



Case Study: The Crown Inn

Marketing Advice

Business: The Crown Inn – country fine-dining bistro and B&B

Website: www.thecrowninnstoneinoxney.co.uk

Owners: Chris and Nicki Conrath

Opened: 2009

Advice sought: marketing and refreshing proposition for guests

Chris Conrath: “We are very hands on with Nicki creating all our dishes from scratch using traditional methods – whether its a delicate dressing, retro 70s dishes with lashings of calvados and double cream, a wonderful selection of puddings, including ice creams, or our popular gloriously fruity and nutty sodabread. Our approach, much appreciated by our guests, has not left a lot of time to develop our website and marketing initiatives.

Peter Birnie, of Visit Kent Tourism Advisory Service, spent three hours with Nicki and Chris discussing their marketing needs and drawing up an action plan.

They are now working through his suggestions from broadening their wine list to match their wide range of dishes to updating the business website and seeking accreditations in key publications such as the Michelin and AA guides.

For tourism business advice from the Visit Kent team, please visit www.visitkentbusiness.co.uk or call 01227 812900.

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