

## GROWING TOURISM IN THE GARDEN OF ENGLAND

# A PARTNERSHIP WITH SEVENOAKS DISTRICT COUNCIL AND VISIT KENT

## WHO IS VISIT KENT?



## **Our Organisation**:

- A not for profit company
- Supported by County Council,
   Districts, Private Sector and European funding

## **Our Objectives**

To grow the visitor economy by:

- Increasing the visitors, encouraging them to stay longer, spend more and recommend Kent to others
- Supporting businesses to start up, expand, diversify and invest





## WHY IS THE VISITOR ECONOMY IMPORTANT?

- Tourism, Leisure and Hospitality is the 4<sup>th</sup> biggest economy in the UK
- The greatest job growth in the UK over the last 2 years has been in tourism
- The forecast is that the domestic tourism is set to grow 5% each year and international tourism by 3% each year to 2020.

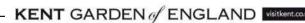
Sevenoaks		
Total number of visitors		4,046,000
Total economic impact (including retail and induced and indirect effects)	£	232,377,000
Total number of actual jobs		4,199



## WORKING IN PARTNERSHIP TO DELIVER RESULTS

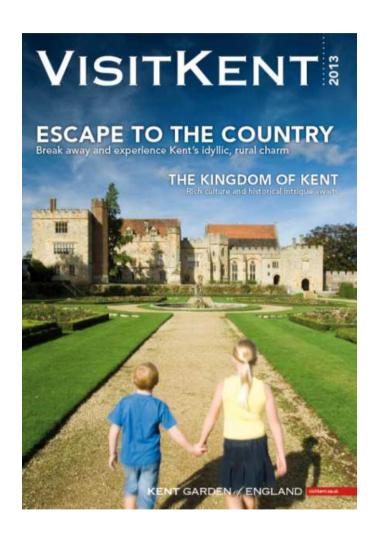
For Sevenoaks Visit Kent has delivered from April 2013:

- 7,000 website hits
- 860 visitors by train on the 2for1 campaign this Summer
- 34 journalist trips
- £18,195 worth of domestic press coverage and 47,764 Euros worth of international press coverage
- 5 face to face business support visits



## **VISIT KENT MAGAZINE**





- Annual glossy destination magazine showcasing the best of the county using stunning images and inspirational content.
- 50,000 Copies and 3 seasonal e-versions which are circulated to a database of over 500,000
- Dedicated content for Sevenoaks and its tourism providers

