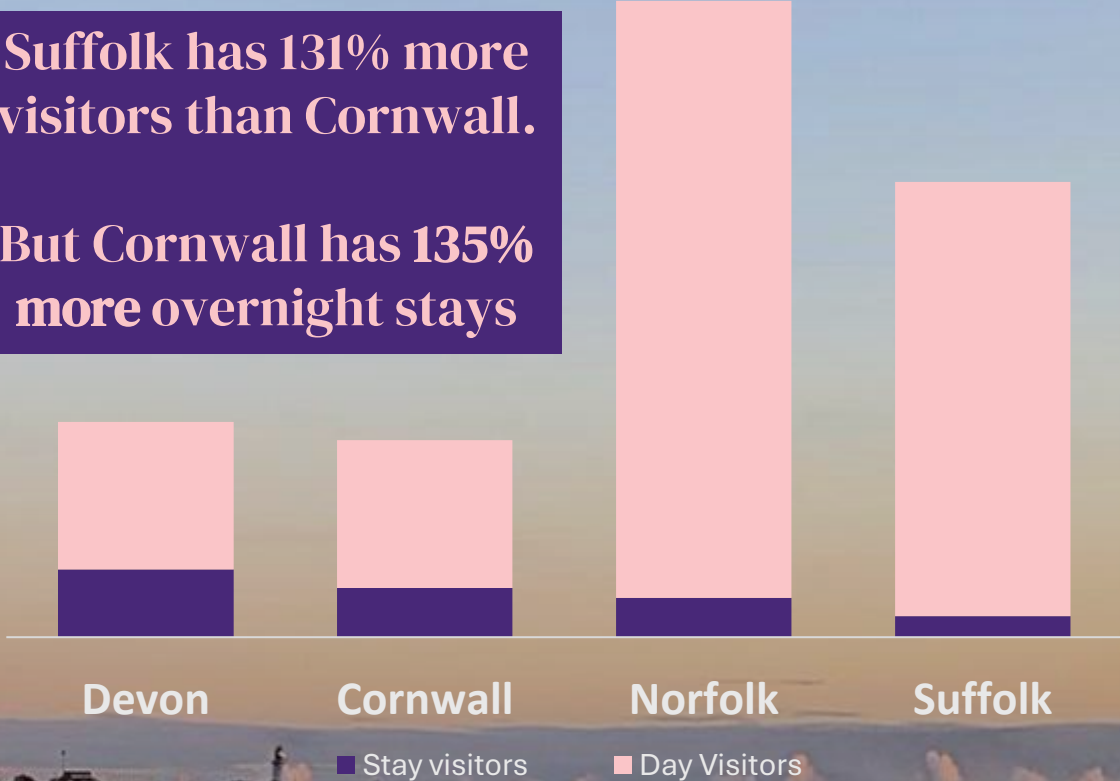


**But today we're not
fully capturing
that opportunity**

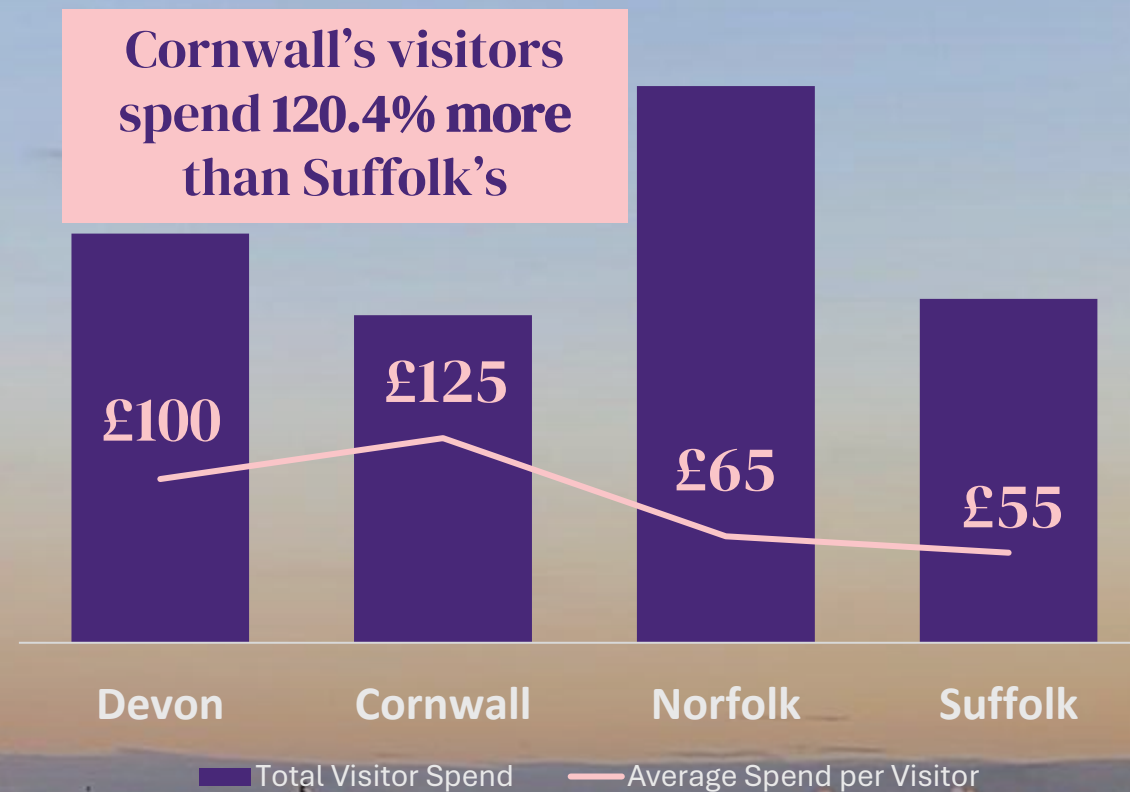
Footfall is strong....

