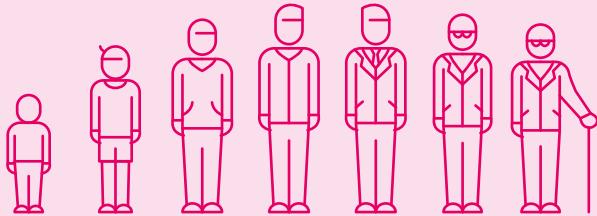


THANET VISITOR STUDY 2025

AGE GROUPS



0-15	16-24	25-34	35-44	45-54	55-64	65+
14%	7%	12%	15%	12%	15%	24%

GROUP COMPOSITION

COUPLE	40%
FAMILY UNIT	31%
GROUPS OF FRIENDS	14%

LIKELIHOOD OF
RECOMMENDING
4.55 out of 5



MAJOR OBSERVATIONS AND KEY CHANGES FROM 2018

 Three quarters of visitors consider sustainability important when choosing to visit a destination

 More people chose to travel by train

 Beaches and coastline key influence for visiting

 Increase in importance of London market

 Increase in Airbnb as accommodation choice

 The growth of social media since 2018 that has brought Thanet's coastline and beaches to a wider audience

KEY INFLUENCES

	2025 (Jun/Aug)	2018 (Aug/Oct)
 Coastline/beaches	80%	53%
 Attractions	22%	24%
 Food/drink	19%	-
 Arts/culture/music	12%	9%
 History/heritage	9%	6%
 Outdoor activities and experiences*	12%	30%

*Recreational activities

SATISFACTION SCORES

(OUT OF 5)

TOP 3

Ease of finding way around 4.60
Overall impression of feeling welcome 4.60

Beach/coastline experience 4.57

BOTTOM 3

Public toilets – availability 3.64

Public toilets – cleanliness 3.62

Shops 3.52



MARGATE

TRIP CHARACTERISTICS		2025	2018
Average length of stay (nights)		3.3	3.6
Day visitor		56%	55%
Overnight visitor		31%	30%
Day visitor (touring)		14%	15%

METHOD OF TRAVEL		2025	2018
Motor vehicle		61%	54%
Train		31%	30%
Coach		3%	6%
Bus		3%	4%
Motorhome		2%	-

Travel Insight

Margate saw the highest numbers travel in by train (31%)

“Quirkiness and hidden secrets, always something new to discover”

“Friendly atmosphere, lots to do with the family”

BROADSTAIRS

TRIP CHARACTERISTICS		2025	2018
Average length of stay (nights)		4.5	5.2
Day visitor		56%	55%
Overnight visitor		30%	26%
Day visitor (touring)		15%	19%

METHOD OF TRAVEL		2025	2018
Motor vehicle		56%	71%
Train		26%	16%
Coach		13%	6%
Bus		3%	3%
Motorhome		2%	-

Travel Insight

Broadstairs saw the biggest reduction in car use (15%)

“It's quaint, it's not spoilt, plenty of eats, drinks, walks”

“Beautiful place, convenient, easy to travel from and to”

RAMSGATE

TRIP CHARACTERISTICS		2025	2018
Average length of stay (nights)		3.5	4.5
Day visitor		59%	54%
Overnight visitor		30%	26%
Day visitor (touring)		12%	20%

METHOD OF TRAVEL		2025	2018
Motor vehicle		67%	72%
Train		23%	12%
Coach		5%	3%
Bus		4%	3%
Motorhome		1%	-

Travel Insight

Ramsgate saw the biggest rise in train use (11%)

“The harbour is smart and clean”

“Flat so it's good for a long walk and the bus service is handy to get back the other way”

VISITOR FLOW IN THANET

MARGATE → Broadstairs 25%
→ Ramsgate 21%

BROADSTAIRS → Margate 20%
→ Ramsgate 27%

RAMSGATE → Broadstairs 24%
→ Margate 17%

Have you visited or do you plan to visit the following destinations during this trip?

OTHER KENT DESTINATIONS FOR TOURING VISITORS

MARGATE → Canterbury 13%
→ Whitstable 13%

BROADSTAIRS → Canterbury 10%
→ Deal 10%

RAMSGATE → Canterbury 11%
→ St Margaret's Bay, Dover 7%