



The Suffolk Coast DMO

Behinds the scenes....

Many take it for granted that we deliver great campaigns, reaching highly targeted audiences, using creative, well researched content but here are some of the activities we've undertaken over the last year that you might not be aware of;

- Developed an [online offers section](#) on the website, with an [upload function](#) for you to promote your offers direct to visitors
- Developed a [weddings section](#) on the website to promote all of the first class venues, suppliers and honeymoon providers that we have in the area
- Worked with the National Coastal Tourism Academy (NCTA) to run a Tourism Survey assessing the potential impact of energy projects developing on the coast, results can be found here [Tourism Research and Reports](#)
- Represented the tourism industry and DMO members during ongoing discussions with EDF Energy and ScottishPower Renewables to ensure tourism is considered fully during formal consultation processes and beyond
- Worked with the National Coastal Tourism Association to promote England's Coast, along with the Seafood Coast brand to international audiences from Holland, Denmark, Germany, France, Italy and Spain
- Supported 11 festivals and events by delivering bespoke marketing packages to attract new visitors from outside the area
- Delivered collaborative campaigns with other the Suffolk DMOs; All About Ipswich, Bury St Edmunds and Beyond, Discover Newmarket and Visit Suffolk to reach new audiences, specifically the 25 to 35 year olds not previously engaged with
- Made it as a finalist in the Norfolk & Suffolk Tourism Awards 2018 for 'Best Marketing'
- Worked with VisitEngland and Visit Britain to ensure The Suffolk Coast's content is amplified to their audiences
- Delivered workshops on Google Analytics and social media for DMO members
- Delivered a successful conference attracting over 180 delegates to share insights, tourism industry updates and information
- [See our membership leaflet](#) for full details of what's included and additional advertising opportunities

We hope you think your membership fee represents good value for money; Julian, Beccie, Gemma and Annie (who make up the grand total of 1.9 full time equivalent posts) are always on hand to support you and make sure you get the most out of your membership.

As you know every penny we raise from membership, advertising income and external funding is put straight back into promoting the destination, encouraging more people to visit and fall in love with the Suffolk coast.

Huge thanks for your support to date - we look forward to working with you over the coming year.