

Suffolk Visitor Economy framework outcomes and workstream focus 2023/24

PRIORITY	ACTIVITY	OUTCOMES
Collaboration and connectivity	<ul style="list-style-type: none"> • Sector research and impact studies • Sector improvement workshops • Data tracking & analysis across Suffolk 	<p>Suffolk’s visitor economy is strategically positioned within local & national strategy and programmes, adding value to our inclusive growth priorities.</p>
Place & Product development	<ul style="list-style-type: none"> • Support delivery of SIGIF & COMF funded projects • Support sector role within UKSPF & levelling up schemes 	<p>Suffolk’s visitor economy recovers to pre pandemic levels by 2025 and grows by 3% per annum thereafter.</p>
Skills & workforce development	<ul style="list-style-type: none"> • Delivery of VENI programme • Choose Hospitality • Deliver the Accessible visitor economy initiative 	<p>Suffolk is recognized as the leading sustainable tourism destination (UK).</p>
Enabling sector growth and productivity	<ul style="list-style-type: none"> • Towards a CNZ Visitor Economy programme • Improving accessibility within the visitor economy • Maximising the potential of Events & Festivals 	<p>A changed sector skills narrative for a year-round, well paid and multi –career pathway, with valuable transferrable skillsets.</p> <p>Transport and infrastructure developments support the growth of the local visitor economy.</p>
Raising the profile	<ul style="list-style-type: none"> • Visit Suffolk Naturally campaign • Developing the visitor economy within the County Deal • Developing the international visitor market 	<p>Suffolk is a top 3 domestic visitor destination in England by 2030.</p>