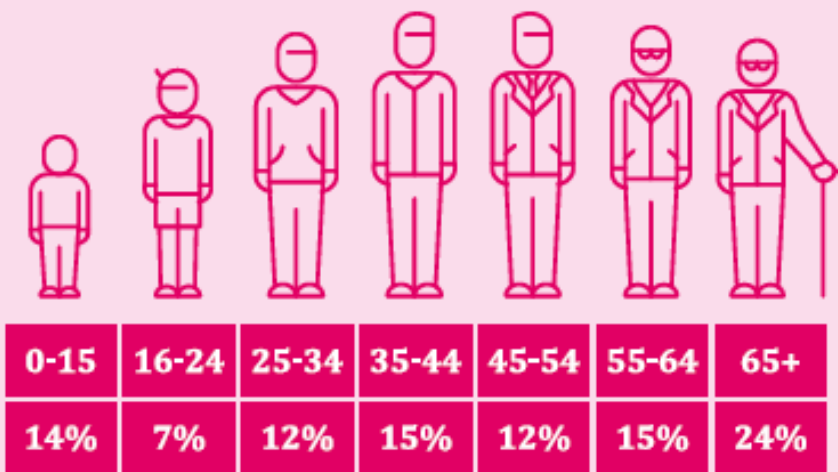


Thanet's Off-Peak Potential Toolkit



THANET VISITOR STUDY 2025

AGE GROUPS



GROUP COMPOSITION

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

**LIKELIHOOD OF
RECOMMENDING**
4.55 out of 5



TRIP CHARACTERISTICS

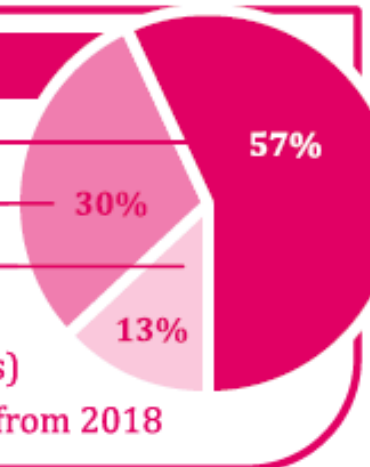
DAY VISITORS

OVERNIGHT VISITORS

DAY VISITORS (TOURING)

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

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%

Useful information

Ideas

Contacts/Connections

Opportunities for my business

Notes

Off-peak town itinerary builder

Visitor profile

Itinerary name

Itinerary

Time of day	Visitor activity / experience	Businesses involved & incentives
Morning		
Afternoon		
Evening		

Off-peak town itinerary builder

Promotional channels we will use

- Google Business listing updates ☐
- Newsletter ☐
- Posters (in-venue and around town) ☐
- Joint email newsletter ☐
- Advertising ☐
- Flyers/leaflets ☐
- Facebook ☐
- Instagram ☐
- Tik Tok ☐
- LinkedIn ☐
- Other (specify)

Draft social media teaser (1 sentence)

Hashtags and mentions

#VisitThanet
#OffPeakThanet

tags:
@VisitThanet
@
@

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. Kent Creative Isle
- ★ **Tourism Matters newsletter**
- ★ **Green Tourism Toolkit**
- ★ **User Generated Content**

SCAN ME



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



Top 3 Marketing tips

Be Discoverable

Google Business listing

AI and Search Engine friendly

Reviews

Recommended websites

Be Memorable

What makes you stand out?

Content worthy

Revisitable - loyalty

Recommendable

Be Connected

Partnerships lead to more
visitors to your business

Community means shared
problem solving

Use Visit Thanet networks

4 Steps to reach audiences

1

**Decide
which
audience
to target**

2

**Link their
motivators
with your
business offer**
(what do you want
them to think, feel, do)

3

**Be where
they're at - use
the channels
they're on to
market to them**

4

**Share the
value they
will get**

Keep it simple, keep it focussed, keep it actionable.

Discover more

www.visitthanet.co.uk

www.visitthanetbusiness.co.uk

[@visitthanet](#)

tourism@thanet.gov.uk

