

KENT
GARDEN *of* ENGLAND

visitkent.co.uk

Packages & Benefits 2023-2024

KENT GARDEN *of* ENGLAND



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About Visit Kent

Local Visitor
Economy
Partnership

Recognised by

VisitEngland



Broadstairs

Visit Kent is a public/private partnership and as a Local Visitor Economy Partnership (LVEP), we are recognised by VisitEngland as the official Destination Management Organisation for Kent and Medway.

Supported by Kent County Council and Medway Council, the district councils and the South East Local Enterprise Partnership (SELEP), we work with tourism businesses to target UK and overseas markets to raise Kent's profile as a leading destination, building a resilient and sustainable visitor economy.

Our Values



Collaborative

Leveraging local and national partnerships to maximise the benefits for our destination



Inclusive

Delivering positive impacts on local communities, creating welcoming destinations



Innovative

Dynamic industry leaders that adapt to changing markets and opportunities



Perceptive

Insights and market intelligence is at the heart of every decision we make

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 growth of the Kent visitor economy and our businesses.

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.



Feature your business in engaging content that drives visits, confidence and helps partners to reach new audiences.



Access our collaborative marketing and campaign opportunities under a strong destination brand.



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

Our channels



@visitkent
Over 38.4k followers



Visit Kent
Over 27k likes



@visitkent
Over 53.5k followers



1.7 million page views
869k website users
63.5% organic search



100.5 million people reached through Visit Kent press activity in 2022



33k subscribers
29% open rate
5.9% click through



19,000 competition entries in 2022 winter campaign

Our audiences

Social Contemporary Seekers
18-34 years old

Changing Family Dynamic
Families and extended families

Green Spacers
Older couples and retirees

Hyper Local
Kent residents



Regular content contribution to Kent Life publication

The power of our 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.

Our feature content now accounts for...



25%

of all website page views on www.visitkent.co.uk



2.55 min

average dwell time per feature

Visit Kent Investors 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

£750 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 Investors as part of the destination story, whilst increasing buying power and reach for everyone involved.

As an investor, get involved in...



Campaigns & content

- Kent Big Weekend
- Annual summer campaign
- Seasonal competitions
- Business events
- Winter campaign

Some of this activity will require additional buy-in or in-kind commitment

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 Horrocks

KENT BIG WEEKEND™

Saturday 6th & Sunday 7th April 2019



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 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, familiarisation trips and sample itineraries. You can get more involved by joining us at shows or our travel trade group.



Sustainable Tourism *#PactsForImpact*

The priority themes of community, nature and climate, form the strategic back bone - the corner posts - of Visit Kent's new Sustainable Tourism Action Plan.

When these life support systems thrive, local tourism and visitors benefit. However, the relationship is two-way. The tourism industry has a significant impact on communities, nature and climate and we have a duty to manage it responsibly and protect the beautiful Kent landscape.

Our [Sustainable Tourism Action Plan](#) lays out 16 key action areas – with a roadmap from now until 2030. Our plan aims to help protect and enhance community, climate and nature for the long term value - not only of the local tourism industry - but also of the planet.

Why should you take action?

More and more visitors, as well as local residents, are choosing travel businesses and destinations that are able to offer lower carbon, nature-friendly experiences and will actively choose those businesses that are consciously more 'purpose-led' in their approach.

Whether it is saving energy or making better use of food waste, designing your business operations in a more sustainable way has the potential to save money too.



How can your business get involved?

1 Access our resources

We've created [a suite of resources](#) to help businesses make a more positive impact on climate, nature and the community.

2 Become an impact hero

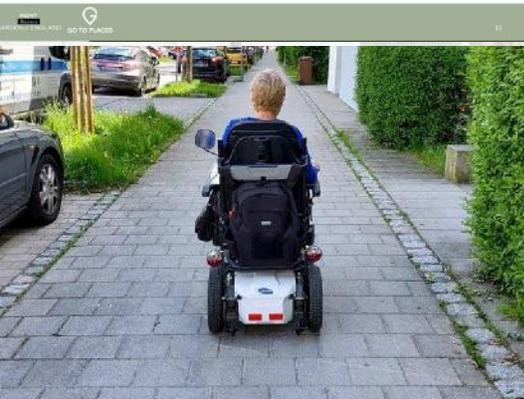
We're celebrating tourism businesses across Kent who are taking steps to embed sustainable tourism into the heart of how they operate and grow. If you have stories that you think might help other tourism businesses working to be more sustainable, please [get in touch](#).

