THANET VISITOR SURVEY 2025

Broadstairs, Margate, Ramsgate

30 September 2025

thanet district council

acorn SUSTAINABLE TOURISM CONSULTANTS

Contents

Introduction

Acorn Tourism Consulting was commissioned by Thanet District Council's Tourism Service to measure sentiments, motivations and visitor profiles of visitors to the three coastal towns of Broadstairs, Margate and Ramsgate to guide future promotional activities undertaken by the tourism team, including supporting the local tourism industry.

This element of the research involved a face-to-face visitor survey in each of the three coastal towns (Broadstairs, Margate and Ramsgate) in June, before the school summer holidays, and August, during the school summer holidays.

Methodology

1,200 visitors were interviewed and the survey was conducted by our partners, Feedback Market Research, as follows:

- **June Wave:** commenced on 7 June 2025 and completed on 8 July 2026. 200 visitors were surveyed in each town (600 in total), in several different places in each town, and over a range of weekdays and weekend days.
- **August Wave:** commenced on 24 July 2025 and completed on 31 August 2025. 200 visitors were surveyed in each town (600 in total) in several different places in each town, and over a range of weekdays and weekend days.

Interviews were subject to achieving a ratio of 55% day visitors to 45% staying visitors, either in Broadstairs, Margate or Ramsgate, or beyond, to be able to compare results with the 2018 Thanet Visitor Research Study carried out in July and October.

How to use this study

The findings of the Visitor Research Study are outlined in Sections 1 to 11 which focus on the individual findings within each town. For cross-reference purposes, Thanet averages are included in the full tables in Appendix 3. Challenges and Opportunities identified from all elements of the research are summarised in Section 12.

Comparisons with 2018 findings are made throughout the study, along with insights from the Secondary Market Research Study, and the Social Listening Exercise. A summary of each of these two studies are included in Appendix 1 and Appendix 2.

Please note that not all charts and tables add up to 100%. This is due to rounding.

Executive Summary

The Thanet Visitor Survey 2025 provides a detailed snapshot of visitors to Broadstairs, Margate, and Ramsgate during the months of June (before the school holidays) and August (during the school holidays). Information gathered included visitor demographics, factors that influenced trip, expenditure, attractions visited and perceptions. It highlighted both strengths and challenges across the three towns and presents opportunities for development.

Visitor Profile

- 94% of visitors were from the UK, with the remainder from overseas markets. London and Kent each contributed around one third of all visitors, while amongst overseas markets, Germany was the most significant international market (21%).
- Visitors were more likely to be female (57%), and older age groups were prominent – those aged 65+ accounted for almost one quarter (24%).
- Couples and families comprised the main visiting groups, with families more prevalent in August and couples in June. Half of all visitors were in full-time employment (49%), while one third were retired (35%). A majority belonged to the ABC1 socio-economic group whereby they likely hold professional or managerial positions in their careers and have completed higher education.

Trip Characteristics and Influences

- Almost three quarters of respondents had visited Thanet previously (73%) and leisure was the main purpose of visit (92%), with a small share visiting friends and relatives.
- 57% of trips were day visits, while 43% were staying visits, representing an increase compared with 2018, with an average length of stay of 3.8 nights.
- Thanet's coastline and beaches were by far the strongest influence on choice of destination (80%), a considerable increase since 2018, though it should be noted that the timing of the survey in 2025 may have influenced this. Attractions, food and drink, and culture played secondary but important roles. The emergence of food and drink as a notable category (new for 2025) represents a good sign of regeneration activity.
- Outdoor activities, such as walking, cycling and water sports, were notably low influencers for visitors.

Attractions

- More or less one quarter of visitors to each town stated intention to visit one or both of the other towns.
- Visitors to Margate were more inclined to visit attractions in the town than visitors to Broadstairs and Ramsgate, in particular Turner Contemporary (33%) and Dreamland (27%).

Accommodation

- Hotels were the leading accommodation type overall (27%), followed by Airbnb (20%), a notable increase since 2018.

- Satisfaction with accommodation was generally high, particularly in Broadstairs, with quality of service and value for money both rating strongly.
- More than half of bookings were made directly with providers (51%), though Airbnb accounted for more than a quarter (26%).

Expenditure

- Day visitors spent an average of £34 per person per day, with eating and drinking the largest category (48%).
- Staying visitors spent £97 per 24 hour period including accommodation, or £367 per trip, with accommodation accounting for the largest share (52%). Staying visitors spent considerably more in 2025 than they did in 2018, likely a reflection of increased prices during the period.

Transport

- 61% arrived by car, while 27% used the train, a notable increase compared to 2018.
- Parking was widely used in town centres, with high satisfaction for availability and cost, though Margate was rated less positively. However, there were conflicting open comments about parking availability and cost.

Sources of Information

- Most visitors did not use formal information sources to plan their trip (68%), relying instead on prior knowledge, which is to be expected owing to the high numbers of repeat visitors.
- For those who did source information, online channels including websites and the Visit Thanet site were the most used. During trips, most visitors again relied on little or no external information.

Sustainability

- Three quarters of visitors considered sustainability important in choosing a destination (75%). Concern was higher in Broadstairs and Margate than Ramsgate, and stronger in June than August.

Satisfaction and Perceptions

- Finding one's way around, feeling welcome, the beaches and coastline, along with the atmosphere were highly rated across all towns, with Broadstairs at the top of the list.
- Dissatisfaction centred on cleanliness and availability of public toilets, shopping opportunities, and the rundown nature of town centres in Margate and Ramsgate.
- Nevertheless, overall enjoyment of visits remained high, and likelihood of recommending Thanet has increased since 2018.

Best and Worst of Broadstairs, Margate and Ramsgate

- Broadstairs was praised for its charm, beaches, and traditional seaside appeal, but criticised for parking costs and toilets.
- Margate was valued for culture, arts, and quirkiness, but suffers from perceptions of neglect in the town centre, limited shops, and safety concerns at night.
- Ramsgate was enjoyed for its harbour, beaches, and relaxed feel, but criticised for rundown areas, parking challenges, and poor toilet facilities.

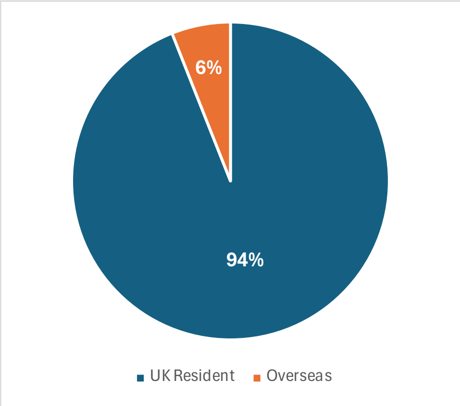
Challenges and Opportunities

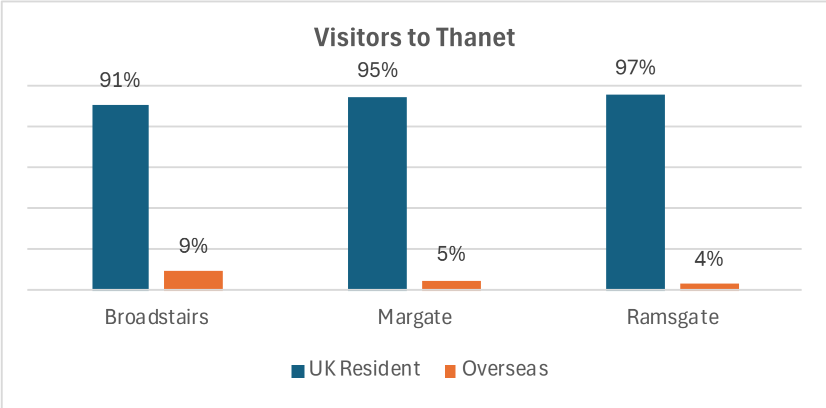
- Economic pressures that affect both visitors and businesses arguably have the greatest potential impact on domestic tourism growth. Overseas destinations that are easy to reach and cheaper, with more favourable weather conditions, are also set to challenge the sector.
- In addition, sustainability concerns, overcrowding at peak times and town centre decline pose difficult challenges for Thanet.
- Nevertheless, there are multiple opportunities to strengthen ‘experiences’ which, today, are a major global trend and highly sought after. For Thanet, these experiences should be curated around the local food and drink offer, heritage and culture, outdoor experiences and wellness, which can all be used to broaden seasonal appeal.
- Targeting key markets provide another opportunity, especially family groups, older markets, and relevant international markets.
- Harnessing social media and travel influencers to generate awareness through positive storytelling is a further opportunity.

Section 1: Visitor Profile

1.1 Origin of Respondents

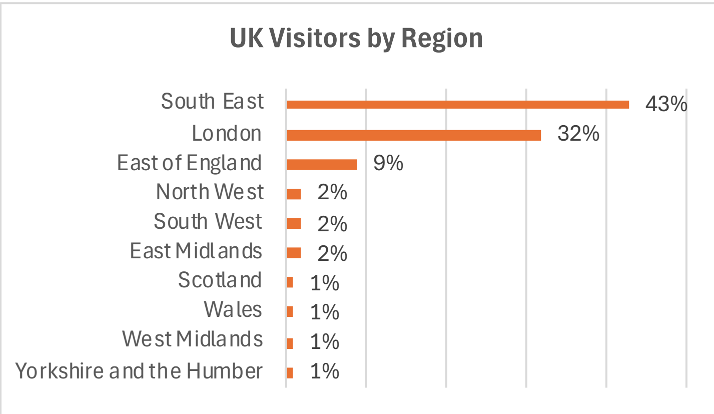
The majority of visitors to Thanet were from the UK (94%) with 6% from a range of overseas destinations. Ramsgate had the largest proportion of visitors from the UK (97%) while Broadstairs welcomed almost one in 10 visitors from overseas (9%).

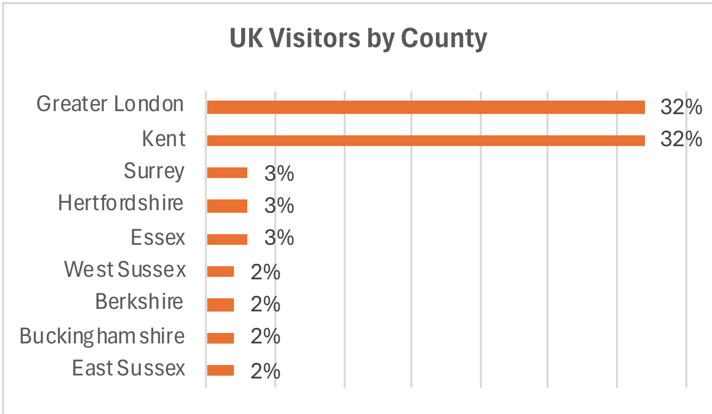




Q: Are you a UK resident or from overseas? N=1200

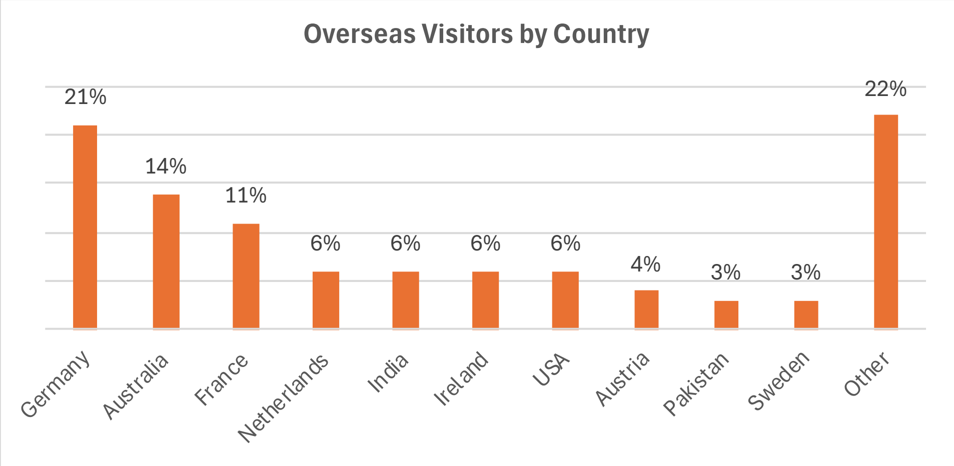
Three quarters of visitors came from the South East and London (43% and 32% respectively). Greater London and Kent were the top source counties, each accounting for 32% of visitors, with marginally more from London than Kent when rounding is taken into account. Visitors from Kent predominantly came from the Medway region (34%) followed by the Canterbury (25%) and Dartford (19%) regions.





Q: Where to you live/What is the first part of your postcode? N=1128

Germany accounted for the largest group of international visitors (21%), followed by Australia (14%) and France (11%). India (6%) was a new market noted in 2025 which ranked equally with other priority international markets to the UK of the Netherlands, Ireland and the US. 64% of overseas visitors were staying visitors.



Q: Where do you live? N=72

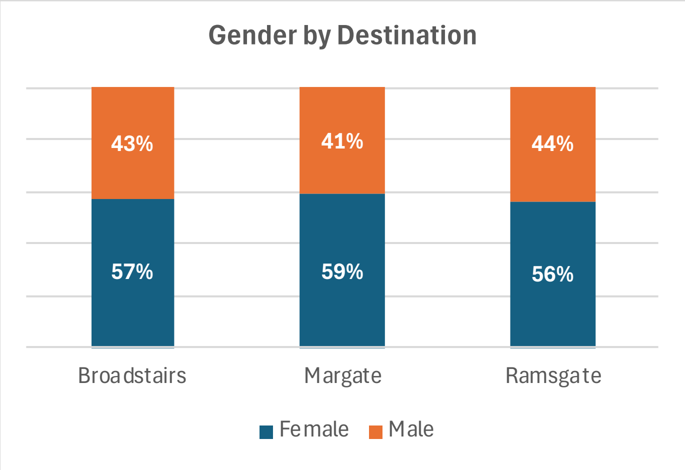
Thanet Visitor Research 2018
The proportion of visitors from the South East and London has changed notably since 2018. In 2025, there were 13% more visitors from the London region than there were in 2018. From the South East, visitor numbers fell from 56% to 43%, a corresponding 13% decline. Visitors from Kent also fell in 2025, from 43% in 2018 to 32% today an 11 percentage point decline.
These figures provide a clear indication that London as a key source market for Thanet has become as important as the local market from Kent.

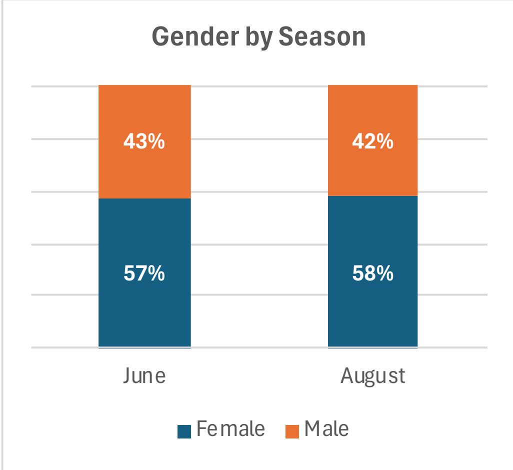
Secondary Research
Although not reflected in the findings of the Visitor Survey, the Economic Impact of Tourism 2023 identified that overnight visitors from overseas is a key market to Thanet. Ways to attract them should be further explored, and key markets identified. For instance, India is a growing market of global travellers to the UK, driven by increased mobility and affluence, who are interested in other cultures and adventure, and accounted for 6% of overseas visitors to Thanet in the Visitor Survey. The MIDAS Study concurred that there is a keen interest in the UK from international markets, especially the Middle East, China, India and the USA.

Kent's DMP highlighted the importance of the German market to tourism in Kent. The German market was the top international market in this study by some margin (21%).

1.2 Gender and Age

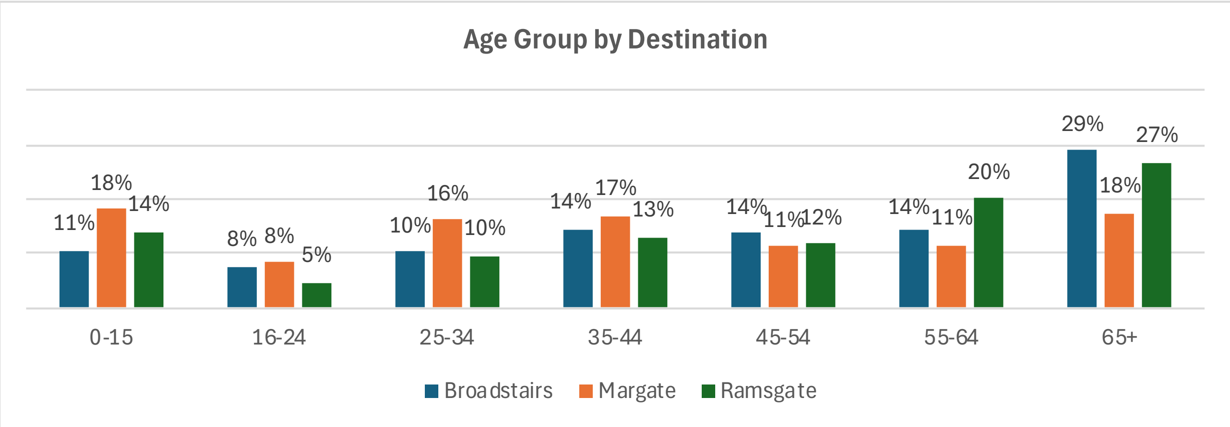
Across both destinations and by season there were more female visitors (57% average) than male visitors (43% average). Margate emerged as the destination where there were marginally more than average women (59%) than men (41%). By season, the gender split remained broadly similar.





