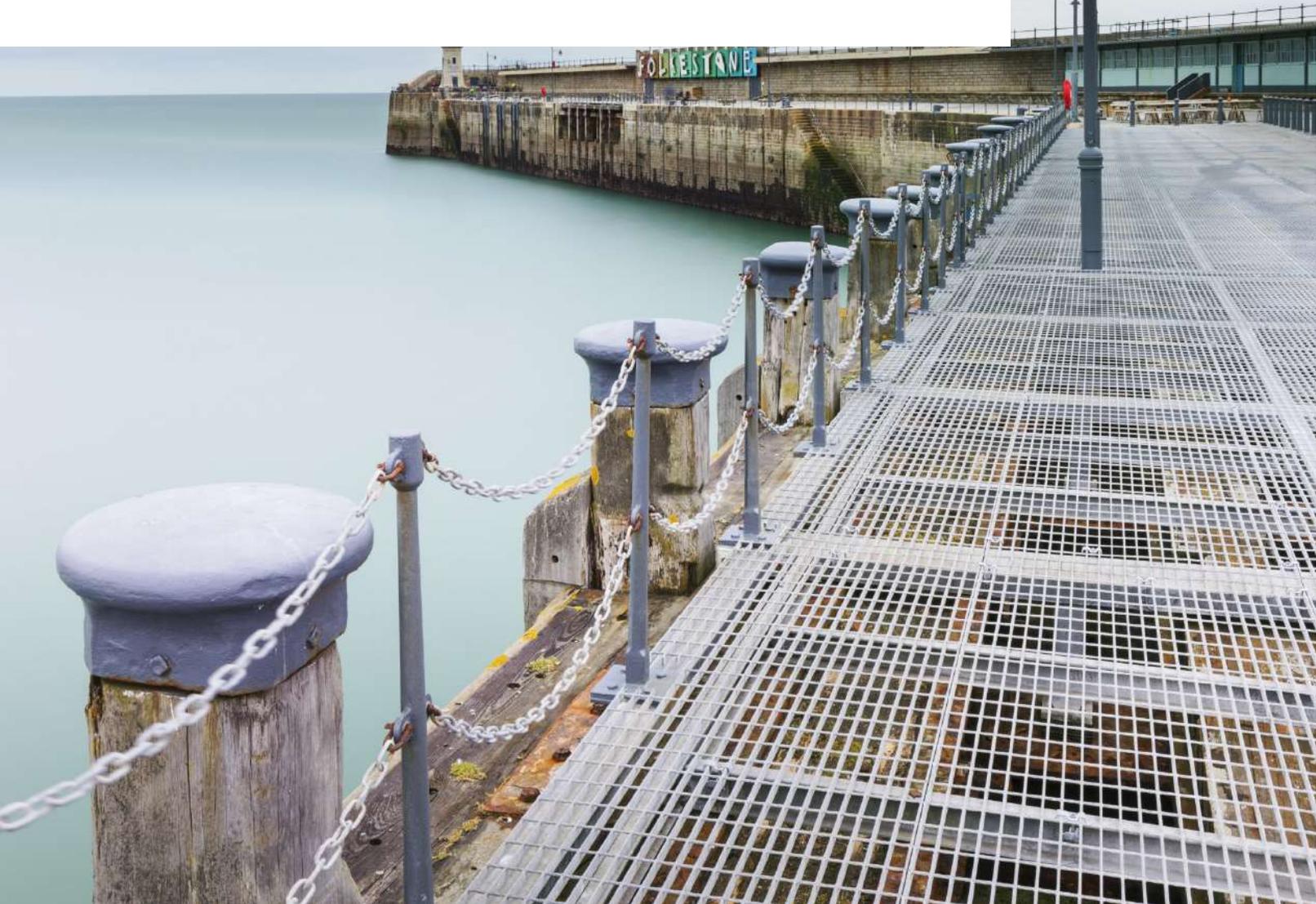


KENT
GARDEN *of* ENGLAND

visitkent.co.uk

Visit Kent
**Packages &
Benefits
2022/23**



Contents

3

Why work with Visit Kent?

