

GROWING TOURISM IN THE GARDEN OF ENGLAND

**CAMPAIGN SUPPORTER
MARKETING OPPORTUNITIES 2011 – 2012**



Destination Marketing
Organisation of the Year

KENT GARDEN *of* ENGLAND
visitkent.co.uk

KNOW KENT – MARKETING THE GARDEN OF ENGLAND FOR THE 21ST CENTURY

KENT IS YOUR GARDEN

Kent's visitor economy is worth more than £2.5 billion and supports 50,000 jobs but the tourism landscape is changing, driven by the recession and developing trends in domestic and international consumer demands.

We are confident we can meet these challenges by working together and we have constructed a dynamic business plan to make our county stand out in the market place, to harness public/private investment and enhance our visitor offer. Under the business plan the marketing activity sits under the programme area entitled "Know Kent". The full business plan can be downloaded from www.visitkentbusiness.co.uk

Kent has a fresh, contemporary story to tell. Our marketing strategy is – and will continue to be – underpinned by rigorous research so that we can anticipate and meet trends and needs. We aim both to retain our traditional visitors to Kent and attract new segments so we are extending the valuable 'Garden of England' brand and repositioning Kent as a destination through an exciting new campaign called 'Kent Contemporary'. Strong image-led branding, powerful marketing, innovative PR, use of new technologies and social media will extend our reach, bring to life the county, alter perceptions and inspire visitors to come and to stay.



KEY CAMPAIGNS AND DELIVERY TARGETS

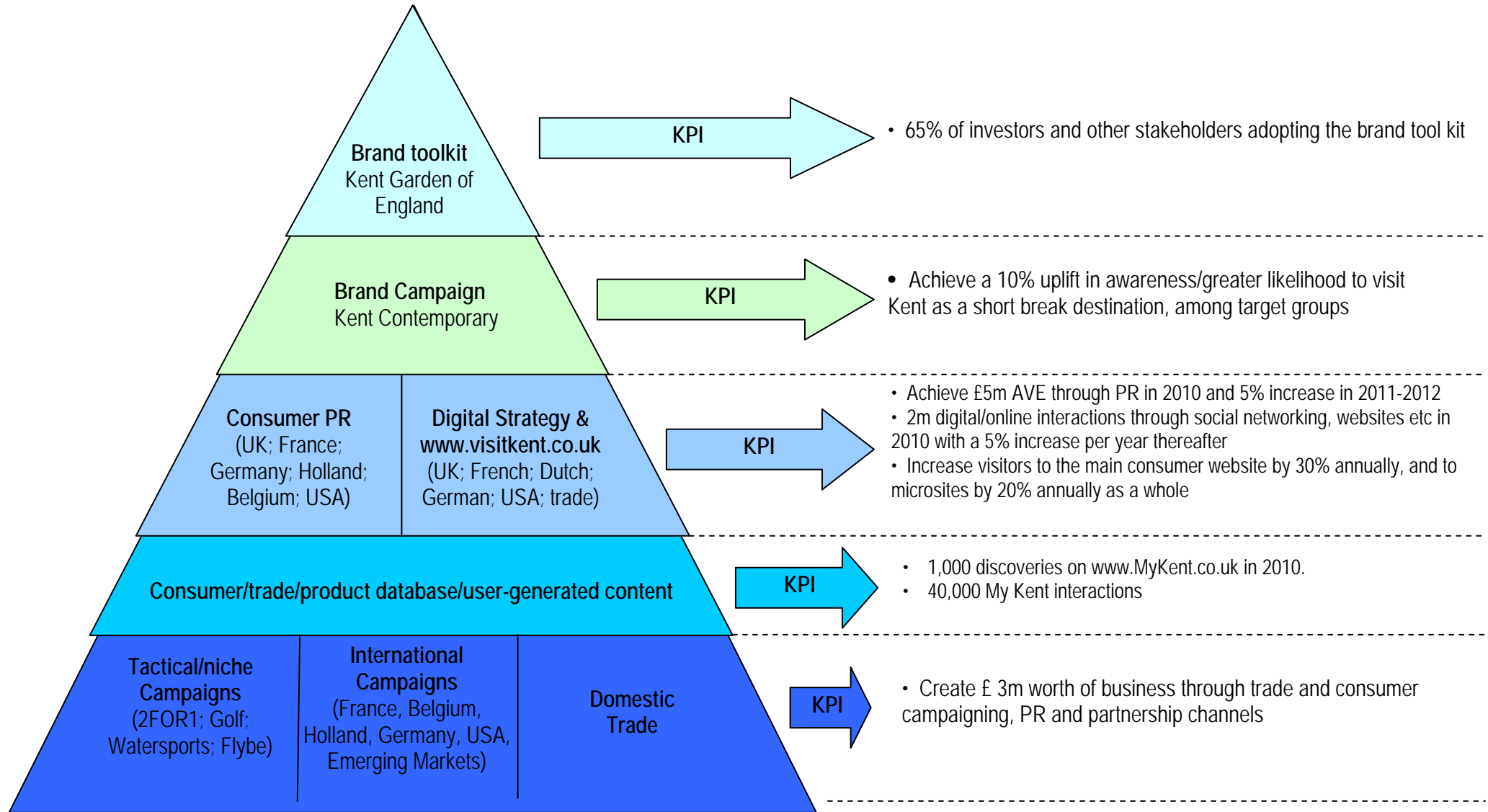
- A new image-led campaign to the London audience
- A new visual image and campaign for Coastal Kent and Rural Kent
- A 10% uplift in likelihood to visit Kent as a short break destination, among target groups such as young families and couples
- A new brand toolkit, encouraging partners to use Kent Contemporary in their marketing activity

