Dear Colleague

Welcome to July's Tourism Matters – Get Involved

Tourism News

Press and Media
This month has seen a Belgian group press visit discovering 'Cool Thanet'. The trip was organised by Visit Kent and Glenaki PR in Belgium, with journalists from publications including Nieuwsblad, Gazet van Antwerpen, De Zondag plus RTBF Travel Show (TV).

This week we are also hosting Adrian Gillan from Bent Magazine (150,000 unique visits per month) on a family focussed visit to the area. The coverage, will also highlight Margate Pride.

Recent coverage as a result of press trips hosted earlier in the year includes:
- Jaillan Yehia, Savoir There – Things to do in Thanet – 10 Reasons to be a Tourist in East Kent
- Gillian Thornton, Silver Travel Advisor – Boutique Hotel near the Turner Contemporary this is in addition to the article Gillian has already produced for My Weekly as a result of the same visit.

Visitor Information Service – Accommodation Bookings
As a reminder to our graded accommodation providers the Visitor Information Service can book accommodation for visitors at the centre - Droit House, Margate. A reminder of the procedure was sent out via email on Wednesday 5th July. During the high season it is incredibly helpful to the team to know about your availability when we are trying to find last minute accommodation for visitors.

We would really appreciate, if you do have availability, especially at weekends, that you let us know either by phone 01843 577577 or email visitorinformation@thanet.gov.uk . This helps speed up the searching for the visitor but also means that we can hopefully get your empty beds filled.

Sign Up to Visit Kent Business Barometer
Visit Kent's business barometer is a monthly report, containing feedback from tourism businesses including, **serviced and self-catering accommodation providers, attractions, conference and event centres, cross-channel carriers and VIC's,** creating a snapshot of how the visitor economy is performing in Kent. Visit Kent is actively working to increase the sample of businesses that contribute, specifically the sample of accommodation providers in Thanet. We would like to take this opportunity to encourage you to contribute, as the barometer has proven to be a valuable and timely benchmarking tool for tourism organisations. For more information and to view past business barometer reports please click here.

If you are interested in signing-up to the business barometer, please click on one of the following links. The figures provided to the Business Barometer are all confidential
Accommodation providers
Attractions
Conference and events centres

The Barometer is **FREE** for all businesses to sign up to and access the monthly reports, alongside other benefits including;
• Insight into how your business is performing in relation to your sector in the county
• Keeping track of year on year and year to date figures

- Access to top line national level figures and trends
- Can be used as a benchmarking tool
- Insight into reasons cited for business performance
- Impact on press coverage and marketing activities

Margate Harbour Arm Works

The Grade II listed Margate Harbour Arm was constructed in 1815 as a safe haven for fishing and commercial shipping. In recent years, however, the Harbour Arm has been redeveloped and is now a popular public area with art studios, cafes and bars.

In light of this change, Thanet District Council is installing 220 metres of new hand railings along the currently unprotected edge and fixing eight wall mounted lights above the parking bays to maintain public safety. Thanet District Council has worked with Historic England to ensure that the railings and lights preserve the historic character of the Harbour Arm as well as improving public amenity and safety.

Railings are a common feature of seafront locations and the material chosen (Ferrocast Post and Rail) is ideally suited to harsh coastal environments and waterfronts. It is a popular choice for the replacement of historic cast iron installations. Its durability ensures minimal maintenance is required and provides a maximum life expectancy.
Contractors started work this week and installation is expected to take around three to four weeks. The Harbour Arm businesses can continue to trade and events will go ahead as planned.

Vote for Westgate Beach Hut

A beach hut at St Mildred's Bay has been shortlisted in this year's Towergate 'Beach Hut of the Year Competition'. Voting is open until Monday 24th July on the Towergate Insurance website

The winner will be announced on 24th August and will be presented with a blue plaque

Your News

Active Ramsgate wins GOLD!

Active Ramsgate was awarded the Community Care Award at this year's Kent Health and Beauty Awards for its work promoting Ramsgate through its outdoor activities, such as walking, cycling and canoe trails.

The initiative, funded by Ramsgate Town Council has introduced various activities into the area such as new guided walks and guided canoe trails, as well as promoting the area as a leading kitesurfing and pickleball destination.

As a result, the town has benefitted from a significant increase in tourists which has led to regeneration of the whole area and bringing together local communities and businesses. Active Ramsgate beat off stiff competition to take the accolade, with judges praising the initiative for its impact on the local community.

For more information on Active Ramsgate and the activities it offers visit
www.ramsgatetown.org/activeramsgate

New Hotel Management Course

Following the opening of The Yarrow Hotel at its Broadstairs campus, **East Kent College** has developed a dynamic and bespoke course in Hotel Management. The course will include a combination of theory and practical work experience with topics covered including: Hotel Operations; Food & Beverage Management; Customer Experience; Business Models,

and Forms of Ownership. The course starts in September 2017 and details can be found on the website www.eastkent.ac.uk

Spitfire and Hurricane Museum – Plans for Spitfire Simulator
RAF Manston Spitfire and Hurricane Museum are embarking on an exciting new project to create a flight simulator that will be housed in the museum which will allow visitors to see what it's like to fly a spitfire. The controls to fly it will be exactly as they are in a spitfire and the movements you make with the controls will replicate what it would be like to actually fly it.

The simulator will bring in additional revenue to the museum as well as fitting with their mission to engage, inspire and educate. They will be able to open the simulator for groups, air cadets, corporate events etc. They will be able to use the revenue not only to maintain the simulator but also to reinvest in the museum to make it more engaging and interactive. And also to ensure that the museum continues to stay free to enter.

The project will cost around £15k. They are hoping to be able to launch in March 2018. For more information please contact RAF Manston Spitfire & Hurricane Memorial Trust manager@spitfiremuseum.org.uk

Events
Here are just a few of the events taking place across the area in the next few weeks

- 19 July: Broadstairs Summer Fireworks
- 22 July: Minster Show
- 22 - 30 July: Ramsgate Festival
- 23 - 28 July: Ramsgate Week
- 26 July: Start of Seashore Safaris
- 27 July: Start of Summer Rep Season, Sarah Thorne Theatre Company
- 29 July: Opening of Kent's Marine and Coastal Wildlife, Droit House
- 1 August – 1 September: August Activities, Powell-Cotton Museum
- 4 – 6 August: Margate Soul Fest
- Until 6 August: Margate Festival
- 11 – 18 August: Broadstairs Folk Week

For more events happening in the area go to www.visitthanet.co.uk/whats-on