

Visit Kent

Sustainable Tourism: Consumer Messaging Guide

A GUIDE FOR TOURISM BUSINESSES ON CONSUMER FACING MESSAGING ON
SUSTAINABLE TOURISM IN KENT - MAY 2023

#PactsForImpact



BACKGROUND

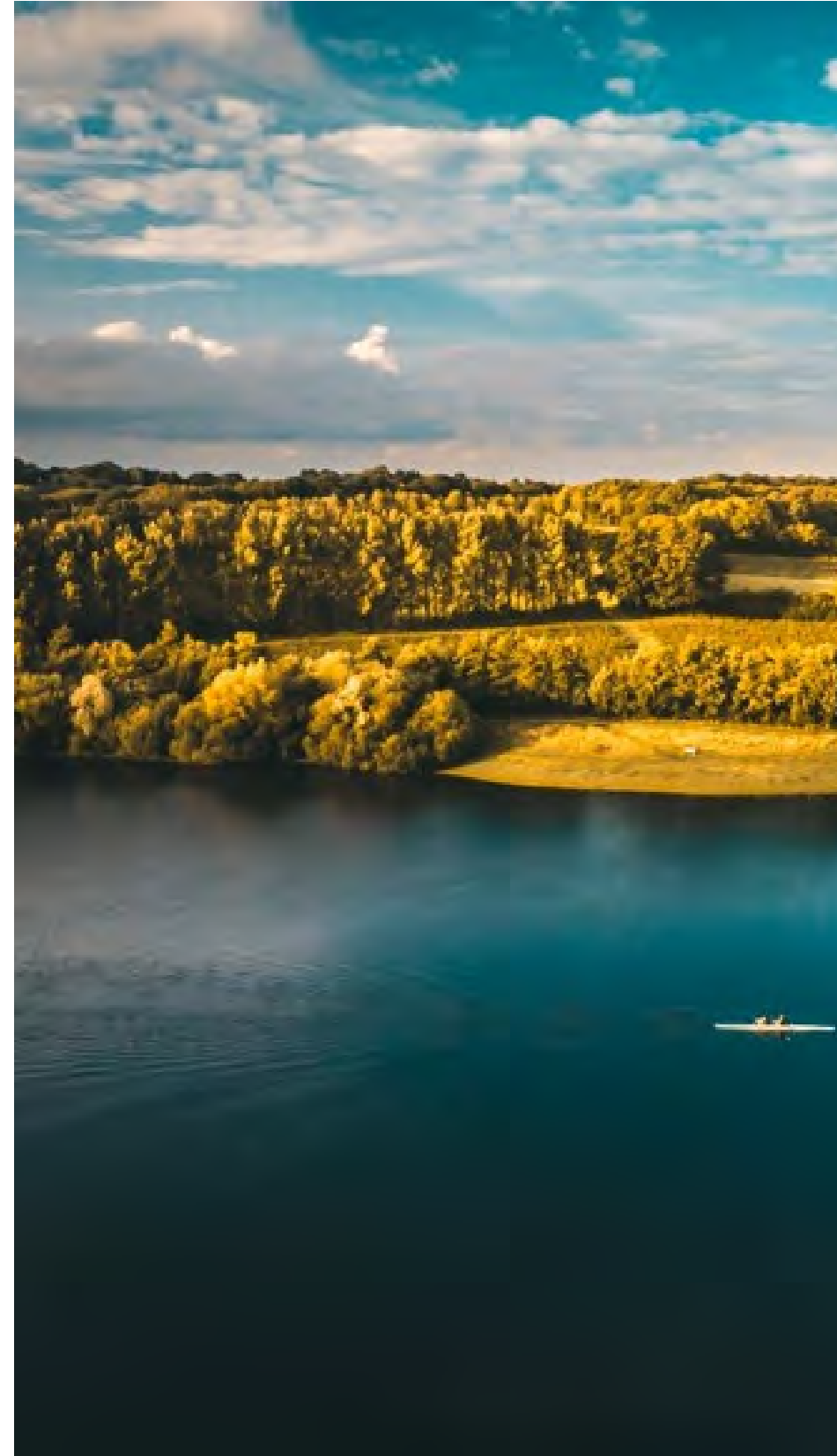
This document aims to guide your consumer facing messaging on the subject of sustainable tourism in Kent. It sets out issues to be aware of, guiding principles for communications on sustainability, as well as a series of messages, linked to the themes outlined in the Sustainable Tourism Action Plan.

