

Project examples

People working in attractions, accommodation, destinations, tour companies, transport and other areas of the tourism industry have all found our services useful and practical.

Marketing strategies & implementation

These have included regional and county-wide marketing strategies for organisations such as East of England Development Agency, Essex County Council and Wiltshire County Council.

We have developed and helped to implement sub-regional marketing strategies for organisations such as Yorkshire Dales & Harrogate Tourism Partnership including writing and producing promotional material.

Many projects have dealt with promotion of individual hotels or particular attractions, sometimes focusing on reaching new markets such as overseas' markets or the travel trade.

Industry relations and business engagement

We have advised a large number of organisations on their business engagement including VisitBritain (Industry Relations' dept and development of sector clubs), London Development Agency, and Business Link.

As part of this work we have organised major conferences and events, attracting up to 500 participants, often from SMEs who can be hard to reach. We have also developed new initiatives and promoted training and skills development among leisure, tourism and hospitality businesses, sometimes targeting ethnic minority businesses.

Internet-related projects

Development of websites such as <http://www.multicultural.co.uk/> and www.tourismknowledge.com; initiation and development of www.visitsouthlondon.com (site now taken over by VisitLondon), one of London's first tourism sites aimed at residents and VFR;

Initial development and then audit and recommendations for improvements to <http://www.visiteastlondon.co.uk/>;

Concept and site development of <http://www.londontreasures.com/> (this site no longer updated but left live as an example of post 9/11 promotion);

• Strategic review & consumer testing of sites such as <http://www.visitengland.com/>; <http://www.tourismtrade.org.uk/>, <http://www.visiteastofengland.com/>; <http://www.itg.org.uk/>, <http://www.aptg.org.uk/> & <http://www.blue-badge.org.uk/>

Writing

In addition to writing several books, Susan Briggs has written many articles for Insights (previously the marketing intelligence journal of VisitBritain), the trade press and been commissioned to write advisory packs, such as one on Cultural Tourism and another on Coast, Countryside and Nature.

The Tourism Network is also a publisher - we have produced the Tourism Network Handbook (now sold out) and the

Multicultural Handbook which is now only available as a .pdf as we have distributed all hard copies.

More advisory articles and publications will shortly be available from www.tourismknowledge.com

For more information email Susan Briggs or call 01765 688178.