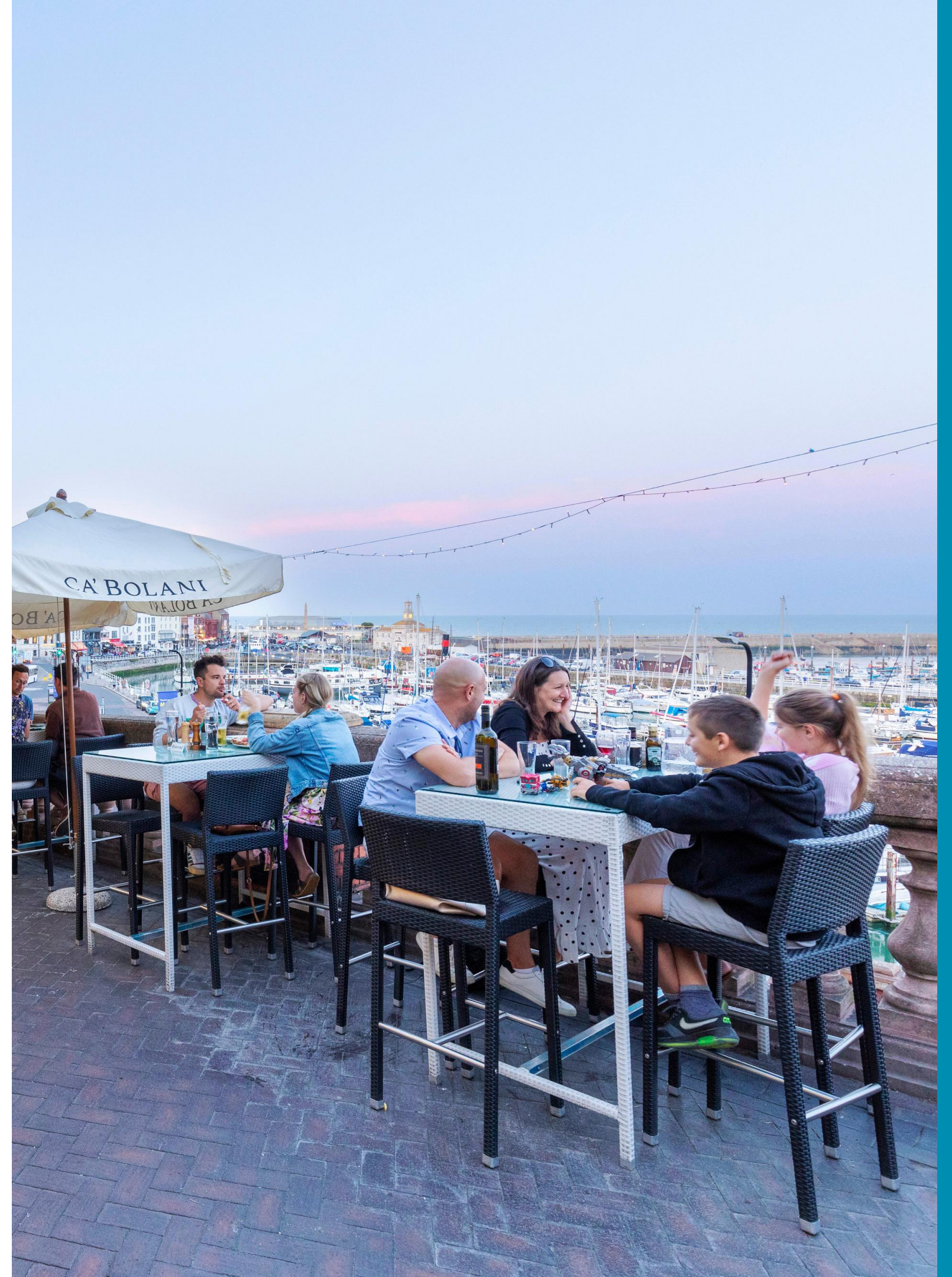


Thanet Visitor Survey 2025 Insights



Our Isle



Broadstairs



Margate



Ramsgate

Three distinct towns and surrounding villages
brought together in one **must-visit destination**.

A varied and complementary tourism offer to **celebrate**.



Visitor Survey



1200 face-to-face interviews.

400 were conducted in each town.

In June, July and August 2025.

These findings combine this insight with data from the 2023 Cambridge Model research.

Who is a visitor?

Anyone who visits Thanet and doesn't live here.

E.g. a domestic or international holidaymaker, friend/family member of a resident.

The Insights

Visitor opportunities

The rise of train travel

The rise of sustainability

Love for food and culture



Visitor opportunity

4.6 million people visited Thanet

✿ **57% day trippers** (down 20%)

✿ **43% overnight stays** (up 16%)

➔ **Staying visitors are on the rise**

✿ **Average stay = 3.8 nights**
Higher than stays in Kent 3.6 nights, lower than in 2018

✿ **People are staying longer in Broadstairs**
4.5 nights v 3.5 in Ramsgate and 3.3 in Margate



Who's visiting

☀️ Almost two-thirds spend **all day** in Thanet (62%)

36% spend half a day (Up 16%)

All day trips have decreased since 2018, and friends and family visits have dropped

✳️ 13% visited Thanet as **part of a holiday elsewhere.**

✳️ 82% didn't rely on information sources during their trip. Search and AI are becoming dominant sources of information.



