

January's Tourism Matters - Bumper Edition

Happy New Year and welcome to the first Tourism Matters of 2019. In this edition we have some brilliant research results to share with you and some opportunities you may like to get involved in.

We would also like to hear your news, so please keep us updated if you have won an award, have an important anniversary coming up or anything new that you would like to share with us and other tourism industry partners.

Dear Colleague

### **Hot off the press - Thanet's tourism economy increases**

The results of the Cambridge Model Economic Impact Study 2017, which show the volume and value of tourism to Thanet, are now out and we are delighted to share some of the key figures with you here (% is 2017 compared to 2015).

- Visits to Thanet have increased by 8.6% with the district welcoming a record 4.2 million visitors.
- The value of Thanet's visitor economy has grown by 9.2% and is now worth over £319 million.
- The total number of jobs supported by tourism has risen by 8.7% to 7,950

To view our press release and see a copy of the full report, [click here](#)

### **Press and PR**

This month we circulated a press release on 'What's New and Anniversaries 2019', elements of which have been included on the [Travel and Leisure magazine website](#).

We have also received Cindy-Lou Dale's feature from her press trip to Margate. This has been published in [Aspect County Magazine](#) which goes to +250,000 of the wealthiest homes in Kent, Surrey and south-east Sussex.

### **Valentine's Day, Half Term and Easter - what's happening?**

If you are planning an event for Valentine's Day, February Half Term or Easter, please let us know on [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) so that we can add it to our website. Please send the following information:

- Event Name
- Event date and time
- Location
- Admission price if relevant
- Description of what the event is
- An image

Or try out our simple [NEW online event submission form](#). Once your event has been submitted the team will check the details and approve for publication on [www.visitthanet.co.uk](http://www.visitthanet.co.uk)

### **Kent Big Weekend - 6th and 7th April 2019**

Don't miss the opportunity to register to participate in this year's Kent Big Weekend, the deadline is **Friday 25th January**.

The event celebrates the leisure, tourism and hospitality industry by offering thousands of **FREE** tickets to Kent residents. This allows residents to experience first-hand all that the county has to offer them, so they in turn can show their friends and relatives when they visit.

If you participated in 2018 you can [login to your account](#) to update your details and upload your ticket allocation

If you are new to Kent Big Weekend, please [register your business first](#)

To check if you participated in 2018 or if the contact has changed, please email [jim.dawson@visitkent.co.uk](mailto:jim.dawson@visitkent.co.uk)

### **Thanet Tourism Superstar**

Thank you to everyone who voted for Stephen Darrer as Thanet's Tourism Superstar. We nominated Stephen in VisitEngland's Tourism Superstar Awards and whilst on this occasion Stephen did not make the final ten, he is still our Thanet Tourism Superstar and a credit to our local industry.

### **Visitor Information Service**

Remember that the Visitor Information Service at Droit House sells coach tickets (and accepts cash and credit cards) on behalf of:

- Bayliss Coaches
- Bovy Tours
- Carol Peters
- National Express

### **Turner Prize Update**

For updates and all the latest news on the Turner Prize coming to Margate's Turner Contemporary this autumn please visit the website [www.turnercontemporary.org](http://www.turnercontemporary.org) where you can sign up to their newsletter

### **'Be invigorated by the Isle this New Year'**

This is the title of our newest blog which went live on 2nd January and covers just some of all the wonderful opportunities there are here for health and wellbeing. [Read more here](#)

### **Be part of the new Produced in Kent Food Trails**

Since we last communicated about Produced in Kent's new food trails, their website has gone live and they have over 110 businesses featured - <https://kentfoodtrails.co.uk/> However, they would still like a few more, particularly Margate venues (as they have some for Broadstairs and Ramsgate) and from attractions with a food and drink offering

Standard entry is free, a Premium listing is £49 pa, or £39 for Produce in Kent members. For further information and to register go to <https://kentfoodtrails.co.uk/for-businesses>. Criteria for participating is that you have a website, use local Kent produce and shout about it.

### **Isle Magazine Accommodation Advertising**

Work is now underway on the new issue of Isle Magazine, due out mid/end of March. If you are an accommodation provider and would like to find out about the opportunities to promote your business through the publication, please contact Simon Abra, Commercial Director on 07787 163632 or [simon@islemagazine.co.uk](mailto:simon@islemagazine.co.uk)

### **Your News**

#### **Calling all accommodation providers**

To mark their 25th season of providing award winning tours, **St Peter's Village Tour** is putting on a special indoor theatrical version of the tour on Thursday 4th April at 2pm for local accommodation providers. This will take place at St Peter's Church in St Peter's.

To book a place at this special event, [please click here](#)

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Remember that this section is for you to share your news, so if you have won an award, will be celebrating an anniversary or have a job vacancy or business development you would like to share, let us know. Please email through to [tourism@thanet.gov.uk](mailto:tourism@thanet.gov.uk) before the second Thursday of the month

### **Events**

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

- 25th - 27th January: [Broadstairs Folk Week Winter Festival](#)
- 26th January: Opening of Katie Paterson and JMW Turner, Turner Contemporary
- 27th January: [Cliftonville Farmers Market](#)
- 27th January: [Helen Lederer](#), Broadstairs Pavilion
- Until 27th January: [Emerging Art](#), New Kent Art Gallery
- 2nd February: [St Laurence Historic Church Tour](#)
- 14th February: [Old Ramsgate- A Trip Down Memory Lane](#).
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For more events happening in the area go to [www.visitthanet.co.uk/whats-on/find-events](http://www.visitthanet.co.uk/whats-on/find-events)