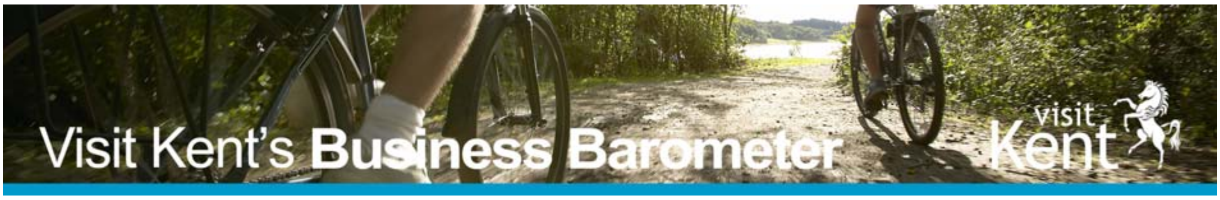


Visit Kent's Business Barometer June 2011

Weather for the month of June was very mixed with plenty of showers to refresh the Garden of England. Attractions suffered because of the weather, but those in more urban areas did well. Smaller serviced accommodation occupancy was strong this month, and larger hotel occupancy stable. Conference and event venues reported their figures for the first 6 months of the year showing business tourism up across the board compared to 2010.

Comparison June 2010/2011

Attraction Visitor Numbers	Down 4%
VIC Visitor Numbers	Down 3.4%
Cross Channel Passengers	Down 1.7%
Serviced Accommodation Smaller hotel, B&B and Guesthouses	Up 3%
Serviced Accommodation Larger Hotel Accommodation Source 2011 STR GLOBAL Ltd	Down 0.4%
Conference and Event/Business Tourism % change 10/11 for the 6 months to June 2011 • Conference • Weddings • Other events	 Up 12% Up 8% Up 9%

Topline Summary

- Business Tourism shows an increase in the first half of 2011 compared to 2010, across conference, weddings and other events.
- Attractions although down for June, were up 2.5% for the year to date compared to 2010. Confidence is still strong for most attractions.
- Smaller attractions fared better than the larger ones this month which may also reflect cost consciousness amongst visitors.
- Urban attractions generally fared better than rural and coastal attractions, perhaps reflecting the weather conditions.
- Cross channel quarterly figures show the impact of the ash cloud, which boosted figures last year, and so crossings were down this year for the same period
- Consumer website visits were up by 45% and B2B visits by 10%

Attractions

Kent visitor numbers in June

Visitor numbers	2010	2011	% change
	314,509	302,358	Down 4%

Kent visitor numbers – Year to date

The 'year to date' visitor figures from our sample (excluding retail) are:

	2010	2011	% change for month	Year to date Totals 2010	Year to date Totals 2011	% change for year to date
January	51,133	60,682	Up 18%	51,133	60,682	Up 18%
February	91,277	106,118	Up 16%	142,410	166,800	Up 17%
March	223,400	210,009	Down 6%	365,810	376,809	Up 3%
April	481,349	506,681	Up 5%	847,159	883,490	Up 4%
May	427,498	442,723	Up 4%	1,274,657	1,326,213	Up 4%
June	314,509	302,358	Down 4%	1,589,166	1,628,571	Up 2.5%

Range of performance amongst attractions overall

23 attractions were up this month ranging from 1% to 77% up. 12 attractions were down ranging from 1% to 56% down.

Performance according to attraction type, % change June 2010/11

Gardens	Tour/Transport	Historic Building/ Heritage Attraction	Museum	Other
Down 11%	Up 16%	Down 1%	Up 9%	Down 17%

Performance according to attraction size, % change June 2010/11

Visitors of 20,000 or less	Visitors of between 20,001 and 50,000	Visitors of between 50,001 and 100,000	Visitors of between 100,001 and 200,000	Visitors of over 200,000 per year
Up 17%	Up 7%	Up 5%	Up 3%	Down 12%