Who's visiting

- ✿ Mainly domestic visitors
- ✿ More visitors from London, couples and families.



94% UK

43% South East -13%
32% London +13%
32% Kent -11%

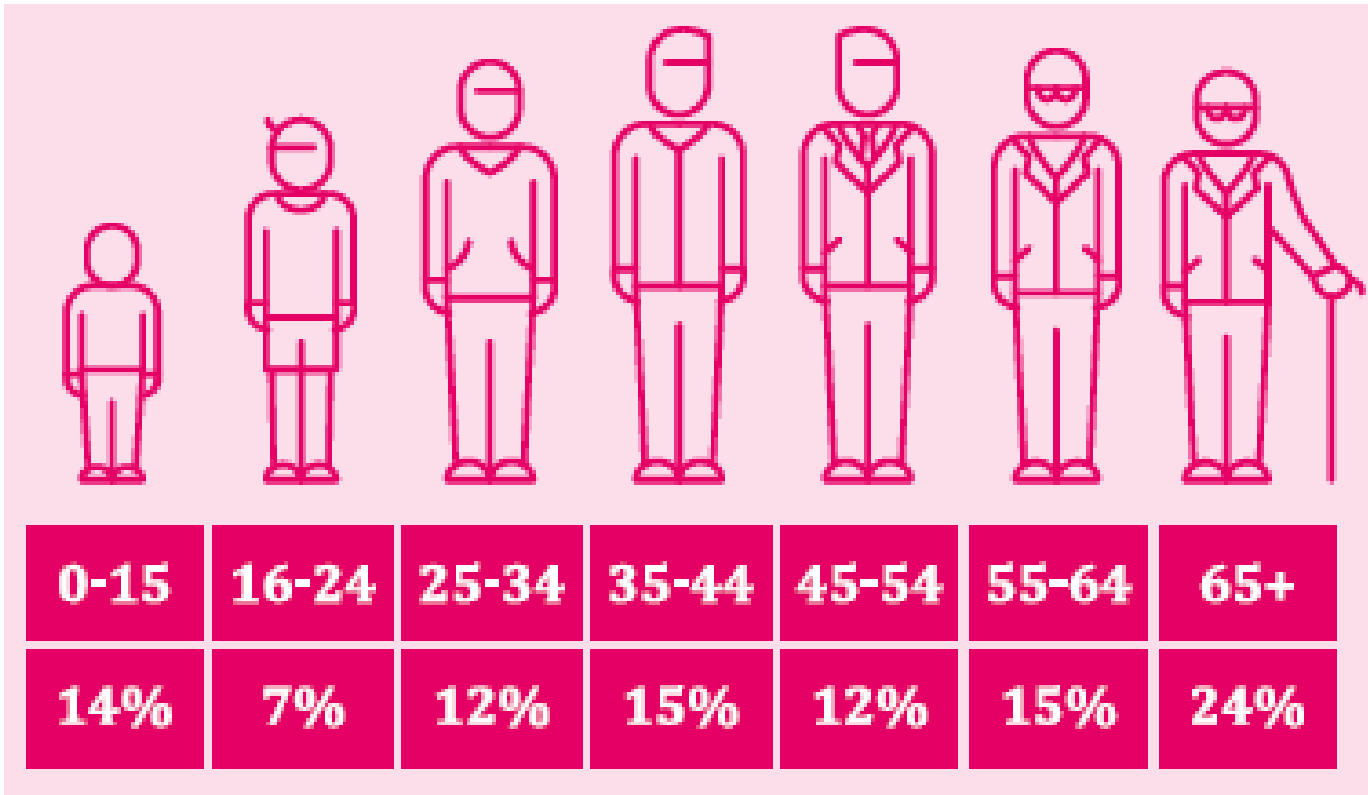


6% International

21% Germany
14% Australia
11% France
6% Netherlands
India = growing market



- 40% are Couples (up 4%)
- 31% are Family units (up 4%)
- 14% are Friend groups (down 4%)
- 9% are Solo travellers



✿ Only 7% of visitors were 16-24 years.

Who's visiting

✿ **73% of people were returning visitors**

Over half had visited in the past year (55%)

Most had previously visited within the last 2 years (74%)

✿ **Margate has attracted more first-time visitors (up 33% since 2018)**



Visitor Satisfaction

✿ High satisfaction rate - 4.55 average rating

Increase from 4.32 v 2025

✿ Welcome and atmosphere highly rated across all towns.

✿ Overall enjoyment dipped to 4.27 v 4.36 in 2015.