HOW WILL THIS BE ACHIEVED?

- Building strong alliances with our carrier investors and encouraging them to incorporate the Kent brand into their marketing
- Working with partners to build attractive packages to entice visitors to the county, targeting the off peak leisure and staycation markets
- Targeting new and enhancing existing customer segments, such as younger couples, young families and overseas visitors
- Delivering the Greet the World Interreg programme in conjunction with French partners including a joint destination programme
- Producing a state of the art consumer website using new booking channels, content syndication and user interaction
- Enhancing e-marketing with segmentation and new technologies
- Developing a dedicated website aimed at overseas visitors to the 2012 London Olympics and Paralympics
- Communicating with consumers and the trade through domestic and European exhibitions and events
- Maintaining our position as the leading destination marketing organisation among trade professionals, adding contacts and itineraries to our portfolio
- Maintaining and developing events data and niche products such as golf, cruise and water sports
- Generating positive press coverage about Kent nationally, internationally, regionally and locally

KNOW KENT

MARKETING THE GARDEN OF ENGLAND FOR THE 21ST CENTURY



THE CAMPAIGN SUPPORTER MARKETING OPPORTUNITIES

THE PACKAGE

We have put together an exciting package of campaign activity for those investors wishing to gain enhanced exposure in our marketing campaign activity. This package can be purchased at a cost of £5,000.

CORE ACTIVITY - VISIT KENT MAGAZINE

Our glossy destination magazine produced in association with KOS Media. 20,000 printed versions annually and 3 seasonal e-versions distributed to a database of over 500,000. Thanks to our Interreg programme the magazine will now include French translation and wider distribution into the France.

CORE ACTIVITY - DIGITAL

Our award winning destination website attracts in excess of 2 million visitors per year. Our Digital Strategy for 2010-2013 (full strategy at www.visitkentbusiness.co.uk) includes a new website, monthly e-newsletter programme, social networking, new technologies and an image library.



CORE ACTIVITY - DOMESTIC PR

Our dedicated in-house PR team and supporting specialist agencies delivers in excess of £6m in advertising equivalent value (AVE) coverage.

CORE ACTIVITY - DOMESTIC TRADE

Our award winning trade team proactively targets the domestic travel trade market to ensure maximum coverage for Kent. In 2009 we worked to generate over 90 tours with domestic operators.

BRAND CAMPAIGN - KENT CONTEMPORARY

We have entered the final stage of a review of the Kent destination brand. Through facilitated workshops with stakeholders; we have agreed brand values and a new positioning for Kent as a contemporary short break destination. We have worked closely with Blue Sail and M&C Saatchi to develop the new identity and a brand toolkit will be available in autumn 2010.

To bring the branding work to fruition KCC invited us to develop a new creative approach to promote short breaks. The inaugural campaign was delivered during 2010 and has led on a "Kent – the Garden of England" message using stunning new imagery and the latest destination marketing techniques to attract visitor investment. KCC funded the campaign for 2010 and we aim to continue the campaign through to 2012 with support from our industry partners. The media schedule for 2011 will be directed from the results of the 2010 research.

TACTICAL CAMPAIGN

For the previous two summers we have run a 2FOR1 campaign in partnership with Southeastern. Tactical campaigning allows all our investors to be involved in campaign activity and delivers hard results in terms of measured footfall. We aim to continue with a tactical campaign in 2011 and 2012 for the domestic market and will be approaching other transport providers (including cross-channel carriers) for partnership campaigning.



