

NEWS RELEASE

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TOURISM SOUTH EAST APPOINTS SUE SAVILLE AS MANAGING DIRECTOR

Tourism South East, the tourist board covering the Beautiful South, has appointed Sue Saville as its new Managing Director. Sue joins after a 16-year career at the National Trust. She recently stepped down as South East Regional Director responsible for over 40 Trust properties, 800 staff, 5,000 volunteers and 12m visitors. She also serves as a Member of the new South Downs National Park Authority, having been appointed by the Secretary of State in March 2010.

Sue replaces Mike Bedingfield who left in February to become Director of the Brighton Festival Fringe.

Sue Saville joins at a time of considerable change for Tourism South East and the tourism industry. Last December, Tourism South East's board agreed a three year plan to restructure and create a sustainable future for the organisation in order to maintain its role supporting and promoting local tourism. This follows the loss of its core funding with the planned closure of SEEDA, the South East Regional Development Agency.

John Williams, Chairman of Tourism South East, commented: "it's been a tough period but we now have a new strategy and a smaller but very motivated team. We have a pool of highly skilled tourism experts with the potential to provide vital support to tourism businesses and destinations as they face their own resource pressures. The final piece of the jigsaw was appointing a leader with the ability to bring the best out of a talented team and deliver on an ambitious but sustainable plan. Sue is both strategic and very down to earth, and has an invaluable mix of skills and experience which will serve us well."

Sue Saville commented: "I am delighted to be joining Tourism South East as Managing Director. Tourism South East has a strong track record of delivery, working positively with its many members and partners. Looking ahead, we have much to offer the tourism sector and I look forward to working with the team to ensure we deliver on that very real potential."

Sue, who currently lives in Surrey, takes up her post on Thursday 14th April. Her first external engagement is supporting the six shortlisted South East nominees at the Enjoy England awards in Birmingham on Friday 15th.

ENDS

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More information about Tourism South East can be found at:

www.tourismsoutheast.com

Tourism South East

Tourism South East is the tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.

the Beautiful South