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

Visitor spend £

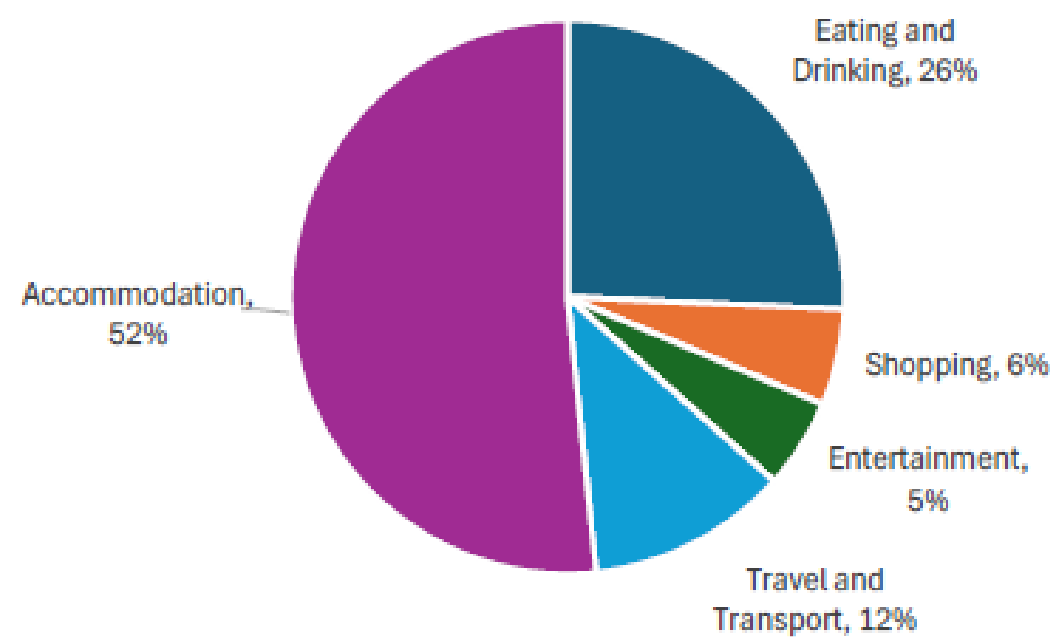


Staying visitors are spending 68% more than in 2018

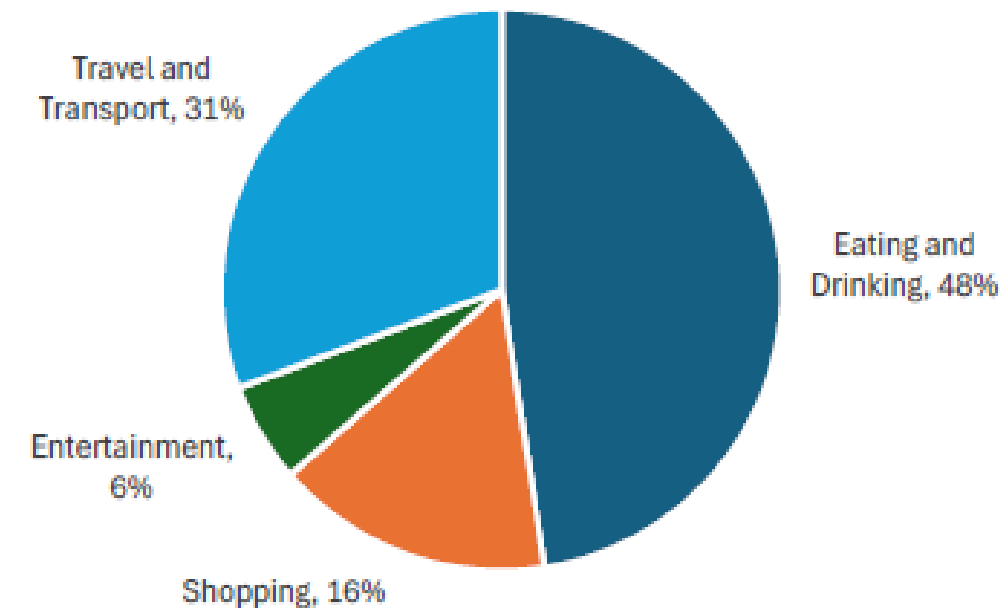
Average spend per person per day:



Overnighters £96.66



Day trippers £34.08



Margate had the biggest spend per trip at £380.84 and per day trip at £39.68



Food and drink is an important part of all trips.

*Calculated using the Bank of England inflation calculator

Visitor accommodation



Significant growth in Airbnb stays (up 11%)

Fewer stays by friends and family (down 5%)

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%

80% were highly satisfied with the quality of the accommodation service

73% were highly satisfied with the value for money

Most visitors book directly (51% hotels, 24% Airbnb)

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

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

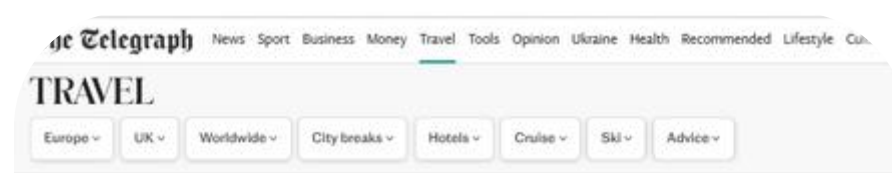
Increased press and media

Madonna hailed Margate as her “idea of heaven”.

