



It's in our Nature...

**2024
PARTNERSHIP
CAMPAIGN
OPPORTUNITIES**

KENT
GARDEN *of* ENGLAND

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It's in our Nature...

2023

Activity and results

Domestic

**Interim results, as campaign ongoing through to February 2024*

To maximise visitors desiring more sustainable, local and experiential breaks, and as we continue to recover from the pandemic, we developed our campaign, “It’s in our Nature...”. It seeks to show how delicious food and drink, a wonderful natural environment and a warm welcome are all in Kent’s *Nature*. The campaign had a wide variety of buy-in partners which showcased the county’s broad offer. Key highlights so far...

- **12** new content features for partners
- Digital campaign running July 2023 until February 2024 achieving (as of early November 2023):
 - **1.29 million** impressions
 - **28,759** clicks
 - Reach of **517,000**
 - A link **CTR of 2.19%** - the average CTR for travel campaigns is 0.90%
- Record-breaking competition, achieving **20,990** entries and newsletter opt-in of **48%**, with opt-in data also available to all partners for their own database
- A **new suite of photography** for partners who opted in to use
- A **new, dedicated YouTube advert** for one partner, which was served **624,000** times and viewed completely **11,551** times
- **Four** influencer trips across all partner areas

It's in our Nature...

2023

Activity and results

International

**Interim results, as campaign ongoing through to February 2024*

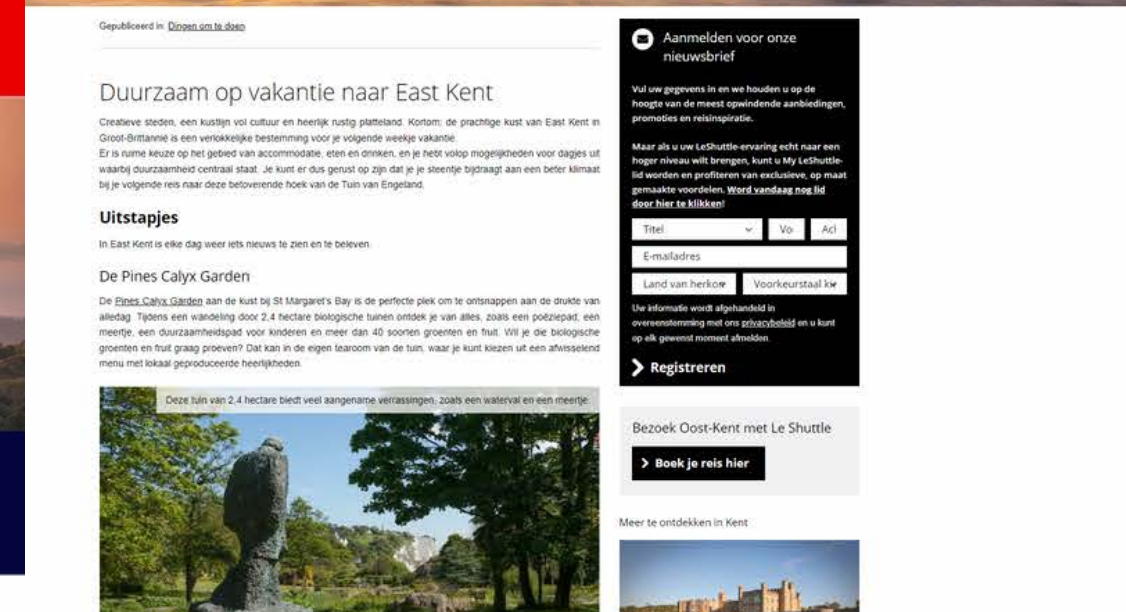
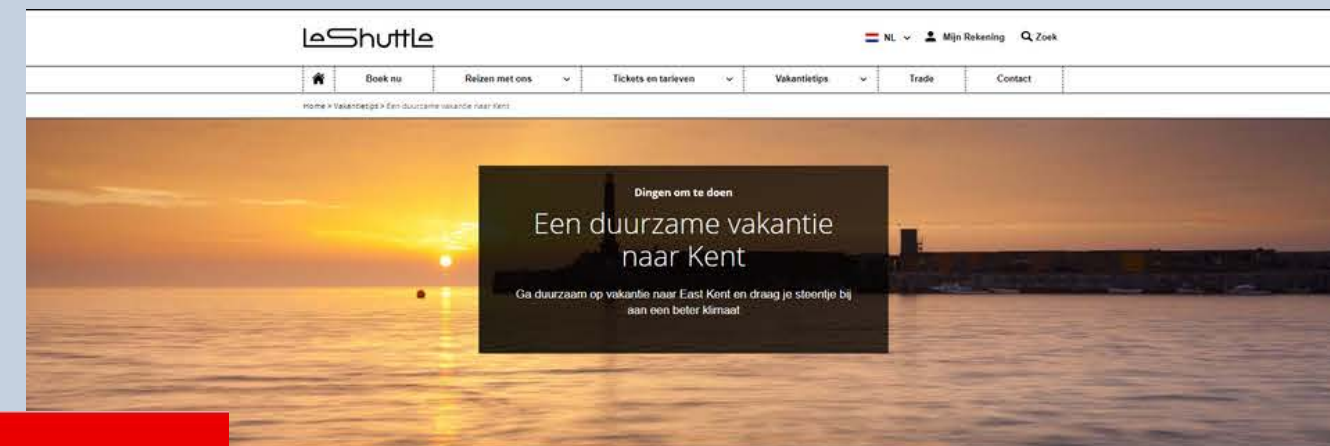
- Kent included in VisitBritain US digital campaign from April - June to major US cities, garnered **1,263,505** impressions
- **Two** competitions running with cross-channel partner, LeShuttle
- **14** dedicated Kent features shared across LeShuttle's NL and FR websites, and shared in **six** FR newsletters
- Dedicated campaign newsletter sent to **1,300** UKinbound members promoting Kent
- VisitBritain webinar to **75+ German trade contacts** with campaign partner presentations
- International influencer trip to Kent in December in partnership with LeShuttle
- Campaign partner newsletters sent to Visit Kent's trade database of **450+** contacts
- Stand at **IFTM Top Resa trade show** in Paris with campaign partner graphics and brochures distributed