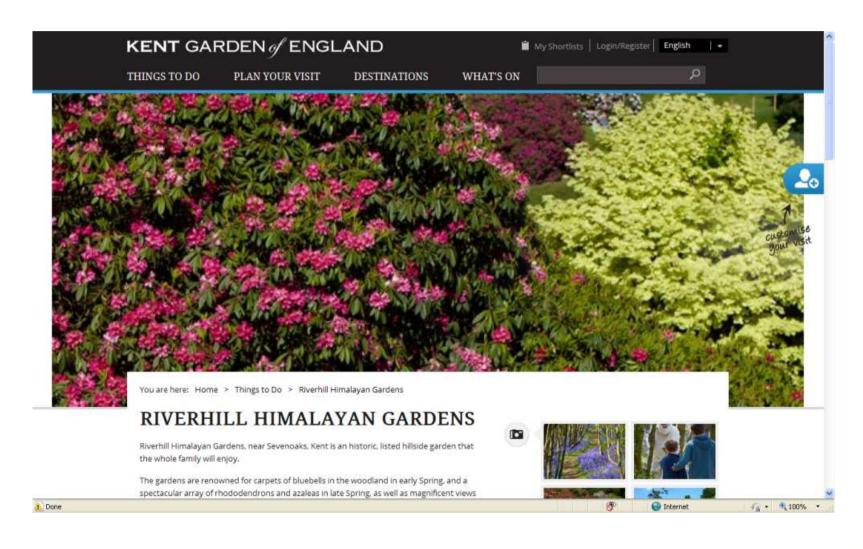
## WWW.VISITKENT.CO.UK





## WWW.VISITKENT.CO.UK





## **DIGITAL MARKETING**

### **NEWSLETTERS AND SOCIAL MEDIA**





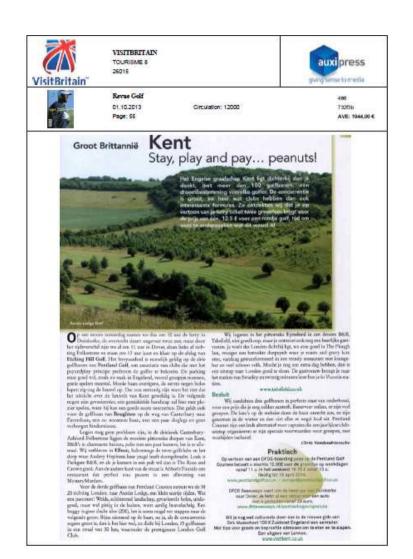
Spreading the word about Sevenoaks

- Over 11,000 Twitter Followers
- Over 2,200 Facebook Fans
- Plus Vine and Pinterest
- Consumer database of over 70,000



## PRESS AND PR







## TRAVEL TRADE





## OUR PRICE INCLUDES



### Best Western Donnington Manor Hotel \*\*\* EEE

Countryside location • En-suite bedrooms • Air-Conditioning = Satelfite television = Iron & Iron & Iron Board = Hairdhyer = Telephone = Tea, coffee-making facilities = Bar = Restaurant = Lift to all floors = Indoor swimming pool = Jacuzzi = Sauna, www.bw-donningtonmanor.co.uk

### Departure Dates

Sunday	20th May	5 Days	£329 =F	
Sunday	17th June	5 Days	£329	
Sunday	15th July	5 Days	£339 =#	
Monday	27th Aug	5 Days	£329	
Sunday	30th Sept	5 Days	£329	
Single room	Single room supplement £60			

### Kent, Castles & Gardens

Discover the captivating essence of the Garden of England wending along lanes past lavender fields, orchards, vineyards and Oast houses. The Heart of Kent is English countryside at its best, a landscape of rolling hills and wooded valleys, orchards and vineyards, splendid castles, gardens and many historic houses

Dray 1 Depart South Wales travelling to Sevencels.

Dray 2 An extration to Hever Castle Discover 700 years of Nation at this remains double models. 13th century castle. Intellig of this consist devolve model. Uth carely casing once the children and raise Foliay, stand with of leasy NI, and matter of Bloband. Explain 50 across the fired and children for Bloband. Explain 50 across the particle leaked spiny, platina with their particle, leak of Blood particle leaked spiny, platina with their particle, public flows Glards, grotness and bundaria and a 110 metric leathcase toolse. Day 3 Todge we shift Perdolmer Bloba and Gardens, Self-lar and Willey 61 florid transpost for self-grown commission.

Archer of femisor's splandors in the 11 acrs formal solid grade, with a neuron designate to 18.0 acrd the residence prints in prints commenting it manuses made in the countries of the countries landscape and nature. They include the lakes he created Lad Cherchill's Rose Garden and the kitchen garden. Many of Charchill's paintings can be seen in the studio. Duy 5 Return to South Wates



Book online at www.edwardscoaches.co.uk



the rusal Week of Klant survey dead by picturesque countryside and anchen parkland, Ferchust Place and Gardens has changed ittle over the centuries. This readeval madesplace has been the seat of the Sidney tamily since 1552 and retains the warmth and character of a much-loved family home.











## ab € 298,-

### Gärten und Schlösser Südenglands

Eine Reise in die idyllische Landschaft von Kent

### Highlights:

- Die Gärten Sissinghurst, Great Dixter, Kew Gardens und Wisley Garden
   Ber malerische Xüstenort Rye
   Die Schlösser Leeds Castle, Hampton Court
- und Hever Castle

Seine ideale Lage macht dun Südosten Englands zu same viewer Lager medier aum subsoleter Englands zur 4. Tage Hampton Court und Kiem Gardens (160 km) ihn vom Rinaufolischen Festinde, er ist begeven zu versiehen und Riegt direkt vom den Toren Landons- Vor besichen er Kiem und Riegt direkt vom den Toren Landons- Vor besichen und Riegt der nehr Bangen und historische Herren lage vom Hampton Court (Schloss und Gatter) an