Positive articles in The Sun, Daily Express, Telegraph, Homes and Gardens, recently part of BBC’s The Big Deal



www.visitthanet.co.uk/press



If only more of our seaside towns were like Broadstairs

Indie-spirited, picturesque and full of pubs – no wonder Dickens loved it here



Scattered agreements are hurting your quota

Better deal visibility makes targets easier to hit.



Meet the artists congregating in Britain's most creative seaside town

There's something in the [sea] air in Margate, where Fiona McFarlane Johnson discusses a new wave of artists and galleries building a creative community that could well make history

Ever since the convergence of artist colonies, reflective energy has driven artistic movements and linked them to a particular place. In mid-19th century Barbizon, near Paris, it was the elevation of natural landscape as subject matter. In early and mid-20th century St. Ives, it was a new language of abstraction, capturing the lasting impact of the present in time, but equally something comparable in meaning to Margate. Only as recently as the 1990s, the town was characterised by boarded-up shops and derelict infrastructure. Today the famed Y&A Young British Artist (YBA) artist Tracey Emin, who grew up there, is a vocal advocate of the abundant talent. There is an exciting and thriving gallery scene, and Madonna is among those who have found the many artist studios.



'Coolest' seaside town in the UK that's loved by A-listers perfect for a weekend break

It's the ideal weekend getaway for families and couples seeking a romantic mini-break with a vibrant atmosphere and thriving food scene.

By Mary Harris, Nicola Roy, Spare Time writer

11:30, Mon, Aug 24, 2020 | Updated: 11:32, Mon, Aug 24, 2020



If you're searching for the ideal weekend escape from the hustle and bustle of everyday life, look no further than this absolute gem. It has a spectacular beach, lively atmosphere, great dining options, making it the ideal destination for families, couples or friends.



The Isle of Thanet: A winter escape with creative flair

The sea has an unwavering, powerful appeal, especially during the winter months. It has always attracted creative types, who draw inspiration from its coastal landscapes. The Isle of Thanet, located in the north-eastern corner of Kent, has been muse to artists and authors, a sanctuary for city-dwellers, and a source of happy memories for holiday-makers and day-trippers for centuries. So what is it that pulls us to it, and does it have the same appeal in the depths of winter? We headed to Kent to find out.

The Isle of Thanet comprises three main towns: Broadstairs, Ramsgate and Margate. The peninsula, once separated from the mainland by the Wantsum Channel, has long sandy beaches, quaint harbours and charming promenades that have been home to Charles Dickens, JWM Turner and, more recently, Tracey Emin. Prime ministers, actors, poets and painters have all found solace here.



FORGET the Costa del Sol – the hot new place to be is the Costa del Kent.

As the Sun's unofficial Kent expert (having made the move from London to the seaside county during Covid), it's fair to say it's my new favourite place for a staycation.



I've lived in Kent for more than five years now, and explored the coastline



From the trendy seafront restaurants to sandy beaches, they all have something depending on your vibe



The nostalgic British holidays that have become secretly cool, from the Norfolk Broads to Margate - and the 'tacky' trips better left to yesteryear

- Some retro resorts have reinvented, while others have flourished
- READ MORE: Bucket-and-spade chic! How Margate became the UK's coolest seaside town
- See more Daily Mail on Google - save us as a Preferred Source

By JOANNA TWEEDY, ASSISTANT EDITOR, LIFESTYLE & TRAVEL and JULIE WESTMAN

PUBLISHED: 13:43, 20 August 2020 | UPDATED: 16:03, 20 August 2020



Rock oysters, cups of tea, fish and chips and paddling in the sea – holidays for your average British family used to revolve around these things.

A coastal or rural staycation, even if we didn't call it that back then, was the staple holiday until the arrival of cheaper foreign travel in the 1970s.

But classic British resorts have struggled to persuade UK tourists to spend their money closer to home as holiday options have become ever more diverse, from cruises to all-inclusive Med stays and adventure travel.

Visitors move around

VISITOR FLOW IN THANET



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



Almost one quarter of visitors intended to visit one or both other towns

They are lovingly disloyal.

