



2012 TOURISM TOOLKIT

Introduction

The London 2012 Games offers us an unprecedented opportunity to showcase our county and build our reputation with our guests as a top destination.

Visit Kent is committed to working together with businesses, organisations and people across Kent to provide the tools and training which will help us all grasp this opportunity and lay the foundation for a thriving tourism industry for decades to come. No one person, business or organisation can achieve this alone. It will require a major team effort with everyone working together to raise the standards.

We look forward to helping you make 2012 an amazing year.



Amanda Cottrell

Amanda Cottrell, Chairman
Visit Kent

Dates, Facts and Figures

Dates

- Olympic Torch Relay – 19th May – 27th July
- Olympic Games – 27th July – 12th August
- Paralympics – 29th August – 9th September

Key Facts and Figures

- 800,000 spectators per day on busiest days of the Games.
- 4 billion global TV audience.
- 11 million ticketed spectators for the Olympic and Paralympic Games.

The Visitors

- 1 in 4 Brits plan to attend an Olympic related event in 2012.
- 62.5% of visitors will come from the UK within a three hour journey from London and 28% will start their journey to the Olympic Games from the South East.
- 660,000 expected ticketed spectators from overseas (13% using Dover Port and 4% Eurotunnel), with many more non-ticketed visitors.
- 18% will come from France, 4% Belgium, 13% Netherlands, 13% Germany.



Key Messages

Why should visitors come to Kent during the summer of 2012?

1. Kent is the Garden of England

For centuries Kent has been known as the Garden of England with beautiful countryside, quintessential English villages and fantastic local produce. A truly diverse county - rich in heritage with more castles than any other area in the UK, 350 miles of stunning coastline, classic rural landscapes with two areas of outstanding natural beauty, new contemporary culture and lots of family attractions on offer.

All of this right on the doorstep of the London 2012 Games with it being just a 10 minute train journey from Ebbsfleet International station to the heart of the Olympic Park. So visitors can have the best both worlds – they can be close to all the exciting sporting action but then hop back on a train and in a few minutes be relaxing in Kent away from the crowds.



Botany Bay, Broadstairs

2. Kent is a host venue for a Paralympic Event

Kent is the last event venue to be named by LOGOC and is the only county to solely host a Paralympic event. Brands Hatch, near Sevenoaks, Kent, will host the Paralympic Road Cycling events which will take place from the 5th to the 8th of September 2012.

The former F1 Grand Prix circuit at Brands Hatch will be the base of approximately half of the course including the start and finish, and the Medal Ceremonies. The remaining race will take place on local roads nearby.



During the London 2012 Paralympic Games there will be 32 Road Cycling events.

225 (155 male and 70 female) athletes from around 40 nations will participate in the Road Cycling events, which will consist of mass start road races ranging from 30km to 120km and individual and team time trials ranging from 20km to 35km.

The events will be ticketed in large part, but part of the route will be free for spectators providing a fantastic way of watching high profile action. Tickets will cost £10 and there will also be Special Price tickets available (£5 for under 16's and over 60's) as well as Group Organiser tickets for large groups which would see them receive additional tickets at no extra cost.

The majority of the medals will be won and presented at Brands Hatch, which in itself will attract significant levels of media attention, providing Kent and its businesses an opportunity to showcase itself through non-accredited media channels.

3. Kent is so well connected

There is excellent access to and from London and Continental Europe from Kent. Tickets for summer 2012 are already available via Eurotunnel, offering up to four departures an hour. All the cross channel operators will also be operating as normal making Kent a great gateway to the London 2012 Games.



Ebbsfleet International Station, is one of the official Olympic "Park and Rail" Services and just 10 minutes by high-speed rail link to the centre of the Olympic Park. There will be 5 trains per hour between Ebbsfleet and Stratford, with a further two departures from Ashford International Station each hour and one departure per hour from Faversham. Mainline train services will run as normal from Monday to Saturday with a number of enhancements on selected services. Sunday services will operate as an amended Saturday service with a few exceptions.

