

VISITOR PAYBACK PROJECT

Location: East Sussex and Kent, United Kingdom

Client: Tourism East Sussex

Services: Survey Design and Implementation, Consultations



Developing visitor payback schemes for East Sussex, Kent and Northern France.

Project Objectives:

- Provide an understanding of the potential of visitor payback schemes and how they can be implemented. In part this was to be achieved through the piloting of a visitor payback scheme for Seven Sisters Country Park in East Sussex. However, the study was part the Maritime Heritage Trail scheme, which covers the East Sussex and Kent coasts in England, and the Nord - Pas de Calais coast in France, and therefore the findings were expected to be transferable to other areas on the Trail.

Our Recommendations:

- Visitor payback schemes are a partnership between visitors, local businesses, and project beneficiaries. Very simply, visitors donate to local projects by paying a voluntary contribution to local businesses when buying services or products.
- The survey found that visitors to the Country Park were generally supportive of visitor payback schemes, however, a thriving local tourism sector of accommodation establishments and other facilities is usually required to make a scheme successful.
- A toolkit was developed to assist regions wanting to develop a visitor payback scheme with its successful implementation.