Performance according to cost, % change June 2010/11

Charging	Free
Down 2%	Down 13%

Performance according to location, % change June 2010/11

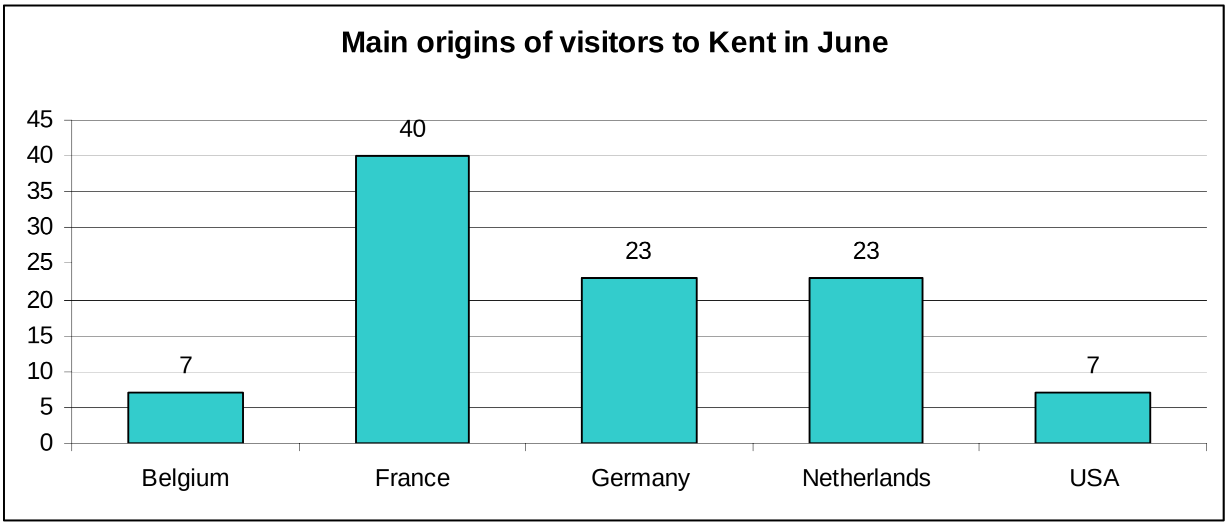
Coastal	Rural	Urban
Down 5%	Down 6%	Up 10%

Positive factors affecting visitor numbers this month
Increase in groups
Slight increase due to weather and event in June
New visitor attraction opened
More active promotion
Up 2% - general increase in visitors - groups and school groups
Visitors can now have refreshments at property
Closed for over a week due to essential repairs
Additional special event
Continued interest in English produce and Staycation effect
Film tourism
Strong month for language students
New exhibition and visitor centre

Negative factors affecting visitor numbers this month
Increase in competition
Price of petrol
Roadworks on the M20
Poor weather on days of special events
Building repairs

Overseas visitors to attractions in June

It is estimated by attractions that around 81% of visitors were from the UK with 4% long haul and 15% from Europe.



Attractions' Confidence for the 2nd Quarter of 2011

64% of attractions rated their performance in the second quarter of 2011 as better than the same time in 2010. Expectations for the next quarter were reasonably confident with 59% anticipating the next quarter will be better again.

Fuel costs received a higher profile this month as a concern for attractions.

Top three concerns for Kent attractions overall in June
Increase in fuel costs/ UK Economic Climate
Weather

Attractions' performance in the last quarter compared to the same period last year	%
Much better	17%
Better	14%
Slightly better	33%
About the same	23%
Slightly worse	10%
Worse	0%
Much worse	3%

Attractions' expectations for the next quarter	%
Much better	13%
Better	13%
Slightly better	33%
About the same	38%
Slightly worse	3%
Worse	0%
Much worse	0%

