



Press Release

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FOR IMMEDIATE RELEASE

Staycation competition grows ahead of summer sun

As staycation bookings are booming across the UK, with online bookings for accommodation already up 98%* on some sites for the summer months, the competition amongst England's tourist hot spots is heating up. Chichester District, on the South Coast, is preparing to pull ahead with a newly rebranded marketing organisation dedicated to the task; 'The Great Sussex Way'.

The Great Sussex Way aims to capture a greater market share of the tourism economy, as more Brits look to staycations in the shadow of Covid and quarantine rules. The hope is people will see that there's far more than they realised right on their doorstep.

The organisation is pulling together the local tourist offer under one roof, by creating a website hub of businesses, experiences and the areas beauty spots to form a one-stop shop? guide. An effort described as an 'easy sell' by the organisation's CEO, Danielle Dunfield, as the area is home to some of the most beautiful sites in England.

The Roman City of Chichester is nestled between the expansive South Downs National Park and the golden sands of the famous Witterings beaches. The area also boasts a lot of everything, from the high life; with Cowdray Park Polo Club, Goodwood Racecourse, a world-renowned theatre and stately homes by the dozen. To the high-octane with water-sports galore, mountain biking, a motor circuit and an aerodrome. And, of course, the country classics, with great pubs, long walks, horse riding, and the views of the "green and pleasant lands" that inspired William Blake's famous hymn Jerusalem.

The CEO has ambitious plans further afield, and her team are already exploring emerging markets such as eco-tourism and the up-and-coming wine-tourism sector, as Sussex already boasts some of the finest English winemakers.

The Great Sussex Way CEO, Danielle Dunfield said, "This has undoubtedly been one of the most challenging times for tourism, but we have used the time to consolidate our offerings and get the word out. It's not a hard sell, the challenge is condensing everything down as there's almost too much to show off at once. Visitor expectations are high and experience days are just as appealing as golden sands on a hot day – so it is lucky we have both in abundance.

My goal is to expand our offer and make it easier for people to access. Our area is relatively undiscovered and possibly the best-kept secret in England – but hopefully not for long."

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.

www.thegreatsussexway.org

For further press information and media requests, please contact Helen Broom on +44 7775 606854 press@tgs.org

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* Holiday Cottages website is reporting summer holiday bookings up 98% on 2020