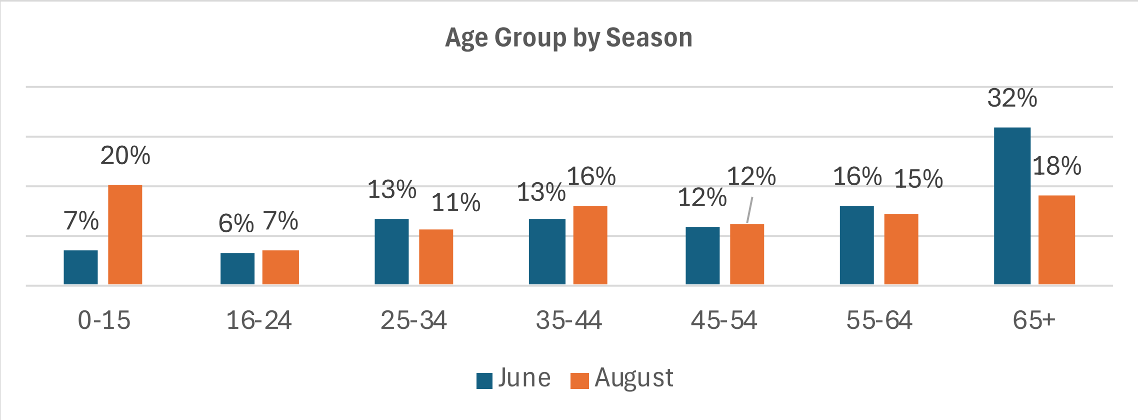
N=1200

The largest group of visitors to Thanet were aged 65+, accounting for almost one quarter (24%) with the next largest group aged 55-64 (15%). Therefore, two out of every five visitor were aged 55+ (39%). A further 15% of visitors were aged 35-44. Broadstairs was the most visited destination for 65+ (29%) followed by Ramsgate (27%). However, Ramsgate was the most visited destination by 55-64 (20%).



Amongst the middle age bands, age distribution was more evenly spread. Margate was most popular among those aged 35-44 (17%) and Broadstairs was equally visited by the 45-54 and 35-44 groups (14% each). Margate was also the most visited destination for children aged 0-15.

The 16-24 age group was notable for fewer visitors than any other groups; overall this group accounted for 7% of visitors to Thanet, and only 5% of visitors to Ramsgate.



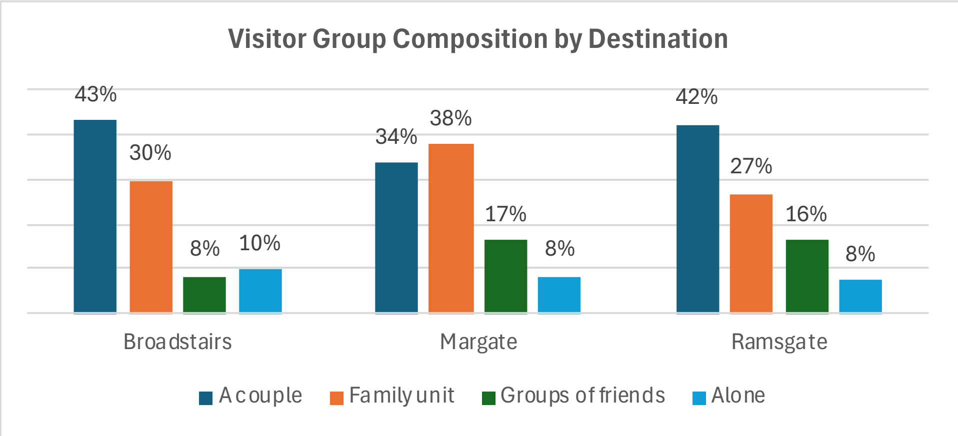
By season, older age groups, 65+ and 55-64 preferred to visit in June (32%) rather than August (18%) when destinations are typically less crowded during term time. Conversely, there was a predominance of children (0-15) visiting during August (20%) because of the school summer holidays.

Q: Including yourself, how many people in your immediate party are male and female and which age categories do they fall into? N=1200

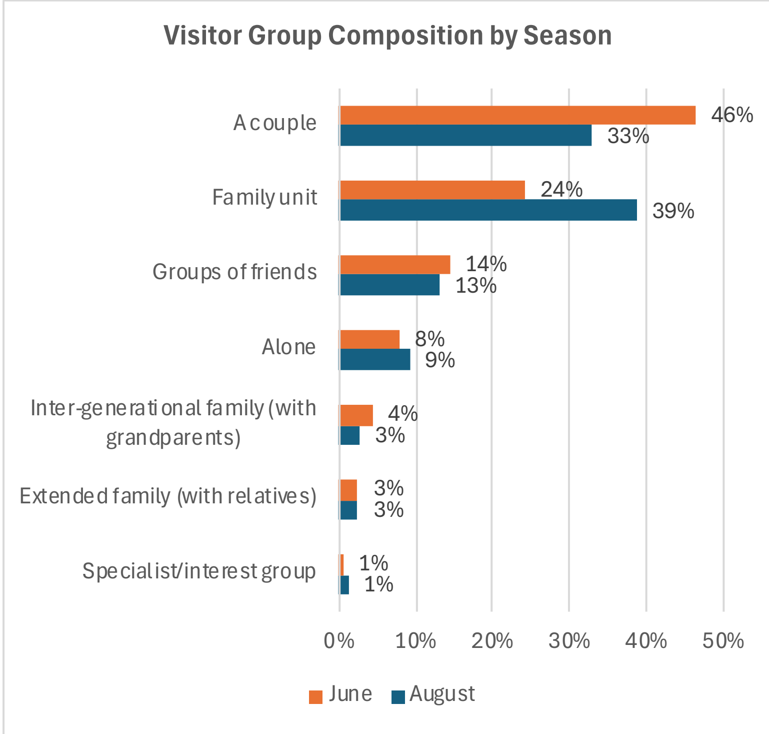
1.3 Group Composition

Couples and family units were the most common groups visiting Thanet, across all destinations and during each season. Broadstairs and Ramsgate were most popular for couples (43% and 42%) respectively, while Margate was most visited by family groups (38%). Distribution by season clearly indicates the characteristics of summer holidays where family units accounted for 39% during August, compared to 33% of couples, while in June, couple visits dominated (46%) compared to families (24%).

In other segments, groups of friends preferred Margate and Ramsgate (17% and 16% respectively), and visited broadly equally in each season. Solo travellers accounted for 9% of visits across Thanet, with Broadstairs their preferred destination (10%) and August for marginally more visits (9%). Intergenerational groups and extended family groups accounted for smaller groups of visitors, but when combined with the family unit increases the importance of this group of visitors.



Q: How would you describe your visiting party? N=1200



Thanet Visitor Research 2018

There was a 4 percentage point increase in the number of family groups visiting Thanet in 2025. This is an indication of the increasing popularity of Thanet as a family-friendly destination. However, overall, there was a decline in visits by inter-generational and extended family groups from 10% in 2018 to 7% in 2025. However, that the survey was conducted in July and October in 2018 may have influenced these findings.

Secondary Research

The increase in family group travel concurs with family travel trends in the market today. Mintel research identified families of young children as a key market for domestic short breaks.

1.4 Employment and Socio-Economic Status

Just under half of all visitors to Thanet were employed full time (49%) and one third were retired (35%). There were higher levels of employment among visitors to Margate (58%); conversely there were fewer retiree visitors to Margate (24%) than there were to Broadstairs and Ramsgate (41% and 39% respectively). Self-employed visitors were evenly spread across the destinations. By season, there were more employed visitors taking a break during August (52%) than in June (46%). Among retirees the reverse is evident with 41% visiting in June and 28% in August.

Self-employed visitors and part time employees accounted for 6% and 5% of all visits respectively. Choice of destination was broadly similar among the two groups; self-employed marginally preferred to visit Broadstairs (7%) while part-timers preferred Margate (6%). Both groups favoured August, as did the unemployed group.

Employment	THANET	Broadstairs	Margate	Ramsgate	June	August
Employed full time (30+ hours a week)	49%	44%	58%	45%	46%	52%
Retired	35%	41%	24%	39%	41%	28%
Self-employed	6%	7%	6%	6%	5%	7%
Employed part time (up to 29 hours a week)	5%	5%	6%	4%	4%	6%
Unemployed	3%	2%	2%	4%	1%	4%
Full time student living at home	2%	1%	2%	1%	1%	2%
Full time student living away from home	1%	1%	3%	1%	2%	1%
Prefer not to answer	0%	0%	0%	0%	0%	0%

Q: Which of the following categories applies to the chief income earner in your household? N=1200

The largest proportions of visitors to Thanet were in the intermediate (30%) and supervisory (25%) categories. Along with the high managerial group (4%), categorised as the ABC1 socio-economic group, they together account for 59% of all visitors to Thanet. The skilled manual worker was another important group, accounting for 22%. Margate was the most popular destination for intermediate (36%) which also preferred to visit in August (31%). However, the supervisory and skilled groups chose to visit Broadstairs (34% and 25% respectively) and also preferred June (26% and 24% respectively).

Among the high managerial group, Margate emerged as the top destination (7%). In 2018, this group preferred Broadstairs (9%).

Interestingly, the semi-skilled worker accounted for 13% of visitors in 2025 which is a notable uptick compared to 2018 which reported just 6%. This suggests evidence of Thanet as a good value destination for lower-paid visitors.

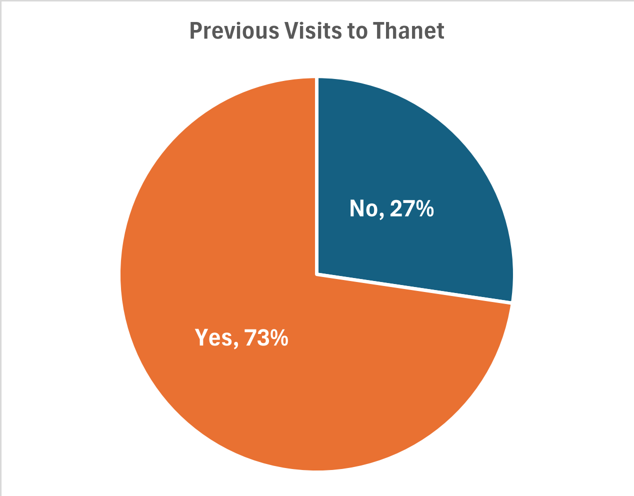
Socio-Economic Status	THANET	Broadstairs	Margate	Ramsgate	June	August
High managerial, administrative or professional	4%	3%	7%	3%	4%	4%
Intermediate managerial, administrative or professional	30%	21%	36%	33%	29%	31%
Supervisor, clerical, junior managerial, administrative or professional	25%	34%	20%	22%	26%	25%
Skilled manual worker	22%	25%	19%	24%	24%	21%
Semi-skilled or unskilled manual worker	13%	15%	13%	10%	13%	12%
Housewife/homemaker	3%	2%	2%	4%	2%	4%
Unemployed	2%	1%	2%	3%	1%	3%
Student	1%	0%	2%	1%	1%	1%

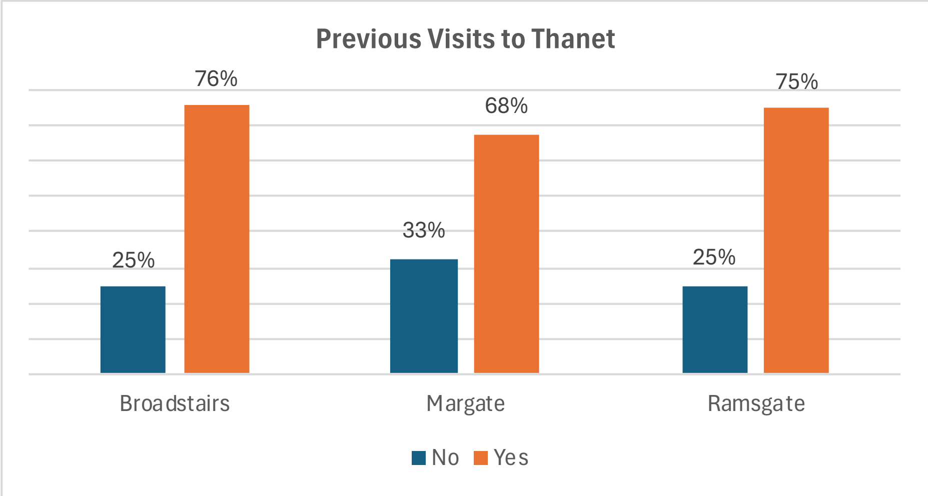
Q: What is the occupation of the householder's main income earner? N=1200

Section 2: Trip Characteristics

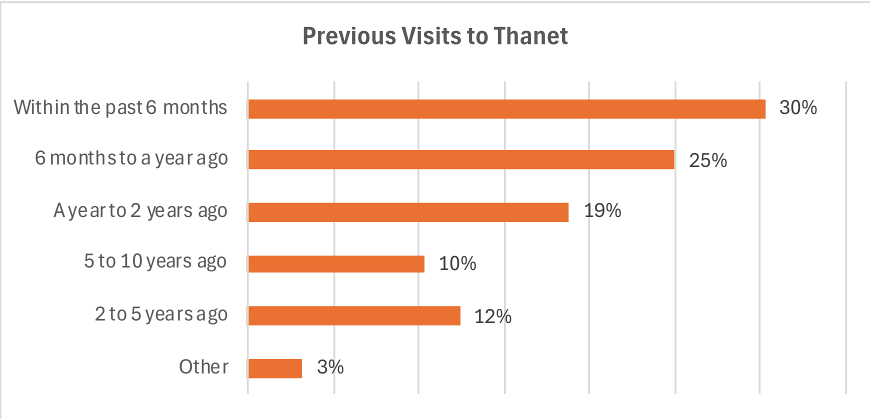
2.1 Previous Visits

Almost three quarters of respondents had visited Thanet previously (73%). Broadstairs had the greatest numbers of previous visitors (76%) while Margate had fewer (68%).





Q: Have you visited the area before? Base: N=1200



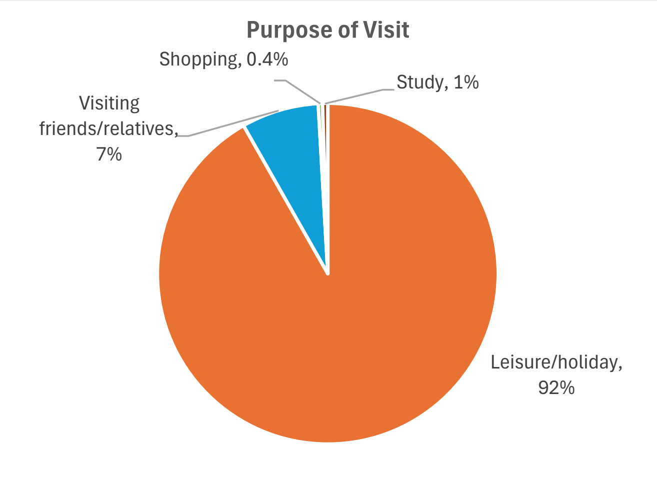
Q: When did you last visit for leisure? Base: 843 respondents

Most visitors returning to Thanet had previously visited within the last two years (74%). Over one half of respondents who had visited Thanet before for leisure purposes had done so within the past 6 months or 6 months and a year ago (55%). A further 19% had visited between 1 and 2 years previously.

Thanet Visitor Research 2018
Previous visits have fallen since 2018, from 78% to 73%. However, for the first time, Margate has attracted more first time visitors, from 25% in 2018 to 33% in 2025.

2.2 Purpose of Visit

Overwhelmingly, most respondents were visiting the region for leisure or holiday purposes (92%). 7% were visiting friends and relatives (VFR) and 1% each were visiting for shopping or studying purposes.



Margate had the largest number of holidaymakers (94%) while Ramsgate and Broadstairs had broadly the same (91% and 90% respectively). The VFR market was greatest in Broadstairs (9%) and Ramsgate (8%). By season, August noted the highest number of holidaymakers which is to be expected on account of the school summer holidays.

Purpose of Visit	THANET	Broadstairs	Margate	Ramsgate	June	August
Leisure/holiday	92%	90%	94%	91%	90%	93%
Visiting friends/relatives	7%	9%	5%	8%	8%	6%
Shopping	0.4%	0%	0%	1%	1%	0%
Study (including foreign student)	1%	1%	0%	0%	1%	0%

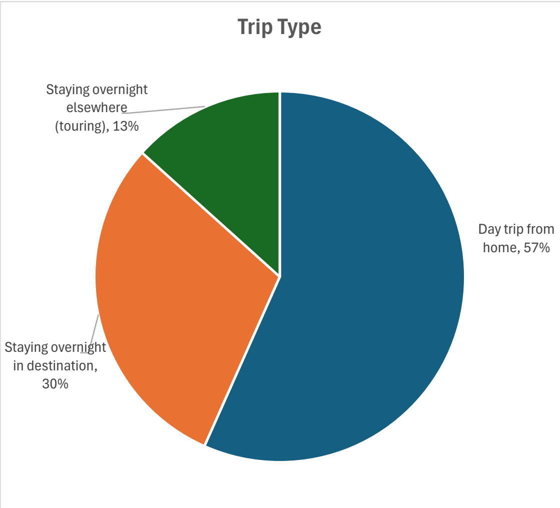
Q: What is your main reason for visiting? N=1200

Thanet Visitor Research 2018

The proportion of leisure trips to Thanet in 2025 has fallen from 94% in 2018, while the VFR market has expanded from 5%. This could be partly attributed to the current high cost of living situation encouraging people to seek free accommodation on a leisure trip.

Secondary Market Research
This study revealed that 92% respondents were visiting for leisure purposes. This compares with 51% leisure visitors in Thanet's Economic Impact of Tourism 2023, and 43% leisure visitors in Kent's Economic Impact of Tourism 2023. These figures indicates that leisure visitors are of more significance to Thanet than they are to Kent in general. However, it should be noted that the survey results were likely influenced by the timing of the survey in key holiday periods.