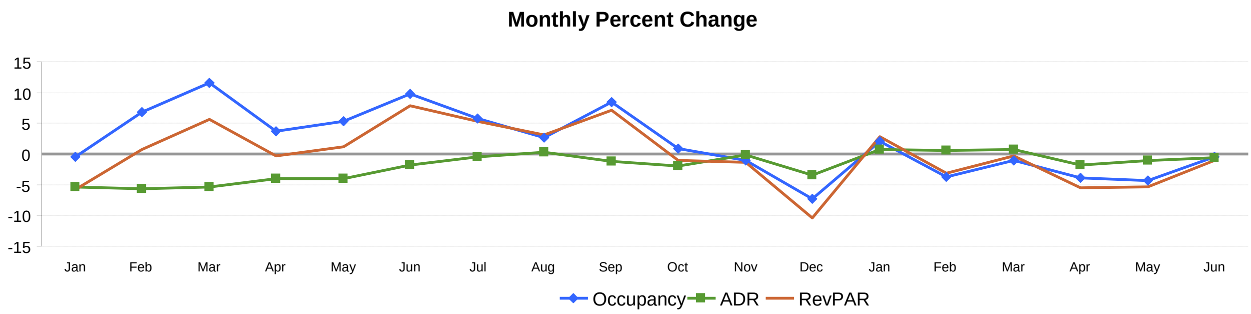
Coach market to attractions

Coach market up	Coach market same	Coach market down
33%	47%	20%

Accommodation

Serviced Accommodation (larger hotels, chains)
Source STR Global 2011

Occupancy for the larger hotel and chain in Kent seems to be levelling off, and virtually remains unchanged since 2010 at just 0.4% down for June, and 1.9% down for the year to date.



Year on year change in monthly occupancy

Occupancy (%)	Jan	Feb	Mar	Apr	May	Jun
This Year	51.1	63.8	63.5	68.8	73.9	80.6
Last Year	50.0	66.2	64.1	71.5	77.3	80.9
Percent Change	2.1	-3.7	-1.0	-3.8	-4.4	-0.4

Year to date occupancy

	Year To Date
2011	67.0
2010	68.2
% change	-1.9

Smaller hotels, guest houses and B&B's Source RIBOS (www.ribos.co.uk)

Kent occupancy June

	June 2009	June 2010	June 2011
Kent	61.58%	65.15%	68.33%

June occupancy according to location

Location	Occupancy
Countryside/village	67.2%
Seaside	65.3%
Large town/city	72.6%
Small town	66.7%