4

The power of content

5

Stronger together

6

Lonely Planet Best in Travel opportunity

7

Supporting you to grow

8

How it works

10

Investor fees

12

Add an enhanced package for 2022

13

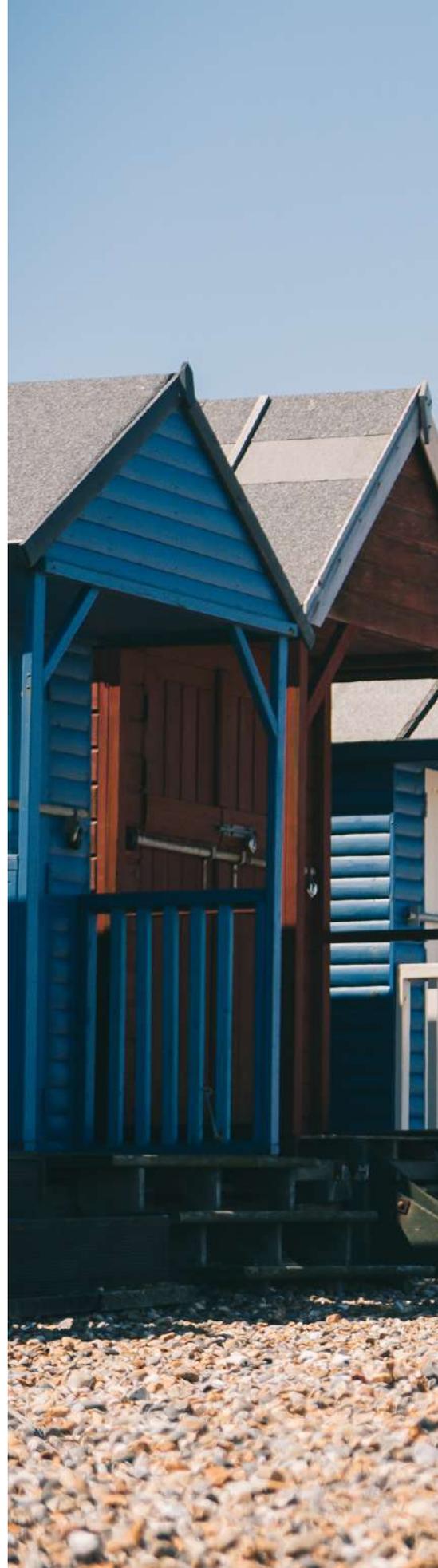
Tailor your package

14

Measuring your return on investment

15

Get in touch



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, plus additional opportunities to access targeted campaigns for 2022.

Our channels



Visit Kent
Over 25k likes



@visitkent
Over 50k followers



@visitkent
Over 33.5k followers



1.3 million page views
920k sessions
61% organic search



711,000+ reach
through influencer
activity in 2021



30k subscribers
29.4% Open rate
5.4% Click through



15,850 competition
entries in 2021
winter campaign

Our audience

**Social
Contemporary
Seekers**
18-34 years old



**Changing
Family Dynamic
Families**



Green Spacers
Older couples



Hyper Local
Kent residents



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 25% of all page views and achieves dwell times of over 1.5 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



PERIOD LIVING



Heritage weekend... TUNBRIDGE WELLS

Kentish town and country at its best, this Georgian gem at the heart of the Weald is the perfect base for history and garden lovers alike.
Feature Emily Horner

KENT BIG WEEKEND™

Saturday 6th & Sunday 7th April 2019



KENT GARDEN / ENGLAND



Welcome to the Visit Kent Travel Trade Hub
Hello and a very warm welcome to the Kent travel trade hub. We're delighted that you are interested in bringing your customers to our wonderful region and look forward to working with you to welcome more visitors to the UK.

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
- Experience Kent
- Lonely Planet Best in Travel
- 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 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.

Best in Travel 2022



The Lonely Planet “Best in Travel” accolade is an extraordinary opportunity for us to raise awareness of our incredible county, attracting new markets and encouraging our returning visitors to explore further. And it has come at a time when our industry needs it most.

Visit Kent has created a year-long programme of activity that maximises exposure and opportunities of Lonely Planet “Best in Travel”, both domestically and internationally, whilst solidifying our recognition as a sustainable, diverse, and accessible destination.

As a Visit Kent investor partner, you will benefit from the work that we will do to weave the Lonely Planet “Best in Travel” messaging through all our activity this year.

Your partnership also gives you the opportunity to increase your exposure by buying into one of our collaborative activity packages (see page 12 for more details)



The accolade was awarded for Kent’s Heritage Coast; however, the area’s strong themes of landscapes, history, heritage, and culture resonate across the county. By aligning key messages through a collaborative programme of activity, Visit Kent can bring together partners across the county, not only spreading the benefits wider but also providing our visitors with a wider offering.

Key messaging

- 1** Kent's Heritage Coast is the **ONLY** UK destination, using the accolade to reach new audiences and increase PR opportunities, whilst showcasing landscape, culture and heritage.
- 2** **MUST** Visit Kent as an immediate call to action to visit now and stay longer, maximising exposure across the county
- 3** Kent as a leading **sustainable** destination, utilising a new pledge to encourage visitors and businesses to take small steps and make changes



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 to improve accessibility through our partnership with AccessAble.



