

Priority 3 - The Isle of Thanet Promise

The Isle of Thanet Promise priority is about making sure that the destination meets and exceeds visitor expectations – through *Brilliant Experiences* and a *Brilliant Welcome*.

Experiences: Visitors are increasingly seeking out experiences that are distinctive and authentic. Stakeholders should be developing the offer – the facilities, services and experiences – and providing the Tourism Team with the content, ideas and inspirational stories that will achieve cut-through for the destination and attract Thanet's target markets. Visit Thanet will play a role facilitating and supporting the private sector to develop experiential tourism that delivers the Isle of Thanet Promise, via the Interreg-funded Experience project. The updated Shared Story will be relaunched to stakeholders across sectors, emphasising its role as Thanet's *promise* to visitors, and foregrounding the storylines (themes) in order to inspire/invite investment in experiences and events that will deliver the promise.

Welcome: This strand will underpin the Promise. This is a programme of work to make sure that Thanet presents its best possible face to the outside world – and locals feel proud of their place. It will be about aiming for higher quality standards when it comes to the public realm and facilities, and harnessing locals' passion-for-place to make the welcome as positive as it can be. It should be about making sure the destination's stakeholders deliver against 21st century expectations of quality, including environmental sustainability. It should involve the local community in providing the welcome, and as advocates for the place.

Isle of Thanet Promise – short to medium-term actions

What	When	Who
<i>Experiences</i>		
▶ Re-launch Shared Story with an emphasis on its role as the Promise, and giving examples and lessons of where it has already been used by business, and ideas of how it can be used in experience development as well as promotion.	Q1/Q2 2020	Tourism Team
▶ Use the Shared Story storylines to inspire private and 3 rd sector providers to develop off-season bookable experiences as part of the Experience project	Q2 2020	Businesses and Tourism Team
▶ Develop the Tourism Team’s social media presence with an increase of quality content and engagement from tourism businesses, thinking about how and where their offer can add to the quality and currency of Thanet’s promotional efforts.	2020	Businesses and Tourism Team
▶ Identify a potentially new and large-scale event which draws in large numbers of visitors and helps extend the season. Engage with national organisers of similar/existing events to indicate willingness to help them build a new successful event in Thanet.	2021	TDC with Businesses
<i>Welcome</i>		
▶ Review the first and last impressions for visitors arriving in Thanet as well as the individual towns – at bus and rail stations, car parks, entrances to towns and the district. Look at whether the first impression is positive and welcoming and identify what can be done to improve it.	2020	Business-led review with support from Tourism Team
▶ Review and develop an improvement plan with a sensible timeframe and resource plan for the ‘Brilliant Basics’ such as toilets, parking, signage and wayfinding: things that will put visitors off if they are not working well.	2021	Business-led review with support from Tourism Team
▶ Expand the model of disaggregated tourism information – where tourism businesses and local communities become ambassadors for helping visitors with tourist information. Provide training, materials, enhanced ambassador programmes and local greeters to support and develop this approach.	Ongoing	Tourism Team lead with support from Tourism Businesses