June occupancy according to business type

Location	Occupancy
Bed and Breakfast	56.4%
Guest House	80.3%
Hotel/Inn	72.5%

VICs

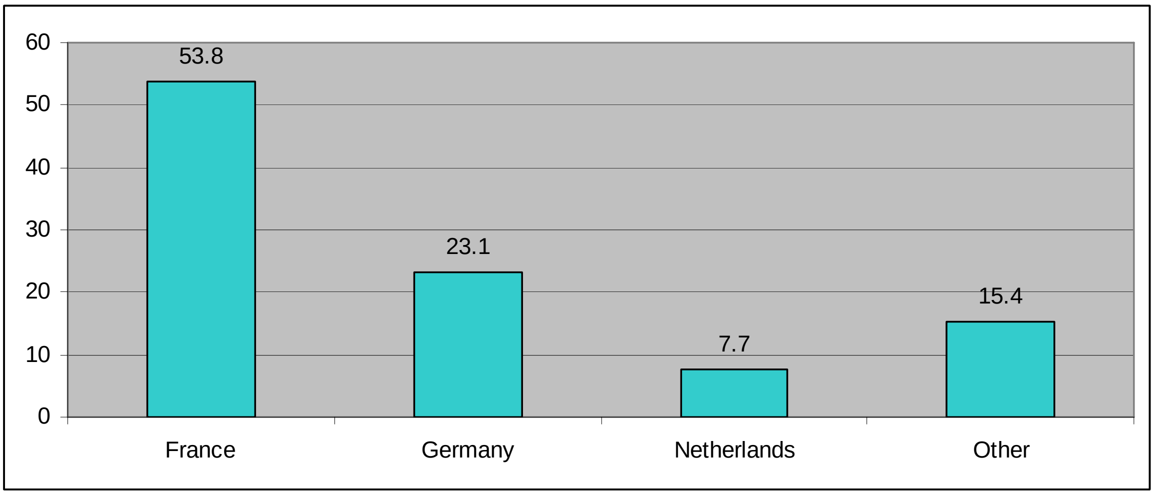
VICs Comparison June 2010/11

Name of VIC	Footfall June 2011	Footfall June 2010	% change June 10/11	Phone Calls June 2011	Phone Calls June 2010	Postal/ emails June 2011	Postal/ emails June 2010
Ashford	1044	1405	-26	309	376	328	364
Canterbury	34902	33468	4	1015	1910	178	145
Deal	2006	1944	3	128	145	323	207
Discover FHRM	0	0	0	942	1141	512	363
Dover	14441	14035	3	3379	2541	1959	1700
Faversham	1773	1174	51	96	130	61	71
Gravesend	3500	3111	13	213	348	284	270
Maidstone	4231	7442	-43	430	638	26	66
Medway	33059	33815	-2	760	829	198	329
Royal T.Wells	6330	8862	-29	475	436	221	147
Sandwich	3306	3234	2	107	93	21	12
Thanet	5294	5459	-3	303	650	143	56
Tonbridge	1636	1512	8	589	518	0	0
Kent	111522	115461	-3.4%	8746	9755	4254	3730

This table just serves as a notification of visitor numbers year on year, but does not take into account any changes in location, staffing levels, or opening hours. 31% of VICs had a change of structure over the last year, 23% a change of location, 15% a change of opening hours and 8% a change in staffing levels

Nationality of VIC visitors

The top overseas visitor groups to VICs in June (%)



Nationality of VIC visitors

Name of VIC	% Domestic Visitors	% Long Haul visitors	% European visitors	Euro visitors compared to June 2010
Ashford	75	5	20	Up 5%
Canterbury	60	5	35	Up 5%
Deal	93.5	1.5	5	No change
Discover FHRM	80	1	19	Up 9%
Dover	50	20	30	No change
Faversham	94	2	4	No change
Gravesend	90	4	6	Up 3%
Maidstone	98	0	2	No change
Medway	60	5	35	No change
Royal T.Wells	55	5	40	Up 20%
Sandwich	85	4	11	No change
Thanet	98.5	0.5	1	Down 2%

Top three concerns for Kent VICs overall in June
UK Economic Climate
Strength of the pound
Weather

VICs' Confidence for the 2nd Quarter of 2011

VIC performance in the last quarter compared to the same period last year	%
Much better	8%
Better	15%
Slightly better	31%
About the same	23%
Slightly worse	8%
Worse	8%
Much worse	8%

VIC expectations for the next quarter	%
Much better	8%
Better	8%
Slightly better	39%
About the same	23%
Slightly worse	8%
Worse	15%
Much worse	0%

"Investing in your future" Cross-border Cooperation Programme 2007-2013 Part-financed by the European Union (European Regional Development Fund)

Cross Channel Carriers

As mentioned in May's Barometer, the Channel crossings will now be reported on quarterly, as the figures are not now released by the carriers on a month by month basis.

Quarter 2 – April to June 2010/11 totals

	2011	2010	% change
Passengers	4,034,855	4,104,115	-1.7
Cars	957,636	963,413	-0.6
Coaches	34,316	35,584	-3.6

Business Tourism

Thank you to all those contributors for the Conference and Event survey. We are pleased to advise that we now have sufficient contributions to give an interim picture for the state of business tourism in Kent for the first half of the year based on the contributions of 25 venues.