There will also be a dedicated coach service available with drops offs and pick ups across Kent.

4. Kent hosts the Olympic Torch

Kent has many events to be proud of in 2012, but two locations in this beautiful county have been chosen as overnight stops for the Olympic Torch Relay. As the last county that the torch will travel through Kent will be part of the exciting build up to the Olympic Games and will benefit from increased PR coverage.

The torch will arrive in Britain from Greece on the 18th May 2012 and take an 8,000 mile journey across the country, including two overnight

visits to Kent. The Torch will travel through Kent for parts of four days, which is more time than in many regions. The torch will arrive in Dover on the 18th July and travel to Leeds Castle the next day. Both will mark this magnificent honour with a series of events and celebrations, details to be released soon.



Dover Castle

5. Kent has an official 2012 Live Site

There is a London 2012 'Live Site' big screen at Dover, with other temporary big screens being planned across the county, where the London 2012 action can be viewed.

6. Kent is host to many Training Camps

Kent has more sports facilities accredited by London 2012 to host international athletes leading up to the London 2012 Games than any other area in the UK. 36 Olympic and eight Paralympic venues have the official sanction of the London 2012 Organising Committee.

As a county Kent has already agreed to host pre-Games training camps with international sports teams from various disciplines. The Ukraine and Belarus judo squads will train at Tonbridge School and the Barbados Paralympic team will train in Medway. Other countries training in Kent include Australia, Slovenia, Papua New Guinea, Nepal, Senegal and Portugal with many others still to be confirmed.

Kent is a great place to stay during the summer of 2012

Kent offers a range of quality accommodation from serviced to self catering throughout the county to suit all tastes and budgets, from quaint cottages, converted barns, bed and breakfasts, and conical oast houses, to chic city hotels, well known brand chains, seaside guest houses and family-friendly caravan and camping parks.

Many providers have signed up to the Fair Pricing Charter guaranteeing a fair and reasonable rate during the Olympic Games period which is important for the long lasting reputation of the county and the country.

And in the light of the increased visitor numbers to the London area during the summer of 2012, the Camping and Caravanning Club has planned to organise, administer and manage a combined site at Gravesend/Old Gravesendians Rugby Club.

The site is ideally located, with facilities to keep all family members entertained. There will be a second site at Culverstone Recreation...



Wallett's Court, Near Dover



Abode, Canterbury



Not just about the Olympic Games 2012

Kent has lots of exciting cultural events and festivities planned some key highlights include:

Dickens 2012

2012 marks the 200th anniversary of the birth of Charles Dickens, who has many Kent connections. The Dickens Festivals in Broadstairs and Medway will be extra special and visitors can explore Restoration House (the inspiration for Miss Haversham's home), The Historic Dockyard Chatham (where *Oliver Twist* and the BBC adaptation of *Little Dorrit* were filmed), Gad's Hill (Dickens' country home), Dickens World (a fun, interactive attraction for all the family) and much more!



Rochester Castle

DICKENS 2012



Walmer Castle

Diamond Jubilee

As Her Majesty the Queen celebrates her Diamond Jubilee, marking 60 years of her reign, visitors can come and share Kent's wealth of royal connections. Kent has provided England's kings and queens with country escapes and entertainment, a route to travels on the Continent, and a beautiful place for their castles and fortresses.

12 ideas on how to get your business ready for 2012

1. Keep yourself and your team informed

Check key websites on a regular basis:

- www.tourism2012games.org – sign up to the newsletter as well as this will give you regular updates
- www.visitkent.co.uk and www.visitkentbusiness.co.uk
- www.kentsport.org/london2012
- www.london2012.com



2. Sign up to the Fair Pricing Charter

2012 will be a wonderful year for Kent and it's important that visitors, travel intermediaries and media can readily identify UK tourism producers and suppliers that have made a firm commitment to reasonable and fair trading terms during the year 2012.