The off-peak visitor profile

Free and easy mini breakers



Spontaneous, child-free couples or friend groups

Fuss-free value seekers



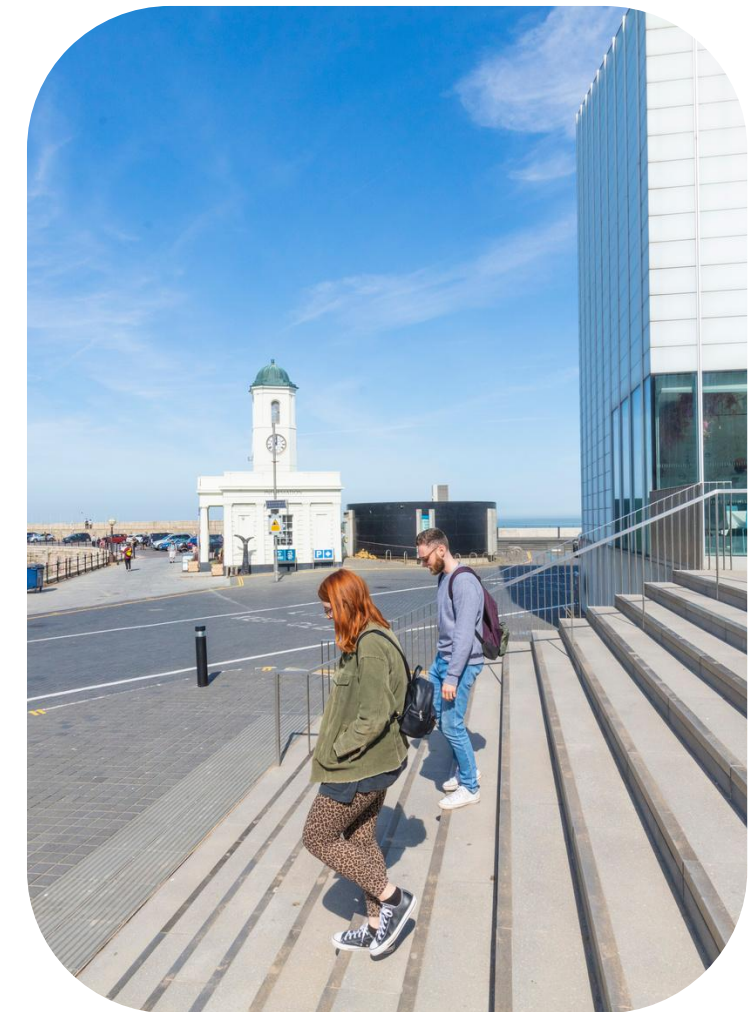
Empty-nesters looking for good-value down-time

Family & group day trippers



Friends and intergenerational family fun-timers

Socialiser one-nighters



Trend followers influenced by online

The off-peak visitor



Broadstairs

Couples (43%)

Solo travellers (10%)

Broadstairs most visited destination by 45-54 & 35-44 years (**Mid life**)



Margate

Families (38%)

Groups of Friends (17%)

Margate most visited destination by 35-44 and 0-15 years (**younger**).



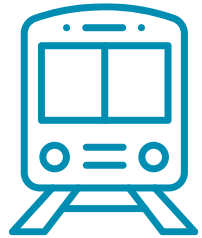
Ramsgate

Couples (42%)

Groups of Friends (16%)

Ramsgate most visited destination by 55-65 years (**older**)

The rise of sustainability



27% are travelling by train (up 8%)

61% travel by car (down 5%), 7% by coach
3% by bus, 1% by motorhome



Margate saw the highest rate of people arriving by train (31%)



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



Sustainability is important to 75% of visitors.

More important for Broadstairs and Margate visitors.



The rising influence of food & culture

Food and drink are growing as attractions in themselves (19% influence)

80% of visitors are motivated by the coast / beach (influenced by summer survey)

92% are Leisure trips

Rise in culture as a driver

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



Town motivations

MARGATE

"Quirkiness and hidden secrets, always something new to discover"

"Friendly atmosphere, lots to do with the family"

