



**THE GREAT
SUSSEX WAY**
from the downs to the dunes

Press Release

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FOR IMMEDIATE RELEASE

The Great Sussex Way leads to boost for local tourism

Ambitious plans are underway to put the Chichester District on the map. ‘The Great Sussex Way’ is the new look marketing organisation for the area’s tourism industry. Formerly known as ‘Visit Chichester’ it is also under new management with Danielle Dunfield taking up the role as CEO.

Under her direction, work is already underway to bring together the area’s tourism offer, creating a super-hub of information and advertisement from the Downs to the dunes. Locally the tourism sector is worth £458.9 million and employs 15% of the local community. Over the past year, it has been hard hit by the pandemic, and many businesses are struggling, making this coming summer especially important to much of the local economy.

The Great Sussex Way’s mission is to reignite tourism in the area by showcasing the local offer; working with businesses and visitors alike to enhance and enrich experiences.

With support from Chichester District Council, The Great Sussex Way is providing free membership to local businesses for 2021. Members will benefit from advertising and marketing campaigns, and visibility on The Great Sussex Way website; showcasing the diverse range of experiences, places to stay, eateries and activities across the district. As members, businesses will help shape the future of tourism in the district. Businesses can sign up on the website by simply clicking the ‘Businesses’ button, www.thegreatsussexway.org

Danielle Dunfield, newly appointed CEO of The Great Sussex Way said;

This has undoubtedly been one of the most challenging times for tourism, but as more of us look to staycations this summer we have a huge opportunity to revitalise the industry which is the life-blood of the local economy. My goal is to expand our offer and make it easier for people to access. By working together, businesses and their communities can ensure we thrive in the post-covid world. Our slice of Sussex is relatively undiscovered and possibly the best-kept secret in England – but hopefully not for long.”

Eileen Lintill, Leader of Chichester District Council added:

“With tourism so vital for our local economy, I look forward to our revitalised Destination Marketing Organisation galvanising the local visitor economy and providing a crucial boost for tourism as we adapt and move forwards from the pandemic. Through collaboration I am confident the offering to visitors can be further enhanced and expanded, helping to raise the visibility for the district as a destination not to be missed, both for those within the UK and, in time, internationally.”

ENDS

The Great Sussex Way encompasses the region governed by Chichester District Council in West Sussex, leading visitors from the Downs in the North to the sand dunes on the coast, by way of a route of their own choosing.

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