

**TSE Destination Alliance
Statement of Intent and direction**

Chair: Phil Evans – Tourism Consultant
Supported by: Fran Downton - Tourism South East

Key advisors Andrew Bateman – TMI Policy Executive
Kurt Janson – Tourism Alliance

Members:

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| Visit Brighton | Hampshire County Council |
| Visit Eastbourne | Portsmouth City Council |
| 1066 Country | Visit IOW |
| Arun District Council | Southampton City Council |
| Worthing Borough Council | Gosport Borough Council |
| Experience West Sussex | Winchester City Council |
| Wealden District Council | Basingstoke & Deane Borough Council |
| Mid Sussex District Council | Visit Bournemouth, Christchurch and Poole |
| South Downs National Park | Royal Borough of Windsor & Maidenhead |
| Waverly DC | River Thames Alliance |
| Visit Guildford | Visit Reading |
| Visit Surrey | Thanet District Council |
| Gatwick Airport | Dover District Council |
| Maidstone Borough Council | |
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Aim:

The aims of the TSE Destination Alliance are to develop and drive the visitor economy forward for the benefit of the South East region. Through providing a collective platform we will conduct joint activity on lobbying, national policy, and common issues. The Alliance will take a peer-to-peer focus, through information sharing, discussion and facilitating the collective pooling of resources across projects.

Objectives:

The Alliance will focus in the following objectives in order to achieve the above aims:

- Collective regional voice
- Formalized strategies of activity
- Raise awareness with partners of key national and regional issues/policy
- Cross working, joint projects, bid proposals

Collective Priorities:

The Alliance has identified the following areas as priority issues that should form the direction and immediate focus for the collective:

1. COVID recovery
2. International Growth
3. Coastal, town and city policy
4. Sustainability / Carbon Neutral agenda