This approach considers, but is not exclusive to, communications messaging via the following channels:



- **WEB EDITORIAL**
- **SOCIAL MEDIA**
- **E-NEWSLETTERS**
- **PR**
- **EVENTS**
- **INTERNAL COMMUNICATIONS**

“TOGETHER WE COMMIT TO A BRIGHTER FUTURE FOR TOURISM IN KENT, ONE BUILT ON SHARED, INTERNATIONAL GOALS TO RECOVER AND ENHANCE THE ECONOMY, THE WELLBEING OF OUR COMMUNITIES, AND OUR IRREPLACEABLE NATURAL ENVIRONMENT.”



POTENTIAL ISSUES

Greenwashing

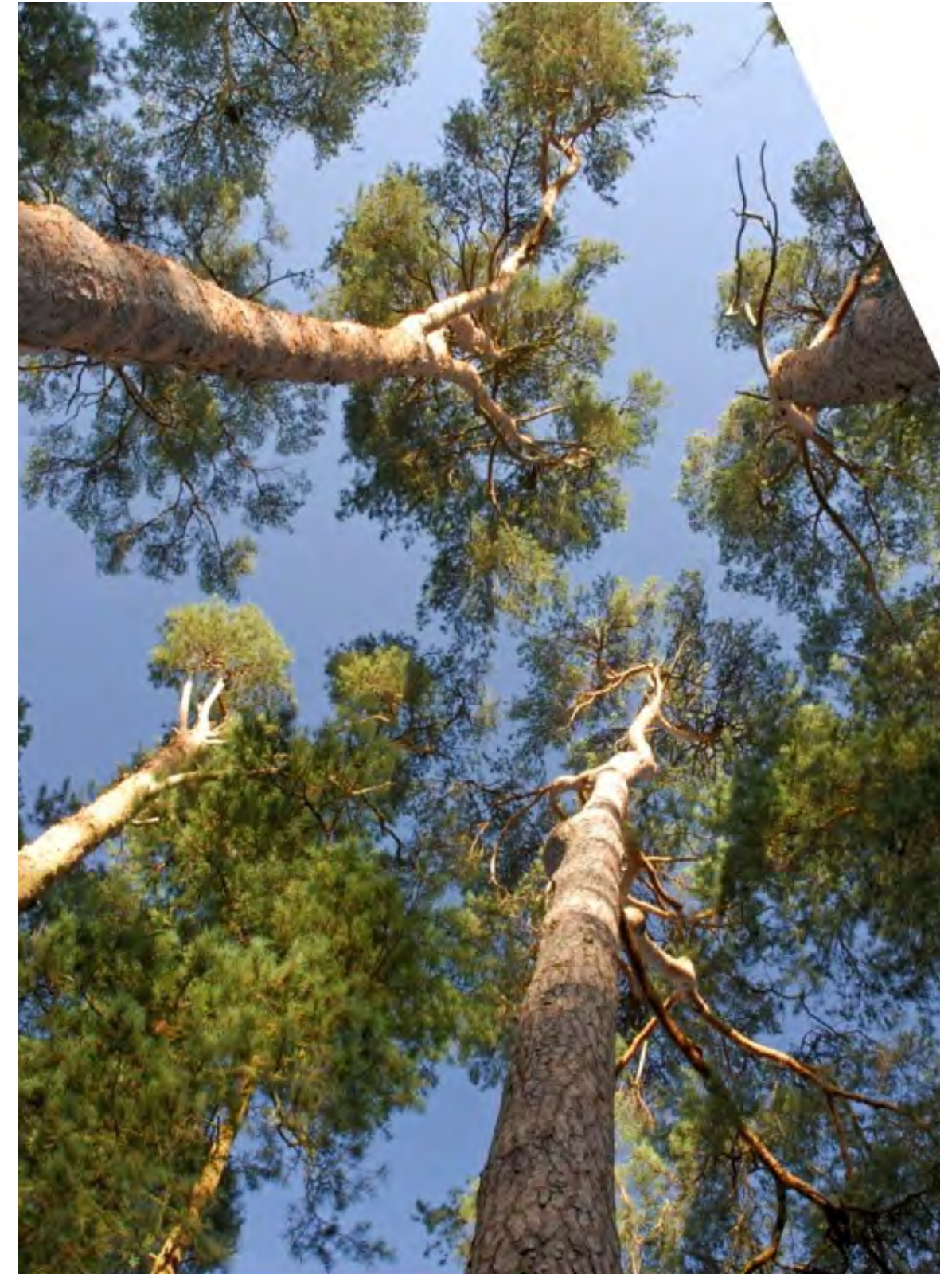
Greenwashing is a key issue when considering sustainability communications. It is defined as “misleading or deceptive publicity disseminated by an organisation so as to present an environmentally responsible public image”. The term was coined in 1986 as a result of the "save the towel" movement by hotels who were placing signs in rooms asking guests to reuse their towels in order to protect the environment.