BROADSTAIRS

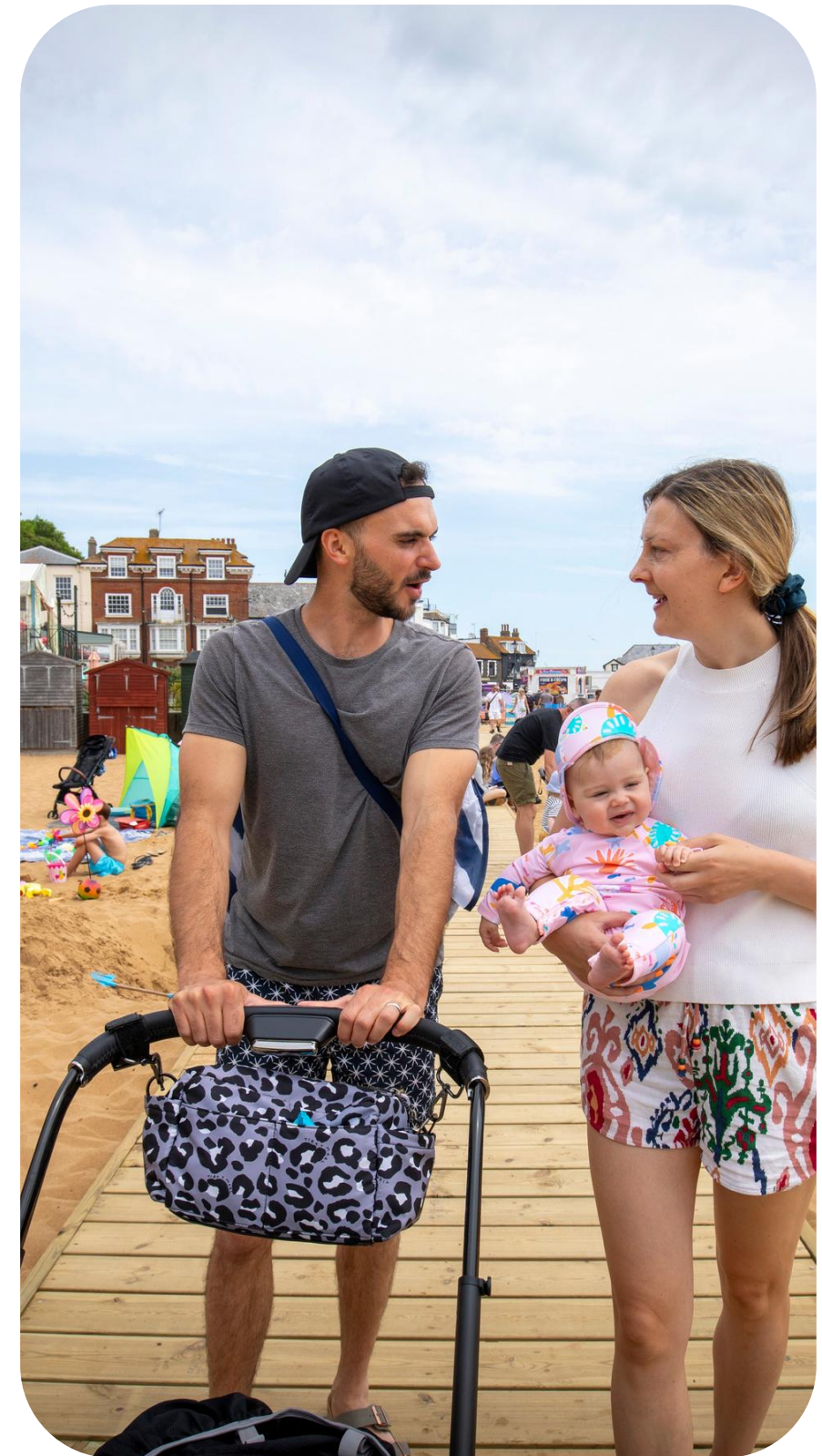
"It's quaint, it's not spoilt, plenty of eats, drinks, walks"

"Beautiful place, convenient, easy to travel from and to"

RAMSGATE

"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"



The Social buzz

2300 posts and reviews 'listened to'
Instagram, Tik Tok, Google, Tripadvisor



Overwhelming positive sentiment

4-and 5-star reputation for Thanet as:



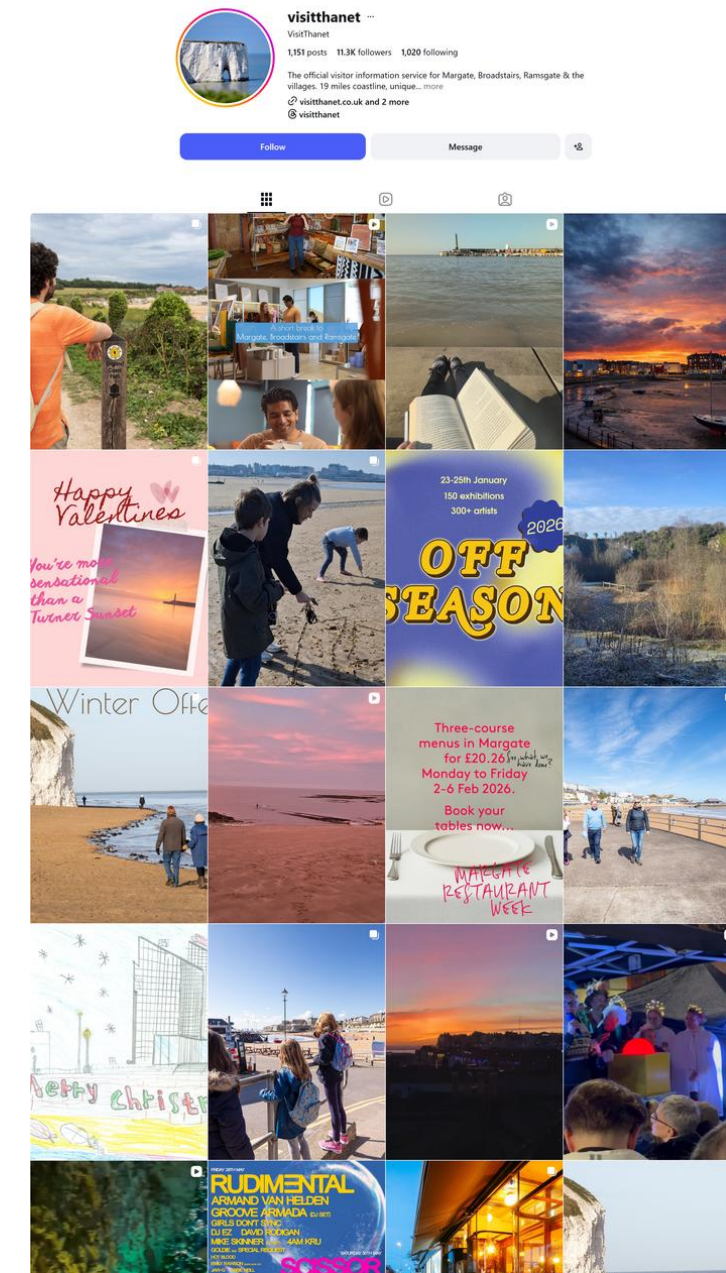
Safe, family-friendly coastal escape.
Sensational sunsets and attractive beaches.
Independent and exciting food.
Unique attractions with friendly staff.