It's in our Nature...

With 350 miles of beautiful coastline to show off, acres of rolling enjoy, centuries of history to unlock, and plenty of fresh local produ here in Kent, it's simply in our nature to throw open the doors and sh we love about our glorious Garden of England.

From foodie welcomes and page-turning historical stories, to som spectacular countryside just beyond the garden gate, these Kent gen some of the best destinations around. Be inspired by **Canterbu** cobbled streets and centuries' old tales, travel from Roman rule to W far-reaching views in **Dover, Deal and Sandwich**, and experience and cultural events with a side of cocktails in **Tunbridge Wells**. Whic take, it's safe to say Kent is the natural choice for a getaway in the U...



CONSUMER TRENDS FOR 2024



Cost of living

As in 2023, the cost of living concerns are still very prominent. While they are slowly dissipating, VisitBritain's Domestic Sentiment Tracker showed that the top barrier for people to take an overnight domestic trip is 'the rising cost of living' (33%).



Travelling within UK

78% of those surveyed in October 2023 by VisitBritain's Domestic Sentiment Tracker intend to take an overnight domestic trip over the next 12 months. Kent is a prime destination.



Rest and relaxation

Hilton's Trends Report states that consumers will look to prioritise travel with the primary motivation across all ages will be to rest and recharge. Travellers will value connectivity and personalisation, while seeking cultural and unique experiences.



Sustainable tourism

According to the World Travel and Tourism Council (WTTC) and the Trip.com Group, sustainable travel is on the rise with 69% of travellers actively seeking sustainable travel options in 2023 and this trend is set to continue. There is equally today a growing market for reasonably priced sustainable tourism.

As people make trade-offs on discretionary leisure spend, we will be competing for visitors with other UK destinations and we'll need to work harder to demonstrate the value of the experience we can offer collectively.



Upselling and reaching new audiences

With additional spend likely to stay at a lower level, upselling and creating loyalty with customers is a priority.

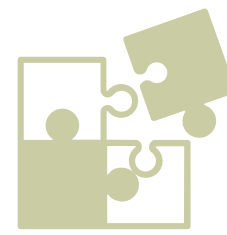
Our targeted campaigns allow businesses to reach different key audiences, beyond their existing networks and channels.



Maximise value through economies of scale

Our campaigns bring together partners from across the tourism spectrum, and we're able to utilise the services which might not be available and/or affordable individually.

By coming together in a united campaign we can pool together resources and deliver a collective Kent message, meaning we increase our odds of being the destination of choice, delivering greater ROI for your budgets.