In 2021, the Competitions and Markets Authority (CMA) published the Green Claims Code. Since then it has begun investigating the eco-friendly and sustainability claims of fashion brands as well as FMCG brands. Other investigations will undoubtedly follow and companies are being scrutinised like never before, not just by industry bodies, but by consumers too.

The Green Claims Code is a list of six key principles designed to prevent businesses from making misleading environmental claims about their products and services. The Code states that green claims must:

- **Be truthful and accurate – without exaggeration**
- **Be clear and unambiguous**
- **Not omit or hide important/relevant information – it must tell the whole story**
- **Be fair and meaningful, if they include comparisons**
- **Consider the full life-cycle**
- **Be substantiated with credible evidence**

The Government has produced additional resources including a video, claims checker and quiz, which [can be accessed here](#).



POTENTIAL ISSUES

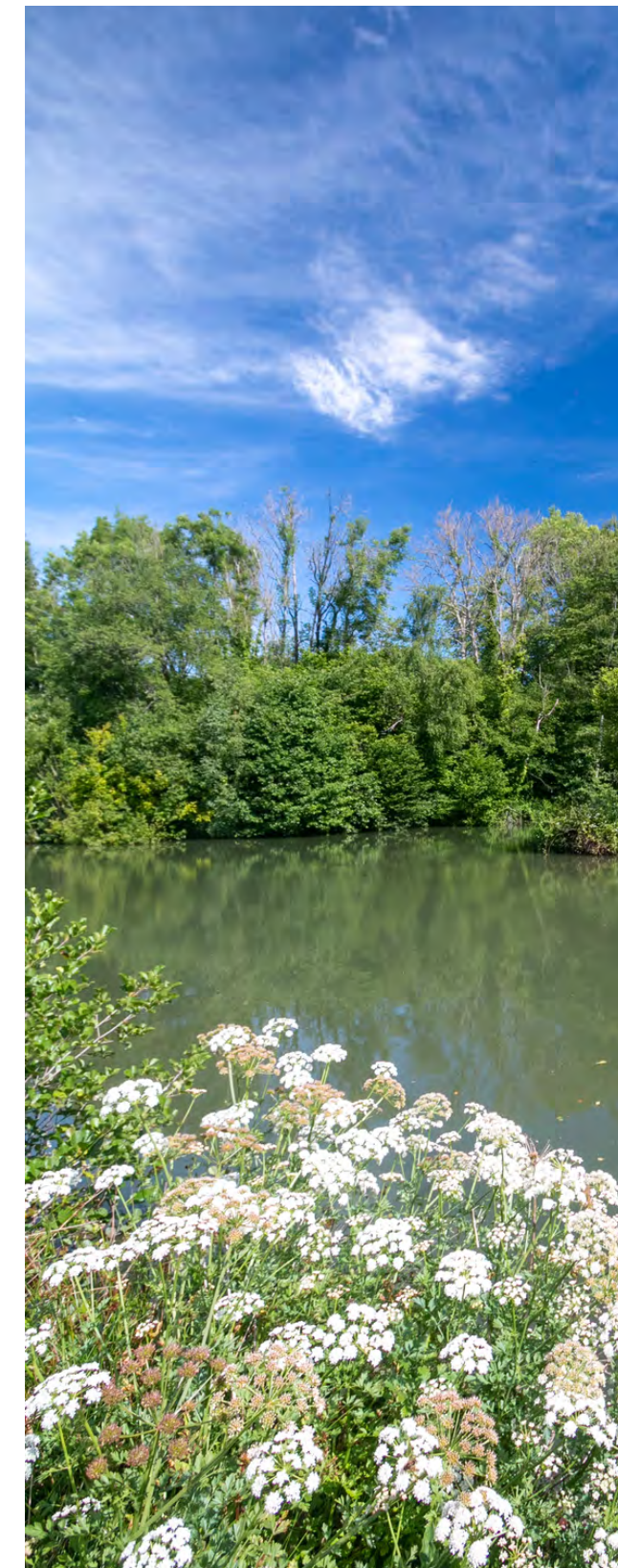
In February 2023, the Committee of Advertising Practice (CAP) published new guidance on the use of the terms carbon neutral and net zero which have serious implications. Companies will need to avoid using unqualified terms like these.

