

Membership Proposal



Sussex Tourism Alliance

Introduction

The Sussex Tourism Alliance (STA) exists to strengthen, promote, and champion the visitor economy across East and West Sussex. This proposal outlines the full membership structure, including the benefits of the two tiers: the **Free Tier**, and the **Sussex Tourism Alliance Marketing Package (STAMP)**, designed for businesses seeking significant visibility and strategic support.

Membership Overview

STA membership connects tourism, hospitality, culture, and leisure organisations across Sussex. Members benefit from shared promotion, industry insights, networking opportunities, and participation in collaborative county-wide initiatives. The two-tier structure ensures that organisations of all sizes can engage at a level that matches their needs and ambitions.

Free Tier Membership

ANNUAL

Membership is open to all tourism, hospitality, leisure, and related sectors across Sussex.

Requirements

All Sectors:

- Follow STA social media channels.
- Attend at least six 20-minute online or in-person meetings with matched suppliers.
- Give at least one offer for other STA members.
- Complete a quarterly review for STA development.

Restaurants & Food Service Businesses:

- Hold a valid Level 3+ Food Hygiene Certification.

Accommodation Businesses:

- Maintain a minimum rating of 3+ stars on Google, Trip Advisor, or equivalent.

Benefits

- Inclusion within the STA business network.
- Visibility through STA channels where appropriate.
- Access to STA supplier introductions and matched connections.
- Discounts for exclusive county-wide networking events.
- Industry updates, news, and tourism insights.
- Opportunities for involvement in collaborative STA promotions.
- Use of STA membership affiliation for marketing and credibility.
- Complimentary staff training sessions & workshops throughout the year.
- Priority registration for STA events.
- Group purchasing benefits negotiated on behalf of members.
- Input into the STA Think Tank, influencing future initiatives.
- Representation and advocacy with local government and tourism authorities.
- **70% discounted rates for STAMP membership (£165)**

FREE

STAMP Membership

ANNUAL

Designed for businesses seeking significant strategic support and expanded visibility across Sussex and beyond.

Requirements

- **Restaurants & Food Service Businesses:** Hold a valid Level 3+ Food Hygiene Certification.
- **Accommodation Businesses:** Maintain a minimum rating of 3+ stars on Google, Trip Advisor, or equivalent.

Key Features

- **Inclusion in County-Wide Tourism Campaigns:** Guaranteed feature positions in regional promotional campaigns, showcasing members as part of key Sussex experiences.
- **Multi-Platform Digital Promotion:** Placements across STA websites, email marketing, and social media
- **Professional Video & Photography:** High-quality video and photo features produced by STA, used across campaigns and made available to the member.
- **Curated Itinerary Placement:** Inclusion in official themed itineraries such as heritage trails, coastal journeys, food and drink routes, and family adventure guides.
- **Priority Editorial Features:** Dedicated spotlight articles, business profiles, and themed round-up features published on STA's platforms.
- **Social Media Amplification:** Guaranteed posts, reels, features, and shared content across STA's social media channels.
- **Premium Listings in STA Visitor Guides:** Enhanced placements in printed or digital visitor guides distributed across Sussex.
- **Partnership Campaign Opportunities:** Participation in collaborative packages such as combined tickets, curated experiences, and cross-promotional offers.
- **Tourism Data & Insights Reports:** Quarterly analytical reports covering visitor trends, campaign performance, and seasonality data.
- **Support with Google Maps & TripAdvisor Optimisation:** Guidance on listing improvement, photo curation, keyword enhancement, and review strategy.
- **Access to Co-Financed Campaigns:** Participation in major paid advertising initiatives offered at shared, significantly reduced rates.

£550/YEAR

Why Join the Sussex Tourism Alliance?

Membership provides:

- Stronger collective visibility for Sussex as a destination.
- Marketing opportunities far beyond what most individual businesses can achieve alone.
- Access to industry expertise, training, and professional development.
- Representation at local, regional, and government levels.
- Enhanced collaboration across the county's visitor economy.

STA membership ensures that each business, regardless of size, becomes part of a cohesive and competitive Sussex tourism landscape.