Suffolk has 131% more visitors than Cornwall.

But Cornwall has 135% more overnight stays



.... but value is being left on the table



**Only 5% of our
visitors stay**



**Only 5% of our
visitors stay**



**but they make
up 28% of the
value**



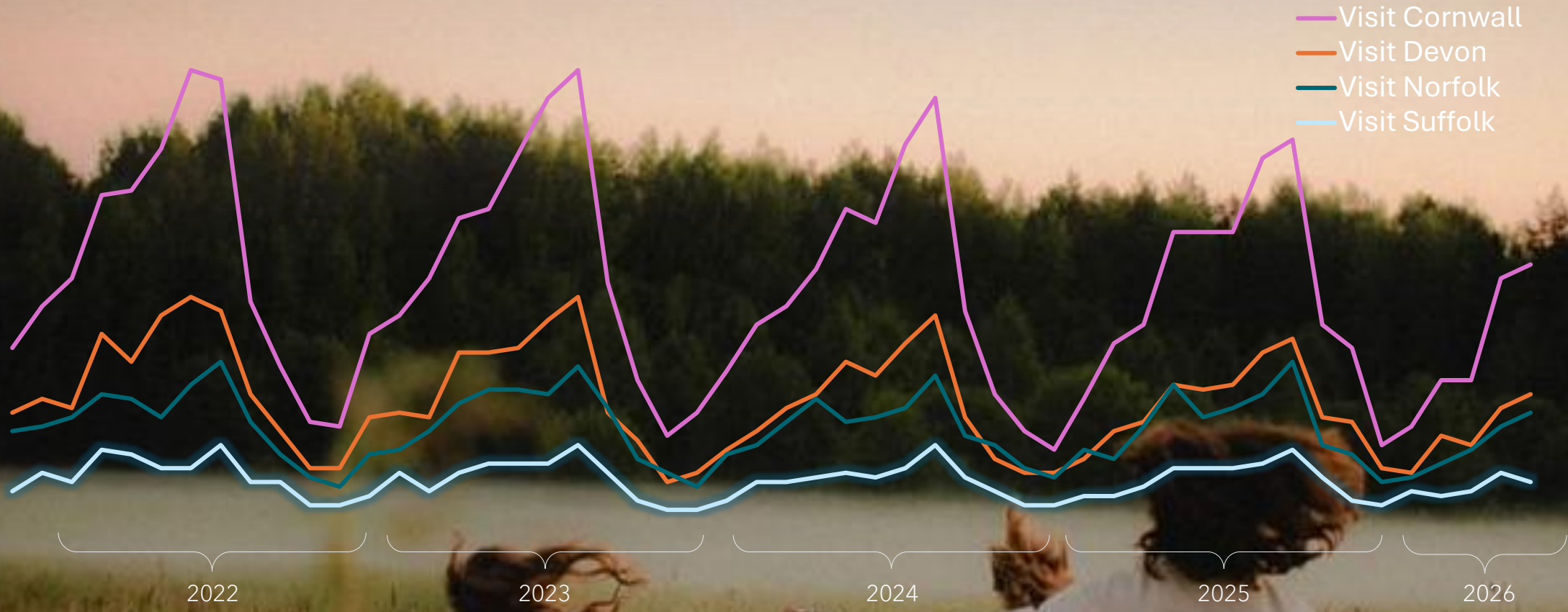
£30m+





So, what's
getting in the way?

Not enough people know us



And not enough recommend us

Cornwall's visitors leave **16X**
more reviews than Suffolk's



**We have enviable assets,
but on their own they are not enough to attract attention**



A large flock of birds, likely terns, is captured in flight against a sky with a warm, golden glow, possibly from a low sun. The birds are scattered across the frame, creating a sense of movement and activity. The text is centered over the image.

**Lots of people and organisations
are promoting the Suffolk Coast**

A large flock of birds, likely starlings, is captured in flight, forming a dense V-shape that spans across the upper two-thirds of the frame. The birds are silhouetted against a sky that transitions from a pale blue at the top to a warm, golden-orange glow near the horizon, suggesting a sunset or sunrise. Below the birds, the landscape features a line of bare trees and a body of water in the foreground, which reflects the light from the sky. The overall scene is serene and evocative, symbolizing unity and collective effort.

**But only by bringing these efforts together
can we make the right impact**



And create a rising tide that raises all boats

And the Suffolk Coast has a huge opportunity

Total tourism
funding

Longevity of
tourism funding

Total tourism
funding

Longevity of
tourism funding



Other UK destinations

Suffolk Coast





Not just to do MORE ..

**.. but to build a long-term
strategic system for success**

For the first time we can bring
3 key ingredients together



insight



initiatives



integration

**And create a Suffolk Coast growth system that
increases visitors, value and vision. Together**



Thank you

