

KENT
GARDEN *of* ENGLAND

visitkent.co.uk

Visit Kent **Packages & Benefits 2020/21**



Contents

3

Why work with Visit Kent?

4

The power of content

5

Stronger together

6

Supporting you to grow

7

How it works

8

Investor fees

11

Add a Boost Package

11

Tailor your package

13

Measuring your return on investment

14

Get in touch

Together we have grown the value of tourism in Kent by over £1.2 billion in the last decade



Antony Gormley, ANOTHER TIME, 2017. Photo credit Stephen White

2017 Cambridge Model Economic Impact Report

Why work with Visit Kent?



Visit Kent delivers agency standard marketing with the added benefit of our partner network and the sector specific support that you would expect from one of the UK's leading Destination Management Organisations

Everything we do is based on visitor research and is designed to grow the Kent visitor economy.



Engaging content that drives visits and helps partners to reach new audiences.



Collaborative marketing opportunities under a strong destination brand.



Being part of our network gives access to insights, intelligence, specialist training and support.

By investing your budget into our activity, you'll not only receive a great return on investment, but you'll also continue to benefit from your share of the growth in the Kent visitor economy.

Our channels



Visit Kent
Over 21k likes



@visitkent
Over 48k followers



@visitkent
Over 21k followers



2.2 million page views
1.05 million sessions
75% organic search

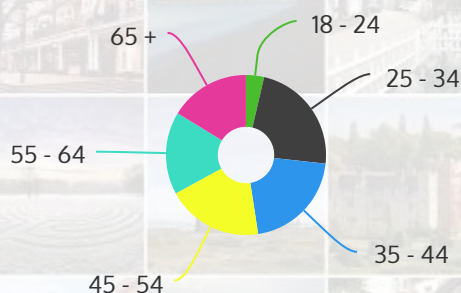
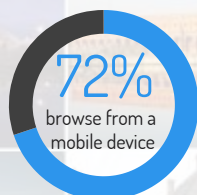
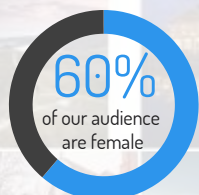


Av dwell time 1.23 m
Pages/session 2.11



11k subscribers
46.3% Open rate
9.2% Click through

Our audience



Shopping
TV lovers
News & politics
Book lovers
Health & fitness
Green living
Food & dining
Family
Art & theatre
Travel buffs

The power of content

Our content strategy focuses on getting the right content in front of the right audience, at the right time, on the right channel. It also supports our Visitor First strategy which responds to emerging visitor trends for authentic experiences and encourages overnight stays.

Our in-house team produces a bank of unique feature content on a quarterly basis picking up on local, national and seasonal themes. This content then runs across all of our channels.

Feature content now accounts for around 15% of all page views and achieves dwell times of over 2 minutes.

To reach new audiences, it's essential for businesses to feature on high quality third party channels. Visit Kent Investor Partners have the opportunity to feature in relevant content, aligning your business with wider destination partners and providing cross sell opportunities.

Each piece of content you feature in across our channels has an approximate

£400
media value



Stronger together

The Visit Kent destination brand and our engaged network of partners allow us to bring people together to deliver collaborative destination marketing activity. We have a variety of opportunities targeting different audiences which position our Investor Partners as part of the destination story, whilst increasing buying power and reach for everyone involved.



Campaigns & partnerships

- Big Weekend
- 2 FOR 1
- Gourmet Garden Trails
- England's Creative Coast
- KentyTwenty
- Spring campaign*
- Summer in Kent *
- Winter campaign*
- Business events**
- Cruise partnership**
- Golf in Kent**



PR

We regularly collaborate with local, national and international publications, travel trade press and influencers to amplify our destination message. Our Investor Partners are prioritised in pitches, recommendations, press releases, press visits and features.



Travel Trade

Our Travel Trade programme engages tour operators and distributors in key markets to ensure that the Kent product is included in their offer. Our team provides them with the knowledge and tools to sell your business effectively.

Investor Partners are prioritised in newsletters, recommendations, on our trade hub, fam trips and sample itineraries. You can get more involved by joining us at shows or our travel trade group.

* Buy in options available ** Buy in required

Supporting you to grow

As the official Destination Management Organisation for Kent & Medway, we support the sustainable growth of the visitor economy by providing our businesses with the tools that they need to develop and grow. Our strong industry connections allow us to represent the best interests of our partners and provide you with the most up to date intelligence.



Business network

Through our network we facilitate peer-to-peer knowledge exchange and collaboration by bringing partners together at our quarterly networking events, connecting relevant businesses and through forums such as the Cruise, Golf, Travel Trade and MICE (Meetings, Incentives, Conferences & Events) Partnership Groups.



