

June's Tourism Matters – Opportunities to get Involved

Dear Colleague

Kent Contemporary Campaign 2018

This year's Kent Contemporary campaign is underway. The above-the-line two-week poster campaign, featuring striking modern images of the whole of Kent, including shots of Viking Bay in Broadstairs and Royal Harbour, Ramsgate have just been showcased on London Underground and Overground stations and on the huge transvision screen at Kings Cross Station.

The digital element is also running and, in a digital first for the campaign, Margate features in a 22 seconds short film. The film was produced in partnership with Dreamland and showcases just some of the most popular things to see or do on a visit to the colourful seaside resort. [Click here](#) to view the new Margate film

The campaign website can be viewed here – www.visitkent.co.uk/summer-in-kent/



Ramsgate at Euston and Broadstairs at Tooting Bec

Press and PR

Over the past few years many of you have helped to host Belgian author and journalist Dirk Musschoot on press trips to the area. Dirk's new book, 'Zuid Engeland', a result of these and other visits, was published on 29 May and is available in book shops in Belgium and Holland. The book contains a 33 page section on Thanet, with a further nine mentions of Thanet attractions and events on other pages.

Since launching the book has appeared in:

Check, weekend magazine of national newspaper *Het Nieuwsblad-De Gentenaar* (245,000 copies - 1.1 million readers) - 3 pages

De Markt, weekend magazine of regional newspaper *Gazet van Antwerpen* (90,000 copies - 400,000 readers) - 3 pages - article announced on the front page!

De Markt, weekend magazine of regional newspaper *Belang van Limburg* (93,000 copies - 450,000 readers) - 4 pages

Dirk and his new book have also featured on [AVS local television for East Flanders](#)

We also supported VisitBritain with images for their 48 hours in Margate, Broadstairs and Ramsgate feature in their [Britain Calling May 2018 e-newsletter](#)

Other coverage picked up this month includes:

[Time Out](#) – 10 Brilliant Beaches near London, which featured Botany Bay and Minnis Bay -

[The Guardian](#) – Little Britain: 10 of the UK's best tiny attractions – features the Tom Thumb Theatre

[Eater, London](#) – The Best Places to Eat in Margate, Kent

[The Guardian](#) – Your favourite UK coastal walks: reader's travel tips – features Reculver to Margate walk

[The Guardian](#) – Sea and be Seen: The insider's guide to Margate -

Visit Kent – callout for blog post information

Visit Kent is preparing content for the summer and would like to create a page with personal tips and advice for great days out on Kent's beaches. The top tips will then be used to create a blog post that will be shared across their social media channels throughout the summer, the person sending in the tip and their business will be credited. The tips can be anything from top tips for building the ultimate sandcastle to the best spots to enjoy an ice cream.

If you would like to participate, please send your top tips to sophie.hewitt@visitkent.co.uk by Wednesday, 20 June.

Southeastern Summer Offer

Southeastern are once again running their summer offer of return tickets from London to Margate, Broadstairs and Ramsgate for just £20 until 24 August. Tickets are valid from Southeastern London terminals in zones 1-6 for off-peak same day returns. For further information [click here](#)



Produced in Kent – Food Trails

Produced in Kent is working on a project which enables Kent residents and visitors alike to explore the county through food and drink. A new website www.kentfoodtrails.co.uk – will enable people to select a trail or build their own itinerary, whilst a series of six bite-sized guides will cover Kent's key products.

There is an opportunity for Thanet venues with an excellent food offering (supporting Kent food and drink) to be considered for inclusion, providing they meet the high-quality criteria that Produced in Kent is looking for. Venues eligible for consideration include accommodation, eateries, attractions and activity providers

For further information [click here](#)

Federation of Small Businesses

The Federation of Small Businesses is a membership organisation which, amongst other things, can help small businesses to:

- save money on their variable costs of electricity and water
- have legal support for debt collection, employee issues, tax issues etc.
- find cheaper business banking
- find cheaper insurance

- secure cyber cover against malware attack on websites

The local membership advisor, Peter Thompson, would be interested in running a workshop for Thanet tourism businesses, subject to getting enough interest. If you are interested in attending a workshop along these lines, please contact Peter direct on 07581 045792 [/peter.thompson@fsb.org.uk](mailto:peter.thompson@fsb.org.uk)

Free Digital Courses at East Kent College

There are some free digital courses at East Kent College for businesses. Please [click here](#) for further information

National Hotel Marketing Conference

This year's National Hotel Marketing Conference takes place on Thursday 5th July at the Hilton at St George's Park, the fantastic National Football Centre of Excellence in Staffordshire.

The conference is run in partnership with the Hotel Marketing Association, and is open to independent and group hoteliers alike. Speakers this year include marketing directors and managers from Malmaison & Hotel du Vin, Park Plaza Hotels, Redefine BDL Hotels, Pride of Britain, Small Luxury Hotels of the World, Marco Pierre Restaurants and leading independent hotels from across the UK.

Thanet hoteliers and other accommodation operators can access a special delegate rate to the conference, saving £50, and can see the full conference programme at www.hotelmarketing.org.uk or by emailing conference@thetourismbusiness.com or 'phoning the conference office on 0770 291 2938, saying you are a tourism association member.

Your News

Calling all to the VIC

Sorry, not the "VIC" of soap opera fame, but the "VIC" of Ramsgate fame! The "VIC" as it is known, is the "Ramsgate Visitor Information Centre". We are based at The Custom House on Harbour Parade, Ramsgate. Telephone 01843 598750

If you enjoy meeting people, have basic computer skills, have at least two spare hours a week, are interested in local history, local events, new ideas and initiatives and wish to expand your knowledge in many areas, as well as become an Ambassador for our lovely town COME AND JOIN US!

If you feel you may have skills to offer and are able to commit to a trial period of training, approximately two hours for several weeks and then, hopefully join the team on a more regular, permanent basis, please contact Maggie Smith for more details, either by telephone, as above or email at maggie.smith@ramsgatetc.org.uk

Events

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

- 15th – 17th June: [Broadstairs Dickens Festival](#)
- 15th – 18th June: [The Grange Open Days](#)
- 16th & 17th June: [Minster Open Gardens and Scarecrow Competition](#)
- 16th & 17th June: [Fought for Freedom](#), Quex Park
- 23rd and 24th June: [Beautiful Noise](#), The Micro Museum
- 30th June: [Doug Slide Trio](#), Vinyl Head

- 30th June & 1st July: Quex VW Show
- 7th July: Measure for Measure, Margate Main Sands
- 13th – 15th July: Seaside Shuffle, Ramsgate

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