

Dear Colleague

Welcome to November's Tourism Matters – Bumper Issue

### **Destination Management Plan**

Meetings for the Consultative Group and the Telling Our Stories Group take place this month, so we will have more to update you on in our December newsletter.

In the meantime, if you are working on your promotional plans for 2018, remember the [Shared Story Toolkit](#) for local tourism businesses, which contains useful information, contacts and a free image library for you to use to help promote your business and Thanet. We've also just added a link to the [Rural Tourism Business Toolkit](#) which, although this was part of the COOL programme which was funding aimed at supporting rural locations, the contents are still potentially very useful for any small business/start-up business.

### **Press and PR**

This month there has been two press visits to the area, Wim de Mont writing a feature on Margate for Flanders magazine Imago (visit organised in partnership with Visit Kent) and Leta Elliott from [www.attachmentmummy.com](http://www.attachmentmummy.com) on a visit organised by Active Ramsgate.

There is some very tasty coverage in [Olive magazine](#), which features many of our local eateries, as a result of Clare Hargreaves' visit in May, which was organised by Visit Kent

### **Visitor Information Summer Round Up**

It's been a busy season for the Visitor Information Services in the area, with Droit House in Margate dealing with over 70,000 contacts, Broadstairs Information Kiosk welcoming over 18,000 and Ramsgate welcoming nearly 10,500 visitors. That's a whopping total of over 98,500 lovely visitors welcomed to the area from April to October! As well as that

- We have also been hard at work training our Visitors Ambassadors to be champions for the area with a total of 44 trained.
- Well over 77,750 of Visitor Maps' distributed around the Isle.
- Countless Tweets, Facebook posts and Instagram shots going out from the Visit Thanet social media accounts promoting the area.
- Lots of families exploring our Heritage and Coastline using our new Coastal Explorers activity packs. If you haven't heard about these, more info here: [www.visitthanet.co.uk/coastalexplorers](http://www.visitthanet.co.uk/coastalexplorers)

It's fair to say we have had a pretty fun and busy season!

### **Kent Contemporary Campaign Results**

The annual Kent Contemporary campaign, run by Visit Kent, aims to reposition the destination as the Garden of England for the 21<sup>st</sup> century, building on awareness of the county offer whilst being able to surprise and delight in new ways.

Thanet District Council participates in the campaign, which allows us to use media we could not afford on our own and also gain extra opportunities for exposure and access further distribution channels.

This year's campaign launched in May, with a two week run of out of home media, and a further 14 weeks of digital activity, which resulted in the campaign's advertising panels in London stations delivering 23.5m impressions, whilst the digital & social media promotions and creative content delivered a further 5m impressions and just over 47,000 visits to the campaign webpage. The total number of visits to Kent (day trips and overnight stays) as a

result of the campaign is currently estimated at 593,613, with an incremental spend of just under £4 million.

The image of Viking Bay, Broadstairs was one of the top three images most likely to influence a decision to visit Kent.

‘Stunning coastline’ has now replaced ‘attractive countryside’ as one of the top three attributes for Kent by survey respondents.

### **Discover England Fund Success**

Visit Kent and Turner Contemporary, in partnership with several leading arts venues in the region, have been awarded funding from VisitEngland’s Discover England Fund and Arts Council England to launch the Culture Coasting project. To find out more about the project please [read here](#)

### **Tourism Sector Deal**

A Sector Deal for the UK’s tourism industry was finalised and submitted to the Department for Business, Energy and Industrial Strategy earlier this month, and negotiations are hoped to conclude before the end of the year. To read more about the deal please see the [VisitBritain website](#)

### **Thanet Tourism Business Volunteer Forum - Thursday 7 December**

The Thanet Volunteers Bureau, in partnership with Thanet District Council, is holding the third Thanet Tourism Businesses Volunteer Forum. The forum is aimed at local tourism businesses who work with volunteers to network, share best practices and learn new skills, to support the vast amount of tourism volunteers in the area.

The forum will take place from 1pm to 4pm on Thursday, 7 December at Ramsgate Visitor Information Centre. The guest speaker will be from Thanet Volunteer Bureau and will be covering topics such as difficult conversations with volunteers, writing volunteer roles and recruiting and retaining volunteers.

If you wish to attend please contact Lisa Powell at [lisa.powell@thanet.gov.uk](mailto:lisa.powell@thanet.gov.uk)

### **Save the Date – Kent Big Weekend 2018**

Visit Kent has announced that the twelfth Kent Big Weekend will take place on 24 and 25 March 2018 as part of English Tourism Week (17 to 25 March). The campaign, which is timed to kick off the tourist season, offers Kent residents the chance to win thousands of free tickets and days out to attractions across the county.

Visit Kent will be sending information out to businesses towards the end of November with a deadline of 12 January.

We are working on ideas and ways to get more Thanet businesses engaged with the Big Weekend through our Destination Management Plan activity and will include an update on this next month.

### **Thanet Community Lotto – Sponsorship Opportunities**

A brand new community lottery is being launched by Thanet District Council to raise money for good causes in Thanet. The Thanet Community Lotto will be run by an independent lottery provider and 50p from every £1 online ticket sold will go to a local good cause. Players could win a jackpot of up to £25,000.

To help increase the number of tickets purchased Thanet District Council would like to offer additional prizes, provided by local businesses, in exchange for coverage in the supporting marketing material.

[Click here](#) for further information and email [thanet.lotto@thanet.gov.uk](mailto:thanet.lotto@thanet.gov.uk) if you would like to discuss sponsorship options.

### Your News

Congratulations to the following businesses who were awarded Highly Commended or Winners in the recent [Kent on Sunday Food and Drink Awards](#)

- Newcomer of the Year: Winner Houdini's Magic Bar, Broadstairs
- Product/Producer of the Year award: Highly commended Curiously Kentish, Birchington and Winner Kent Crisps & Kentish Oils, Ramsgate
- Chef of the Year: Highly commended Anil Kumar at Flavours by Kumar, Ramsgate
- Family Dining Award: Winner Roost Restaurant & Cafe, Margate
- Best Independent Food and Drink Retailer: Highly Commended Curiously Kentish, Birchington
- Farmers Market of the Year: Winner Cliftonville Farmers Market

### Events

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

- 11 – 19 November: [Looping the Loop Festival](#), across Thanet
- 25 November: [Toy Sale](#), Hornby Visitor Centre
- 26 November: [Ramsgate Christmas Light Switch-on](#)
- 1 - 24 December: [The Elf Express](#) at Quex Park
- 1 – 31 December: [Ramsgate Illuminations](#)
- 1 December – 3 January: [The Frosted Fairground](#) at Dreamland
- 2 December: [Broadstairs Christmas Fayre and Lights](#)
- 3 December: [Westgate Christmas Lights](#)

For more events happening in the area go to [www.visitthanet.co.uk/whats-on](http://www.visitthanet.co.uk/whats-on)