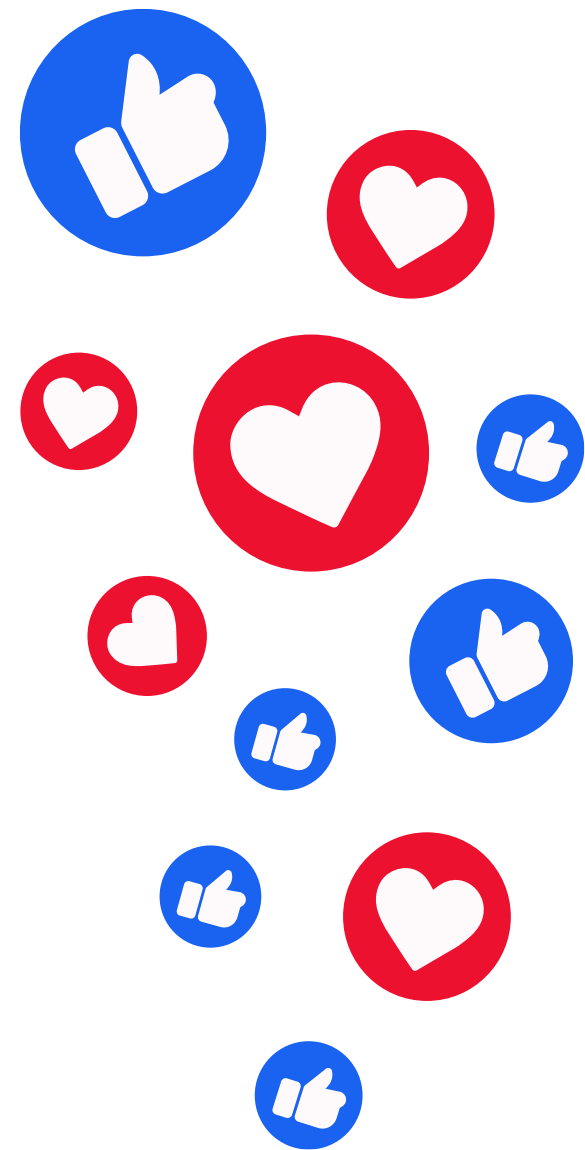
Popular features = coastal walks, culture, heritage



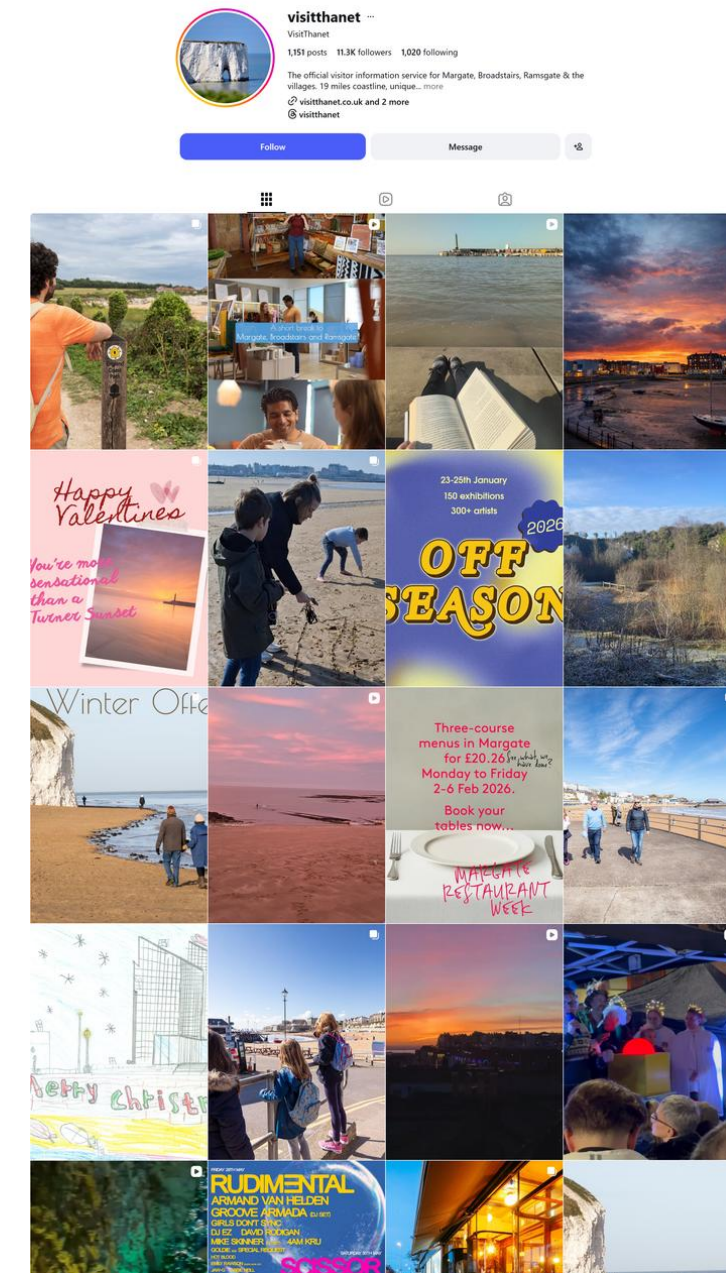
Pain points = Opening hours, parking, litter,
facilities, seaweed, crowding at hotspots