Tap into expertise and new channels

As always, we are here for you. We offer a wide range of expertise, meaning you can approach us to work across everything from international markets to influencers.

Last year, we were able to work with cross-channel partners, create YouTube adverts, and deliver record-breaking competitions.

OUR APPROACH



IT'S IN OUR NATURE... MAKES A RETURN FOR 2024

Rarely do campaign slogans and initiatives run for only one year. With trends showing environmentally-friendly, experiential tourism and engaging with communities whilst travelling becoming ever more popular, *It's in our Nature...* continues to be a strong message that resonates with audiences both domestically and internationally.

We will build upon this year's successful *It's in our Nature...* campaign and create new and improved content, refresh the website, explore new promotional initiatives and deliver further recognition for the *It's in our Nature...* campaign and what it means to Kent. Proposed 2024 campaign activity and delivery for partners is outlined in the pages toward the end of this document.

We believe next year's campaign can produce exciting new content, and with a broad range of partners working together, delivering the message that Kent has so much to offer.

WHAT DOES

It's in our Nature...

MEAN?

It's in our Nature... is really about everything that Kent offers to all audiences:

Food and drink and provenance

Natural environment and landscape

Communities and place

Personality and creativity

Cultural and historic

Sustainability and climate

Hospitality and welcome

Warm and inviting

*It's in Kent's Nature to
be welcoming,
accessible, cultural,
sustainable, and to
provide good value.*



CAMPAIGN AIMS

- To continue to raise awareness of Kent, inspiring an increase in consumer footfall, length of stay and spend, drawing on key insights around current consumer demand and visitor trends
- To ensure Kent is able to compete with other UK destinations whilst consumers are continuing to take tough decisions on discretionary spend
- To showcase Kent's unique destination offer and to strengthen positive perceptions
- To present Kent's high-quality experiences as a great way to spend valuable time together and make memories

Collaboration . Innovation . Perception . Inclusivity

TARGET AUDIENCES



Domestic

Enhanced activity targeting:

- Kent-based audiences
- London-based audiences
- Wider UK audiences

With those audiences split by age groups including Green Spacers (55+), Families and Social Contemporary Seekers (18-34)



International

Enhanced activity targeting near European countries (France, Germany).

Audiences will be split by country and in the same way as domestic, with certain age groups targeted.

We can target specific audiences, channels and partnerships in a flexible way to suit your business needs

KEY MESSAGES



Domestic

- Support your local attractions.
- Travel sustainably to a county next to you, or just a short journey away, and taste locally produced food and drink, visit cultural sites that tell a wider story of England while here.
- Come to Kent for a short break that will recharge your batteries providing a refreshing experience from the moment you arrive.



International

- Welcome back to Kent, the Garden of England
- Kent offers authentic English experiences, just outside London or a short hop across the channel.
- Its not just gardens! - Kent can offer so much with iconic heritage, culture, a burgeoning new food and drink scene and of course a very warm welcome for all.

BUY-IN PACKAGES

HOW CAN YOU GET INVOLVED?

Including **NEW**
bolt-ons for
packages



It's in our Nature...

CONTENT PACKAGE

£3,000 + VAT



- **Dedicated content feature hosted on www.visitkent.co.uk**
- **Inclusion in exclusive, targeted summer competition including access to valuable GDPR-compliant opt-in data.**
The competition will also have paid digital activity behind it for promotion
- **Dedicated section in consumer campaign newsletters**
- **Inclusion in campaign landing page**
- **Dedicated homepage banner (limited time) and on campaign landing page (for duration of campaign)**
- **Promotion on Visit Kent social channels including dedicated Instagram story and feature on Visit Kent Instagram 'Highlights' section**
- **Use of campaign assets for your channels to promote your involvement**

It's in our Nature...

PRIMARY PACKAGE (UK)

£5,995 + VAT



- Inclusion in influencer activity
- Dedicated content feature hosted on www.visitkent.co.uk
- Choice of one day of photography or additional feature
- Paid promotion of dedicated feature content for two months of your choice
- Inclusion in exclusive, targeted summer competition including access to valuable GDPR-compliant opt-in data, and paid promotion
- Dedicated section in consumer campaign newsletter
- Inclusion in campaign landing page
- Dedicated homepage banner (limited time) and on campaign landing page (for duration of campaign)
- Enhanced promotion on Visit Kent social channels including dedicated Instagram story and feature on Visit Kent Instagram 'Highlights' section
- New branded campaign assets for use on Instagram story, paid promo, content features etc.
- Data and research insights

It's in our Nature...

