

August's Tourism Matters – Get Nominating

Dear Colleague

Thanet Tourism Superstar



In partnership with The Isle of Thanet News, we will be running a Thanet Tourism Superstar competition, with entry open from today (Thursday 9th August) until Sunday 23rd September.

The Thanet Tourism Superstar will be a person who works within the tourism and hospitality industry in Thanet, including employees and volunteers within tourist attractions, hotels, guest houses, bars and cafes, train stations and restaurants.

A judging panel will select a shortlist from all the nominees, then a public vote will decide who will become the Thanet Tourism Superstar.

Our Thanet Tourism Superstar will be nominated into the VisitEngland's Tourism Superstar Awards.

To find out more and make your nomination go to www.visitthanet.co.uk/tourismsuperstar

We would appreciate any assistance you can give to help us get this message out and encourage people to vote for their Thanet Tourism Superstar.

Press and PR

This month we have received some of the expected coverage from the recent press visits we have hosted:

Ramsgate – Master of gothic Revival Architecture Awaits Discovery – by American journalist Dennis Lennox, Christian Post (100 million monthly page views). Dennis also posted on his Twitter and Instagram accounts

Margate, Broadstairs and Ramsgate 'Triptips' by Dutch radio journalist Leon Balmaekers.

- [Thanet 1 – Ramsgate: Van Vissersdorp Via Ferryhaven Naar Toeristische Bestemming](#)
- [Thanet 2 – Broadstairs, Meer Dan Het Strand](#)
- [Thanet 3 – Margate Met Turner Aan De Hand....](#)

People are also able to listen to a selection of these Triptips daily at 12:14pm and 17:14pm (UK time) during August, September and October on <http://euregioradio.eu/index.php/luister-mee/>

Hornby: Voor Grote En Kleine Kinderen by Belgian author and journalist Dirk Musschoot – this is a blog Dirk produced for DFDS Seaways

We have also been busy hosting again with bloggers visiting from www.lelalondon.com and www.vintage-frills.com, plus a freelance journalist writing a feature for The Independent.

Other coverage picked up this month includes:

- [Where to eat in Margate](#) – The Good Food Guide, Waitrose
- [Motherhoods I Margate](#) – Smallish magazine
- [Escape: We do like to heal beside the seaside](#) – The Metro

Trainline announced their top 10 most popular destinations for UK summer travel this year - Margate came second with an increase in popularity of 164% since 2016. This was picked up by several national newspapers including The Express, The Independent and The Standard – click [here](#) for link to The Standard coverage

Research

We are participating in two pieces of research work throughout the summer.

Visitor Survey 2018 – this is research we have commissioned on visitors to Thanet that will be carried out in Margate, Broadstairs and Ramsgate between now and the end of October. This piece of work aims to measure the changes in visitor numbers, visitor motivations and visitor profile since the last face-to-face visitor survey in 2010 and to help measure the impact of the Destination Management Plan (DMP).

Cambridge Model Economic Impact Study 2017 – we carry out this research every two years through Visit Kent. This research shows the volume and value of tourism to the area and the number of jobs which it supports. The data is also broken down to show day visits, overnight stays, type of accommodation, etc.

For both pieces of research we will have the opportunity to input wider Thanet information, which will help with the robustness of the report. This includes local information such as retail footfall, student data, car park numbers and the data collected as part of Visit Kent's Business Barometer.

If you have any figures for 2017 that could be included or added to the Business Barometer, or any other research you have carried out that we could feed in to research, please forward it to paula.harbidge@thanet.gov.uk before Monday 20th August.

Visitor Information Service – Maternity Leave

Some of you may be aware that Francesca Sayer-Doyle, Visitor Services Assistant, will be going on maternity leave from Friday 31st August.

However it will be business as usual at the VIC whilst Fran is away and the team will be taking on certain parts of Fran's role. Those of you who have direct contact with Fran on certain projects or elements of work, will receive an email before her departure advising you of your key contact in her absence. For all other enquiries please contact the team at visitorinformation@thanet.gov.uk and they will be able to deal with your query.

Be My Guest Accommodation Workshop

VisitEngland has once again teamed up with Be My Guest, as industry partner to provide roadshows for independent accommodation providers. At the roadshows learn about the latest trends, be inspired by business development seminars and meet local and national suppliers.

To find out more about at the event and to book your place, please [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. You can see how the site is taking shape on <https://beta.kentfoodtrails.co.uk/>.

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. The link for registration is <https://producedinkent.typeform.com/to/mqUld8>

Should you wish to compare a standard listing and a premium listing, please go to <https://kentfoodtrails.co.uk/compare/>

It is anticipated that the site will go live towards the end of the summer and be officially launched at the Taste of Kent Awards on 12 September.

Kent Tourism Awards

Are you delivering exceptional customer experience?

Back for 2018 the Kent Tourism Awards are now open for businesses (accommodation, attractions, pubs, events, festivals and food businesses) to enter. This is a great opportunity to benchmark your business against others across the region, boost recognition and media profile as well as increase staff morale. Winners will get the chance to go forward to the National Awards of Excellence run by VisitEngland

To find out more about the awards, download an application form and to enter, see the [Visit Kent Business website](#). **The deadline to enter is 5pm on Sunday 9th September**

Your News

We are delighted to announce that **Isle Magazine** was once again recognised in the Kent Press and Broadcast Awards, receiving a Highly Commended award for its hyper local content and vibrant look. Well done to **Simon Abra and Kiki Case**, and the whole Isle team, for showing Thanet so beautifully and giving us a magazine to be proud of!

Congratulations to **Kathy Bailes from The Isle of Thanet News**, who won the Kent Digital Journalist of the Year 2018 at the awards



The Libertines have announced they are hijacking Sunday 9th September at **Wheels and Fins Festival** with their own 'Sharabang' festival line-up.

They have hand-picked the support acts from some of their favourite bands including Echo & The Bunnymen, Reverend & The Makers, Chas & Dave, Cabbage, Lock, local British rapper Mic Righteous and rising star Zuzu. Luke Wright (poet) will be compering throughout the day.

The independent music and action sports festival will see over 80 live acts perform over 3 days across 3 stages. Headliners include The Libertines, Feeder, Faithless, Example & DJ Wire, Sub Focus and High Contrast, and not to mention the UK Mini Skate Ramp Championships.

This weekend is set to end the festival season in epic fashion! Weekend and day tickets are available from £25! For the full line-up and to book visit www.wheelsandfins.co.uk

Please [click here](#) for a copy of the festival poster for displaying at your business

Turner Contemporary are hosting two Turner Prize Briefing Events in November for local businesses to find out how they can get involved

- Wednesday 14th November at 5pm: for transportation companies and individuals. [Event details](#)
- Thursday 22nd November at 5pm: for local businesses around Thanet and Kent. [Event details](#)

Events

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

- 10-17 August: [Broadstairs Folk Week](#)
- 11 August: [Margate Pride](#)
- 18 August: [Seashore Safari](#), Margate Main Sands
- 18 & 19 August: [British Kitesurfing Championships](#), Ramsgate
- 22 August: [Broadstairs Summer Fireworks](#)
- 26 & 27 August: [Punch and Judy](#), Westgate-on-Sea
- 2 September: [Addington Street Fair](#), Ramsgate
- 6-9 and 13-16 September: [Heritage Open Days](#)
- 7-9 September: [Wheels and Fins Festival](#), Broadstairs

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