The Social opportunity



- ✿ Tell little known stories
- ✿ Show hidden gems
- ✿ Direct people to off-the-beaten-track experiences
- ✿ Promote year-round food and culture
- ✿ Take part in local and national campaigns e.g. My Coast Has the Most



Turning data into impact

6 ways to unlock off-peak potential

- 1 Target the car-free off-peak traveller
- 2 Package 'Coastline and Comfort' with partners
- 3 Highlight your sustainable credentials
www.visitthanelbusiness.co.uk/enhancing-our-welcome/sustainability
- 4 Share insights with your team
- 5 Enhance your digital front door
- 6 Nurture local residents for Visiting Friends and Family potential



Inspiration - share

Campaigns and initiatives

- ☀️ **Kent's Creative Isle**
- 🔥 **Restaurant Week**
- 💜 **Off-season weekender**
- 🌿 **Ramsgate Day**
- 🌟 **User Generated Content**

- 🌱 **My Coast Has the Most**
- 💖 **Ramsgate Pride in Place**
- 💡 **Heritage Open Days**
- ☀️ **Food and Music festivals**
- Folk, Jazz Blues, Soul,
Winter Festival

➡️ **"Taste the coast"** 

➡️ **"Monday makeover"** 



Free resources

Visit Thanet

- ★ **Website** www.visitthanet.co.uk
www.visitthanetbusiness.co.uk
- ★ **Social media**
- ★ **Press and PR**
- ★ **Campaigns e.g. Creative Isle**
- ★ **Tourism Matters newsletter**
- ★ **[Green Tourism Toolkit](#)**
- ★ **User Generated Content**



Visit Kent

Kent Coast campaign

Visit England

Campaigns:

Coast to Coast in spring, Grand British Summer, Magic of autumn.

National Coastal Tourism Academy

[Coast is Calling campaign](#)



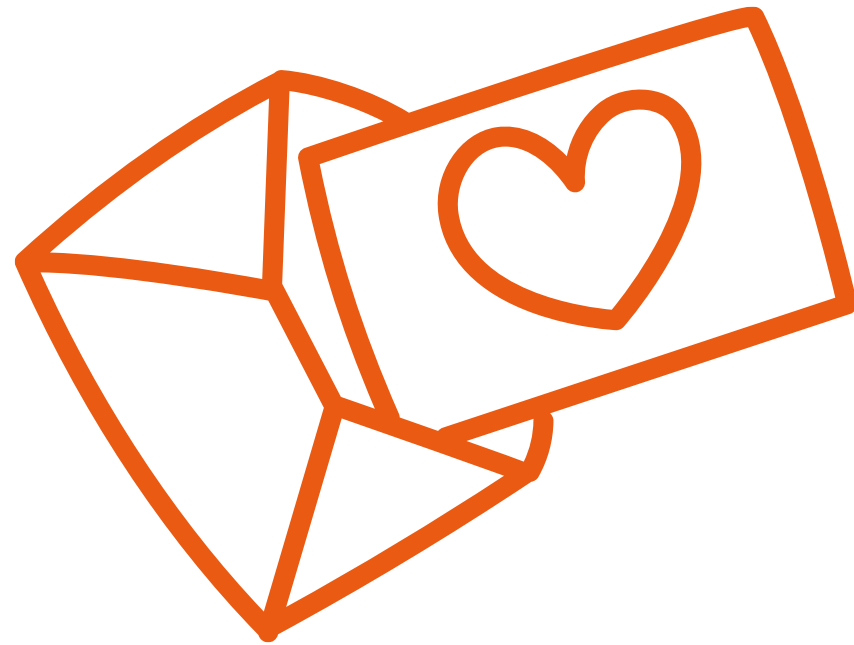
You are the Isle of Thanet



We all make the destination

You make the story and the experiences





Get in touch

tourism@thanel.gov.uk

Discover more:

www.visitthanel.co.uk @visitthanel

