

**NEWS RELEASE**  
**9 September 2011**

**Tourism South East's MD moves to interim role**

I wanted to share some news about our Managing Director, Sue Saville. Since she joined us six months ago, Sue has made a tremendous impact in terms of leading and motivating the Tourism South East (TSE) staff and starting to deliver on our new three year plan. The change we need to embrace is happening. However, having made the move to join us after a long career at the National Trust, Sue now feels, after considerable reflection, that her longer-term career lies in a different direction and she believes it is in the best interests of TSE to acknowledge this sooner rather than later. As a result, she has asked to move to an interim role, continue the good work she is doing, but leave TSE at the end of the year. This is hugely disappointing but all the board and I accept and understand Sue's personal decision.

In practice, this means for now business as usual, while Sue continues to lead TSE to deliver our services, expertise and support to tourism in the South East. I will now drive the process to recruit a new Managing Director to join us when Sue leaves.

Since Sue started with TSE, she has enabled the team to create real momentum, and we have had a busy and successful few months:

- 2012 planning is forging ahead; we have fantastic PR materials, an increasing media database and have secured over 30 pre-games training camps.
- Our new Welcome Host Gold training programme is being adapted for local use by an increasing number of destinations.
- Our research expertise is in great demand and the team has just secured a major visitor survey contract.
- We are about to launch our new domestic marketing campaign 'ESCAPE' which will culminate in an Independent supplement in October and online TripAdvisor campaign.
- Recruitment for our exciting Great Country Pubs campaign is well underway.
- Our biggest ever travel trade event programme is going to be taking place over the coming months.
- We are working with the emerging DMOs and more recently the new Local Enterprise Partnerships, to ensure that they play their part in maximising the potential of the visitor economy.
- In August, Sky TV covered our third Disabled British Golf Open which for the first time included a junior event.
- We have reinstated the Beautiful South Awards for Excellence, such an important marketing platform and recognition of the best in the South East.
- Our Business Development Executives are bringing new energy to building and serving our membership.

Overall, therefore, we are delivering on our enduring mission to offer our expertise and services to the tourism industry – to ensure businesses and destinations individually flourish and, together, succeed in growing the overall value of the visitor economy.

We do in due course plan to open for applications for this post. If you have any questions, or wish to express interest, please contact me at [jwilliams@tourismse.com](mailto:jwilliams@tourismse.com).

**John Williams**  
Chairman, Tourism South East