

KENT
GARDEN *of* ENGLAND

visitkent.co.uk

Visit Kent **Packages & Benefits 2021/22**



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Get in touch

Prior to the pandemic 2019 was a record year for the visitor economy and we aim to return the industry to these levels as quickly as possible



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

2019 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 support the recovery of the Kent visitor economy and our businesses.



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



Collaborative marketing & campaign opportunities under a strong destination brand.



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

By investing your budget in the visitor economy through Visit Kent, you'll receive a great return on investment with free access to all campaigns this year included as part of your annual fee.

Our channels



Visit Kent
Over 25k likes



@visitkent
Over 49.5k followers



@visitkent
Over 29.5k followers



2.2 million page views
1.05 million sessions
75% organic search

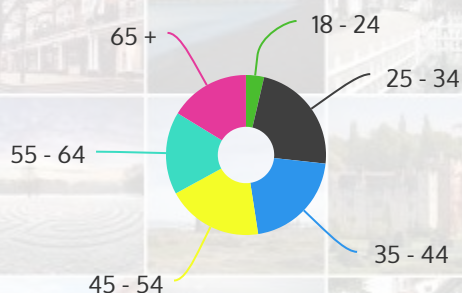
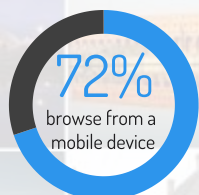
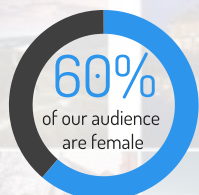


Av dwell time 1.23 m
Pages/session 2.11



11k subscribers
46.3% Open rate
9.2% Click through

Our audience



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

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. This year the focus is also on rebuilding confidence and extending the season.

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 20% 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. This year we have secured external funding which means Investor Partners can feature in all relevant campaigns at no additional cost.



Campaigns & partnerships

- Big Weekend
- Experience Kent
- Gourmet Garden Trails / Escape the Everyday
- Rebuilding Confidence
- 149th Open
- Autumn short breaks
- Winter campaign
- Business events**
- Cruise partnership**
- Golf in Kent**

** Buy in required



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.

Supporting you to grow

As the official Destination Management Organisation for Kent & Medway, we support the sustainable recovery and 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 website, attend training sessions or receive advice through our Tourism Business Advisory Service (TBAS).



With Christmas creeping up, we are happy to gift you, our investor partners, plenty of opportunities to unwrap. Read on below to find out more on how you can get involved...



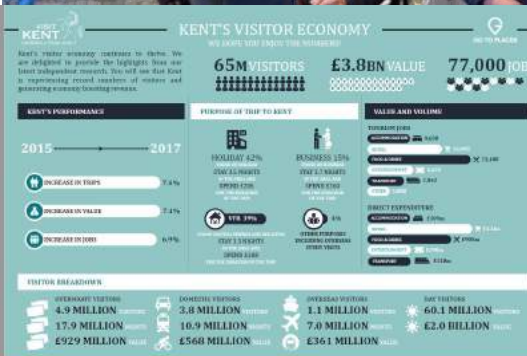
ARE YOU A TOURISM BUSINESS IN THE NORTH OF KENT?

We still have availability for you to join our expert speaker, Simon Welch, for an interactive masterclass, designed to enhance your understanding of visitors and the services they desire. This session will also provide you with an deeper insight into the new Visit Kent visitor led strategy.



Kent Business Barometer December 2018

Q4



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 & image library
Campaigns & partnerships	Big Weekend	Inclusion in seasonal campaign content Inclusion in consumer confidence campaigns Inclusion in relevant thematic campaigns Inclusion in destination campaign for 149th Open Enhanced presence in Big Weekend
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	Industry guidance, support & sector representation Investor only training events Investor only training resources Access to sector specific expertise and advice
Industry insights	Business barometer	Access to research expertise and advice Access to consumer insights Investor only research reports



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 (2019)	£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 one piece of flagship campaign 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 one piece of flagship campaign 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



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	No additional buy in for campaigns is required in 2021/22 due to external funding secured to support the recovery. All relevant campaigns are included as part of your core fee.	£0
Partnerships	Business Events Partnership Golf in Kent Cruise Partnership	£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



Go Ape

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 benefit from your share of the growth and recovery 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



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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 66.5 million visitors a year, championing the county's £4.1 billion tourism industry and supporting more than 81,000 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.

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