Over-inflated pricing and/or inappropriate trading practices around the London 2012 Games could risk long term damage to the reputation of the UK as a host destination.

In partnership with VisitBritain, Visit Kent has produced a nationwide Fair Pricing and Practice Charter that businesses are encouraged to sign up to for 2012. The list of signatories to the charter will be published on the VisitBritain website and they will be given the right to use the exclusive Committed to Fair Pricing logo on their own marketing material.

To sign up visit - www.tourism2012games.org/fair-pricing-practice-charter/

3. Provide a World Class Welcome



Kent wants to make sure that visitors during the summer of 2012 receive a very warm welcome so that they are encouraged to return again and will recommend us to their friends and family.

You can do simple things such as encouraging your frontline staff to learn key words and phrases in foreign languages to make international visitors feel more welcome. Visit Kent and Tourism South East have produced a free booklet as a great reference tool for phrases in 11 different languages.

For more in-depth training there is a tailor made new course called Welcome to Kent.

Welcome to Kent is a one day training programme designed to help participants acquire new proactive customer service and communication skills, as well as improve their knowledge of Kent. This is a heavily subsidised course that can be offered in house for £10 per person or as part of a training day for £25 per person.

Other training courses that are relevant and available include Welcome International, Welcome All and Green Edge.

Visit Kent has also developed a new innovative Welcome to Kent online training game which will help people get knowledge on Kent and customer service in a quick and fun way. It takes about 45 minutes for the person to complete and they will receive regular updates on any information during 2012.

Information on training courses is regularly updated on www.visitkentbusiness.co.uk



Chapel Down Vineyard

4. Promote the Kent Greeters

The Kent Greeters are local volunteers who welcome visitors and share their passion for the area they live in. By 2012 it is hoped there will be over 200 Greeters who can meet visitors across the county. The service is free - so what better way to ensure our visitors have a great time and warm welcome.

The Kent Greeters have been granted the prestigious London 2012 Inspire mark, the badge of the London 2012 Inspire programme, which recognises exceptional and innovative projects inspired by the London 2012 Games.

To find out more visit www.kentgreeters.co.uk

5. Become a Kent Games Greeter

In order to ensure we provide visitors with information and a great welcome we are recruiting volunteers to become Kent Games Greeters in 2012. If you are passionate about the county and want to be part of the excitement during the summer of 2012 this could be for you. Recruitment will start in autumn 2011 and training will begin in winter 2011. Further details will be made available at www.visitkentbusiness.co.uk

6. Understand how you can and can't refer to the Games.

LOCOG has produced brand protection guidelines specifically for the tourism industry to explain and exemplify how you can talk about the Games. To download go to: www.Tourism2012Games.org



7. Maximise your potential media coverage

The London 2012 Games are forecast to attract global television audiences of around 4 billion viewers. Previous Olympic and Paralympic Games and other major sporting events have already shown that tourism can benefit substantially from the hugely increased media exposure of the destination before, during and after the event.

Visit Kent has prepared a range of resources for the media that you can access too including images, high quality film footage, Olympic related press releases and top ten media fact sheets.

Visit Kent is always looking for media angles. Maybe you can help - do you have any Olympic-related stories, a connection to a famous athlete past or present, any general sporting links or a relationship with one of the participating countries? Let us know by e-mailing ideas to enquiries@visitkent.co.uk

8. Use the free marketing tools available to you to promote Kent during 2012



At www.visitkentbusiness.co.uk there are a range of marketing resources available for tourism businesses to use including press releases, fact files and images.

Visit Kent, in partnership with VisitBritain commissioned a 2012 inspired image of an equestrian sportswoman outside Hever Castle. This and lots of other images are free for businesses to use in their marketing material. Go to our Flickr account – www.flickr.com/visitkent to see more.

