



Our Purpose:

To support, guide, and grow the South East tourism industry and its tourism products for the benefit of the economy and local communities.

Our Mission:

To provide services and expertise that support the performance and growth of tourism businesses and destinations and encourage collaboration and partnerships in the sector through membership activities and benefits.

**TOURISM SOUTH EAST
STRATEGIC PRIORITIES 2021/22**

Tourism South East (TSE) is the umbrella Destination Management Organisation for the South East of England.

As a not-for-profit membership organisation, TSE supports the largest geographical tourism area in the Country, contributing a total tourism spend of over £12 billion to the UK economy. TSE directly supports over 800 members and 22 Destination Partners, covering the full spectrum of the tourism industry, from small to medium enterprises (SME's) to large multi-national and national businesses.

TSE was formed in 1976. Since then it has guided and supported the sector through various industry-specific and global crises. It has a wealth of experience and expertise to draw upon, including its Board of Directors and its network of partners. TSE is 100% commercially funded, through its activities and SLA agreements.

ABOUT US



In many ways, 2021/22 will be a defining year for TSE as we tackle the challenges of a tough economic climate and tourism business landscape due to COVID-19.

At the time of national crisis, South East tourism businesses have looked to TSE, to provide support, insight, and advice to help them respond and adapt throughout the crisis. Our work to coordinate communications, encourage collaboration, signpost, and advising business, partners, and members will continue to be essential in 2021/22 as we come out of the crisis phase and aim to rebuild and recover.



Reflecting current economic and industry circumstances and the agenda to drive economic recovery and growth, the following strategic priorities have been identified for TSE's 2021/22 programmes of activity:

- To work with all our stakeholders to regenerate the South East as a must-visit region
- To play a leading advocacy role on behalf of the tourism industry and the broader visitor economy. Ensure businesses and destinations are supported through recovery and subsequent upturn.
- To re-establish TSE membership and core income-generating services
- To develop the growth areas within the organisation. Identifying efficiencies and development in core areas.

STRATEGIC PRIORITIES

A scenic coastal landscape featuring a vibrant rainbow arching across a cloudy sky. Below the rainbow, a sandy beach is visible with several large, moss-covered rocks in the foreground. In the background, there are coastal buildings and cliffs. The right side of the image is partially obscured by a dark blue vertical bar containing text.

GOVERNANCE

TSE is Bound by its Articles of Association, these clearly set out the objects, powers, and operational processes for the organisation.

TSE's Board is a diverse mix of tourism leaders and stakeholders from across the industry. Their role is to provide a contribution and independent oversight to TSE, contributing support and a constructive challenge to the Executive staff, through their wide experience, specialist knowledge, impartiality, and personal qualities. The Board meets four times a year to discuss the wider environmental issues impacting the organisation and ensure that finances and programmes of activity are delivered in line with budgeted projections and in the context of the Articles of Association and legislation.

Members

Our membership allows closer and regular engagement and makes it possible to involve businesses in shaping initiatives and partnerships.

Destinations/ Local Authority

TSE directly supports over 22 Destination Partners in the South East these including local authorities, destination management, marketing organisations, and BIDS.

Visit Britain/England and National Agencies

TSE has always maintained a close working relationship with the national tourism agency. It will important to align local and regional activity to the national recovery programmes and schemes.

DCMS/Tourism Alliance

TSE will ensure that they are aligned with Government departments and the Tourism Alliance. in order to influence policy on behalf of South East tourism industry and the broader visitor economy.

Local Bodies and LEP

It is important to ensure there is a 'dovetailed' approach to support at the local level. TSE provides specialise tourism advice and effectively positioned government support measures.

STAKEHOLDER AND KEY PARTNERS



ACTIVITY PLAN

This sets out TSE's planned 2021/22 programmes and projects that will support industry recovery and enable TSE to generate income.

Most of the programmes represent reestablishing activity considered essential to the core foundations of TSE. However, all projects have been reshaped or repositioned, to address the current conditions.