INTERNATIONAL CAMPAIGN

We actively target the near European markets of France, Belgium, Netherlands and Germany and thanks to our successful "GREET" and "CAST" Interreg bids our activity in France is now much enhanced. The Intereg partners govern activity within these bids but there are many options for our investors to be involved, including exhibitions, eCRM, press visits and travel trade activity. In 2009 our European campaign generated €1.3m worth of press coverage (AVE) and 69 tours with European operators, with one operator bringing in over €1m worth of business to Kent.

Our legacy from the Begin Your Adventure activity continues in the US with a predominately trade focussed campaign. We proactively target the key

wholesalers and operators in the USA (and their UK-based counterparts), whilst also hosting journalists and promoting a dedicated US website. In terms of emerging markets we currently participate in Tourism South East's Go Asia campaign.

MY KENT



We have made a brave step in the world of destination marketing! Rather than presenting potential visitors with "official" tourist information about the county we have passed the promotional power over to our residents and past visitors. These "fans of Kent" have been sharing their pride and passion for the county through providing inspirational stories, highlighting hidden gems and sharing inside information. The site backing up this initiative, www.mykent.co.uk, is the ground-breaking new user generated content website which was initially built to support the stories of the characters featured in the Kent Contemporary campaign. The site has grown (and will continue to grow) beyond just the characters in the campaign and gives residents (and past visitors) a platform to share their enthusiasm for the county. The site contains information from official "Faces of Kent", as well as word of mouth recommendations from residents and visitors, inspirational images and moving footage.

WHAT'S INCLUDED IN THE CAMPAIGN SUPPORTER PACKAGE?

Enhanced Core Activity	
Visit Kent Magazine	<ul style="list-style-type: none"> Enhanced editorial coverage across all editions ** Enhanced advertising for the Visit Kent Magazine is an additional cost
Digital	<ul style="list-style-type: none"> Rotating banner for 1 month on www.visitkent.co.uk (month and page to be agreed in advance) Guaranteed large image representation on relevant pages Enhanced content in relevant sections throughout the site Images hosted in Visit Kent's Flickr image library (images to be supplied by partner)
Domestic PR	<ul style="list-style-type: none"> Inclusion in press trip proposals Inclusion in relevant press releases
Domestic Trade	<ul style="list-style-type: none"> Inclusion in familiarisation visit proposals Guaranteed coverage on www.visitkent.co.uk/trade Guaranteed inclusion in sample itineraries Guaranteed imagery in Group Travel Guide (produced in association with Group Travel Organiser Magazine) Representation by Visit Kent at domestic trade networking events e.g. Coach Tourism Council and Group Travel Organisers Association
Campaign Activity	
Kent Contemporary	Only available to campaign sponsors
Tactical campaign	Supporting imagery across campaign activity (in 2010 this included website, brochure, posters etc)
International campaign - Europe	<p>ECRM</p> <ul style="list-style-type: none"> Inclusion in one enewsletter to French, Dutch and German consumer databases (month to be agreed in advance) <p>Digital</p> <ul style="list-style-type: none"> Rotating banner for 1 month on French, Dutch and German websites (month to be agreed in advance) Guaranteed large image representation on relevant pages on French, Dutch and German websites Enhanced content in relevant sections throughout the French, Dutch and German sites Featured on cross-channel website (exact details tbc) <p>Consumer</p> <ul style="list-style-type: none"> Guaranteed inclusion in copy for joint Kent/Nord pas de Calais events supplements with KM (10 per year) Guaranteed inclusion in copy for joint Kent/Nord pas de Calais events supplements with Voix du Nord <p>Exhibitions/Events (travel and subsistence to exhibitions at own cost)</p> <ul style="list-style-type: none"> Literature distribution at Tourissima, Vakantiebeurs and Zenith Opportunity to attend reception at British Ambassadors Residence in Brussels

	<p>Trade</p> <ul style="list-style-type: none"> • Proactive targeting of French, Dutch, German and Belgian wholesalers and key operators • Representation on-territory in Germany by Dr. Patrick Patridge • Representation on-territory in Holland by House of Britain • Representation by Visit Kent at Travel the Workshop, Brussels • Inclusion in familiarisation visit proposals • Inclusion in trade pack (prime location in pack) • Guaranteed inclusion in French, Dutch and German sample itineraries • Representation by Visit Kent at European trade networking events e.g. European Tour Operators Association, UKinbound <p>PR</p> <ul style="list-style-type: none"> • Inclusion in press trip proposals • Inclusion in relevant press releases • Representation by Visit Kent at VisitBritain's Meet the Press event (Amsterdam) • Representation by Visit Kent at VisitBritain's Meet the Press event (Brussels)
<p>International campaign - USA</p>	<p>Trade</p> <ul style="list-style-type: none"> • Proactive targeting of US wholesalers and key operators • Representation by Visit Kent at Britain Marketplace, New York City • Inclusion in familiarisation visit proposals (where appropriate to the market) • Inclusion in sample itineraries (where appropriate to the market) • Inclusion in trade pack (prime location in pack) • Representation by Visit Kent at trade networking events e.g. UKinbound <p>PR</p> <ul style="list-style-type: none"> • Inclusion in press visits where relevant <p>Digital</p> <ul style="list-style-type: none"> • Rotating banner for 1 month on US website (month to be agreed in advance) • Guaranteed image representation on relevant pages on US website • Enhanced content in relevant sections throughout the US site

ADDITIONAL OPPORTUNITIES

Additional opportunities will arise on an ad hoc basis throughout the year and these will be communicated to our investors. These opportunities may incur an additional cost.

