



## Kent Tourism Business Barometer January 2006

### Welcome to the first business barometer of 2006!

This year we will be reporting throughout the whole year so you can keep track of developments in the industry during every month of 2006. A big thank you to the 24 businesses who participated this month. Remember that by filling in all 12 questionnaires you will be entered in the prize draw for the crate of Kentish wine! The more responses we receive the more accurate the data is for everyone so please ensure to fill in the monthly short questionnaire. For enquiries regarding the Kent Tourism Business Barometer please contact Sarah Belsom on 01622 221636 or email [sarah.belsom@kent.gov.uk](mailto:sarah.belsom@kent.gov.uk)

### January 2006

- Kent Attractions down by 14.3%
- Kent Carriers down by 3.8%
- Kent TIC's visits down by 0.7%

### Attractions

Kent's attractions saw a dip in visitor numbers by 14.3%, which can be attributed to the time of year and the weather. Many attractions are not open during the winter months, but those who are reported the strength of the pound to be a concern as well as poor weather. The events of last year such as SeaBritain and VE Day celebrations were considered positive for business.

### Carriers

Carriers saw a drop of 3.8% in passenger numbers in the month of January, this was largely attributed to a drop in the car market. Non UK passengers were mainly French, followed by Belgian and German. Two operators reported their continental market to be better than January 2005.

### TICS

TICs have seen an overall drop in visitor numbers compared to last year. Again this was attributed to poor weather and the time of year. The majority of those questioned felt expect visitor numbers to rise over the course of the year.

<b>Increase</b>	<b>%</b>
Canterbury	4.9
Dover	12.9
Whitstable	83
Gravesham	16.4
Margate	34.6
Maidstone	12.4

<b>Decrease</b>	<b>%</b>
Ashford	0.2
Ramsgate	36.8
Broadstairs	3.1
Herne Bay	32
Tunbridge Wells	24.8
Medway	8.1

### **News**

- We are delighted to have Villy Pereboom join the KTA as E-Business Manager. Villy's remit is to look at how technology can be used to increase visitor stay and bookings for accommodation and attractions.
- Not only will we have the 2012 Olympic Games on our doorstep, Kent has now attracted the high profile Tour de France in 2007 which will be ending in Canterbury.
- Kent Merchandise is still available so stock up on polo shirts, t-shirts, baseball caps, visors, fleeces and sweatshirts.

### **Events**

- Winter Treasure Trail – Leeds Castle and Gardens
- New Year's Day is Feeding Day! – Port Lymphe Wild Animal Park

### **News from VisitBritain**

#### **Chairman of VisitBritain Steps Down**

Lord Marshall of Knightsbridge today announced that he will step down as Chairman of VisitBritain at the end of June 2006. He was appointed Chairman-designate in September 2004 and took up the chair in January 2005 but has stepped down due to increasing commitments of his other chairmanships.

Lord Marshall gave the following statement 'Tourism is a vital and growing aspect of Britain's economy and I am very glad to have worked with VisitBritain in this recent period, strengthening our international presence and effectiveness and building on the importance of the visitor economy,' said Lord Marshall.