Industry insights

The Visit Kent research team provide our partners with sector specific research to help you to understand market trends and benchmark your performance. Our partners receive regular updates through our industry insights communication with results from our monthly business barometer and national level reports.



Business support

Through our in-house team and wider network of specialist contacts, we can provide advice and expertise across a number of disciplines including digital marketing, content, PR and Travel Trade. Partners can access resources on our businesses to business, attend training sessions or receive advice through our Tourism Business Advisory Service (TBAS).



How it works



Our base fee structure is categorised by business type and scale, this gives all Investor Partners access to core benefits. You then have the option to enhance and tailor your package based on your priorities and budget

1

Check the investor fees on pages 9 & 10 to identify your base fee by business type

2

Add the boost package if you'd like increased exposure across our channels

3

Tailor your package by joining targeted campaigns and adding bespoke activity

As the official Destination Management Organisation for Kent and Medway, our work to grow tourism benefits all tourism businesses and we provide a package of free services which includes a website listing.



Select your package

| Activity | Free support | Core Investor Partner – See table for fees |
|--------------------------|--|---|
| Digital | Basic listing Event listings | Enhanced listing Priority search Website cross sell opportunities |
| Content | | Inclusion in feature content Access to marketing content hub |
| Campaigns & partnerships | Big Weekend 2 FOR 1 offers | Inclusion in seasonal campaign content Inclusion in relevant KentyTwenty campaign content Enhanced presence in Big Weekend & 2 FOR 1 |
| Travel trade | | Representation at trade shows Featured on trade hub Opportunity to feature in what's new leaflet Host buyers in relevant fam trips Relevant recommendations Included in relevant sales training Opportunity to provide leaflets for trade shows Inclusion in trade newsletters Join travel trade working group 1:1 travel trade consultation |
| PR | | Relevant press releases Relevant press trips Relevant press suggestions Inclusion in press pack |
| Business network | Email updates Enter tourism awards | Attend networking events Receive investor only opportunities Introductions to partners Join relevant forums Feature in our partner news Host a networking event |
| Business support | Funded training events Tourism business advisory service B2B Website | Corporate Partner masterclasses Investor only training events Access to sector specific expertise and advice |
| Industry insights | Business barometer | Access to research expertise and advice |



Visit Kent Investor Fees

| Business type | Core Investor Fee + VAT | Example Return on Investment |
|---------------------------------------|-------------------------|------------------------------|
| Accommodation | | |
| Boutique accommodation up to 15 rooms | £510 | 0.5 room night p/m |
| Hotel | £1,225 | 1 room night p/m |
| Campsite, caravan park | £1,020 | 2 room nights p/m |
| Holiday cottage agency | £2,040 | 1 night p/m |
| Hotel groups 2 - 3 | 25% discount | - |
| Hotel groups 4+ | 50% discount | - |
| Attractions | | Based on entry of £15 pp |
| Up to 50,000 visitors per annum | £510 | 34 tickets |
| 50,000 – 100,000 | £1,225 | 82 tickets |
| 100,000 – 150,000 | £2,550 | 170 tickets |
| 150,000 – 200,000 | £3,570 | 238 tickets |
| 200,000 – 300,000 | £5,100 | 340 tickets |
| 300,000+ | £6,630 | 442 tickets |
| Groups | POA | - |
| Events or bookable experiences | | Based on a tickets at £20 pp |
| 1 event / experience | £510 | 25.5 tickets |
| 2 – 4 events / experiences | £1,020 | 51 tickets |
| 5 + events / experiences | £2,040 | 102 tickets |
| Retail (groups or centres) | | Based on a spend of £33.89* |
| Up to 20 stores | £510 | 15 people |
| 20 – 100 stores | £1,530 | 45 people |
| 100 – 200 stores | £3,060 | 90 people |
| Over 300 stores | £4,080 | 120 people |

*Based on average day visitor spend of £33.89 for half or full day

If a hotel receives just 2 room nights per month from visitors inspired by us to visit the destination or extend their stay, they will have