2.3 Trip Type



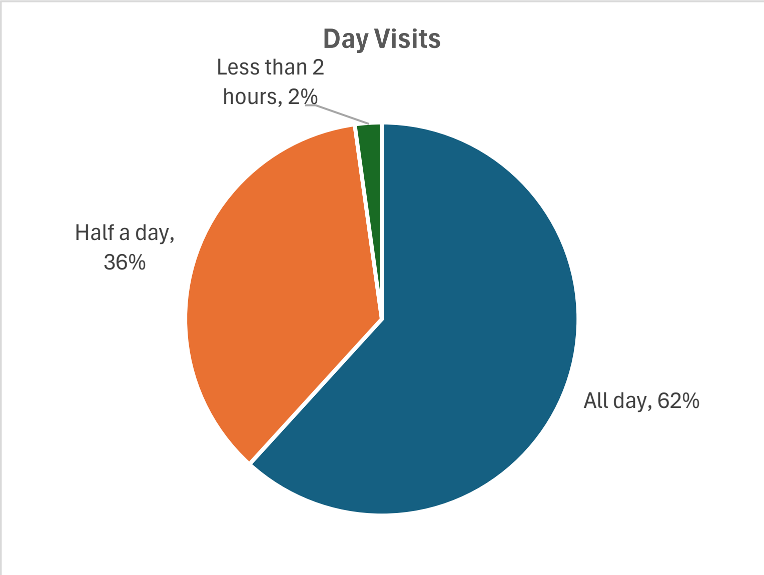
More than half of visitors were on a day trip from home (57%). Among all overnight visitors (43%), 30% were staying in the destination town while 13% were staying elsewhere on a touring trip.

Q: Are you staying overnight (in Thanet or elsewhere) during your trip or on a day trip from home? N=1200

The distribution of visitors across the destinations and the time of year was very similar. Margate (31%) had marginally more staying visitors than Broadstairs and Ramsgate (30% each).

Trip Type	THANET	Broadstairs	Margate	Ramsgate	June	August
Day trip from home	57%	56%	56%	59%	57%	56%
Staying overnight in destination	30%	30%	31%	30%	30%	30%
Staying overnight elsewhere (touring)	13%	15%	14%	12%	13%	14%

Q: Are you staying overnight (in Thanet or elsewhere) during your trip or on a day trip from home? N=1200



Q: How long are you planning to spend here today? N=680

Almost two thirds of day visitors planned to spend all day at the destination (62%) and a further third planned to spend half a day (36%).

66% of day visitors to Broadstairs stated they planned to stay all day compared to 60% in Ramsgate and 59% in Margate.

During August, 76% of visitors to Broadstairs planned to stay all day compared to 60% in Ramsgate and 59% in Margate.

Thanet Visitor Research 2018
Day visitor length has decreased since 2018 when 'all day visits' accounted for, on average, 79%. This could be partly attributed to the high cost of living affecting UK nationals which impacts travel budgets.

Average length of stay for overnight visitors was 3.8 nights, down from 4.4 nights in 2018. Visitors stayed longest at Broadstairs during August (4.9 nights) and for the shortest period in Margate in June (3.2 nights).

Nights per Trip (Overnight Visitors)	THANET	June	August
Broadstairs	4.5	4.1	4.9
Margate	3.3	3.2	3.4
Ramsgate	3.5	3.3	3.6
AVERAGE NIGHTS PER TRIP OF ALL OVERNIGHT VISITORS	**3.8**	**3.6**	**4.0**

N=520

Secondary Market Research

In Kent in 2023, average length of stay for holidaymakers was 3.6 nights, shorter than that for Thanet which is a positive factor for the accommodation sector.

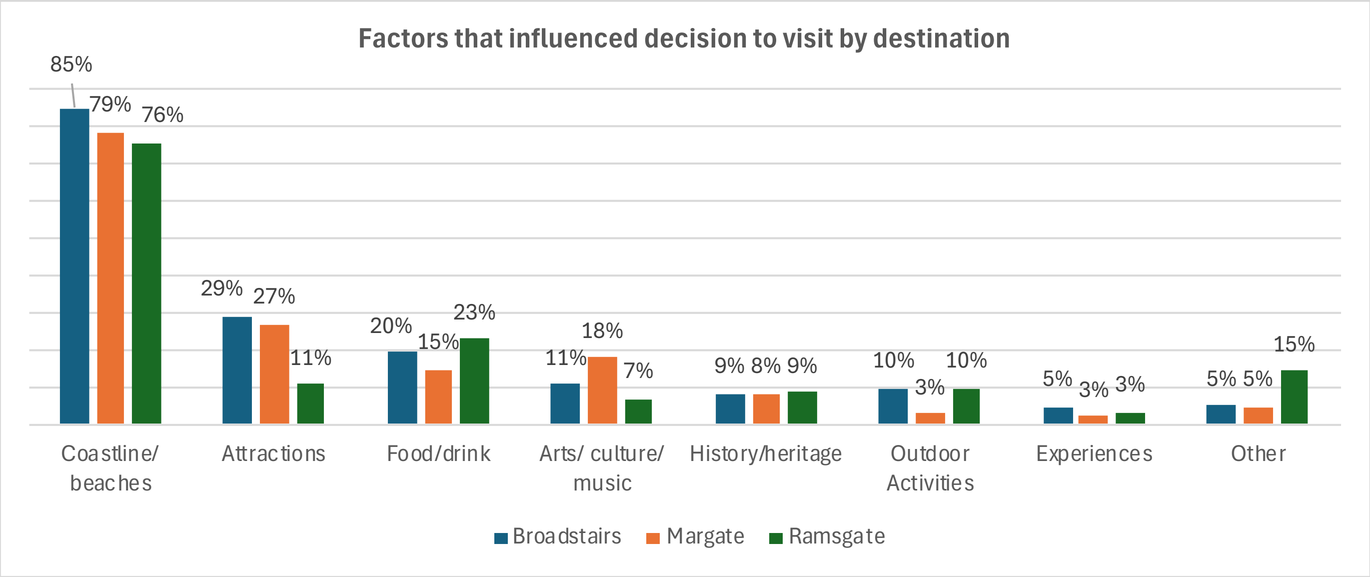
Section 3: Trip Influences

3.1 Factors that Influenced Decision to Visit Thanet

Thanet's coastline and its beaches were overwhelmingly the major influence for 80% all visitors to the region. Visitors to Broadstairs stated they were the highest influencing factor (85%) followed by Margate (79%) and Ramsgate (76%). It is possible the favourable weather during the survey period in both June and August may have influenced the popularity of the beach as a key influencer.

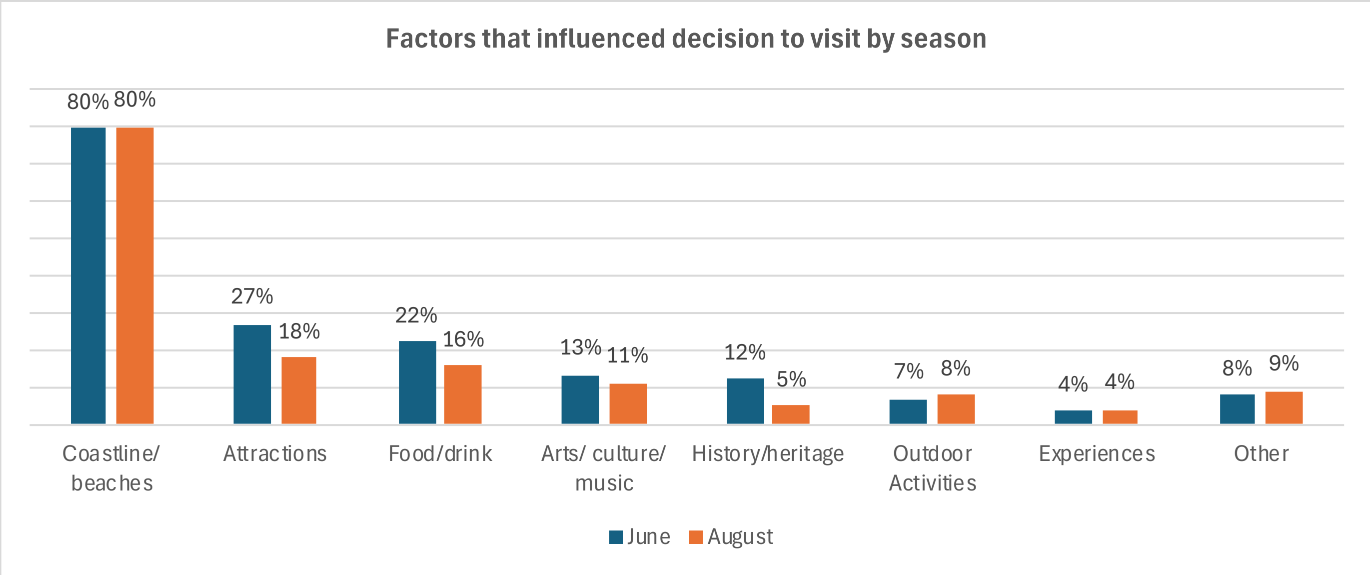
Other notable key influences among visitors to each destination included:

- Attractions were important for visitors to Broadstairs (29%) and Margate (27%) but less so for visitors to Ramsgate (11%).
- Food and drink were more important for visitors to Ramsgate (23%), and to a lesser extent Broadstairs (20%).
- Arts and culture was more important for visitors to Margate (18%).
- Outdoor activities were a notable low influencer for trips to Thanet, but especially Margate (3%).



Q: Did any of the following influence your decision to visit? (Multiple answers) N=1200

Beaches and coastline were equally stated as a factor that influenced visits in both June and August (80% in each). Attractions and food/drink were more important influences in June (27% and 22% respectively) than they were in August (18% and 16% respectively). This could be because less 'foodies' visit the towns during the school summer holidays which are dominated by family groups.



Q: Did any of the following influence your decision to visit? (Multiple answers) N=1200

Thanet Visitor Research 2018

The importance of Thanet's coastline and beaches as an influencing factor to visit has significantly increased since 2018, from an average of 53% to 80%. Thanet's attractions have remained at broadly the same level of influence and food/drink is a new entry for 2025 and it is clear to see that it is almost as important to visitors as the towns' attractions. Art and culture as an influence has also increased, from 9% to 12%, perhaps reflecting the increased music and other events at Dreamland and Turner Contemporary.

A major difference however, is that the influence of outdoor activities and experiences in 2025 (12% combined) were no longer as important as they were in 2018 when 'recreational activities' were an important influencing factor for 30% of visitors.

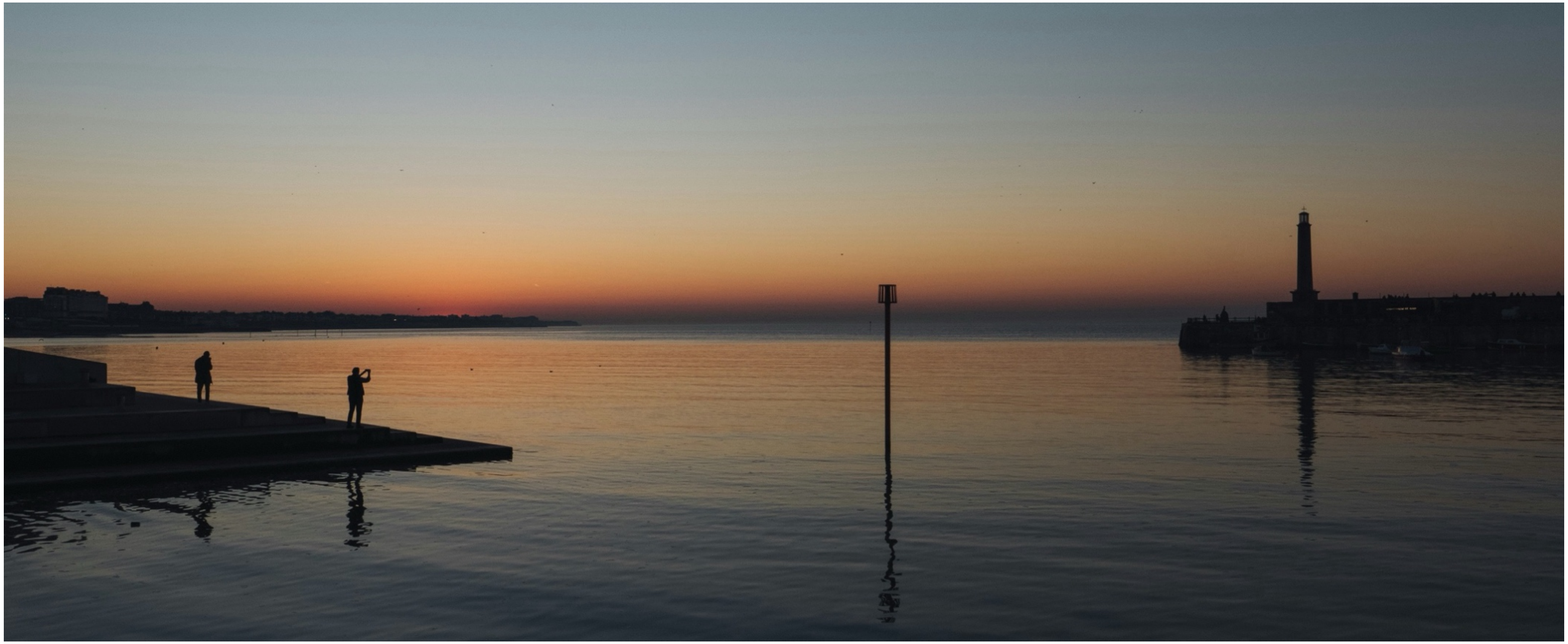
Secondary Research

Research conducted by the National Coast Tourism Academy found a very high satisfaction rating amongst respondents from trips to the coast in 2023 (98%) with 83% stating they would be visiting again. While Cornwall, Yorkshire, Dorset and Devon were the top markets, 71% would consider other coastal locations which offers good opportunities to attract new domestic markets. Value for money is a key consideration.

The strength of appeal for Thanet's coastline is also reflected in Kent's DMP which highlights coast and landscape as one of the region's main product and identity strengths. Outdoor activities were also identified a key product theme, but this was not reflected in the Visitor Survey findings. However, there was a high satisfaction rating for Kent's natural environment as reflected in the Kent Perception Research.

Social Media Listening

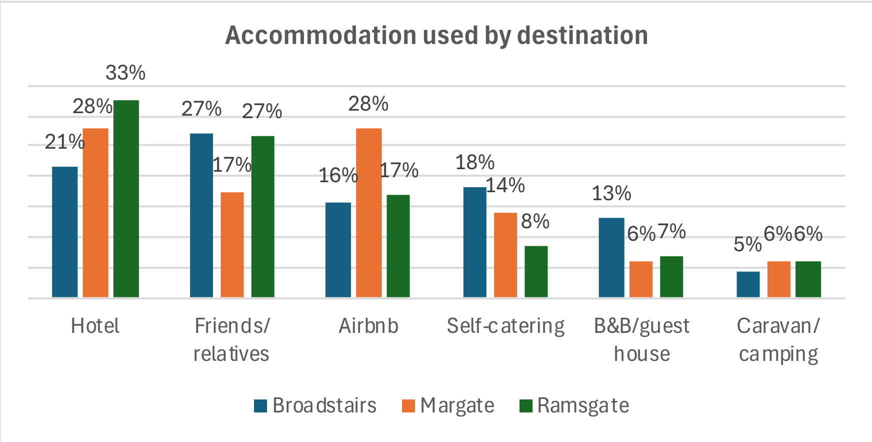
Positive content about Thanet's beaches dominated content on Instagram, especially Botany Bay, Viking Bay, Broadstairs and Margate. Reels displayed sunsets, aerial views and short guides which all performed strongly. In Ramsgate, the harbour and sunsets provided visibility. Food and drink content was also a common theme.



Section 4: Accommodation

4.1 Overnight Stays and Accommodation Used in Thanet

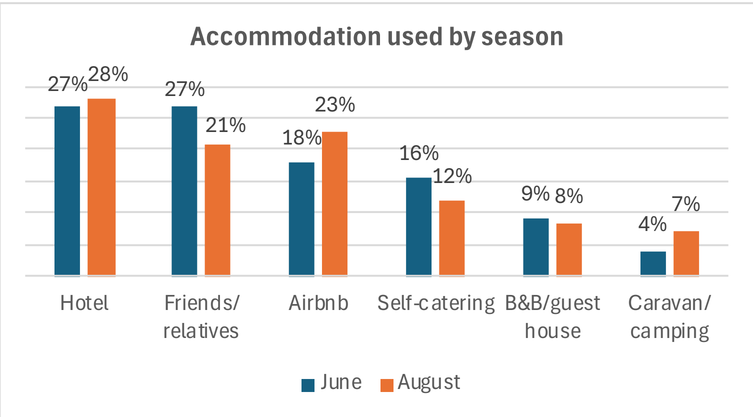
Overnight stays across the three destinations was broadly even at 34%. By season, Margate attracted more overnight stays in June (36%) than in August (32%) while Ramsgate had more visitors staying overnight in August (34%) than in June (29%). There were marginally more overnight visitors to Broadstairs in June (34%).



Hotels were the most popular type of accommodation in Thanet (27%), especially for visitors to Ramsgate (33%) followed by Margate (28%). In Broadstairs, visitors chose Airbnb (28%) over other accommodation choices. Self-catering was also more popular among visitors to Broadstairs (18%) than either Margate or Ramsgate (14% and 8% respectively). This may be because visitors to Broadstairs typically stay longer and Airbnb and self-catering can be a cheaper option than hotels.

27% of visitors to both Ramsgate and Margate chose to stay with friends and relatives compared to 17% of visitors to Broadstairs.

Hotels were also broadly evenly the top choice in both June and August (27% and 28% respectively), along with staying with friends and relatives in June (27%). In August, staying with friends and relatives was less popular at 21%. Staying in an Airbnb was more popular in August (23%) than in June (18%), while the self-catering option was more popular in June (16%) than in was in August (12%).

