

January's Tourism Matters - Let's get this year started

Dear Colleague

Happy New Year and welcome to the first Tourism Matters of 2020.

### **FREE Visitor Survey Workshops**

You will shortly receive an email with the details of the Visitor Survey Workshops being run by BeeBee Communications to share the key visitor insights from the research and how you can use this data to benefit your business offer, tailor your promotion and boost your positioning, increasing customers and visitors to Thanet. These engaging and creative workshops will include a focus relevant to the town they are in.

Margate - Wednesday 12th February 10am to 1pm at Thanet Visitor Information Centre  
Ramsgate - Thursday 13th February 10am to 1pm at Customs House  
Broadstairs - Thursday 27th February 2pm to 5pm at The Bay Tree

### **FREE Tourism Exchange GB Workshop**

Visit Kent is hosting free workshops in partnership with VisitBritain, to introduce Tourism Exchange Great Britain (TXGB) to businesses. TXGB is a business to business digital platform from VisitEngland, connecting tourism suppliers in England to distributors around the world. This is a 'one stop' exchange for suppliers to manage availability, pricing and bookings and for distributors to tap into a huge range of products

Tuesday 14th January - Best Western Plus Burlington Hotel, Folkestone 2pm-3.30pm  
Tuesday 28th January - Best Western Abbots Barton Hotel, Canterbury 1.30pm -2.30pm  
Wednesday 29th January - Maidstone Town Hall 10am-12pm

Full details of the workshop and booking details can be found on the [Visit Kent Business website](#)

### **In the Media**

Broadstairs has been featured in a super article in National Geographic - [What to do in Broadstairs, Kent](#)

### **We can display your 2020 event posters and leaflets**

We need new event posters for display in the blue Tourist Information Point boards around the Isle. If you have an event coming up that you would like us to promote, please let us have 10-12 posters at least 4-6 weeks in advance of the event date. Please drop them into the team at Droit House Wednesday to Sunday between 10am and 5pm or if outside of this, post them through the door. Posters need to be A4 for display in the boards, but one A3 poster can be displayed in the Visitor Information Centre hallway. By providing your posters to the team, this also ensures your event is listed on [www.visitthanet.co.uk](http://www.visitthanet.co.uk)

Please be aware during the winter months the team go out once a month and fortnightly from spring to update boards

If you have 2020 attraction leaflets, please let us have these too, or let us know in case we can arrange collection whilst we are out.

Remember, our visitors map is available for you to display in your business. If you require copies please contact the team at [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) to arrange delivery, or if you can collect them from the Information Centre, it would be appreciated

### **Airbnb to Verify Listings**

It has recently been announced by Airbnb that its properties will soon be verified for accuracy of photos, addresses, listing details, cleanliness, safety and basic home amenities, according to a company-wide email sent by Airbnb co-founder and chief executive officer Brian Chesky. Click [here](#) to read a copy of the email.

All rentals that meet the company's new standards will be "clearly labeled" by December 15, 2020.

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

If you're planning an event for Valentine's Day, February Half Term or Easter, please let us have the following information.

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

Events can be submitted via our [online event form](#) or emailed to [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk)

### **Isle Magazine Events Required**

If you have an event between April and the end of July that you would like included in Isle Magazine, please provide details by **Wednesday 5th February**, either using our [online form](#) or email [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk)

### **Kent Big Weekend - 4th and 5th April 2020**

The Kent Big Weekend is back for 2020, celebrating 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 2019 you can [log into 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 2019 or if the contact has changed, please email [Jim Dawson](#)

The deadline to register your business, update and upload your ticket allocation is Friday 24th January 2020

For more information on Kent Big Weekend, visit the [Visit Kent Business website](#)

## [Your News](#)

### **Dreamland 100**

2020 sees Dreamland celebrate 100 years since John Henry Iles transformed the site into the pleasure garden and amusement park Dreamland - and opened the famous Scenic Railway to the public.

Once again teaming up with HemingwayDesign, a striking new logo for the amusement park's 100th anniversary has been created. In a series of playful animations, the logo comes to life by reflecting the motion and energy of Dreamland's rides and a slogan has been created " 1000 smiles per hour, 100 years, 10 decades, 1 Dreamland"

A series of large-scale events, new art commissions and festival fun is being planned to mark the anniversary, including two major international music acts.

[www.dreamland.co.uk](http://www.dreamland.co.uk)

### **Turner Contemporary Closure Period**

From Monday 13th January - Monday 3rd February the whole of Turner Contemporary will be closed for exhibition changeover and maintenance. To avoid disappointment you are advised to plan your visit from Friday 7th February, when the next exhibition [We Will Walk – Art and Resistance in the American South](#) will be open.

### **Events (9th Jan - 13th Feb)**

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

- Until 12th January: [Turner Prize](#) and [Margate NOW](#)
- 17th - 19th January: [Broadstairs Folk Week Winterfest](#)
- Until 21st January: [Winter Open Art Exhibition](#), Nice Things Ramsgate
- 25th January: [Elvis v Jerry Lee-Lewis](#), Sarah Thorne Theatre
- 7th February: Opening of [We Will Work - Art and Resistance in the American South](#), Turner Contemporary
- 15th February: [Trash and Treasure](#), St Nicholas

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)