



**INVESTORS NETWORKING EVENT
THE HISTORIC DOCKYARD
CHATHAM**

WELCOME

**KENT
GARDEN of ENGLAND**

visitkent.co.uk



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VISIT KENT

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KENT
GARDEN of ENGLAND

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KENT CONTEMPORARY

- 2011 campaign launched end of June
 - London Underground 48\$
 - London Overground 48\$
 - Shepherd Neame Promotions
 - In Kent posters
- Supported by tactical campaign (July-September)
 - Poster sites on Southeastern, Stagecoach, Arriva, Eurotunnel
 - Website
 - Brochure
 - Digital marketing



INTERNATIONAL CAMPAIGNS

- Foreign language websites
- Quarterly e-marketing campaigns through foreign language databases
- Consumer exhibitions
- PR and press visits
- Travel Trade
- Partnership e-marketing activity with cross-channel carrier partners.
- Multi-lingual print

KENT & NORD-PAS DE CALAIS
Greet the World

Greet the World

KENT & NORD-PAS DE CALAIS
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GUIDE TO CULTURAL AND SPORTING EVENTS IN KENT AND NORD-PAS DE CALAIS

The opening of the Turner Contemporary gallery in April marked the beginning of Kent's packed Summer of Culture of events. The gallery has seen over 70,000 visitors in its first month alone and Kent's cultural theme is high on the agenda. The rest of the summer is bustling with a very long list of festivals, concerts, exhibitions and events that will make your summer in the Coast of England very special.

June is an exciting month for Kent as the long awaited re-opening of the Secret Wartime Tunnels at Dover Castle is scheduled on 10th June. Go underground and discover more about the most dramatic event in the tunnel's history – the Dunkirk evacuation. Visitors to "Operation Dynamo" will walk through the Secret Wartime Tunnels deep beneath the coast and see, hear and feel – as never before – the danger and high stakes of this significant event in history.

Kent will also be warming up for the celebrations of Dickens' Bicentenary in 2012 with the annual Dickensian Festival in Rochester and Broadstairs, by commemorating Britain's greatest novelist and storyteller.

Across the channel in Nord-Pas de Calais, our neighbours will also be looking ahead for the celebrations of Dickens in 2012 with a 2-month long exhibition "Charles Dickens: The Inimitable" taking place at Harland Coast. For the first time objects and manuscripts which inspired this famous writer will be exhibited in France.

The Nord-Pas de Calais is great for the whole family, combining easy access with a complete change of culture and language. Even the journey is fun, starting with a multi-ethnic across the Channel or the excitement of crossing under the sea in the tunnel.

This guide comes to you regularly to update you on the wealth of cultural and sporting events not to be missed on both sides of the Channel. We hope this guide helps you explore more of Kent and encourages you to visit our neighbours in Northern France.

LOOK OUT FOR THE NEXT EDITION IN JULY

"Something in your future?"

Dover Castle

www.greettheworld.co.uk

DIGITAL

- 2,121,468 interactions through Visit Kent's social networking activity and websites.
- Consumer website traffic increased by 23.48% for year to date (2,040,636) (Website baseline 1,855,705)
- Microsites increased 59.44% to 98,974 (Microsites baseline 67,720)
- 1,037 My Kent uploads
- 33,424 My Kent interactions
- 1,288 Facebook "fans"
- 1,775 Twitter "followers"

The screenshot displays the Visit Kent website interface. At the top, there is a navigation bar with links for Home, Contact us, eShop, and a search bar. Below this is a large banner image of a beach with people flying kites, with the text 'KENT GARDEN of ENGLAND' and 'visit Kent'. A secondary navigation bar includes categories like 'Where to stay', 'Offers & Deals', 'Come and explore', 'What's on', 'Food & Drink', and 'Stays & Travel'. The main content area features several sections: 'Book accommodation' with a search form, 'Visit Kent Magazine 2011' with a 'Go' button, 'Become an Explorer!' with a 'Go' button, and a 'Welcome to Kent' section with introductory text. On the right side, there are promotional boxes for 'Sign up for e-newsletter', 'Top Ten Gardens in Kent', and 'New Gallery for Kent', each with a 'Go' button. At the bottom right, there are social media links for Facebook and Twitter.

GOLF

- 10,000 consumer leaflets
- 2,558 visitors to website
- 4,211 contacts on the golf database
- 15,000 dedicated Kent Golf Magazine
- 12 press visits
- 15 golf press features - £221,459 AVE
- IGTM in Valencia
- Partnership with Golf Breaks
- Marquee at The Open
- Welcome to Kent event



VISIT KENT MAGAZINE



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Visit Kent magazine

FUTURE PUBLISHING MECHANISM



Presented June 2011

Visit Kent magazine

How is the Visit Kent magazine currently produced?



Visit Kent magazine

How will it be produced in the future?



Visit Kent magazine

New edition structure



Visit Kent magazine

Investment in photography and digital media



Visit Kent magazine

Marketing opportunities using the wider Archant media network.