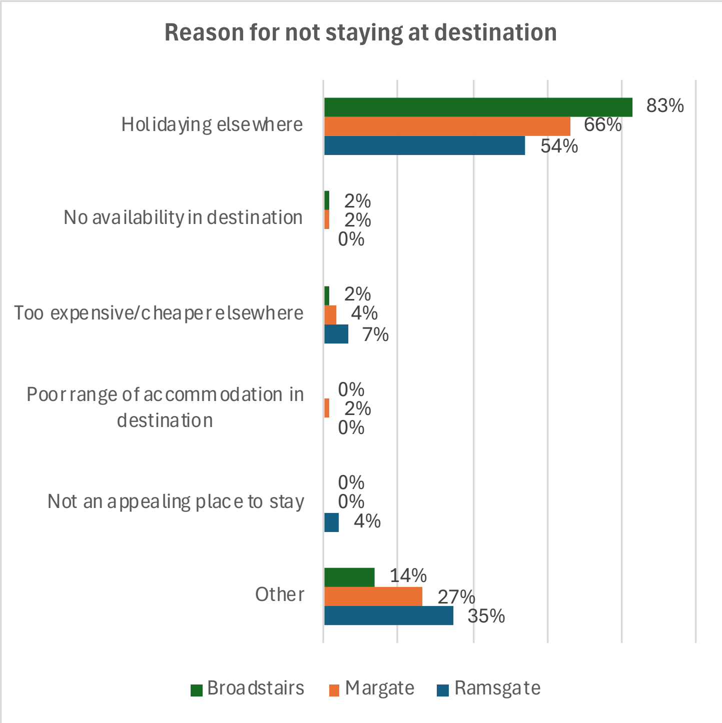


Q: What type of accommodation are you staying in? N=520

Thanet Visitor Research 2018

The major difference in 2025 compared to 2018 was the growth of Airbnb. In 2018, Airbnb accounted for 9% of accommodation (Margate 16%). By 2025, it had risen to 20% with 28% in Margate and 16% in Broadstairs. By season, it accounted for 8% in 2018 and 23% in 2025.

4.2 Reason for Not Staying at Destination/Overnights on Touring Trips



Most respondents stated they were holidaying elsewhere when asked why they weren't staying in the destination town (69%). Very few stated that the accommodation choices were too expensive (4% overall).

Of all the destinations, Ramsgate was noted as the top town that was too expensive (7%) and was not an appealing place to stay (4%). Margate was highlighted as the town with a poor range of accommodation (2%). However, these percentages are very small and unlikely to be a general reflection of the reasons they aren't staying in one of the towns.

Those who gave 'other' reasons were generally staying with friends and family.

When visitors not staying in the destination town where they were interviewed were asked where they were staying, most were staying in one of the other destination towns, Thanet towns/villages or Kent towns/villages, including 'other' responses.

Q: Is there any particular reason why you didn't stay in (destination), or locally to (destination)? N=160

Where staying on touring trip	Broadstairs
Ramsgate	19%
Margate	17%
Canterbury	10%
Deal	10%
Birchington	7%
Minster	5%
Folkestone	3%
Sittingbourne	3%
Whitstable	3%
Other	21%

Where staying on touring trip	Margate
Broadstairs	25%
Ramsgate	20%
Canterbury	13%
Whitstable	13%
Birchington	5%
Deal	4%
Faversham	4%
Westgate	4%
Other	14%

Where staying on touring trip	Ramsgate
Broadstairs	39%
Margate	13%
Canterbury	11%
Margaret Bay	7%
Deal	4%
Faversham	4%
Sandwich	4%
Other	17%

Q: Where are you staying? N=160

4.3 Satisfaction with Accommodation

Visitors were asked to rate their accommodation establishment in terms of the quality of service and value for money using a five-point scale where 'very good' was awarded 5 points down to 'very poor' 1 point, with 'good', 'average' and 'poor' in between.

Visitors were generally satisfied with the quality of service and value for money at the accommodation they chose.

80% of respondents stated the quality of service was either 'very good' or 'good'. This was higher in Broadstairs (83%) and lowest in Margate (76%).

Visitors were more satisfied with the quality of service in June however, than in August, with the exception of Ramsgate when they were marginally more satisfied in August.

Quality of Service	All Visits	June	August
Thanet	**4.49**	**4.57**	**4.41**
Broadstairs	4.64	4.75	4.50
Margate	4.38	4.49	4.24
Ramsgate	4.45	4.42	4.49

In terms of value for money, 73% of all respondents stated they received either 'very good' or 'good' value for money from their accommodation. Again, this was highest in Broadstairs (80%) but lowest in Ramsgate (67%).

Value for Money	All Visits	June	August
Thanet	**4.40**	**4.53**	**4.26**
Broadstairs	4.59	4.77	4.37
Margate	4.35	4.51	4.18
Ramsgate	4.22	4.22	4.22

As with quality of service, visitors in Broadstairs and Margate felt they received better value for money in June than they did in August. Visitors in Ramsgate were equally satisfied in both months.

Q: How would you rate the quality of service/in terms of value for money provided by your accommodation establishment? N=520

Thanet Visitor Research 2018

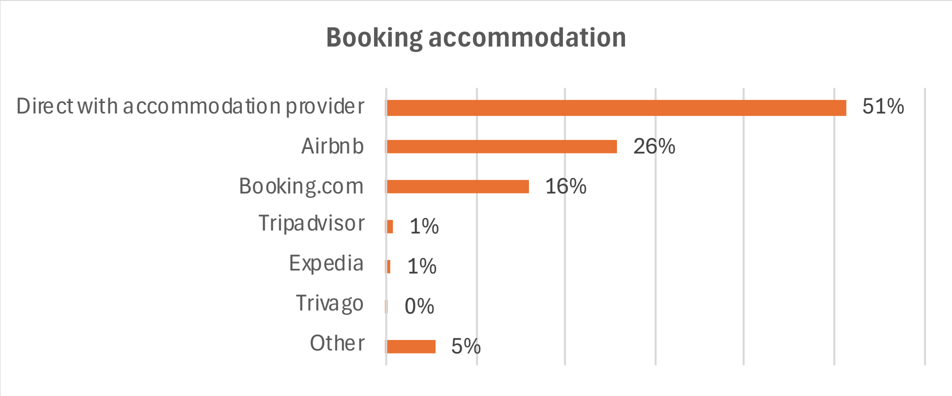
Visitors to Thanet were generally more satisfied or equally satisfied with the quality and value of their accommodation in 2025 as they were in 2018.

Secondary Market Research

There remains relatively little up to date information about accommodation stock in the Thanet region. A full audit is recommended alongside tourism development planning to ensure appropriate investment.

4.4 Booking Accommodation

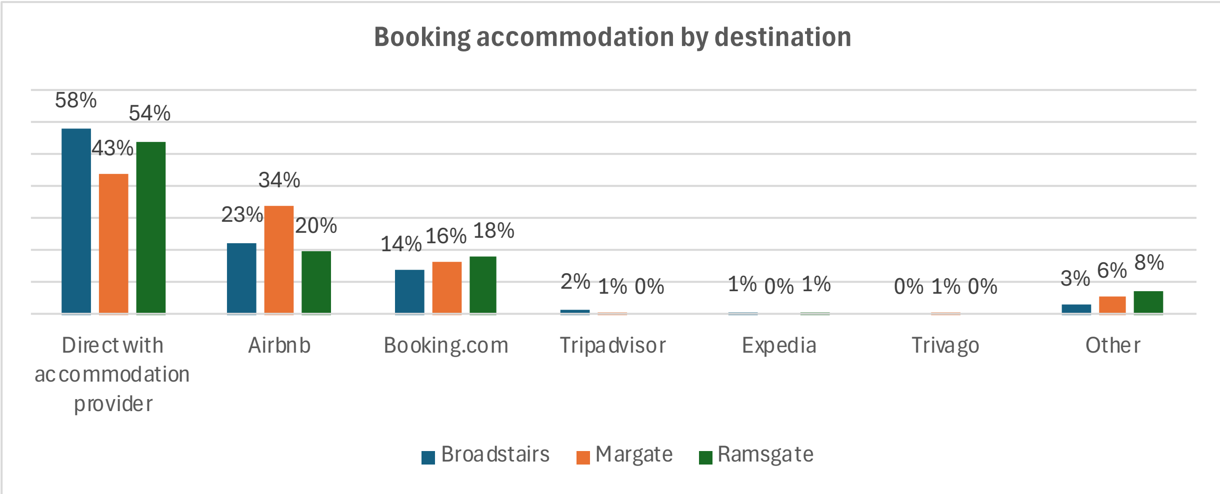
More than half of all visitors booked their accommodation directly with the accommodation providers (51%), similar to 2018 (58%). One quarter booked with Airbnb (24%), an 11 percentage point increase on 2018, and overtaking Booking.com. This is a clear reflection of the growth of the Airbnb market since 2018.



Q: How did you book your accommodation? N=520

Visitors to Broadstairs and Ramsgate were more likely to book their accommodation directly with providers (58% and 54% respectively) while visitors to Margate were more likely to use Airbnb (34%). Booking.com was broadly evenly used by all visitors.

Other online booking platforms like Tripadvisor and Trivago were rarely used.

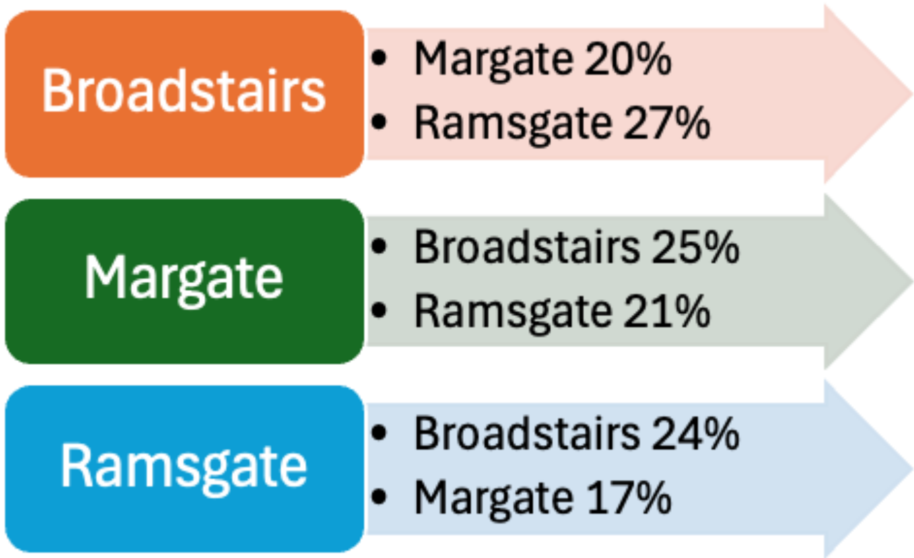


Q: How did you book your accommodation? N=520

Section 5: Visiting Thanet Towns and Attractions

5.1 Visits from Destination towns to Other Towns

Visits to other towns from the place visitors were staying or visiting indicated some differences. There was a higher intention to visit Broadstairs by visitors to Margate (25%) and Ramsgate (24%), and a higher intention from visitors to Broadstairs to visit Ramsgate (27%). Among visitors to Ramsgate, there was a lower intention to visit Margate (17%).



Q: Have you visited, or do you plan to visit, the following destinations during this trip? N=1200

5.2 Attractions Visited in Destination Towns

Broadly, around 8 out of 10 visitors to Broadstairs and Ramsgate did not visit the towns' main attractions. However, three fifths of visitors to Margate visited a range of attractions with the most popular being Turner Contemporary (33%) and Dreamland (27%). Only 38% stated they did not visit any attractions. This highlights the importance of the beaches and coastline as the main influencing factor for visiting these towns.

Broadstairs

- Dickens House Museum 14%
- Crampton Tower Museum 3%
- None 79%

Margate

- Turner Contemporary 33%
- Dreamland 27%
- Shell Grotto 12%
- Crab Museum 7%
- Dreamland Music Events 7%
- Margate Caves 6%
- None 38%

Ramsgate

- Ramsgate Tunnels 16%
- St Augustine and Pugin - Shrine and Visitor Centre 3%
- None 78%

Q: Have you, or are you planning to visit any of the following attractions as part of this trip? (Multiple answers) N=1200

Section 6: Expenditure

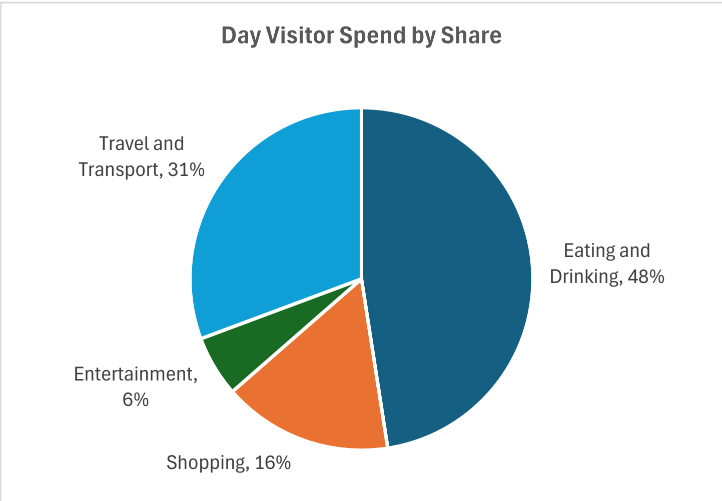
6.1 Expenditure by Day Visitors

Day visitors to Thanet spent an average of £34.08 across the categories of eating and drinking, shopping, entertaining and travel and transport. Day visitors to Margate spent more than in other towns (£39.68); visitors to Ramsgate spent the least (£29.44). Day visitor spend by season showed that visitors in August spent marginally more (£34.28) than in June (£33.89).

Day Visitors spend per person per day	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£16.21	£16.89	£17.03	£14.79
Shopping	£5.46	£4.87	£7.87	£3.79
Entertainment	£1.96	£0.98	£3.57	£1.39
Travel and Transport	£10.46	£10.76	£11.21	£9.47
Total Spend per day	**£34.08**	**£33.50**	**£39.68**	**£29.44**

Q: Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total on the following? N=680

Day visitors spent almost half their daily budget on eating and drinking (48%) followed by travel and transport (31%).



6.2 Expenditure by Staying Visitors

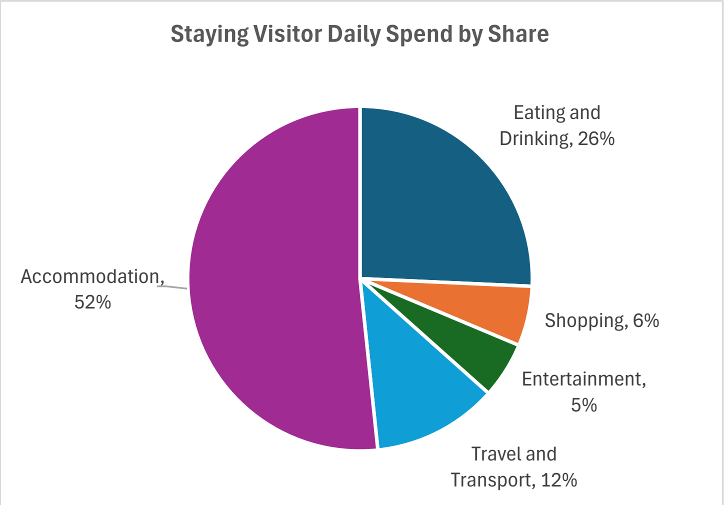
Staying visitors spent an average of £96.66 per 24-hour period including accommodation. As with day visitors, staying visitors spent more in Margate (£115.41) than in both Broadstairs and Ramsgate. The lowest expenditure was noted in Broadstairs (£82.01), likely because the predominant accommodation choice was Airbnb, a cheaper option than hotels.

The average spend per trip was £367.31. Visitors to Margate spent the most per trip (£380.84), but visitors to Broadstairs spent close to that (£369.06) on account that they stayed longer (4.5 days compared to 3.3 days).

Staying Visitors spend per person per day and per trip	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£24.85	£21.25	£27.48	£25.89
Shopping	£5.43	£3.45	£7.11	£5.74
Entertainment	£5.09	£2.06	£9.55	£3.54
Travel and Transport	£11.36	£9.74	£14.83	£9.39
Accommodation	£49.93	£45.51	£56.43	£47.63
Total Spend per day	***£96.66***	***£82.01***	***£115.41***	***£92.20***
Average Length of Stay (days)	3.8	4.5	3.3	3.5
Total Spend per trip	**£367.31**	**£369.06**	**£380.84**	**£322.69**

Q: How much have/will you and your party be spending on your accommodation for the duration of your stay (inclusive of breakfast if this included in the price of your accommodation)? N=520
Q: Thinking about today as a whole, how much do you expect that you and your immediate party will have spent today and this evening in total on the following? N=520

As is to be expected, accommodation accounted for the largest share of staying visitors' budgets (52%), followed by eating and drinking (26%). However, staying visitors spent more eating and drinking than day visitors, likely on account of eating out in the evening too.



Thanet Visitor Research 2018

Comparing spend with 2018 after an adjustment for inflation reveals that day visitors were spending at about the same level as they did in 2018. However, it appears that staying visitors spent around 68% more than they did in 2018 per day, and about 45% more per trip. The reasons for these increases could be a result of different methodologies used to calculate accommodation spend between the two studies.

Day Visitors spend per day	THANET	Broadstairs	Margate	Ramsgate
2025 Spend	£34.08	£33.50	£39.68	£29.44
2018 Spend	£24.71	£25.16	£28.53	£19.27
*2018 Spend adjusted for inflation	£32.42	£33.01	£37.43	£25.28

Staying Visitors Spend per night	THANET	Broadstairs	Margate	Ramsgate
2025 Spend	£96.66	£82.01	£115.41	£92.20
2018 Spend	£43.97	£43.23	£50.63	£37.99
*2018 Spend adjusted for inflation	£57.68	£56.71	£66.42	£49.84

Staying Visitors Spend per trip	THANET	Broadstairs	Margate	Ramsgate
2025 Spend	£367.31	£369.06	£380.84	£322.69
2018 Spend	£193.46	£225.08	£182.26	£170.98
*2018 Spend adjusted for inflation	£253.79	£295.27	£239.10	£224.30

*Calculated using the Bank of England inflation calculator.