These additional opportunities include:

VISIT KENT MAGAZINE – 2011

As part of your core benefits you receive a free listing within the Visit Kent Magazine. Enhanced advertising/advertorial can be purchased at an additional cost. A separate rate card will be available shortly and sent to all investors. Our investors will receive a discount on the rate card.

BEST OF BRITAIN AND IRELAND - 2011

Traditionally we have had a large Kent presence at this dedicated travel trade show and we will continue to do so for 2011. The show takes place at the NEC in Birmingham in March. A separate rate card for participation will be available shortly and sent to all investors.

KENT 2020 - 2011

Kent's own business to business event held at the Kent County Showground. Last year we had a dedicated "Tourism Zone" within the show and we will be purchasing the same space for 2011. A separate rate card for participation will be available shortly and sent to all investors.

GOLF CAMPAIGN

The main objectives of our golf campaign are to permanently position Kent as a leading golf destination, to develop the Kent golf tourism product by connecting tourism activity in order to broaden the appeal to a more diverse market, to support the Kent courses and Regal golf Coast, to exploit the opportunities presented by the Open Golf Championship in 2011 and to encourage people visiting Kent to stay overnight (to spread the economic benefit throughout the region by linking the golf offer with appropriate tourism product to encourage longer stays). These objectives are being achieved through a wide range of activities, all of which are open to investor involvement. If you wish to participate in our golf campaign districts can participate at a cost of £2,000 and Golf Courses at a cost of £500. You will receive coverage in the following activity:

	Activity date
Consumer	
Prominent feature on www.visitkentgolf.co.uk	ongoing
Feature in new Kent Golf magazine (likely post Open)	2011
Dedicated insert into Kent Golf Magazine – distribution to golf clubs in UK and consumer shows	2011
Priority inclusion into golf e-newsletters 3 per annum dedicated database of golf consumers 4k	3 per annum
Opportunity for exposure via competition – data capture activity online and via reader offers	ongoing
Trade	
Exposure to key trade contacts on golf tourism in Europe via Visit Kent membership of IAGTO	ongoing
Profile at dedicated golf shows in Europe and UK <ul style="list-style-type: none"> • Valencia November 2010 & 2011 • Stockholm Feb 2011 • Rhein Golf – Cologne March 2011 • Salon du Golf – Paris March 2011 • Scottish Golf show – glasgow – March 2011 • Golf Live Event – London Golf Club May 2011 	2010-2011
Inclusion in trade e newsletters sent to trade database of dedicated golf tour operators	2 per annum
Hosting opportunities for trade visits – tour operators seeking to build Kent golf packages	Ongoing development
Press and PR Activity	
Feature opportunities with Visit Kent Golf PR Agency – Landmark Media	2010/2011
Priority exposure to visiting golf press opportunity to host in exchange for feature. Current interest from leading golf journalists in run up to Open an estimated 10 press visits are planned in 2010 and 12 in 2011	2010/2011/2012
Open Golf 2011	
Kent Marquee – opportunity for investor profile	July 2011

THE MARKETING STEERING GROUP

Our domestic activity in 2010 has been predominantly funded by KCC and the activity has been focussed around the Kent Contemporary campaign. A campaign working group of marketing professionals from across the industry was set up to help steer the campaign. This group has met on a regular basis and has been instrumental in delivering a successful campaign in 2010. As the funding streams for the campaign activity will be different in 2011 and 2012 it is our intention to widen this group to ensure our investors and industry leaders have an opportunity to input into the direction of the campaign.

Objectives of the group:

- To enable Visit Kent Investors to have more ownership over the marketing programme
- To encourage stakeholder buy-in to the marketing programme
- To enable marketing knowledge and skills to be shared across the industry
- To encourage take up of the new Kent brand
- To help steer the Digital Strategy for 2011 and 2012

NEXT STEPS

We will be in contact with you shortly with the aim of arranging a meeting. In the meantime if you have any questions, or would like to sign up immediately, please contact me at lynette.clark@visitkent.co.uk or call 01227 862791.