They will also need to include accurate information about whether a company is actively reducing emissions, or offsetting and if future goals are included, they need to be backed up with a verifiable strategy to deliver them.

Greenhushing is also on the rise too. This is when an organisation sits quietly without communicating the sustainability information it has about its product or services for fear of being criticised. This is not encouraged. Instead, organisations should feel confident to tell their sustainability story to consumers openly, transparently and truthfully.



Ensure all staff in marketing roles dedicate 20 minutes or less to reading this page of resources on Green Claims, and complete the quiz at the end of the page: greenclaims.campaign.gov.uk



8 PRINCIPLES FOR KENT'S SUSTAINABILITY COMMUNICATIONS

In order to best resonate with the consumer, messaging needs to be:

1. **STORY BASED** – real life examples and reviews of more purpose-driven businesses in action and the faces behind them (business owners and visitors) will better resonate with consumers, especially if those stories demonstrate that their holiday experience will be improved as a result (see next point).
2. **IMPROVED EXPERIENCES** – designing tourism experiences that are better for people and planet, and developing business values that are more thoughtful, should always result in better experiences for consumers. This is number one. It must be a win win for all involved and this is our focus in communications. The customer needs to see that sustainable tourism leads to a better holiday, whether that be by eating tastier, local produce; hearing real, authentic stories from local people; seeing the beauty of regenerative nature in action or feeling a deeper connection with a business and a brand that cares about its climate impacts.
3. **CONSISTENT AND EMBEDDED** – messaging needs to be woven throughout all communications and all channels, embedded into the DNA of the organisation. This helps to ensure authenticity and also ensures the messages resonate more clearly.
4. **HONEST AND TRUSTWORTHY** – organisations must be truthful and transparent – if not they risk facing scepticism and criticism among consumers and the media. Avoid over claiming and exaggerations, speak honest truths.



8 PRINCIPLES FOR KENT'S SUSTAINABILITY COMMUNICATIONS

5. **ACTION DRIVEN** – actions do speak louder than words. Showing what you've done in action, via photograph, film or clear, simple data showing the impact you've had, will always be worth a thousand words.

6. **FUN** – sustainability shouldn't be boring. Communications need to be fun and appealing in order to engage consumers and thus be taken seriously.

7. **COLLABORATIVE AND INCLUSIVE** – solving the climate and biodiversity crisis is not something any of us can do single-handedly. We need to support each other, celebrate each other's wins and bolster our neighbours. No one should be excluded and everyone should be made to feel welcome. Our sustainability communications must contribute to building a cohesive, inclusive community focussed on the important goal of positively impacting nature, climate and community.

8. **EMOTIONALLY CONNECTS** – brands with purpose consistently build better emotional connections with their customers. Talking with a 'real' voice and a humble, accessible tone will help make your organisation seem less 'corporate' and more approachable. Be very clear about your core purpose and communicate that openly in order to build that connection.