Secondary Research

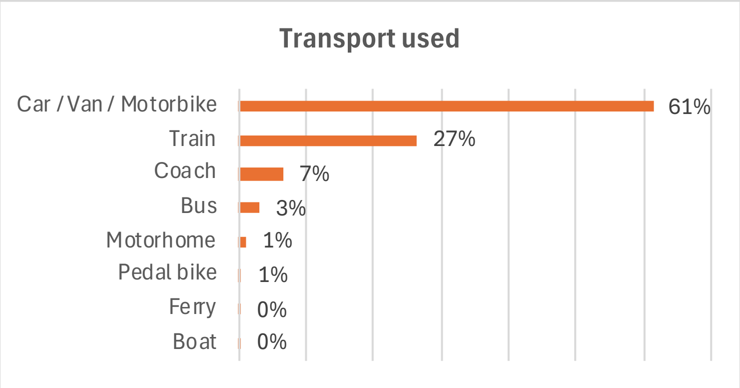
The increased expenditure on overnight trips in Thanet reported in the Visitor Survey is a positive reflection compared to the reported decline in the South East by Visit Britain. This concurs with Thanet's Economic Impact of Tourism which also reported an increase in tourism expenditure.

Section 7: Transport

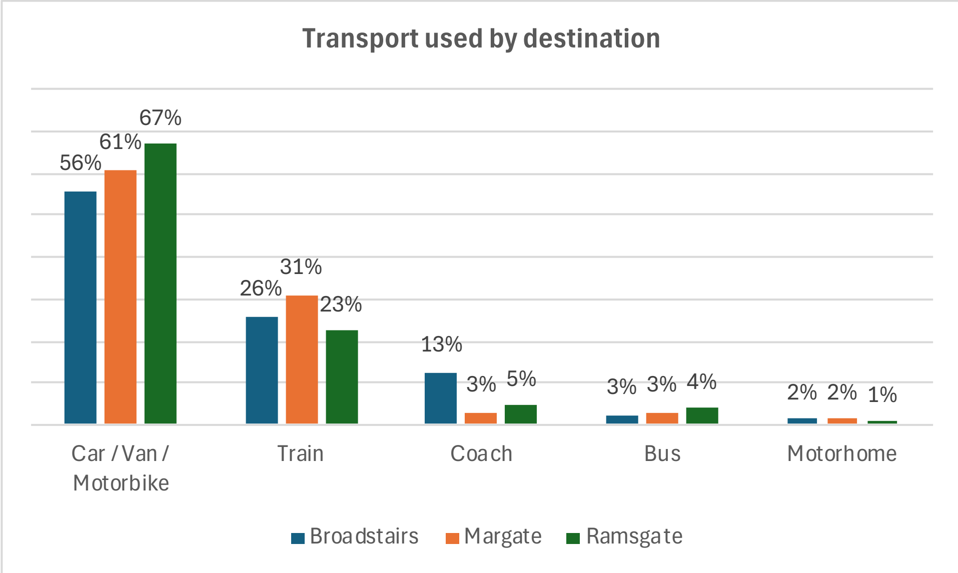
7.1 Method of Transport

The car, including other motor vehicles such as vans and motorbikes, was the predominant form of transport to Thanet (61%), followed by the train (27%). Coach accounted for 7% of responses. Car use was highest amongst visitors to Ramsgate (67%) followed by Margate (61%) and Broadstairs (56%). Coach use was highest to Broadstairs (13%) which might partly account for the lower car use.

Train use was highest amongst Margate visitors (31%)

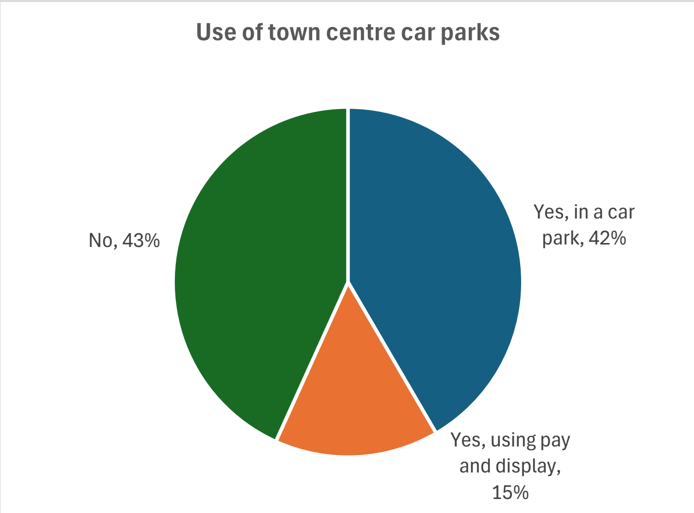


Q: What was the main form of transport you used to reach the destination?
N=1200



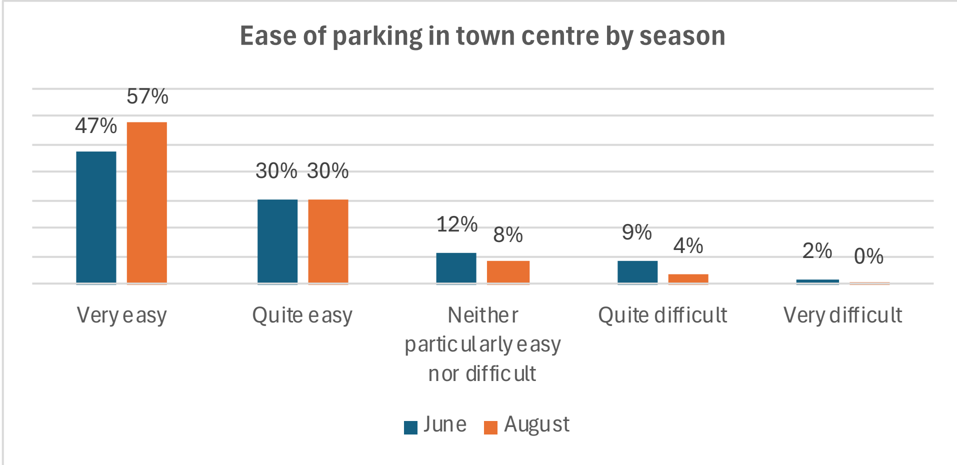
Thanet Visitor Research 2018 Car use has fallen slightly since 2018 from 66% to 61%, and train use has increased notably from 19% to 27%, especially among visitors to Broadstairs and Ramsgate. Train use to Broadstairs and Ramsgate has shown double digit increases (from 16% to 26%, and from 12% to 23% respectively), while train use has remained broadly similar in Margate (30%). Anecdotally, there has been an increase in motorhome use since 2018.

7.2 Car Parking



Q: Have you paid to use any of the town centre car parks today? N=739

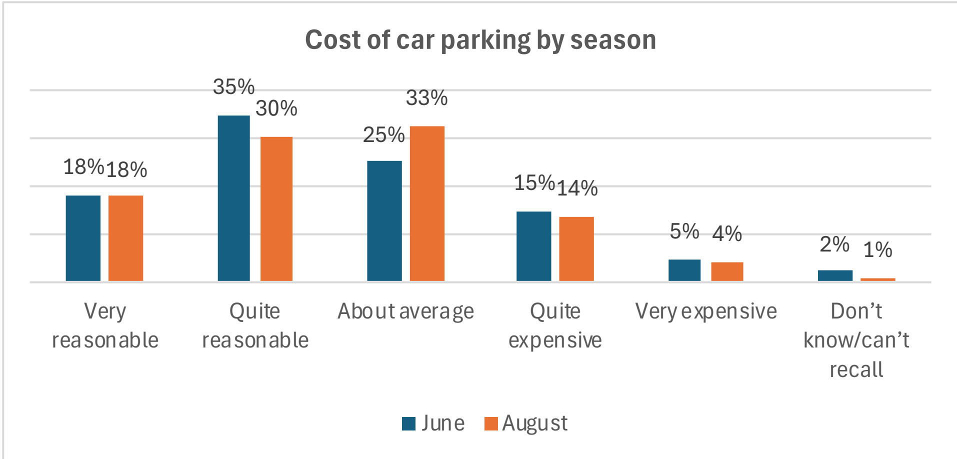
57% of car users in Thanet parked in town centre car parks. By destination, 65% used Margate car parks compared with 55% in Ramsgate and 51% in Broadstairs. 42% of drivers used free car parks compared with 15% who used pay and display.



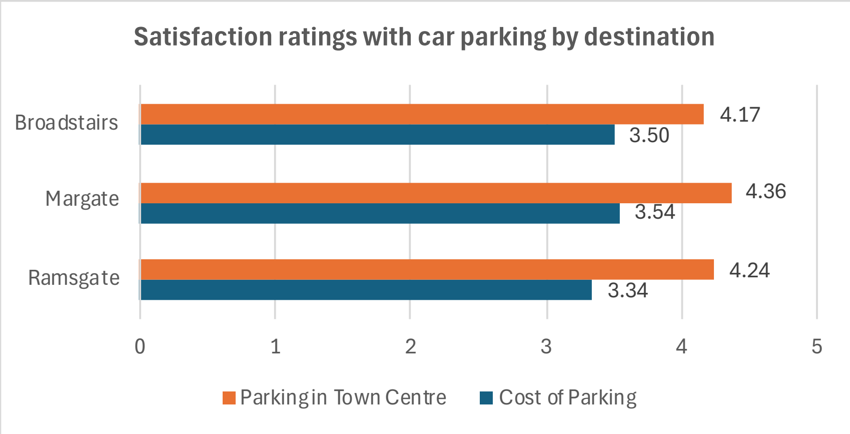
Q: How easy did you find it to park in the town centre? N=421

Most car users found it either 'very easy', 'quite easy' or 'neither particularly easy nor difficult' to park in all towns (92%). In Margate it was less easy (80%) while drivers to Broadstairs and Ramsgate found it more easy (94% and 93% respectively). Interestingly, in August, more drivers found it 'very easy' to park in Thanet (57%) than they had done in June (47%).

In addition, car users were generally satisfied with the cost of car parking in Thanet, with 80% finding the cost either 'very reasonable', 'quite reasonable' or 'about average'.



Q: How would you rate the cost of parking in the destination? N=421



Nevertheless, a calculation of satisfaction ratings show that while ease of parking ratings are high, cost of parking was rated about average amongst users.

Thanet Visitor Research 2018

Satisfaction with the cost of car parking in Thanet has improved since 2018 when satisfaction ratings in the summer and autumn were at 2.8 and 2.6 respectively. Satisfaction with ease of parking has remained broadly similar.

Social Media Listening

These reasonably positive findings conflict somewhat with the negative reviews identified in the social listening exercise which mention parking and traffic problems. Moving forward, it is important to recognise that frustrations with car parking expressed on social media highlights the need to continue to review parking facilities, particularly during high season.

Section 8: Sources of Information

8.1 Planning

Almost 7 out of 10 visitors did not use any information source to plan their trip (68%). This is to be expected as 73% were repeat visitors and will have relied on existing knowledge. Visitors to Ramsgate were less likely to uses resources to plan (71%); however, they were also more likely to use other websites as sources when they did (10%).

Those that plan their trips mostly used other websites (8%), the Visit Thanet website (6%) and word of mouth (6%). Social media and review websites were noted by 5% each. Combined 20% used online sources (other websites, Visit Thanet website, review websites and AI). Use of social media (5%) was less than one might expect, although it can be surmised from social media listening that the platforms played a part in creating a desire to visit. Just 5% used more traditional marketing forms like destination brochures and advertisements.

Sources of Planning	THANET	Broadstairs	Margate	Ramsgate	June	August
I did not use any information	68%	70%	65%	71%	68%	69%
I visited other websites/search engines	8%	8%	8%	10%	8%	8%
I visited the Visit Thanet website	6%	7%	4%	9%	6%	7%
I asked friends for recommendations	6%	5%	8%	5%	7%	5%
I looked for recommendations on social media	5%	7%	5%	3%	7%	3%
I visited review websites (Tripadvisor etc)	5%	7%	3%	4%	5%	5%
I looked through destination brochures/leaflets	4%	4%	4%	2%	5%	2%
I used AI to help plan my trip (e.g, ChatGPT, Gemini)	1%	2%	2%	1%	2%	0%
Advertisement (newspaper/magazine/TV/radio)	1%	1%	1%	1%	1%	1%
Other	7%	5%	7%	8%	5%	9%

Q: Thinking about how you planned this trip, which of the following applies to you? (Multiple answers) N=1200

8.2 During Trip

A larger group of visitors did not rely on any information source whilst in Thanet (82%). Those that did mostly used the town visitor maps (especially visitors to Broadstairs 7%) and other apps (4% each). Destination specific sources accounted for 7%; again, visitors to Broadstairs were more likely to rely on these (8%), followed by Ramsgate (7%). Combined, websites accounted for 9% of sources used during a trip.

Information Used During Visit	THANET	Broadstairs	Margate	Ramsgate	June	August
None	82%	80%	84%	84%	79%	86%
Apps	4%	7%	3%	3%	5%	4%
Margate, Broadstairs, Ramsgate Visitors' Map	4%	4%	3%	4%	6%	1%
Destination website/social media	3%	4%	3%	3%	5%	1%
Other social media	3%	6%	1%	2%	5%	1%
Travel guide website	3%	3%	3%	3%	3%	3%
Travel blogs	2%	3%	3%	0%	3%	1%
Printed material	1%	2%	1%	2%	1%	1%
AI, e.g., ChatGPT, Gemini	1%	2%	1%	0%	2%	0%
TIC	1%	1%	0%	1%	1%	1%
Other	2%	1%	3%	2%	2%	2%

Q: Did you use any other type of information during your visit? (Multiple answers) N=1200

Thanet Visitor Research 2018

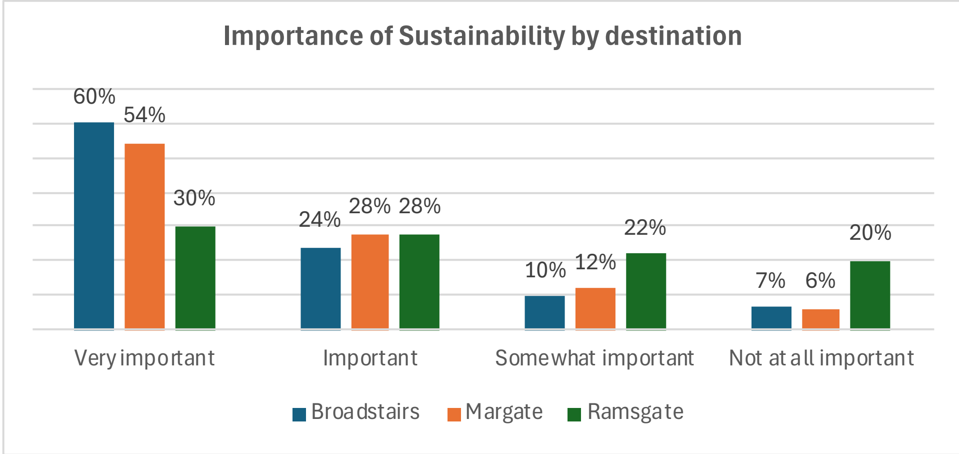
Fewer visitors to Thanet in 2025 used online resources of all types, to either plan their trips or while in the destination, compared to 2018, down to 16% from 25%.

Social Media Listening

Although not explicitly stated as an information source by visitors, social media as a platform to generate inspiration to visit new places is well known, even if not 'recognised' by users. Increasingly the quality and quantity of social media evergreen content is recommended to attract new visitors and enthuse repeat visitors, even if they do not consider it to be 'pre- and post-planning research' as such.

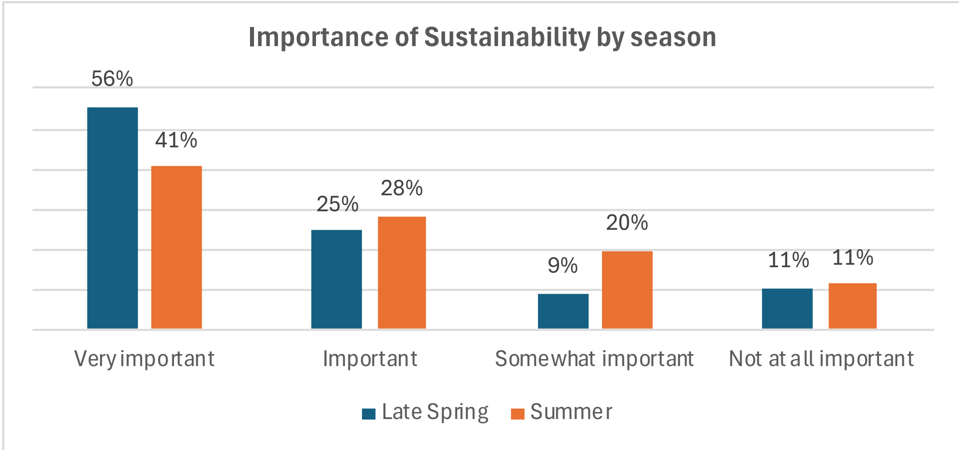
Section 9: Sustainability

Three quarters of visitors to Thanet considered sustainability to be either ‘very important’ or ‘important’ when choosing a destination (75%). However, this differed markedly by destination with 84% of Broadstairs and 82% of Margate visitors agreeing with those statements compared with 58% of visitors to Ramsgate. In fact, sustainability was generally less important to Ramsgate visitors, 42% of whom stated that sustainability was either ‘somewhat important’ or ‘not at all important’.



Q: Is sustainability an important consideration in your choice of destination? N=1200

By season, 81% of visitors in June considered sustainability to be either ‘very important’ or ‘important’ when choosing a destination, compared to 69% of visitors in August. Generally, visitors in August were less motivated by sustainability.