How it works



Our base fee structure is categorised by business type and scale, giving 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

Get involved with our latest packages maximising your businesses' exposure in our Lonely Planet activity for 2022

3

Tailor your package by 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 Enhanced presence in Big Weekend
Travel trade		Representation at trade shows Featured on trade hub 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	Attend networking events and online industry updates 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 Support to make your business more accessible
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	£540	0.5 room night p/m
Hotel	£1,290	1 room night p/m
Campsite, caravan park	£1,075	2 room nights p/m
Holiday cottage agency	£2,145	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)	£540	36 tickets
50,000 – 100,000	£1,290	86 tickets
100,000 – 150,000	£2,680	178 tickets
150,000 – 200,000	£3,750	250 tickets
200,000 – 300,000	£5,360	357 tickets
300,000+	£6,970	464 tickets
Groups	POA	-
Events or bookable experiences		
		Based on a tickets at £20 pp
1 event / experience	£540	22 tickets
2 – 4 events / experiences	£1,075	54 tickets
5 + events / experiences	£2,145	107 tickets
Retail (groups or centres)		
		Based on a spend of £33.89*
Up to 20 stores	£540	16 people
20 – 100 stores	£1,610	47 people
100 – 200 stores	£3,215	95 people
Over 300 stores	£4,285	126 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	£540 25% discount £33% discount 40% discount	140 pints / 21 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 +	£540 £1,075 £2,145 £3,215	27 tickets 54 tickets 107 tickets 160 tickets
Transport		
Local transport (bus service, coach company) Train operating company Cross-channel carrier Infrastructure partner (Airport, port, rail link)	£2,145 POA £6,965 £6,965	536 £4 tickets - 99 return crossings at £70 each way -
Education		
Private language school Further / Higher Education Provider	£1,075 £1,610	1 student 1 student
Farmers markets / Food halls/ Garden Centres	£540	31 people spending £16.94*
Golf course incl. Golf in Kent partnership	£1,890	75 rounds at £25 per person
BID / Town Council	£1,075	31 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



Get involved with our Lonely Planet packages

Activity	What's included?	Cost
Campaigns	<ul style="list-style-type: none"> • Flagship product on campaign landing page targetted by On-demand TV Ads and Youtube campaign • Flagship product within creative for paid social ads (2 months) • Enhanced editorial inclusion within the Must Visit Publication • Full page advert • Enhanced position across the Must Visit Kent feature content and organic social activity • Access to enhanced audience data and metrics • Attend new LP campaign working group 	£5000 + VAT
Travel trade	<ul style="list-style-type: none"> • Attend new LP trade working group • Enhanced prescence on trade hub • Guaranteed inclusion in 4 x newsletters • Opportunity to attend product training sessions (min. 1 session) • Attend trade dinner/reception at Discover Kent event • Attendance at trade training workshop • Inclusion where relevant to re-active fam trips • Guaranteed inclusion in tour operator international partnership campaign. • Inclusion in TripAdvisor / Expedia paid partnership* 	£5000 + VAT
PR	<ul style="list-style-type: none"> • Attend new LP PR & Comms working group • Proactive pitching to press & media contacts • Attend press dinner/reception at Discover Kent event • Guaranteed inclusion in x1 Lonely Planet influencer trip** • Paid promotion of digital content generated by influencer trip 	£3000 + VAT

* This activity can only take place with additional funding secured

**Bespoke influencer trips available to partners as package add-on (£3,000 additional buy in)

By buying into this activity, it will help us to access additional funding that will

TRIPLE

the budget available



Add your optional extras

Activity	Additional Options	Price + VAT
Digital	Dedicated newsletter Direct link in newsletter Dedicated 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	Enhanced exposure through dedicated 2022 Lonely Planet campaign activity	£5000
Partnerships	Business Events Partnership Golf in Kent Cruise Partnership	£2,500 £1,800 From £750
Travel trade	Enhanced exposure through dedicated 2022 Lonely Planet campaign activity Join travel trade shows Dedicated travel trade newsletter Travel Trade training Travel Trade strategy planning session Dedicated fam trip Travel Trade Consultancy	£5000 From £500 £300 £500 From £500 From £1,000 + costs POA
PR	Enhanced exposure through dedicated 2022 Lonely Planet campaign activity Dedicated press / influencer trip PR & media training PR strategy planning session Dedicated press release & distribution	£3000 From £3000 £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

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 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



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. 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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