3 Tell your customers

Use our [Consumer Messaging Guide](#) to support your consumer-facing messaging, including issues to be aware of, guiding principles for communications on sustainability, as well as a series of messages, linked to the themes outlined in our plan.

Supporting you to grow

As the official Destination Management Organisation for Kent and 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 Travel Trade, China and Meetings, Incentives, Conferences & Events 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 business to business website, attend training sessions or receive advice to improve sustainability through our Sustainable Tourism Action Plan.

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 10 and 11 to identify your base fee by business type.

2

Collaborate further by joining targeted campaigns and adding bespoke activity, accessing our audiences and expertise through a range of additional options.

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 and event listings.

1

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 & content	Big Weekend	Inclusion in seasonal campaign content Inclusion in seasonal consumer competitions, with access to GDPR-compliant data Inclusion in relevant thematic campaigns Enhanced presence in Big Weekend
Business events	Listing on Meet in Kent website	Participation in campaign activity
Travel trade		Representation at trade shows Featured on trade sales kit 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	Receive our 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 Access resources on B2B website Sector-representation	Industry guidance, support & involvement in 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

2 Visit Kent Investor Fees

Business type	Core Investor Fee + VAT	Example Return on Investment
Accommodation		
Boutique accommodation up to 15 rooms	£580	0.5 room night p/m
Hotel	£1,390	1 room night p/m
Campsite, caravan park	£1,160	2 room nights p/m
Holiday cottage agency	£2,315	1 night p/m
Hotel groups 2 - 3	25% discount	-
Hotel groups 4+	50% discount	-
Attractions		
		Based on entry of £20 pp
Up to 50,000 visitors per annum (2019)	£580	29 tickets
50,000 – 100,000	£1,390	69 tickets
100,000 – 150,000	£2,895	145 tickets
150,000 – 200,000	£4,050	202 tickets
200,000 – 300,000	£5,785	289 tickets
300,000+	£7,525	376 tickets
Groups	POA	-
Events or bookable experiences		
		Based on a tickets at £20 pp
1 event / experience	£580	29 tickets
2 – 4 events / experiences	£1,160	58 tickets
5 + events / experiences	£2,315	116 tickets
Retail (groups or centres)		
		Based on a spend of £30.07*
Up to 20 stores	£580	19 people
20 – 100 stores	£1,735	58 people
100 – 200 stores	£3,470	115 people
Over 300 stores	£4,625	154 people

*Based on average day visitor spend of £30.07 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
their return on investment



2 Visit Kent Investor Fees

Business type	Core Investor Fee + VAT	Example Return on Investment
Pubs/Restaurants (incl. up to 15 bedrooms)		
1 property	£580	138 pints / 23 covers at £25
2 – 5 properties	25% discount	
6 – 9 properties	£33% discount	
10 + properties	40% discount	
Venue (sports/ theatre/ music etc.)		Based on a tickets at £25 pp
Capacity up to 250	£580	23 tickets
250 – 1,000	£1,160	46 tickets
1,000 – 5,000	£2,315	93 tickets
5,000 +	£3,470	139 tickets
Transport		
Local transport (bus service, coach company)	£2,315	579 £4 tickets
Train operating company	POA	-
Cross-channel carrier	£7,520	53 return crossings at £70 each way
Infrastructure partner (Airport, port, rail link)	£7,520	-
Education		
Private language school	£1,160	1 student
Further / Higher Education Provider	£1,735	1 student
Farmers markets / Food halls/ Garden Centres	£580	39 people spending £15.03*
Golf course	£2,040	82 rounds at £25 per person
BID / Town Council	£1,160	39 people spending £30.07*
Multi offer	POA	

*Based on average day visitor spend of £30.07 for half or full day

All rates are excluding VAT

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

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Visit Kent is the Destination Management Organisation for the Garden of England and is an accredited Local Visitor Economy Partnership from VisitEngland.

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.

www.visitkentbusiness.co.uk

Get in touch

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