Q: Is sustainability an important consideration in your choice of destination? N=1200

Secondary Research
Awareness of overtourism and environmental impact is growing amongst the UK public. Increasingly people are seeking places that are more 'off the beaten track', away from crowds. All businesses must implement sustainability and destinations are being called upon to give visitors specific opportunities to act sustainably, like take the train, or hire cycles.

Social Media Listening
Negative messages (overcrowding, litter, traffic) get traction on platforms like Google Reviews and Tripadvisor. They reflect the importance of addressing sustainability in these areas in all towns, especially in the popular months for visitors. It is important to respond to negative feedback so users know their concerns are being addressed.

Section 10: Satisfaction, Enjoyment and Recommendation Ratings

10.1 Satisfaction

Ease of finding one's way around, experience and cleanliness of beaches and coastline, a welcoming feel and great atmosphere all garnered high satisfaction ratings among visitors to all towns and in both seasons. However, the quality of shops, and the cleanliness and availability of public toilets were the factors that were least satisfying for visitors and in both seasons.

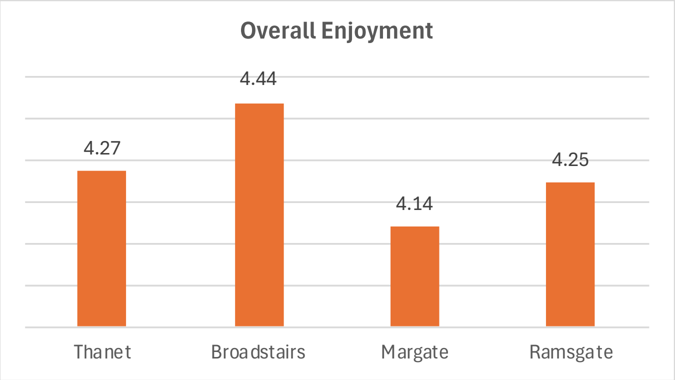
Broadstairs was top of the satisfaction ratings in several aspects namely 'ease of finding your way around', 'overall impression in terms of feeling welcome', 'beach and coastline in terms of beach experience', 'overall impression in terms of general atmosphere' and 'beach and coastline in terms of cleanliness'. In all those aspects, Ramsgate had higher satisfaction ratings than Margate. Visitors in June were generally more satisfied in those aspects than they were in August. Broadstairs also had notably more satisfied visitors in a range of other aspects including places to eat and drink, pedestrian signposting, maps and information boards, disabled accessibility, and arts, culture and music.

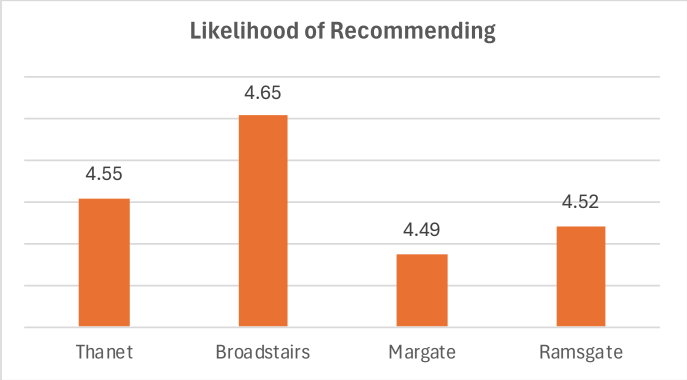
Satisfaction Ratings on Aspects of Visit	THANET	Broadstairs	Margate	Ramsgate	June	August
Ease of finding your way around	4.60	4.68	4.51	4.61	4.67	4.54
Overall impression in terms of feeling welcome	4.60	4.77	4.55	4.48	4.62	4.58
Beach and coastline in terms of beach experience	4.57	4.66	4.47	4.56	4.67	4.46
Overall impression in terms of general atmosphere	4.56	4.75	4.48	4.43	4.56	4.56
Beach and coastline in terms of cleanliness	4.53	4.66	4.37	4.55	4.61	4.44
Places to eat and drink	4.48	4.56	4.44	4.43	4.50	4.46
Access in terms of pedestrian signposting	4.48	4.52	4.47	4.43	4.59	4.35
Water sports and outdoor recreation, e.g., cycling	4.45	4.50	4.38	4.42	4.47	4.42
Maps and information boards	4.44	4.53	4.32	4.47	4.45	4.43
Access in terms of disabled accessibility	4.42	4.53	4.30	4.34	4.56	4.23
Access in terms of traffic levels/congestion	4.42	4.35	4.49	4.42	4.53	4.29
Access in terms of prams/buggies access	4.42	4.51	4.35	4.29	4.54	4.25
Arts, culture, music	4.37	4.53	4.33	4.23	4.38	4.36
History and heritage	4.33	4.52	4.17	4.27	4.35	4.30
Parking in terms of availability	4.30	4.16	4.41	4.33	4.29	4.30
Parking in terms of cleanliness	4.28	4.21	4.33	4.31	4.25	4.31
Attractions	4.17	4.41	4.09	3.99	4.19	4.14
Public toilets in terms of availability	3.64	3.67	3.58	3.66	3.73	3.55
Public toilets in terms of cleanliness	3.62	3.64	3.91	3.38	3.82	3.41
Shops	3.52	3.91	3.56	3.03	3.49	3.55

At the other end of the satisfaction ratings, visitors to Ramsgate were least satisfied in terms of 'shops', 'public toilets' – both cleanliness and availability, and 'attractions'. Visitors to Margate were also slightly less satisfied in these areas than those to Broadstairs.

10.2 Overall Enjoyment and Likelihood of Recommending

Visitors were asked to rate enjoyment of their trip and also the likelihood of recommending Thanet, awarding scores up to 5.

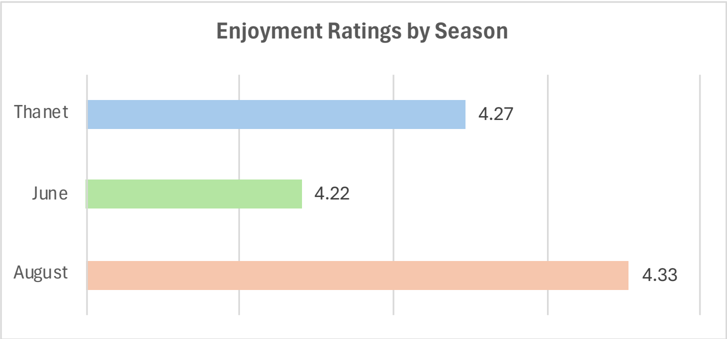


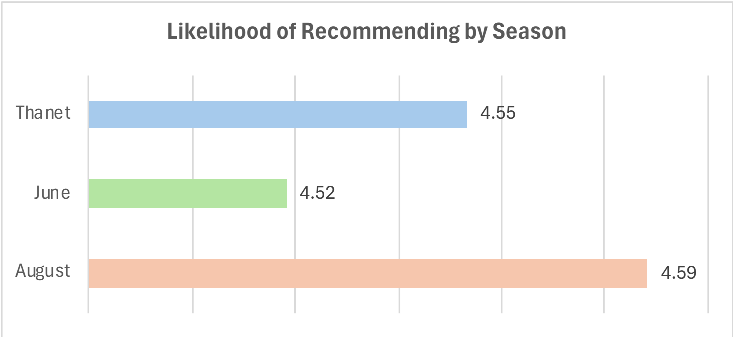


Q: How would you rate the overall enjoyment of your visit/How likely are you to recommend (destination) to someone else? N=1200

Generally, all visitors were positive about their trip to Thanet. Visitors to Broadstairs expressed the highest level of enjoyment and they were also the most likely to recommend Thanet. Margate was the town that fell behind slightly in terms of enjoyment and likelihood of recommendation.

By season, visitors found August more enjoyable than June and visitors in August were more likely to recommend.





Thanet Visitor Research 2018

Overall enjoyment dipped slightly in 2025 compared to 2018, from 4.36 to 4.27. However, likelihood to recommend rose in the same period, from 4.32 to 4.55. Visitors to Broadstairs expressed more overall enjoyment and were more likely to recommend.

Secondary Market Research

Interestingly, although visitors to Margate stated their overall enjoyment and likelihood to recommend was less than the other towns, in the Kent Perception Research, Margate was one of Kent's top five places with the highest levels of awareness (along with Dover, Canterbury, Folkestone and Tunbridge Wells). Consequently, it could be that visitors' high expectations are dampened slightly by the negative factors highlighted in the 'worst things' about Margate (see Section 11 below). Addressing these factors would be key to improving Margate's reputation.

Section 11: Best and Worst of Broadstairs, Margate and Ramsgate

11.1 Broadstairs

Broadstairs is loved for its sandy beaches, sea views, and unspoilt, traditional charm. Visitors highlight its friendly, relaxed atmosphere, historic character, and Dickens connections, along with the cafés, pubs, ice cream parlours (like Morelli's), and independent shops. The town's walkability, cleanliness, coastal walks, live music, and events such as Folk Week add to its appeal, making it a welcoming and nostalgic seaside destination.

Examples of visitor descriptions include:

- *"It's quaint, it's not spoilt, plenty of eats, drinks, walks."*
- *"Reminds me of childhood, it's a lovely old-fashioned seaside town."*
- *"Beautiful place, convenient, easy to travel from and to."*
- *"Lovely sandy beach, restaurants very good."*
- *"Relaxed seaside feel, not too big, good for kids."*
- *"The views of the beach and buildings—great atmosphere!"*

The main negative comments about Broadstairs focus on expensive and limited parking, traffic congestion, and poor public toilet facilities, with many describing them as outdated, unclean, or insufficient. Other issues include seagulls, litter, noise from youths or bars, lack of entertainment, limited shopping choices, and high prices for food and accommodation. Accessibility challenges, such as hilly areas and limited disabled facilities, were also noted. Despite this, a large number of respondents said there was “nothing” bad about Broadstairs, showing that many visitors are generally satisfied.

Examples of visitor comments include:

- *“Parking is expensive – £3.00 an hour is quite dear.”*
- *“Public loos not acceptable.”*
- *“A bit hilly for people with disabilities. No directions from rail station.”*
- *“Litter on the beach left by holiday makers.”*
- *“Not much shade on the beach when hot weather.”*
- *“Traffic is getting worse coming through the villages – more housing being built, they need a better road network.”*

11.2 Margate

Margate is known for its sandy beaches, sea views, and lively old town filled with independent shops, cafés, and bars. Its art and culture scene, including Turner Contemporary, galleries, music, and Dreamland, adds to its appeal, alongside a friendly, quirky atmosphere and easy access from London. Visitors enjoy the mix of food, nightlife, and coastal walks, making it both a nostalgic seaside town and a vibrant, modern destination.

Examples of visitor comments include:

- *"Easy access from London."*
- *"Got that seaside charm, restaurants are great."*
- *"Beautiful beach, coast is very accessible."*
- *"Friendly atmosphere, lots to do with family."*
- *"Quirkiness and hidden secrets, always something new to discover."*
- *"Atmosphere is good! It's a good town and welcoming! Beautiful beach and restaurants."*
- *"The crab museum was brilliant."*

The main negatives about Margate are its run-down town centre with many empty or neglected shops and buildings, along with issues of litter, graffiti, and seagulls. Visitors also complain about limited and expensive parking, poor toilet facilities, and closures, with attractions like Dreamland, Turner Contemporary, or shops often shut, especially on Mondays and Tuesdays. Some felt the town was unsafe or unwelcoming at night, with mentions of homelessness, drugs, and antisocial behaviour. Overall, while the seafront is popular, many think the town itself needs regeneration, better upkeep, and more variety in shops and facilities.

Examples of visitor comments include:

- *"Lots of empty shops."*
- *"The town is a bit dirty and run down, no shops."*
- *"Parking sometimes difficult."*
- *"Litter left everywhere and rubbish on beach."*
- *"Not enough toilets."*
- *"Dreamland looks closed – surprising it isn't open."*

11.3 Ramsgate

Ramsgate is celebrated for its sandy beaches, historic harbour and marina, which create a relaxed and welcoming seaside atmosphere. Visitors enjoy the coastal walks, Victorian architecture, tunnels, and seafront attractions, along with a wide variety of restaurants, cafés, pubs, and Wetherspoons with sea views. The town is praised for its cleanliness, friendliness, and convenience, offering plenty to do while still feeling peaceful and traditional, making it a charming destination for families and day-trippers alike.

Examples of visitor comments include:

- *"The cleanliness of the beach and activities on the sand for kids."*
- *"Flat so it's good for a long walk and the bus service is handy to get back the other way."*
- *"The harbour area is smart and clean."*
- *"Very clean, no litter, lovely marina."*
- *"The beach is great – a great clean sandy beach, not noisy."*
- *"The town has good cycle paths, good atmosphere."*

The main negatives about Ramsgate are its run-down and neglected town centre, with many empty or shabby shops, and issues with dirty or outdated public toilets, litter, and dog mess. Visitors also mention expensive or limited parking, traffic congestion, and poor disabled access (especially lifts not working). Some felt the town suffers from antisocial behaviour, daytime drinking, and a generally scruffy atmosphere, which detracts from its seaside appeal. Overall, while the harbour and beach are valued, many feel the town itself needs cleaning, better facilities, and regeneration.

Examples of visitor comments include:

- *"The town hasn't much to offer."*
- *"Parking getting more expensive and not enough electric car charging points."*
- *"The town is very run down."*
- *"Toilets need to be cleaner."*
- *"Can get busy, too many cars in harbour area trying to park."*
- *"Shops are empty."*
- *"Daytime drinkers walking about, very loud, not nice especially when have children with us."*

Section 12: Challenges and Opportunities

This section compiles the key challenges and opportunities that have emerged from all elements of this research – the Visitor Survey findings, along with insights from the Secondary Research and the Social Media Listening.

12.1 Challenges

Challenges
• The cost of living crisis has impacted consumer confidence along with travel budgets. Consequently, domestic tourists look to spend less money on accommodation and eating out and increasingly look for things to do that are free. • Businesses' vulnerability over the current economic climate presents a significant risk to tourism development, especially when businesses feel compelled to close off-season which directly impacts a major target group of 55+ and off season travel. • Over promotion of popular beaches, e.g., Botany Bay, leads to disappointment and negative reviews. • Sustainability pressure at busy times degrades facilities leading to poor reviews, and repeated complaints of dirty toilets, lack of parking, litter bins overflowing, aggressive seagulls, smelly seaweed. • Competing destinations based on hashtags, e.g., Hastings • Climate change leading to changing conditions, for instance, wetter summers and jellyfish (which have been noted in Thanet's waters), means that visitors choose to holiday elsewhere, especially abroad where it may be cheaper and/or better value, and where weather is more guaranteed. • Poor condition of town centres, especially Margate and Ramsgate, creates a negative perception and generates poor reviews. • A series of operational concerns impacts the enjoyment of visitors, such as at Dreamland events because of pricing, queuing, rides closed when events are on, and so on. • Although there has been no recent audit of tourist accommodation, research indicates a lack of suitable accommodation for new markets, especially in the 4 star, boutique and self-catering sectors. Before investment, undertaking an accommodation audit would be a recommended action.

12.2 Opportunities

Opportunities

• Create and curate more experiences to attract relevant audiences. Experiences over things is a major global tourism trend and people are increasingly seeking authenticity and want to learn new things for themselves. Promoting Thanet as a unique coastal destination with an interesting and distinctive heritage is key.
 	
• Boost social media activity and work with influencers and other high reach content creators to:
  ○ Promote family activities around topics such as Beach Days, Day Trip, Beach with the Kids, Walk and Swim.
  ○ Promote the food scene and collaborate with restaurants, cafés, bars. Increase focus on indie spots, coffee shops, fish and chips and ice cream.
  ○ Promote positively about Ramsgate - harbour sunsets, outdoor activities and access tips.
 	
• Use influencers more effectively. Track them and interact with them so to be in a strong position to work more closely with them to create evergreen content. Likewise, be proactive and address both positive and negative reviews on Google Reviews and Tripadvisor.
 	
• Use social media more strategically as part of a wider communication strategy to influence visitor behaviour. This could be particularly useful to address sustainability needs such as visiting less busy places and beaches (e.g., Stone Bay, Joss Bay, Pegwell and Kingsgate Bay), encouraging walking/cycling from train stations using planned routes, following trails and so on.
 	
• Highlight Thanet's food and drink offer more prominently. The current offer is strong in Thanet and well-liked by visitors, and food experiences are another top global tourism trend. Food and drink is also an effective way to showcase a region's culture and heritage. This creates an opportunity to make more of the niche in Thanet such as supporting investment in foodie-related businesses and experiences, especially those offering off-season experiences. Ideas include:
  ○ Conduct an autumn/winter/spring food-related campaign via foodie/travel blogger/influencer fam trip.
  ○ Link evening food/drink experiences with selected accommodation providers to encourage overnight stays.
  ○ Increase marketing of and collaborations between local vineyards and other artisan food/beverage producers.
 	
• Boost experiences to meet domestic tourism trends, such as food, wellness and weekend getaways.

- Focus efforts on promoting outdoor activities more widely including cycling, walking and water sports, as outdoor activities are identified as a key product theme in East Kent. In Ramsgate, for instance, there is a high awareness of and participation in outdoor activities which was not reflected in the Visitor Survey. Similarly, Turner Contemporary has a strong local profile which could respond to additional marketing.

- Target key markets: 55+, especially in off-peak periods; families, including multi-generational groups; overseas markets from London; local markets (Thanet and Kent).

- Use social media effectively to target Gen Y and Gen Z, attracted by great experiences, spontaneity and flexibility.

- Explore new international markets keen on culture and adventure, for example, India, to boost overnight stays.

- Align social media campaigns with key events (Dreamland and other music) and seasonal events, e.g., Bonfire Night, Christmas, and so on.

- To address the unpredictable weather, highlight cultural and heritage activities so people know what else they can do.

- Use the ‘cool-cation’ trend as a marketing focus to help combat seasonality among older age groups and families.

- Review and strengthen current sustainability, accessibility and inclusivity actions across the tourism sector in Thanet to ensure best practice can be embedded in future developments.

