**Subject - Tourism Matters: NEW Thanet Green Tourism Toolkit and NCTA Wave 5 Survey**

Dear Tourism Colleague

We have good news. This special tourism matters is to announce the launch of our online Green Tourism Toolkit, designed especially to support you in your green tourism endeavours. We also want to highlight the new green tourism content added to our consumer website.

Along with this is a link to the latest National Coastal Tourism Academy (NCTA) survey. Following the end of Covid-19 restrictions, the NCTA would like to find out how your business is fairing now and how you think it might fair in the future.

**NEW Green Tourism Toolkit for Thanet Businesses**

Today there is more and more emphasis on going green and becoming sustainable in all that we do. We are aware that visitors are increasingly seeking destinations and venues that work sustainably, that source environmentally friendly products and that buy local produce, those who are striving to reduce their carbon footprint and have good green credentials.

As a tourism team, we would like to showcase the Isle of Thanet as a responsible tourism destination and highlight businesses that are really trying to deliver from an environmentally friendly perspective.

Over the autumn and winter we have been working with Acorn Tourism and Thanet District Council’s Climate Change Officer to develop a [**Green Tourism Toolki**](https://docs.google.com/document/d/1srwZvG8GmvE-4IimorT4b689Au4Y7TBOaA_OwYlz4nE/preview)**t**, for Thanet businesses to use

The aim of the toolkit is to highlight how, by starting to take small, simple steps in the right direction, you can work in a way that is better for the planet and your business.

The toolkit contains useful information on free-to-make changes that will have an impact, local case studies, handy resources and grants that are available, all which can be found in the dedicated [Green Tourism](http://www.visitthanetbusiness.co.uk/green-tourism/) section of our business website

Please keep an eye on here as we will be adding new information, as and when it becomes available

If you make any changes within your business offering and operation around green and sustainable tourism, do please let us know tourism@thanet.gov.uk

**Green information for visitors**

A Google study in 2021 has shown a 70% rise in the number of travellers seeking sustainable travel options. With this in mind, we have created a brand new section on [our visitor site](http://www.visitthanet.co.uk/greenthanet/) in which we include useful information for visitors looking to visit Margate, Broadstairs and Ramsgate - transport including electric charging points, walking routes, vegetarian and vegan eateries and how they can get involved

This information is not just for visitors, but also handy for you our local industry to know. As we learn of more things we will be adding to this section

**Thanet District Council Green Initiatives**

As part of Thanet Council's action on climate change, it is:

* hosting its first community tree planting day on Wednesday 16th March at Jackey Bakers Park in Ramsgate. No tree planting experience is required to get involved but you do need to sign up via an [online form](https://thanet.us11.list-manage.com/track/click?u=ab28309033e381a95b7d8ecb7&id=0a911a95c9&e=f70f6ba94d).
* supporting community litter picks on Thanet’s beaches and open spaces in the run up to the summer season as well as organising three council litter picks across the district as part of Great British Spring Clean 2022.
* writing to residents about a group-buying scheme to invest in solar panels with optional battery storage and electric vehicle charging points as well as an offer on Home Compost Bins.

For more information on climate change and biodiversity, go to [www.thanet.gov.uk/climate-emergency](http://www.thanet.gov.uk/climate-emergency)

**National Coastal Tourism Academy Survey Wave 5**

We would appreciate as many businesses as possible spending a little bit of time completing the [National Coastal Tourism Academy Wave 5 Survey](https://www.surveymonkey.co.uk/r/NCTA_Thanet) by **Monday 7th March**

Any information you provide is kept strictly confidential and if we achieve a large enough sample size, we get a general report for Thanet (no individual business information is shown). This information helps us to see how Thanet compares to the national figures. It is used to update members, to understand the impact of the pandemic over the last few years, and to help us plan for recovery and the support that is needed.

National headlines from Wave 4 (September - October 2021) of the survey:

* 59% of businesses said they had a good summer, better than 2019!
* 47% say that they are now back to break-even following a strong summer period.
* 16% said it was poor trading period and still 39% of businesses on the coast say it will be more than 12 months before their business is profitable again
* 43% are not confident about the next 6 months trading
* The majority of businesses (74%) will not change their seasonal opening this winter
* Biggest challenges facing businesses are Seasonality (49%), Increasing supplier costs (43%) and Covid-related issues (41%)
* 41% of businesses are still having recruitment issues: Cleaning and maintenance (50%), Waiter/Bar Staff (48%) and qualified Chefs (32%) are key challenges
* 48% of businesses are seeking to grow (once they have recovered from Covid-19) and the number of businesses seeking to retire or sell had reduced to just 12%
* 63% of businesses say making environmental, green or sustainability improvements to their business is important or very important at the moment
* 42% of businesses say improving accessibility for their customers is important or very important at the moment
* Forward bookings for summer 2022 are looking relatively strong but winter and spring low levels of bookings
* Seasonality - 36% of businesses make more than half their annual turnover in July and August alone

[You can view the full national data from the previous four waves here](https://coastaltourismacademy.co.uk/resource-hub/resource/impact-of-covid19-on-tourism-businesses--2021-business-barometer)

Thank you to everyone who has already completed the survey, the information you provide is extremely valuable.