**Priority 3 - The Isle of Thanet Promise**

The Isle of Thanet Promise priority is about making sure that the destination meets and exceeds visitor expectations – through *Brilliant Experiences* and a *Brilliant Welcome.*

*Experiences:* Visitors are increasingly seeking out experiences that are distinctive and authentic. Stakeholders should be developing the offer – the facilities, services and experiences – and providing the Tourism Team with the content, ideas and inspirational stories that will achieve cut-through for the destination and attract Thanet’s target markets. Visit Thanet will play a role facilitating and supporting the private sector to develop experiential tourism that delivers the Isle of Thanet Promise, via the Interreg-funded Experience project. The updated Shared Story will be relaunched to stakeholders across sectors, emphasising its role as Thanet’s *promise* to visitors, and foregrounding the storylines (themes) in order to inspire/invite investment in experiences and events that will deliver the promise.

*Welcome:* This strand will underpin the Promise. This is a programme of work to make sure that Thanet presents its best possible face to the outside world – and locals feel proud of their place. It will be about aiming for higher quality standards when it comes to the public realm and facilities, and harnessing locals’ passion-for-place to make the welcome as positive as it can be. It should be about making sure the destination’s stakeholders deliver against 21st century expectations of quality, including environmental sustainability. It should involve the local community in providing the welcome, and as advocates for the place.