Appendix 1: Secondary Market Research Executive Summary

Executive Summary

The current Destination Management Framework (DMF) is in its final year of delivery. The key focus of the 2020-2025 DMF was to grow and sustain the value of the visitor economy by developing higher-value, year round, quality tourism experiences which benefit visitors, the industry, the local community and the environment. Establishing strategic context and analysing trends will be key components to inform future activity.

This report provides a comprehensive analysis of tourism in Thanet, the visitor economy and recent tourism trends in Thanet, Kent and the broader UK domestic travel market, based on secondary research and data where available up to mid-2025.

Key Insights

Tourism in Thanet

- Thanet's key strengths were identified as vibrant towns and an exceptional coastline, but the tourism sector face challenges including seasonality and financial pressures.
- There were 4.6 million visitors to Thanet in 2023, close to pre-pandemic levels in 2019, with tourism valued at £349 million.
- Thanet leisure visitors were primarily holidaymakers (51%) and those visiting friends and relatives (34%). Domestic overnight visitors stayed on average 2.5 nights while overseas visitors stayed 4 nights.
- Thanet was a leading destination in Kent for overnight visitors, likely due to its appeal as a local seaside escape and relatively easy access to London.
- Food and drink, and shopping dominate visitor spending among both day and overnight visitors.
- Gaps in Thanet's accommodation market include high-end hotels, family-friendly lodging, self-catering and boutique accommodation. Airbnb listings have plateaued – Broadstairs has the highest occupancy and daily rates.
- Ramsgate has a high profile for outdoor activities among key target groups, while Margate's art offer at Turner Contemporary has a strong local profile.

Tourism in Kent

- Kent is well-known as a leisure destination with many strengths including history and heritage, a wide range of attractions and the natural environment. However, it faces challenges including a lack of motivation to visit the county.
- There are many positive perceptions of Kent and Margate has high awareness as one of the five top destinations. Key strengths and priority product themes in East Kent were identified as the coast, landscapes, seafood, creativity, events and outdoor activities.
- Like Thanet, tourism to Kent has almost recovered to pre-pandemic levels but faces similar financial pressures. Visitors to Kent are broadly evenly spread between leisure and visiting friends and relatives (VFR).

Domestic Tourism in the UK

- Domestic tourism to England and the South East experienced a period of decline between 2023 and 2024, according to Visit Britain, in terms of day trips and overnight trips.
- Analysis by destination type also revealed a broad decline to 'seaside and coastal regions' in England and the South East.
- Intention to take a domestic trip in 2025 remined high compared to 2024, with main barriers cited as the weather and the cost of living. Ways to mitigate against rising prices include spending less on accommodation and eating out, and looking for things to do that are free.
- Top activities whilst on a domestic tourism trip (food and drink, walking and heritage) align with Thanet's offer.
- Overseas markets are key markets to the UK and to Kent/Thanet, and although the coast is not necessarily the top draw, there are markets keen on culture and adventure that might be worth exploring, for example, India.
- There is strong appeal for coastal tourism in the UK. There are high satisfaction levels and most visitors indicated a strong intention to return.
- However, challenges for businesses (increasing costs, lack of resources to invest and reducing staff) are likely to impact the visitor experience.

Outlook and Trends

- The reasons for the current decline in domestic tourism include the rising cost of living, competition from overseas destinations, and the UK's unpredictable weather.
- The UK's ageing demographic will have positive and negative impacts on domestic tourism – the challenge for tourism providers is to meet the needs of this growing group of domestic tourists.
- Nevertheless, the outlook for domestic tourism is positive. Up to 71% of UK residents intend to take a domestic holiday trip in 2025 and interest in, and intent to travel to, seaside and coastal destination remains high and is growing.
- In this current economic climate, fewer holidays are likely to be taken but spend per trip will increase.
- Key markets include older travellers and families as they seek convenience and accessibility.
- Immersive experiences are key to attract all markets such as food experiences, health and wellness, culture and heritage and outdoor activities. Cool-cations are an interesting development and could help combat seasonality among older age groups and families.
- Gen Y and Gen Z are also important markets, attracted by great experiences, spontaneity and flexibility. Their prolific use of social media provides a convenient method to reach them.
- Sustainability, accessibility and inclusivity are important considerations.

Appendix 2: Social Listening Executive Summary

Executive Summary

Between June and August 2025, we listened to more than 2,300 posts and reviews on Instagram, TikTok, Google Reviews and Tripadvisor from Thanet. The goal was to understand how visitors experienced Thanet during the summer season and what themes, trends and issues appeared across these platforms.

On **Instagram**, beaches dominated the content, especially Botany Bay, Viking Bay, Broadstairs and Margate. Reels were the best format for reach, with sunsets, aerial views and short guides performing strongly. Families, food and simple day trips appeared again and again, giving Thanet an image of a safe and easy escape. Ramsgate also gained more visibility through harbour and sunset posts. Overall tone was very positive, but there was little change in themes across the three months.

On **TikTok**, older videos continued to circulate, showing the platform's long shelf life. Botany Bay appeared most often, but also Broadstairs, Ramsgate Harbour and indie cafés. Content was simple and practical, usually "day at the beach" edits with food, walks and sunsets. Short guides and hidden gems performed best, often with high saves and reposts. While sentiment was almost always positive, the lack of fresh posts meant the same clips were repeated many times, limiting diversity of stories about Thanet.

Google Reviews provided the clearest real-time feedback. Most reviews were four or five stars and praised the clean beaches, safe family environment and coastal walks. Heritage and attractions such as the Crab Museum, Ramsgate Tunnels and Shell Grotto were also well reviewed for value and friendly staff. However, the same problems appeared every month: parking shortages, poor toilets, overflowing bins, seaweed and crowding on busy days. These repeated issues show that facilities are not keeping pace with visitor demand.

Tripadvisor produced fewer but longer and more descriptive reviews. Posts highlighted cultural and heritage attractions as unique strengths, while beach reviews confirmed the same positive themes found on Google. Negative reviews were less common but pointed again to facilities and event organisation, especially at Dreamland. Tripadvisor's slower pace makes it less useful for quick insights, but its detailed narratives can be used for marketing and planning.

In conclusion, the summer listening confirmed that Thanet holds a very strong reputation as a safe and family-friendly coastal escape, with beaches and food at its heart. However, the same facility problems, parking, toilets, bins and crowding, were raised each month, showing that these are not one-off complaints but structural challenges. Botany Bay, in particular, is oversaturated, both on social media and on the ground, and this creates a risk of visitor dissatisfaction and environmental pressure. To respond, the tourism team should use content to guide visitors toward quieter bays such as Stone, Viking and Pegwell, and highlight cultural and food experiences that broaden the destination's image. At the same time, working with operators to fix and clearly communicate improvements to toilets, bins and parking will help manage expectations. By amplifying family and heritage stories while spreading visitor flows, Thanet can protect its positive reputation and compete more strongly with cultural-coastal rivals like Hastings.

Appendix 3: Visitor Survey Tables

1. Visitor Profile

1.1 Origin of Respondents

	UK Resident	Overseas
THANET	**94%**	**6%**
Broadstairs	91%	9%
Margate	95%	5%
Ramsgate	97%	4%

By Region	
South East	43%
London	32%
East of England	9%
East Midlands	2%
South West	2%
North West	2%
Yorkshire and the Humber	1%
West Midlands	1%
Wales	1%
Scotland	1%
North East	0%
Not Specified	6%

By County	
Greater London	32%
Kent	32%
Essex	3%
Hertfordshire	3%
Surrey	3%
East Sussex	2%
Buckinghamshire	2%
Berkshire	2%
West Sussex	2%
Other	14%
Not Specified	6%

By Kent Postcode	
Medway (ME)	34%
Canterbury (CT)	25%
Dartford (DA)	19%
Tonbridge (TN)	12%
Bromley (BR)	10%

By Country	
Germany	21%
Australia	14%
France	11%
Holland	6%
India	6%
Ireland	6%
USA	6%
Austria	4%
Pakistan	3%
Sweden	3%
Other	22%

1.2 Gender and Age

Visitors by Gender	THANET	Broadstairs	Margate	Ramsgate
Female	57%	57%	59%	56%
Male	43%	43%	41%	44%

Visitors by Gender	THANET	June	August
Female	57%	57%	58%
Male	43%	43%	42%

Visitors by Age Group	THANET	Broadstairs	Margate	Ramsgate
0-15	14%	11%	18%	14%
16-24	7%	8%	8%	5%
25-34	12%	10%	16%	10%
35-44	15%	14%	17%	13%
45-54	12%	14%	11%	12%
55-64	15%	14%	11%	20%
65+	24%	29%	18%	27%

Visitors by Age Group	THANET	June	August
0-15	14%	7%	20%
16-24	7%	6%	7%
25-34	12%	13%	11%
35-44	15%	13%	16%
45-54	12%	12%	12%
55-64	15%	16%	15%
65+	24%	32%	18%

1.3 Group Composition

Group Composition	THANET	Broadstairs	Margate	Ramsgate
A couple	40%	43%	34%	42%
Family unit	31%	30%	38%	27%
Groups of friends	14%	8%	17%	16%
Alone	9%	10%	8%	8%
Inter-generational family (with grandparents)	4%	5%	2%	4%
Extended family (with relatives)	3%	3%	2%	3%
Specialist/interest group	1%	2%	0%	1%

Group Composition	THANET	June	August
A couple	40%	46%	33%
Family unit	31%	24%	39%
Groups of friends	14%	14%	13%
Alone	9%	8%	9%
Inter-generational family (with grandparents)	4%	4%	3%
Extended family (with relatives)	3%	3%	3%
Specialist/interest group	1%	1%	1%

Average Number of Children/Adults per Group	THANET	Broadstairs	Margate	Ramsgate
Children	0.37	0.27	0.48	0.37
Adults	2.21	2.23	2.16	2.25
Total Group	**2.58**	**2.49**	**2.64**	**2.62**

Average Number of Children/Adults per Group	THANET	June	August
Children	0.37	0.17	0.58
Adults	2.21	2.18	2.25
Total Group	**2.58**	**2.35**	**2.82**

1.4 Employment Status

Employment Status	THANET	Broadstairs	Margate	Ramsgate
Employed full time (30+ hours a week)	49%	44%	58%	45%
Retired	35%	41%	24%	39%
Self-employed	6%	7%	6%	6%
Employed part time (up to 29 hours a week)	5%	5%	6%	4%
Unemployed	3%	2%	2%	4%
Full time student living at home	2%	1%	2%	1%
Full time student living away from home	1%	1%	3%	1%
Prefer not to answer	0%	0%	0%	0%

Employment Status	THANET	June	August
Employed full time (30+ hours a week)	49%	46%	52%
Retired	35%	41%	28%
Self-employed	6%	5%	7%
Employed part time (up to 29 hours a week)	5%	4%	6%
Unemployed	3%	1%	4%
Full time student living at home	2%	1%	2%
Full time student living away from home	1%	2%	1%
Prefer not to answer	0%	0%	0%

1.5 Socio-Economic Status

Socio-Economic Status	THANET	Broadstairs	Margate	Ramsgate
High managerial, administrative or professional	4%	3%	7%	3%
Intermediate managerial, administrative or professional	30%	21%	36%	33%
Supervisor, clerical, junior managerial, administrative or professional	25%	34%	20%	22%
Skilled manual worker	22%	25%	19%	24%
Semi-skilled or unskilled manual worker	13%	15%	13%	10%
Housewife/homemaker	3%	2%	2%	4%
Unemployed	2%	1%	2%	3%
Student	1%	0%	2%	1%

Socio-Economic Status	THANET	June	August
High managerial, administrative or professional	4%	4%	4%
Intermediate managerial, administrative or professional	30%	29%	31%
Supervisor, clerical, junior managerial, administrative or professional	25%	26%	25%
Skilled manual worker	22%	24%	21%
Semi-skilled or unskilled manual worker	13%	13%	12%
Housewife/homemaker	3%	2%	4%
Unemployed	2%	1%	3%
Student	1%	1%	1%

2. Trip Characteristics

3.1 Previous Visits

Previous Visits	THANET	Broadstairs	Margate	Ramsgate
Yes	73%	76%	68%	75%
No	27%	25%	33%	25%

Previous Visits to Thanet	Broadstairs	Margate	Ramsgate	Thanet
Within the past 6 months	26%	28%	37%	30%
6 months to a year ago	26%	23%	26%	25%
A year to 2 years ago	22%	18%	17%	19%
2 to 5 years ago	13%	13%	11%	12%
5 to 10 years ago	11%	13%	7%	10%
Other	3%	4%	2%	3%

2.2 Purpose of Visit

Purpose of Visit	THANET	Broadstairs	Margate	Ramsgate
Leisure/holiday	92%	90%	94%	91%
Visiting friends/relatives	7%	9%	5%	8%
Shopping	1%	0%	0%	1%
Study (including foreign student)	0%	1%	0%	0%

Purpose of Visit (All Visits)	THANET	June	August
Leisure/holiday	92%	90%	93%
Visiting friends/relatives	7%	8%	6%
Shopping	1%	1%	0%
Study (including foreign student)	0%	1%	0%

Purpose of Visit (June)	THANET	Broadstairs	Margate	Ramsgate
Leisure/holiday	90%	87%	93%	91%
Visiting friends/relatives	8%	12%	6%	8%
Shopping	1%	1%	1%	1%
Study (including foreign student)	1%	1%	1%	1%

Purpose of Visit (August)	THANET	Broadstairs	Margate	Ramsgate
Leisure/holiday	93%	94%	96%	91%
Visiting friends/relatives	6%	6%	5%	9%
Shopping	0%	0%	0%	1%
Study (including foreign student)	0%	1%	0%	0%

2.3 Trip Type

Trip Type	THANET	Broadstairs	Margate	Ramsgate
Day trip from home	57%	56%	56%	59%
Staying overnight in destination	30%	30%	31%	30%
Staying overnight elsewhere (touring)	13%	15%	14%	12%

Trip Type	THANET	June	August
Day trip from home	57%	57%	56%
Staying overnight in destination	30%	30%	30%
Staying overnight elsewhere (touring)	13%	13%	14%

2.4 Length of Stay (Day Visits)

Length of Stay – Day Visits	THANET	Broadstairs	Margate	Ramsgate
All day	62%	66%	59%	60%
Half a day	36%	32%	39%	37%
Less than 2 hours	2%	2%	1%	3%

Length of Stay – Day Visits	THANET	June	August
All day	62%	58%	65%
Half a day	36%	40%	32%
Less than 2 hours	2%	2%	3%

Length of Stay – Day Visits (June)	THANET	Broadstairs	Margate	Ramsgate
All day	58%	56%	59%	60%
Half a day	40%	43%	38%	38%
Less than 2 hours	2%	1%	3%	2%

Length of Stay – Day Visits (August)	THANET	Broadstairs	Margate	Ramsgate
All day	65%	76%	59%	60%
Half a day	32%	21%	41%	35%
Less than 2 hours	3%	3%	0%	5%

2.5 Average Nights per Trip (Overnight Stays)

Nights per Trip (Overnight Visitors)	AVERAGE	June	August
Broadstairs	4.5	4.1	4.9
Margate	3.3	3.2	3.4
Ramsgate	3.5	3.3	3.6
All Visits	3.8	3.6	4.0

3. Trip Influences

3.1 Factors that influenced decision to visit

Factors that Influenced Decision to Visit	THANET	Broadstairs	Margate	Ramsgate
Coastline/beaches	80%	85%	79%	76%
Attractions	22%	29%	27%	11%
Food/drink	19%	20%	15%	23%
Arts/culture/music	12%	11%	18%	7%
History/heritage	9%	9%	8%	9%
Outdoor Activities, e.g., walking, cycling, water sports	8%	10%	3%	10%
Experiences, e.g., wellness trips, cycling tours, boat trips, guided tours	4%	5%	3%	3%
Other	8%	5%	5%	15%

Factors that Influenced Decision to Visit	THANET	June	August
Coastline/beaches	80%	80%	80%
Attractions	22%	27%	18%
Food/drink	19%	22%	16%
Arts/culture/music	12%	13%	11%
History/heritage	9%	12%	5%
Outdoor Activities, e.g., walking, cycling, water sports	8%	7%	8%
Experiences, e.g., wellness trips, cycling tours, boat trips, guided tours	4%	4%	4%
Other	8%	8%	9%

4. Accommodation

4.1 Staying Overnight in Thanet

Staying Overnight in Thanet	THANET	June	August
Broadstairs	34%	34%	34%
Margate	34%	36%	32%
Ramsgate	32%	29%	34%

4.2 Accommodation Used

Accommodation Used	THANET	Broadstairs	Margate	Ramsgate
Hotel	27%	21%	28%	33%
Friends/relatives	24%	27%	17%	27%
Airbnb	20%	16%	28%	17%
Rented self-catering accommodation	14%	18%	14%	8%
Bed and breakfast/guest house	9%	13%	6%	7%
Touring caravan/camping	6%	5%	6%	6%
Boat	1%	0%	0%	2%

Accommodation Used	Late Spring	Summer	Thanet
Hotel	27%	28%	27%
Friends/relatives	27%	21%	24%
Airbnb	18%	23%	20%
Rented self-catering accommodation	16%	12%	14%
Bed and breakfast/guest house	9%	8%	9%
Touring caravan/camping	4%	7%	6%
Boat	0%	1%	1%

4.3 Reason for Not Staying at Destination

Reason for not staying at destination?	THANET	Broadstairs	Margate	Ramsgate
Holidaying elsewhere	69%	83%	66%	54%
Too expensive/cheaper elsewhere	4%	2%	4%	7%
Not an appealing place to stay	1%	0%	0%	4%
No availability in destination	1%	2%	2%	0%
Poor range of accommodation	1%	0%	2%	0%
Other	24%	14%	27%	35%

4.4 Overnight Destinations on Touring Trips

Touring Trips - Overnight Destinations	Broadstairs
Ramsgate	19%
Margate	17%
Canterbury	10%
Deal	10%
Birchington	7%
Minster	5%
Folkestone	3%
Sittingbourne	3%
Whitstable	3%
Other	21%

