

Visit Kent Business Barometer Case Study: English Heritage



Performance in the tourism sector can change as quickly as the weather, so good, timely information is needed to support tourism businesses and the wider industry in strategic and operational decision-making processes. Our monthly Business Barometer provides feedback from tourism businesses and generates a simple 'snapshot' of our county's tourism industry performance.

“My role sits within the English Heritage campaigns marketing team, covering the Kent property cluster. In my role I submit our figures and insights for the Visit Kent Business Barometer, having done so for the past year. I also have previous experience with the Business Barometer in a very different business context, having utilised it in my previous role as part of the senior staff team at Canterbury Historic River Tours, a small local tour operator.

I currently complete the Business Barometer for English Heritage sites across the county, including large properties such as Dover Castle, and smaller sites such as Richborough Roman Fort. The survey is quick and easy to fill in, taking around thirty minutes each month for our six properties. It helps to have the input of staff on the ground, as some insights and estimated visitor numbers are best provided by those in customer facing roles. In this I am assisted by our site operations teams, and liaise with operations managers at our sites to give the most accurate feedback possible.

The insights we gain from the completed survey each month give a useful top down view of performance across the county, and are a valuable source of information on the key activities, market trends and challenges Kent experiences. I would encourage all businesses within Kent’s tourism industry to contribute, as in doing so they’ll help to make the results of the survey an even more accurate picture of the Kent visitor economy, and source of insight to local Kent businesses.”



Matthew Coates
Social and Content Campaign Executive, South East
English Heritage

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