There are a range of itineraries on the Visit Kent website to inspire visitors to explore Kent and a range of downloadable leaflet to give to your visitors.

Visit Kent, with its partners, has developed a very strong Garden of England brand. Tourism businesses are free to use this logo, as long as they follow the brand guidelines – details can be found at www.visitkentbusiness.co.uk. But if you are unsure please just ask.

Visit Kent offers a free listing for every tourism business in Kent on the website www.visitkent.co.uk which receives over 2 million visitors per year. We are also keen to list any events that would attract visitors.

9. Help us dress Kent for 2012

We want to create a great atmosphere in Kent as a key gateway for 2012 with flags, banners, stickers and badges. We are developing a 'Kent Look' for 2012 which has been approved by LOCOG and will enhance the official 2012 Look but can be used by commercial partners. We hope your business in some way will be able to participate and help us dress the county. Details to follow soon on www.visitkentbusiness.co.uk

10. Find out what is happening locally

There is a lot happening in Kent – we have two overnight stops for the Torch Relay, the Live Site in Dover, the Paracycling in Sevenoaks, pre-training camps and lots of cultural events planned through out the year. Keep up to date at www.visitkent.co.uk and other local websites.

Visit Kent, in partnership with the Kent Messenger will be producing a special games related supplement packed full of information for residents and visitors so you can have the information you need at your fingertips for the summer of 2012.

11. Go the extra mile for your visitors

There are lots of ways you can tailor your service for your visitors during the summer of 2012 to make your business stand out.

- Make it easy for your visitors during 2012 – add a page to your website with links to www.london2012.com, www.visitkent.co.uk and other relevant organisations.
- Think about providing free WIFI - this will particularly help attract overseas visitors and unaccredited journalists.
- Many of the visitors will travel to the Olympic Games by train with many using the Ebbsfleet Park and Ride. They need to pre book their tickets. You may wish to consider providing a map of how to get there for your visitors or even offer a shuttle service to the station.
- Accommodation providers may need to consider offering earlier breakfasts or later suppers if guests are attending events at the Olympic Park.
- Create an atmosphere by having your own big screen or a good communal TV for visitors to view the Olympic games.
- Think about themed events or extra activities you might want to put on for your visitors to make their stay extra special
- Package the visit to encourage people to explore Kent as well as visit the Olympic games – download Visit Kent free itineraries or top tens to inspire your visitors. Themes include heritage, culture, famous faces and gastronomy.
- Book your visitor a Kent Greeter to ensure they have a local welcome and learn more about the local area.



Leeds Castle

12. Make Kent stand out for its quality, accessibility and sustainability

The summer of 2012 will be very competitive for tourism destinations and in order for Kent to stand out Visit Kent will have a focus on quality, accessibility and sustainability. If you are an accommodation provider are you graded by either VisitBritain or AA? If you are an attraction are you part of the Visitor Attraction Quality Assurance Scheme? Having the internationally recognised Quality Rose Marque and/or star ratings is a good way to show potential customers that you are a quality establishment and you will benefit from a range of marketing support as a result.

Kent wants to be welcoming to all and it is important for us as a destination to be accessible to visitors with disabilities. Try and provide good information on accessibility in your marketing material so visitors can make informed decisions. Train your staff – we offer a subsidized Welcome All training course which will give you and your staff greater confidence to interact with people with disabilities and deliver service in a non-discriminatory manner. You may wish to consider the National Accessible Scheme which assesses how accessible your accommodation is to people who may have difficulty walking, use a wheelchair, or have a sensory impairment.

The London 2012 Games organisers are trying to make the Olympic Games the greenest ever. We have great advice on how to help you identify ways for your business to become more green and there is subsidised Green Edge Training available which will provide you with an understanding of why green tourism is important and the skills and knowledge to start implementing green actions that work for your business.

For further information on all of the above go to www.visitkentbusiness.co.uk or if you have any question email us on enquiries@visitkent.co.uk.