GUIDANCE FOR SUSTAINABILITY COMMUNICATIONS

In terms of outlining positive strategies for communicating sustainability actions, organisations are recommended to take a dual approach: ensuring an equal balance of the two key areas below:

1

Educational

- Provides a 'call to action' for visitors, with information about how they can make a difference
- Content needs to be short, simple, user-friendly and easy to engage with
- Positive, not 'preachy' or guilt-ridden
- Should complement consumers' understanding of sustainability at home and in other aspects of their lives

2

Inspirational

- Focus is on our IMPACT HEROES
- Provides visitors with exciting examples of sustainability initiatives from the Kent tourism community
- Is story based and includes as many 'real' people, faces and tales as possible
- Showcases how sustainable tourism also equals more enjoyable, authentic holiday experiences for the visitor (as well as positively impacting communities, nature and climate)
- Mobilises and inspires visitors to want to act and make ethical choices
- Promotes the belief that the Kent tourism community 'is something I want to be a part of' i.e. to actively plan a trip to Kent



GUIDANCE FOR SUSTAINABILITY COMMUNICATIONS

These two types of messages should work in synergy with each other – the educational message providing the call to action and the inspirational message offering secondary detail and proof points as to how the consumer can make an impact. The first is the ‘what’ and the second is the ‘how’. So as to avoid ‘reader overwhelm’, employ ‘content layering’ (start with simple messaging and gradually adding layers of detail).



EXAMPLE OF CONTENT LAYERING

“Go LOCO2 - Swap the car for the train when you visit Kent and enjoy the ride [=first layer].” “Check out Southeastern’s great summer offers and use their [carbon calculator](#) to compare the environmental impact of your journey by train and by car to see how you can make a difference with your travel choices [=second layer].”

“On average, carbon emissions from cars are three times higher than that of a train. In fact, just one journey switched from car to train by everyone taking a leisure trip this year could reduce carbon emissions by over 1 million tonnes CO2, or a 17 percent reduction in total annual emissions from leisure trips, according to a study by UCL in 2022. [1][=third layer – may also link off for more information].

[1] <https://www.forbes.com/sites/carltonreid/2022/10/13/motorists-switching-to-bicycle-or-train-for-one-car-trip-per-week-make-big-reduction-in-emissions/?sh=40d58c345450>

Quantitatively Impactful



There is a third set of messages that can be rolled out once the targets in the collective action plan, and within your own business’s sustainability action plan, start to be reached. As you generate useful data on your positive impacts - annually or over greater time periods – you can begin to communicate this to consumers and other stakeholders. This can be done through the use of an Impact Report.

KEY MESSAGES

Our Kent Sustainable Tourism Action Plan brings together businesses, the community and visitors in order...

"...TO POSITIVELY IMPACT COMMUNITY, CLIMATE AND NATURE."

Our top six key messages are:

1. Tourism's life support systems: climate, nature and communities are the very basis upon which our memorable experiences as visitors are built.
2. The rapid loss of biodiversity and the climate crisis threaten these life support systems and the future of our leisure time experiences.
3. Tourism, and we as tourists, has the power to positively impact nature, climate and communities.
4. We need to work together as responsible holiday providers and responsible travellers to make sure our holidays do more good and a lot less harm.
5. More sustainable tourism equals more enjoyable, authentic, distinctive holiday experiences (as well as positively impacting communities, nature and climate).
6. As visitors, we strive to leave the places we visit in Kent, even better than when we arrive and to have amazing, memorable experiences that have responsible, sustainable tourism at their heart.



KEY PRIORITY AREAS

The Kent Sustainable Tourism Action Plan outlines key steps that Visit Kent, alongside local tourism businesses and other key partners can take between now and 2030, to play our part in an efficient and just transition towards Net Zero and a nature positive future. The detailed plan sets out 14 different action areas but we have identified three key priority actions for Kent's visitor economy.



FOOD FOR GOOD



Reduce food's climate and nature impact by actively increasing local, seasonal, organic and plant-based options on menus and increasing demand by celebrating Kentish produce.

GO NATURE POSITIVE



Pilot an innovative nature pay back scheme – 'Back to Nature' – encouraging visitors to 'pay it back' to Kent's nature and wildlife, supporting regenerative projects that increase biodiversity.

GO LOCO2



Shift visitors to low carbon and active travel when travelling to and around the destination by making it easier for visitors to find information and to choose these options.

WIDER MESSAGING & LAUNCH

UN Sustainable Development Goals

Although not widely recognised among consumers, it is also worth bearing in mind that our sustainable tourism action plan has been built upon the UN Sustainable Development Goals. Our plan addresses 10 of the possible 17 goals.