NEAR EUROPE (INTERNATIONAL) PACKAGE

£5,200 + VAT



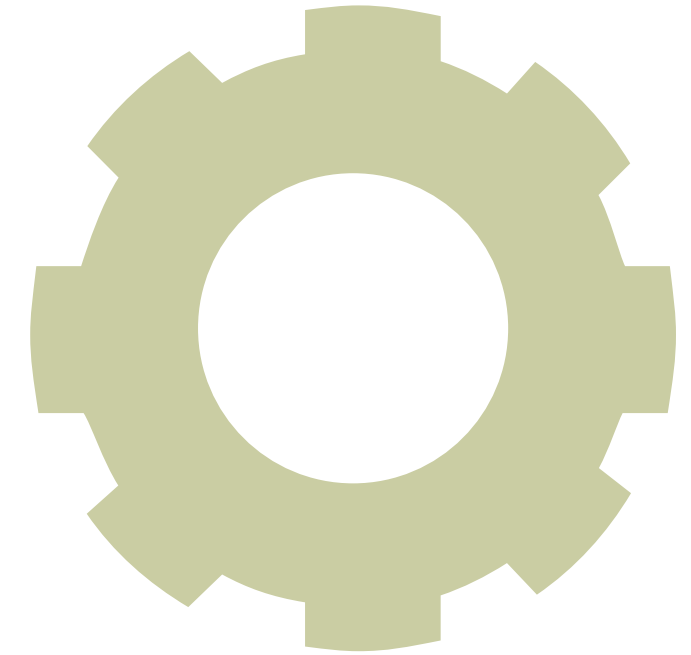
- Inclusion in overseas influencer trip
- Inclusion on new, translated campaign landing page with link to feature content / website
- Banner image on campaign landing pages for duration of campaign
- Guaranteed inclusion in new translated sample itineraries (hosted on campaign landing page)
- Two months international paid promotion on Visit Kent social media channels, directing to translated campaign landing page
- Inclusion in exclusive, targeted summer competition with cross-channel transport partner, including access to valuable GDPR-compliant opt-in data
- Guaranteed inclusion in Visit Kent campaign trade newsletter sent to target market trade contacts
- Stand graphic, literature distribution and opportunity to attend IFTM TopResa trade event, October 2024 (travel and subsistence to event at own cost). *Please note that final details of stand representation to be confirmed once all partners on-boarded as we will need to confirm costs*



BOLT-ONS

It's in our Nature...

Once you've decided on your package, you're able to add a few more elements to it to complement what you are getting involved with - whether that's an additional feature to direct one of your months of activity toward, or perhaps an additional photography day to showcase your district or attraction.



Pick and mix your 'bolt-ons', with as few or as many as you wish!

TikTok content produced by our in-house team shared on our social channels (Reel & TikTok) + shared with you to use

£500

A day of Photography, for royalty-free imagery

£750

YouTube video advert production and ad spend

£6,000

Additional digital spend for your campaign

£250+, customisable

Dedicated influencer trip, planned and delivered

From £3,500

Additional feature on the VK campaign landing page, to direct digital campaign to

£750

Content inclusion in VisitBritain overseas trade newsletter (*Market TBC*)

£150 + VAT

Inclusion and presentation in VisitBritain overseas trade webinar (*Market TBC*)

£250 + VAT

MEASUREMENT



Once again, this is an opportunity for us to continue to measure more, build on our data and continue to deliver the best campaigns for our wide array of partners.

Throughout the campaign we'll continuously monitor the data and promotion we are doing, ensuring that we stay adaptive to the potential of creative fatigue or changing trends.

As with all of our campaigns, all buy-in partners will receive individual campaign activity reports upon completion of the campaign.

In addition to the direct return that you'll receive for taking part in the campaign, by supporting Visit Kent, you'll also indirectly benefit from the overall growth and recovery of Kent's visitor economy.

NEXT STEPS

Get in touch with the team as soon as possible to discuss how you'd like to get involved. *Details on the next page.*

November 2023 Opportunities launched

December 2023 Discussion meetings and 1to1 consultations available for questions and consideration

31st January 2024 Deadline for sign up

12th February 2024 Activity kick off meetings with partners

**WE THANK YOU FOR
YOUR CONTINUED
SUPPORT OF KENT'S
VISITOR ECONOMY**

KENT
GARDEN *of* ENGLAND

visitkent.co.uk

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