

27 January 2011

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Dear Member

CHAIRMAN'S UPDATE

I want to share some news about our Chief Executive, Mike Bedingfield. Mike will be leaving Tourism South East on 4 February 2011 to become Director of the Brighton Festival Fringe. I will miss Mike's unique contribution but I am pleased he will still be a part of our tourism world in the Beautiful South.

Mike joined Tourism South East in June 2009 as Chief Executive and has headed the organisation through the most turbulent phase in its history, brought about by the abolition of Regional Development Agencies and the loss of core funding. Mike has worked closely with the executive team and the Board to ensure the organisation has a long term future, with the Board approving a new three year Business Plan in December 2010.

We are going through a challenging period of change and as you know we are in the process of implementing a new structure to support and champion tourism in the South in the years ahead. It is therefore the Board's plan to appoint a new Managing Director as quickly as possible and we are on track to launch the new Business Plan from April when our funding regime changes.

As always, we remain totally committed to being a member-led organisation, keen to support you with all the services you tell us you value the most. We have doubled the business benefits for commercial members whilst retaining our core services including marketing, research and training. In addition we are holding the 2010 membership fee for members who pay within 31 days.

I am looking forward to attending as many events and meetings in the region throughout the year as I can, where I hope to meet many more of you. However if you have any immediate questions please contact me at jwilliams@tourismse.com.

Yours faithfully



John Williams
Chairman