

# TOURISM+TECH

## EVENT TAKEAWAY

To support the tourism sector to recover from COVID-19, Tech East and Norfolk County Council held the Tourism + Tech virtual conference in June 2020, aimed at helping tourism businesses to discover the potential of doing more with digital. This 'event takeaway' summarises the key points made and highlights actions businesses can take to use digital technology to recover and return to growth. Please read the speaker's presentation slides for full details of their talks.

### Cllr. Graham Plant – Norfolk County Council

The visitor economy has been hard hit by Covid-19. Supporting it to recover is a key priority for Norfolk County Council. Digital technology has an important role to play in helping businesses to innovate and drive positive change. Businesses are also encouraged to [check out the EXPERIENCE](#) project which aims to support the development of sustainable tourism products.

### Nathan Lomax — Quickfire Digital

Digital transformation can propel your business out of lockdown. It helps you map out your business from top to bottom and design an evolutionary approach. Small changes have a positive impact. Get help to make this change. Think about how you sell to your customers. All contact with them should be part of a sequence. Surprise and delight them – personalisation is huge. Use data to reach your target market.

### ATTENDEE FEEDBACK

**"I thought it was an excellent event. Well done to all involved!"**

### ATTENDEE FEEDBACK

**"The event helped explain how tourism and hospitality businesses can move into the digital world."**

### Pete Waters – Visit East of England (VEE)

VEE with partners, is leading the sector recovery plan. It is also working to promote the visitor economy as being open all year round rather than being seasonal. The visitor economy is worth £10bn across Norfolk and Suffolk. VEE is working to put the region at the top of visitors' minds as a destination. VEE works as one voice for the region and helps to attract new government funding e.g. a Tourism Zone.

### Callum Coombs — Safepoint

Safepoint provides a platform to help keep lone workers safe and already support many businesses in the visitor economy. There is an array of accidents that can happen in the workplace when workers are alone. But the key message is that there is digital technology available to help businesses keep on top of safety issues and reduce the risk of accidents happening.

### Jason Middleton – New Anglia LEP

There are various business support schemes available to help your business and it can be confusing trying to find what you need but the Growth Hub keeps it simple and provides free and impartial advice. For any business who is considering making changes, or that needs help with a project to grow their business, please contact the New Anglia Growth Hub on 0300 333 6536.

### ATTENDEE FEEDBACK

**"The speakers were engaging and the content was relevant and suitably pitched to appeal to the various businesses that chose to attend."**

### Adrian Melrose — Staylists

Accommodation providers must have their own property management systems (PMS) allowing them to sell directly and distribute wisely. This helps reduce dependence on costly online travel agencies (OTAs). Guests will always check out the property's own website and will book direct where possible. So it's important to have the best Internet Booking Engine that removes friction from the booking process. Encourage repeat bookings through discount codes and offer incentivised book direct rates.

### James Kindred — Big Drop Brewing Co.

Digital technology can help your business to be responsive and agile. Big Drop embraced technology and used it to build engagement with new customers. Big Drop ran online gigs and quizzes with over 100k viewers from March to May to drive online sales through their new online store which resulted in an average 10% conversion rate and over £100k in online revenue.

### Where to go for more help...

**New Anglia Growth Hub**

0300 333 6536

**Visit East of England**

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**Tech East**

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