Touring Trips - Overnight Destinations	Margate
Broadstairs	25%
Ramsgate	20%
Canterbury	13%
Whitstable	13%
Birchington	5%
Deal	4%
Faversham	4%
Westgate	4%
Other	14%

Touring Trips - Overnight Destinations	Ramsgate
Broadstairs	39%
Margate	13%
Canterbury	11%
Margaret Bay	7%
Deal	4%
Faversham	4%
Sandwich	4%
Other	17%

4.5 Quality of Service

Quality of Service (All Visits)	THANET	Broadstairs	Margate	Ramsgate
Very good	59%	66%	55%	57%
Good	21%	17%	21%	24%
Average	8%	9%	5%	9%
Poor	1%	0%	4%	0%
Very poor	0%	0%	0%	0%
Don't know	11%	9%	14%	11%

Quality of Service (June)	THANET	Broadstairs	Margate	Ramsgate
Very good	67%	88%	64%	45%
Good	20%	12%	21%	30%
Average	6%	0%	6%	15%
Poor	1%	0%	3%	0%
Very poor	0%	0%	0%	0%
Don't know	5%	0%	6%	10%

Quality of Service (August)	THANET	Broadstairs	Margate	Ramsgate
Very good	52%	47%	43%	65%
Good	21%	22%	22%	19%
Average	9%	16%	4%	4%
Poor	1%	0%	4%	0%
Very poor	0%	0%	0%	0%
Don't know	17%	16%	26%	12%

4.6 Value for Money

Value for Money (All Visits)	THANET	Broadstairs	Margate	Ramsgate
Very good	53%	69%	48%	41%
Good	20%	11%	25%	26%
Average	12%	10%	12%	14%
Poor	3%	2%	3%	2%
Very poor	0%	0%	0%	1%
Don’t know	12%	8%	12%	15%

Value for Money (June)	THANET	Broadstairs	Margate	Ramsgate
Very good	61%	87%	56%	37%
Good	18%	6%	21%	29%
Average	9%	3%	10%	16%
Poor	2%	3%	1%	1%
Very poor	0%	0%	0%	0%
Don’t know	9%	1%	12%	16%

Value for Money (August)	THANET	Broadstairs	Margate	Ramsgate
Very good	45%	51%	39%	44%
Good	23%	16%	29%	23%
Average	15%	17%	14%	12%
Poor	3%	1%	5%	3%
Very poor	1%	0%	0%	2%
Don’t know	14%	15%	13%	14%

4.7 Quality of Service – Satisfaction Ratings

Quality of Service	All Visits	June	August
Thanet	4.49	4.57	4.41
Broadstairs	4.64	4.75	4.50
Margate	4.38	4.49	4.24
Ramsgate	4.45	4.42	4.49

4.8 Value for Money – Satisfaction Ratings

Value for Money	All Visits	June	August
Thanet	4.40	4.53	4.26
Broadstairs	4.59	4.77	4.37
Margate	4.35	4.51	4.18
Ramsgate	4.22	4.22	4.22

4.9 Booking Accommodation

Booking Accommodation	Broadstairs	Margate	Ramsgate	Thanet
Direct with accommodation provider	58%	43%	54%	51%
Airbnb	23%	34%	20%	26%
Booking.com	14%	16%	18%	16%
Tripadvisor	2%	1%	0%	1%
Expedia	1%	0%	1%	1%
Trivago	0%	1%	0%	0%
Other	3%	6%	8%	5%

Booking Accommodation	Late Spring	Summer	Thanet
Direct with accommodation provider	51%	51%	51%
Airbnb	25%	27%	26%
Booking.com	15%	17%	16%
Tripadvisor	1%	1%	1%
Expedia	1%	1%	1%
Trivago	1%	0%	0%
Other	6%	5%	5%

5. Visiting Thanet Towns and Attractions

5.1 Visits from Destinations Towns to Other Towns

Visits from Broadstairs to other towns	Margate	Ramsgate
No	80%	73%
Yes	20%	27%

Visits from Margate to other towns	Broadstairs	Ramsgate
No	75%	79%
Yes	25%	21%

Visits from Ramsgate to other towns	Broadstairs	Margate
No	76%	83%
Yes	24%	17%

5.2 Attractions Visited in Destination Towns

Attractions Visited by Broadstairs Respondents	Broadstairs
Crampton Tower Museum	3%
Dickens House Museum	14%
None	79%
Other	7%

Attractions Visited by Margate Respondents	Margate
Crab Museum	7%
Dreamland Music Events	7%
Dreamland Park	27%
Margate Caves	6%
Shell Grotto	12%
Turner Contemporary	33%
None	38%
Other	6%

Attractions Visited by Ramsgate Respondents	Ramsgate
Ramsgate Tunnels	16%
St Augustine and Pugin – Shrine and Visitor Centre	3%
None	78%
Other	7%

6. Expenditure

6.1 Daily Expenditure by Day and Overnight Visitors

All Visitors	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£19.96	£18.82	£21.71	£19.37
Shopping	£5.45	£4.24	£7.53	£4.60
Entertainment	£3.32	£1.46	£6.25	£2.27
Travel and Transport	£10.85	£10.31	£12.83	£9.44
Total Spend per day	**£39.58**	**£34.83**	**£48.33**	**£35.68**

All Visitors	THANET	June	August
Eating and Drinking	£19.96	£18.99	£20.93
Shopping	£5.45	£5.09	£5.80
Entertainment	£3.32	£2.33	£4.30
Travel and Transport	£10.85	£11.60	£10.10
Total Spend per day	**£39.58**	**£38.01**	**£41.14**

6.2 Daily Expenditure by Day Visitors

Day Visitors	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£16.21	£16.89	£17.03	£14.79
Shopping	£5.46	£4.87	£7.87	£3.79
Entertainment	£1.96	£0.98	£3.57	£1.39
Travel and Transport	£10.46	£10.76	£11.21	£9.47
Total Spend per day	**£34.08**	**£33.50**	**£39.68**	**£29.44**

Day Visitors	THANET	June	August
Eating and Drinking	£16.21	£15.75	£16.67
Shopping	£5.46	£5.48	£5.44
Entertainment	£1.96	£1.16	£2.77
Travel and Transport	£10.46	£11.50	£9.40
Total Spend per day	**£34.08**	**£33.89**	**£34.28**

6.3 Staying Visitor Spend per day

Staying Visitors	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£24.85	£21.25	£27.48	£25.89
Shopping	£5.43	£3.45	£7.11	£5.74
Entertainment	£5.09	£2.06	£9.55	£3.54
Travel and Transport	£11.36	£9.74	£14.83	£9.39
Accommodation	£49.93	£45.51	£56.43	£47.63
Total Spend per day	**£96.66**	**£82.01**	**£115.41**	**£92.20**

Staying Visitors	THANET	June	August
Eating and Drinking	£24.85	£23.26	£26.41
Shopping	£5.43	£4.57	£6.27
Entertainment	£5.09	£3.87	£6.28
Travel and Transport	£11.36	£11.73	£11.00
Accommodation	£49.93	£45.89	£54.00
Total Spend per day	**£96.66**	**£89.33**	**£103.96**

6.4 Staying Visitor Spend per Trip

Staying Visitors	THANET	Broadstairs	Margate	Ramsgate
Eating and Drinking	£24.85	£21.25	£27.48	£25.89
Shopping	£5.43	£3.45	£7.11	£5.74
Entertainment	£5.09	£2.06	£9.55	£3.54
Travel and Transport	£11.36	£9.74	£14.83	£9.39
Accommodation	£49.93	£45.51	£56.43	£47.63
Total Spend per day	***£96.66***	***£82.01***	***£115.41***	***£92.20***
Average Length of Stay (days)	3.8	4.5	3.3	3.5
Total Spend per trip	**£367.31**	**£369.06**	**£380.84**	**£322.69**

7. Transport

7.1 Transport Used

Transport Used	THANET	Broadstairs	Margate	Ramsgate
Car / Van / Motorbike	61%	56%	61%	67%
Train	27%	26%	31%	23%
Coach	7%	13%	3%	5%
Bus	3%	3%	3%	4%
Motorhome	1%	2%	2%	1%
Pedal bike	1%	1%	1%	0%
Boat (yacht, etc)	0%	0%	0%	1%
Ferry	0%	1%	0%	1%
Grand Total	100%	100%	100%	100%

Transport Used	THANET	June	August
Car / Van / Motorbike	61%	60%	61%
Train	28%	29%	27%
Coach	7%	7%	7%
Bus	3%	2%	3%
Motorhome	1%	1%	1%
Pedal bike	1%	1%	1%
Boat (yacht, etc)	0%	0%	0%
Ferry	0%	0%	0%

7.2 Car Parking

Use of Town Centre Car Parks	THANET	Broadstairs	Margate	Ramsgate
Yes, in a car park	42%	40%	55%	32%
Yes, using pay and display	15%	11%	10%	23%
No	43%	49%	35%	45%

Ease of Parking in Town Centre	THANET	Broadstairs	Margate	Ramsgate
Very easy	52%	43%	62%	50%
Quite easy	30%	38%	22%	33%
Neither particularly easy nor difficult	10%	13%	7%	10%
Quite difficult	6%	4%	9%	6%
Very difficult	1%	2%	1%	1%

Ease of Parking in Town Centre	THANET	June	August
Very easy	52%	47%	57%
Quite easy	30%	30%	30%
Neither particularly easy nor difficult	10%	12%	8%
Quite difficult	6%	9%	4%
Very difficult	1%	2%	0%

Cost of Parking	THANET	Broadstairs	Margate	Ramsgate
Very reasonable	18%	21%	18%	16%
Quite reasonable	33%	33%	35%	30%
About average	29%	23%	32%	30%
Quite expensive	14%	18%	9%	16%
Very expensive	5%	3%	4%	6%
Don’t know/can’t recall	2%	2%	2%	1%

Cost of Parking	THANET	June	August
Very reasonable	18%	18%	18%
Quite reasonable	33%	35%	30%
About average	29%	25%	33%
Quite expensive	14%	15%	14%
Very expensive	5%	5%	4%
Don’t know/can’t recall	2%	2%	1%

7.3 Satisfaction Ratings for Car Parking

Parking: Satisfaction Rating	Parking in Town Centre	Cost of Parking
Broadstairs	4.17	3.50
Margate	4.36	3.54
Ramsgate	4.24	3.34
Thanet	4.26	3.46

Parking: Satisfaction Rating	Parking in Town Centre	Cost of Parking
Late Spring	4.12	3.48
Summer	4.40	3.44
All Visits	4.26	3.46

8. Sources of Information

8.1 Information Used for Planning

Sources of Planning	THANET	Broadstairs	Margate	Ramsgate
I did not use any information	68%	70%	65%	71%
I visited other websites/search engines	8%	8%	8%	10%
I visited the Visit Thanet website	6%	7%	4%	9%
I asked friends for recommendations	6%	5%	8%	5%
I looked for recommendations on social media	5%	7%	5%	3%
I visited review websites (Tripadvisor etc)	5%	7%	3%	4%
I looked through destination brochures/leaflets	4%	4%	4%	2%
I used AI to help plan my trip (e.g, ChatGPT, Gemini)	1%	2%	2%	1%
Advertisement (newspaper/magazine/TV/radio)	1%	1%	1%	1%
Other	7%	5%	7%	8%

Sources of Planning	THANET	June	August
I did not use any information	68%	68%	69%
I visited other websites/search engines	8%	8%	8%
I visited the Visit Thanet website	6%	6%	7%
I asked friends for recommendations	6%	7%	5%
I looked for recommendations on social media	5%	7%	3%
I visited review websites (Tripadvisor etc)	5%	5%	5%
I looked through destination brochures/leaflets	4%	5%	2%
I used AI to help plan my trip (e.g, ChatGPT, Gemini)	1%	2%	0%
Advertisement (newspaper/magazine/TV/radio)	1%	1%	1%
Other	7%	5%	9%

8.2 Information Used During Trip

Information Used During Visit	THANET	Broadstairs	Margate	Ramsgate
None	82%	80%	84%	84%
Apps	4%	7%	3%	3%
Margate, Broadstairs, Ramsgate Visitors' Map	4%	4%	3%	4%
Destination website/social media	3%	4%	3%	3%
Other social media	3%	6%	1%	2%
Travel guide website	3%	3%	3%	3%
Travel blogs	2%	3%	3%	0%
Printed material	1%	2%	1%	2%
AI, e.g., ChatGPT, Gemini	1%	2%	1%	0%
TIC	1%	1%	0%	1%
Other	2%	1%	3%	2%

Information Used During Visit	THANET	June	August
None	82%	79%	86%
Apps	4%	5%	4%
Margate, Broadstairs, Ramsgate Visitors' Map	4%	6%	1%
Destination website/social media	3%	5%	1%
Other social media	3%	5%	1%
Travel guide website	3%	3%	3%
Travel blogs	2%	3%	1%
Printed material	1%	1%	1%
AI, e.g., ChatGPT, Gemini	1%	2%	0%
TIC	1%	1%	1%
Other	2%	2%	2%

9. Sustainability

9.1 The Importance of Sustainability in Choice of Destination

Importance of Sustainability	THANET	Broadstairs	Margate	Ramsgate
Very important	48%	60%	54%	30%
Important	27%	24%	28%	28%
Somewhat important	15%	10%	12%	22%
Not at all important	11%	7%	6%	20%

Importance of Sustainability	THANET	June	August
Very important	48%	56%	41%
Important	27%	25%	28%
Somewhat important	15%	9%	20%
Not at all important	11%	11%	11%

10. Satisfaction Ratings

10.1 Satisfaction Ratings on Aspects of Visit

Satisfaction Ratings on Aspects of Visit	THANET	Broadstairs	Margate	Ramsgate
Ease of finding your way around	4.60	4.68	4.51	4.61
Overall impression in terms of feeling welcome	4.60	4.77	4.55	4.48
Beach and coastline in terms of beach experience	4.57	4.66	4.47	4.56
Overall impression in terms of general atmosphere	4.56	4.75	4.48	4.43
Beach and coastline in terms of cleanliness	4.53	4.66	4.37	4.55
Places to eat and drink	4.48	4.56	4.44	4.43
Access in terms of pedestrian signposting	4.48	4.52	4.47	4.43
Water sports and outdoor recreation, e.g., cycling	4.45	4.50	4.38	4.42
Maps and information boards	4.44	4.53	4.32	4.47
Access in terms of disabled accessibility	4.42	4.53	4.30	4.34
Access in terms of traffic levels/congestion	4.42	4.35	4.49	4.42
Access in terms of prams/buggies access	4.42	4.51	4.35	4.29
Arts, culture, music	4.37	4.53	4.33	4.23
History and heritage	4.33	4.52	4.17	4.27
Parking in terms of availability	4.30	4.16	4.41	4.33
Parking in terms of cleanliness	4.28	4.21	4.33	4.31
Attractions	4.17	4.41	4.09	3.99
Public toilets in terms of availability	3.64	3.67	3.58	3.66
Public toilets in terms of cleanliness	3.62	3.64	3.91	3.38
Shops	3.52	3.91	3.56	3.03

Satisfaction Ratings on Aspects of Visit	THANET	June	August
Ease of finding your way around	4.60	4.67	4.54
Overall impression in terms of feeling welcome	4.60	4.62	4.58
Beach and coastline in terms of beach experience	4.57	4.67	4.46
Overall impression in terms of general atmosphere	4.56	4.56	4.56
Beach and coastline in terms of cleanliness	4.53	4.61	4.44
Places to eat and drink	4.48	4.50	4.46
Access in terms of pedestrian signposting	4.48	4.59	4.35
Water sports and outdoor recreation, e.g., cycling	4.45	4.47	4.42
Maps and information boards	4.44	4.45	4.43
Access in terms of disabled accessibility	4.42	4.56	4.23
Access in terms of traffic levels/congestion	4.42	4.53	4.29
Access in terms of prams/buggies access	4.42	4.54	4.25
Arts, culture, music	4.37	4.38	4.36
History and heritage	4.33	4.35	4.30
Parking in terms of availability	4.30	4.29	4.30
Parking in terms of cleanliness	4.28	4.25	4.31
Attractions	4.17	4.19	4.14
Public toilets in terms of availability	3.64	3.73	3.55
Public toilets in terms of cleanliness	3.62	3.82	3.41
Shops	3.52	3.49	3.55

10.2 Overall Enjoyment of Thanet

Overall Enjoyment	THANET	Broadstairs	Margate	Ramsgate
Very high	41%	50%	36%	37%
High	48%	44%	47%	53%
Average	10%	7%	15%	10%
Low	1%	0%	2%	1%
Very low	0%	0%	1%	0%

Overall Enjoyment	THANET	June	August
Very high	41%	38%	44%
High	48%	49%	47%
Average	10%	12%	9%
Low	1%	1%	1%
Very low	0%	0%	0%

Enjoyment Ratings	THANET	June	August
Thanet	4.27	4.22	4.33
Broadstairs	4.44	4.44	4.44
Margate	4.14	4.00	4.28
Ramsgate	4.25	4.23	4.27

10.3 Likelihood to Recommend

Likelihood to Recommend	THANET	Broadstairs	Margate	Ramsgate
Very likely	63%	70%	59%	60%
Likely	31%	27%	33%	33%
Average	6%	4%	7%	7%
Unlikely	0%	0%	0%	0%
Very unlikely	1%	0%	1%	1%

Likelihood to Recommend	THANET	June	August
Very likely	63%	61%	65%
Likely	31%	32%	29%
Average	6%	7%	5%
Unlikely	0%	0%	0%
Very unlikely	1%	1%	1%

Recommendation Ratings	THANET	June	August
Thanet	4.55	4.52	4.59
Broadstairs	4.65	4.59	4.72
Margate	4.49	4.37	4.61
Ramsgate	4.52	4.60	4.45

Appendix 4: Thanet Visitor Survey 2025

See separate document, Thanet Visitor Survey 2025.