For each programme, there are key objectives, KPI and identified risk analysis





THE PROGRAMMES

MEET
Beyond
London

EXCURSIONS™
2021

TSE RESEARCH

Welcome
to Excellence

the Beautiful South



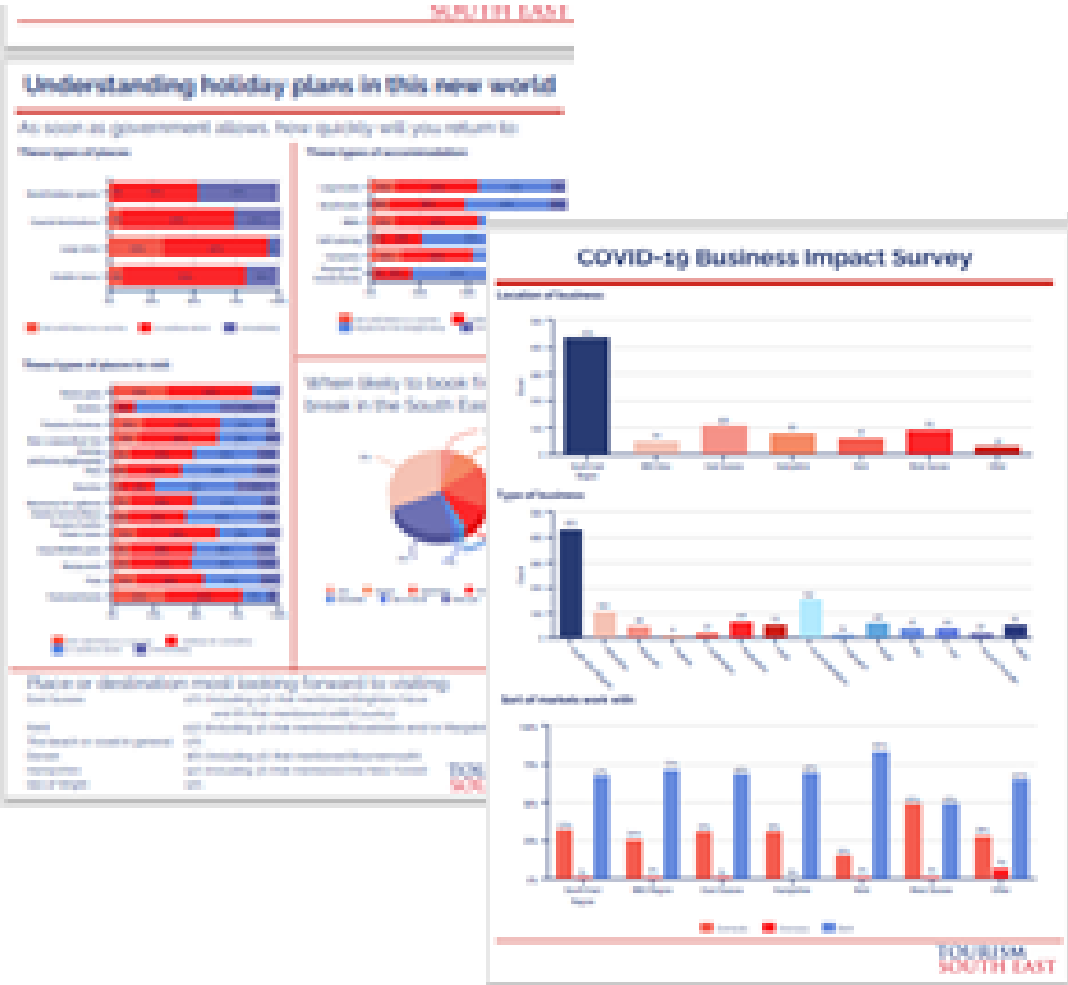
AWARDS FOR EXCELLENCE

2020 - 2021

- Travel Trade
- International Marketing
- Destination Partnerships
- Commercial Membership
- Domestic Marketing & MICE
- Visitor Services
- Training Services
- Research Services
- Directorate Corporate Services
- Business Development

A KPI report is presented alongside the monthly Management Accounts to provide TSE and Board of Directors with a comprehensive picture of performance and the macro-environment. This provides vital information for decision making and enables adjustments to be made as to the situation and context change.

Regional insights, metrics, and data underpins our campaigns, messaging and supports our regional partners.



Post-lockdown
East England



MONITORING AND EVALUATION



TOURISM SOUTH EAST

Helping **Tourism** Businesses Grow



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