Doubled
your return on investment





Visit Kent Investor Fees

| Business type | Core Investor Fee + VAT | Example Return on Investment |
|---|---|---|
| Pubs/Restaurants (incl. up to 15 bedrooms) | | |
| 1 property 2 – 5 properties 6 – 9 properties 10 + properties | £510 25% discount £33% discount 40% discount | 145 pints / 25 covers at £25 |
| Venue (sports/ theatre/ music etc.) | | Based on a tickets at £20 pp |
| Capacity up to 250 250 – 1,000 1,000 – 5,000 5,000 + | £510 £1,020 £2,040 £3,060 | 25.5 tickets 51 tickets 102 tickets 153 tickets |
| Transport | | |
| Local transport (bus service, coach company) Train operating company Cross-channel carrier Infrastructure partner (Airport, port, rail link) | £2,040 POA £6,630 £6,630 | 510 £4 tickets - 47 return crossings at £70 each way - |
| Education | | |
| Private language school Further / Higher Education Provider | £1,020 £1,530 | 1 student 1 student |
| Farmers markets / Food halls/ Garden Centres | £510 | 30 people spending £16.94* |
| Golf course incl. Golf in Kent partnership | £1,800 | 72 rounds at £25 per person |
| BID / Town Council | £1,020 | 30 people spending £33.89* |
| Multi offer | POA | |

*Based on average day visitor spend of £33.89 for half or full day

All rates are excluding VAT



Add a Boost Package

| Activity | Boost Package 1 – £1,595 + VAT | Boost Package 2 – £1,995 + VAT |
|-------------|--|--|
| Digital | 1 x Home page banner image 1 x Direct link from newsletter | 1 x Home page banner image 1 x Direct link from newsletter One month fully managed PPC campaign with set up, account management and reporting to support wider boost package |
| Content | 1 x Guest feature written by us OR 1 x Guest feature written by you and 1 x Instagram Story Lead destination/business in Visitor First content | 1 x Guest feature written by us OR 1 x Guest feature written by you and 1 x Instagram Story Lead destination/business in Visitor First content |
| Campaigns | Feature in one seasonal campaign competition with opt-in data | Feature in one seasonal campaign competition with opt-in data |
| Total value | £2,595 | £3,095 |

There are a limited number of Boost Packages available. If you commit for three years you will receive 10% discount off the Boost Package.

The 2019 Winter in Kent campaign achieved a record

16,584
competition entries

3

Add your optional extras

| Activity | Additional Options | Price + VAT |
|--------------------------|--|---|
| Digital | Dedicated newsletter Direct link in newsletter Instagram Story Bespoke competition Fully managed PPC campaign with set up, account management and reporting | £995 £395 £395 From £1,500 From £449 - £1,399 per month |
| Content | Guest feature or Sponsored content Feature for your channel Bespoke itinerary | £495 £695 £495 |
| Campaigns & partnerships | Spring campaign lead partner Summer in Kent lead partner Winter campaign lead partner All three seasonal campaigns KentyTwenty campaign Business Events Partnership Golf in Kent Cruise Partnership | £2,995 £2,995 £2,995 £7,495 £5,000 £2,500 £1,800 From £750 |
| Travel trade | Join travel trade shows Dedicated travel trade newsletter Travel Trade training Travel Trade strategy planning session Dedicated fam trip Travel Trade Consultancy | From £500 £300 £500 From £500 From £1,000 + costs POA |
| PR | Dedicated press / influencer trip Instameet / Blogger event PR & media training PR strategy planning session Dedicated press release & distribution | From £300 + costs From £300 + costs £500 From £500 £695 |
| Business network | Dedicated B2B newsletter | £300 |
| Business support | Bespoke training | From £500 |
| Industry insights | Bespoke research Topical secondary insights review Dedicated presentation | POA From £1,500 From £500 |

Work with our team of industry experts to enhance your wider activity with bespoke activity and specialist support.

Measuring your return



The more you get involved in the opportunities we provide for you, the more benefit you will receive

When calculating your return on investment, you should consider the following:

1

The value of the content you are featured in or aligned with and our destination content on your channels

2

The economies of scale and additional reach provided through destination PR, travel trade and campaigns

3

The value of the insights, training and sector specific support you receive from our team

In addition to the direct return you receive through these areas, you'll also continue to benefit from your share of the growth of the visitor economy that you invest in through Visit Kent.

**"Other areas all compete with each other.
In Kent we are all working together."**

Duncan Leslie, Hever Castle



GO TO PLACES

Part of the Go to Places family

KENT GARDEN *of* ENGLAND

visitkent.co.uk

Visit Kent is the Destination Management Organisation for the Garden of England, welcoming 65 million visitors a year, championing the county's £3.8 billion tourism industry and supporting more than 76,000 jobs. It is recognised as one of the country's leading DMOs, targeting UK and overseas markets to raise Kent's profile as a premier destination, improving quality and skills within the industry, and growing investment in tourism.

Hollie Coffey
Destination & Marketing Partnerships Director
hollie.coffey@visitkent.co.uk
01227 812905

Louisa Mungall
Destination Manager – Partnerships & Business Events
louisa.mungall@visitkent.co.uk
01227 812906

Alanna Kite
Destination Manager – Partnerships & Travel Trade
alanna.kite@visitkent.co.uk
01227 812912