3. Tags: Riye - Great Dikter (1806 km)
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### 6. Tag: Rückreise

Kontinent zurück. Durch Nordfrank-reich und Belgien erfolgt die Wei-



### Leistungen:

z.B. Village Hotel Maidstone 4\*\*\*\*
01.04, -91.08,2013 € 315, - € 148, 01.09, -30.09,2013 € 336, - € 148, -Eintrittskosten it. Programm p.P. € 115,-









## **KENT CONTEMPORARY**

### **DOMESTIC CAMPAIGN**



- Annual London outdoor advertising campaign
- Hever Castle one of the campaign's hero images
- Generated
   350,000
   additional visitors





## KENT CONTEMPORARY GOES GLOBAL

### INTERNATIONAL CAMPAIGN

- Partnership campaigns with P&O, DFDS, Eurotunnel, KLM
- Information about
   Sevenoaks promoted at
   overseas exhibitions, in
   overseas newsletters and
   Visit Kent international
   websites.



## TACTICAL CAMPAIGN





## **BIG WEEKEND**









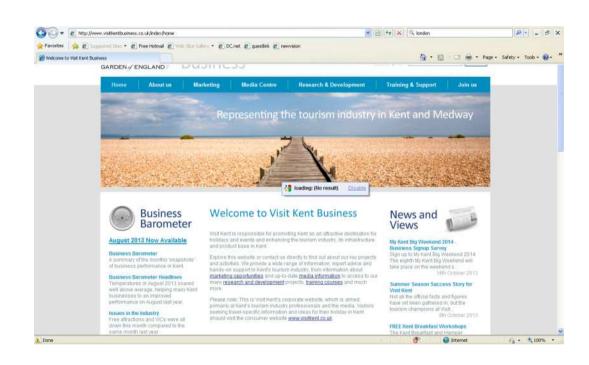






## **TOURISM BUSINESS ADVICE SERVCE**

- Online Toolkit
- Business Support
- Market Intelligence
- Training/Workshops
- Product Development
- Networking
- Mentoring



## **BUSINESS SUPPORT**



- One to one business advice face to face, via the telephone or workshops
- From start ups to mature and growing businesses whether accommodation, attractions, or catering.
- Guidance on visitor needs, legal requirements, operational issues, and marketing
- Sign posting to other support

"When we decided to use our spare rooms for B&B we had lots of ideas and Visit Kent helped us build on these to take us to a high, professional standard.

"Peter Birnie, the accommodation and quality expert at Visit Kent Tourism Business Advisory Service, talked us through so many aspects of the business from upgrading the bathrooms through to the range of teas and even glasses of sherry guests would like to enjoy.

"By talking to Peter and following his suggestions we are able to give our guests an experience that matches the beauty of our historic farmhouse in its stunning setting."

Mandy Webb, Eggpie B&B

## MARKET INTELLIGENCE



- Key facts and figures to support business planning, identify trends and opportunities
- Business Barometer measuring and benchmarking performance
- Visitor Survey helping to understand who our visitors are and what they want.





## TRAINING AND WORKSHOPS



- Qualified providers of customer care courses
- New programme of free workshops for Autumn 2013 based on industry needs from social media to flower arranging
- Launch Chiddingstone Castle with a social media workshop in November

## PRODUCT DEVELOPMENT



Looking at how to reach new or niche markets from golf to churches.

Case Study: Kent Breakfast

- Encouraging use of local produced to give businesses and the county a competitive edge and keeping spend in the local economy
- •Launch and workshop at Penshurst Place.





## **NETWORKING**



Support for tourism networks

- Edenbridge Tourism Forum
- Sevenoaks B&Bs and development of association

Visit Kent networking opportunities

- Tourism Conference
- 20/20 event
- Garden Party

Sevenoaks District Networking

• Event on 11<sup>th</sup> November at Brands Hatch Thistle





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**ANY QUESTIONS?**