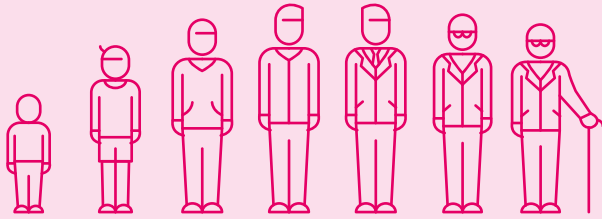


THANET VISITOR STUDY 2025

AGE GROUPS



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

TRIP CHARACTERISTICS

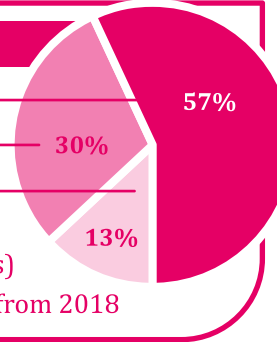
DAY VISITORS — 57%

OVERNIGHT VISITORS — 30%

DAY VISITORS (TOURING) — 13%

Average length of stay 3.8 nights
(Kent holiday trip average: 3.6 nights)

Increase in Staying Visitors - Up 3% from 2018



VISITING MARKETS

ALL MARKETS 94% DOMESTIC, 6% OVERSEAS

KEY UK MARKETS

SOUTH EAST	43%
LONDON	32%
KENT	32%

South East figure includes Kent







KEY OVERSEAS MARKETS

GERMANY	21%
AUSTRALIA	14%
FRANCE	11%
NETHERLANDS	6%

ACCOMMODATION

	2025	2018
HOTELS	27%	26%
FRIENDS/RELATIVES	24%	29%
AIRBNB	20%	9%
SELF-CATERING	14%	14%
B&B/GUEST HOUSE	9%	7%
CARAVAN/CAMPING	6%	6%

KEY INFLUENCES

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

*Recreational activities

GROUP COMPOSITION

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

LIKELIHOOD OF RECOMMENDING
4.55 out of 5



SATISFACTION SCORES

(OUT OF 5)

TOP 3

Ease of finding way around	4.60
Overall impression of feeling welcome ...	4.60
Beach/coastline experience	4.57

BOTTOM 3

Public toilets – availability	3.64
Public toilets – cleanliness	3.62
Shops	3.52

MAJOR OBSERVATIONS AND KEY CHANGES FROM 2018



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



More people chose to travel by train



Beaches and coastline key influence for visiting



Increase in importance of London market



Increase in Airbnb as accommodation choice



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

MARGATE

TRIP CHARACTERISTICS	2025	2018
Average length of stay (nights)	3.3	3.6
Day visitor	56%	55%
Overnight visitor	31%	30%
Day visitor (touring)	14%	15%
METHOD OF TRAVEL	2025	2018
Motor vehicle	61%	54%
Train	31%	30%
Coach	3%	6%
Bus	3%	4%
Motorhome	2%	-

Travel Insight

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

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

“Friendly atmosphere, lots to do with the family”

BROADSTAIRS

TRIP CHARACTERISTICS	2025	2018
Average length of stay (nights)	4.5	5.2
Day visitor	56%	55%
Overnight visitor	30%	26%
Day visitor (touring)	15%	19%
METHOD OF TRAVEL	2025	2018
Motor vehicle	56%	71%
Train	26%	16%
Coach	13%	6%
Bus	3%	3%
Motorhome	2%	-

Travel Insight

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

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

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

RAMSGATE

TRIP CHARACTERISTICS	2025	2018
Average length of stay (nights)	3.5	4.5
Day visitor	59%	54%
Overnight visitor	30%	26%
Day visitor (touring)	12%	20%
METHOD OF TRAVEL	2025	2018
Motor vehicle	67%	72%
Train	23%	12%
Coach	5%	3%
Bus	4%	3%
Motorhome	1%	-

Travel Insight

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

“The harbour is smart and clean”

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

VISITOR FLOW IN THANET

MARGATE → Broadstairs 25%
→ Ramsgate 21%

BROADSTAIRS → Margate 20%
→ Ramsgate 27%

RAMSGATE → Broadstairs 24%
→ Margate 17%

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

OTHER KENT DESTINATIONS FOR TOURING VISITORS

MARGATE → Canterbury 13%
→ Whitstable 13%

BROADSTAIRS → Canterbury 10%
→ Deal 10%

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