The average tariff ranges of venues participating

Tariff range	% of venues within this range
£18 to £25	44%
£26 to £30	28%
£31 to £40	12%
£41 to £50	12%
£51 or more	4%

Average length of conferences held

Length of conference	Half a day	1 day	2 days	3 days +
% of conferences held	49%	44%	3%	3%

Origin of conference delegates

Kent	London	UK	Overseas
83%	7%	8%	2%

Results of different venue types

	Conferences	Weddings	Other events
Educational/Academic	Down 2%	n/a	Down 6%
Hotel with conference and event facilities	Up 12%	Up 11%	Up 30%
Purpose built conference and event centre	Up 14%	no change	Down 8%
Other	Up 7%	Up 4%	Up 18%

Visit Kent News

Visit Kent Research

Golf Open (July 2011)

Businesses were asked a number of questions on the Open Golf, to see the impact of the event firstly on their business, and then secondly on Kent as a whole. As the event affected the East of Kent more noticeably than West Kent businesses, the results contain a broad selection of responses.

Attractions

Attractions were firstly asked if the Open Golf event was worthwhile to their Individual business. 17% said yes definitely, 17% were not sure, 38% felt it had not really been worthwhile for them, and 30% said it had not had any effect on them at all.

When asked about whether the Open was a success for Kent overall, 47% of attractions said yes, 50% did not know, and only 4% felt it was not worthwhile.

Accommodation

Of the RIBOS contributors, 18% had been full with just Open Golfers during July, 36% had been full, and occupancy included some golfers. 10% had been full without any golfers. The remaining 36% had not been full and had not had any golfers in occupancy during the month of July.

VICs

VICs were asked if the Open Golf had affected their visitor numbers. 1 had a considerable increase, 4 a marginal increase, 1 a considerable decrease, 3 were not sure, and 4 said no the event had not affected their numbers.

2012

Businesses were asked about 2012 and whether they had any advanced bookings or enquiries.

Attractions

43% of attractions had some enquiries, 23% some bookings, 3% a lot of bookings, and 30% no bookings or enquiries.

3% were very positive about 2012, 57% quite positive, 38% were not sure, and 3% a little negative.

VICs

54% of VICs had some enquiries, of which 8% had some bookings. When asked how positive they were, 15% were very positive, 54% quite positive, 23% not sure and 8% a little negative.

Visit Kent Marketing

Kent was featured in a high profile London advertising campaign during June. Striking images of Dover Castle, Hever Castle, The Historic Dockyard Chatham, Shepherd Neame and Botany Bay were displayed on large poster sites across the London Underground and London over ground networks promoting short breaks to the county. This activity marked the start of year 2 of the Kent Contemporary campaign, which last year delivered an £18 million boost to the county's economy.

The summer months continue to be busy in terms of press visits and during June we welcomed journalists from Belgium, the Netherlands and Ireland.

Visit Kent Websites

The consumer website again showed a strong increase in visits, up 45.2% on 2010, with page views up 31%.

Consumer website www.visitkent.co.uk

Visits June 2009	Visits June 2010	Visits June 2011
121,717	191,141	277,482

The B2B website visits were up by 9.6% with page views up by 28%.

B2B website www.visitkentbusiness.co.uk

Visits June 2009	Visits June 2010	Visits June 2011
983	1,095	1,200

Other News

Weather

According to the BBC, nationally the month began on a fine warm note, but the weather gradually became more unsettled with showers and long spells of rain. It was the coolest June across the UK since 2001. The monthly rainfall pattern reflects the showery nature of the month. Parts of southern England, south Wales, Northern Ireland and southern and eastern Scotland were wetter than normal. However, during the sunnier periods a maximum UK temperature of 33.1 °C was recorded at Gravesend (Kent) on the 27th.

Visit Britain – Tourism Trends – Update 156

- According to IATA global air traffic increased by an annual rate of 4.4% in June, with European carriers enjoying an 8.9% rise in demand
- Figures from NATS show that in June the number of Transatlantic flight arrivals/departures to/from the UK was 5.4% up on a year ago, other international arrivals/departures were up 2.8% while domestic arrivals/departures fell by 4%
- According to TRI Hospitality Consulting during June chain hotel occupancy in London reached 89.3% up from 87.4% a year ago with Average Room Rates (ARR) at £147.81 compared to £131.31 a year ago. Outside London occupancy stood at 77.1% up from 74.7% a year ago while ARR of £70.93 were up marginally on £69.42 a year ago