Launch & Leaders

The launch pad for Visit Kent's sustainable tourism marketing is the Pact for Impact, which marks the official launch of the Sustainable Tourism Action Plan and all subsequent sustainability focussed communications in the Kent tourism community.

This is supported with the [Act for Impact Tourism Working Group](#), a collaborative group of key sustainability leaders from the Kent tourism industry, public sector and nature conservation organisations who are committed to leading Kent's sustainable tourism programme around a central goal:

“...TO POSITIVELY IMPACT COMMUNITY, CLIMATE AND NATURE. TOGETHER WE COMMIT TO A BRIGHTER FUTURE FOR TOURISM IN KENT, ONE BUILT ON SHARED, INTERNATIONAL GOALS TO RECOVER AND ENHANCE THE ECONOMY, THE WELLBEING OF OUR COMMUNITIES, AND OUR IRREPLACEABLE NATURAL ENVIRONMENT”



HEADLINES & HASHTAGS

Pacts for Impact

As well as our wider leadership level commitment or ‘Pact for Impact’, at a business and visitor level we are focussing on driving and promoting our Pacts for Impact message (additional ‘s’ on ‘Pacts’). Each and every action that aligns with our Sustainable Tourism Impact Indicators can be part of our ‘Pacts for Impact’. However big or small, every time we ‘act’, we are committing to a positive collective, impact. It is these small acts that lineate the collective, overarching pact towards greater positive impact for Kent’s nature, community and climate.

The businesses living this out will be our **IMPACT HEROES**. Visitors can also act too. A collection of small, individual or business level actions or acts will help result in the level of change required to make a difference. The idea of Kent’s community of businesses, visitors and Visit Kent coming together for cohesive action is a powerful one. It will also help develop a feeling of ‘everyone in it together’ – businesses, visitors, communities, local authorities and Visit Kent.

#PactsForImpact



[DOWNLOAD LOGO HERE](#)

There’s also an opportunity to continue celebrating existing campaigns such as:

- **Respect, Protect, Enjoy**
- **It’s in Our Nature**


Kent Green Action – This is Kent County Council’s campaign to connect people with nature, and inspire everyone to take action to improve our environment. The sustainable tourism action communications should support and amplify this campaign e.g. using it as a hashtag on social media


Pre-existing hashtags to reference where relevant:



#VisitKent	#BacktoNature
#SustainableTourism	#FoodieTravel
#SustainableTravel	#ActiveTravel
#ResponsibleTourism	#AccessibleTravel
#ResponsibleTravel	#VeganTravel
#SlowTravel	#CyclingHolidays
#ConsciousTravel	#WalkingHolidays
#NaturePositive	#PositiveImpact
#NaturePositiveTravel	#ImpactforGood
#ItsInOurNature	#RespectProtectEnjoy



MESSAGING MATRIX



Our Sustainable Tourism Action Plan outlines key steps to take between now and 2030 to help with an efficient and just transition towards Net Zero and a nature positive future. The messaging below has been written for use by relevant stakeholders and tourism businesses communicating on the issue of sustainable tourism in Kent. Messages have not been word smithed for use with a particular communications channel but instead aim to act as a directional thought starter for wider content. Messaging can be tailored and integrated into tourism businesses’ ongoing activity and tone of voice.



MESSAGING THEMES	INDICATORS	ACTIONS	MESSAGES
CLIMATE			
TRANSPORT GO LOCO2 	1. Lower carbon transport – arrival method	i. Encourage more domestic visitors to arrive by train instead of car ii. Encourage more arrivals by bus iii. Encourage inbound visitors (reachable overland) to reduce flights iv. Encourage the use of electric cars by promoting electric car charging points and information about electric car hire	<ul style="list-style-type: none"> Go LOCO2 - Swap the car for the train when you Visit Kent and enjoy the ride Kent Connected website Examples of places/events reachable by train Promotions and offers e.g. Southeastern Go LOCO2 - Swap the car for the bus when out enjoying Kent and enjoy the ride Kent Connected website (NB For local residents) Examples of places/events reachable by bus Flight free travel – Visit the Garden of England Stay for longer – you benefit from a slower, more relaxing break whilst having a more positive impact on Kent’s nature and communities Examples of offers etc from European destinations and overland flight/free transport companies e.g. ferry and Eurotunnel partnerships Travelling by electric car? Make it easy with places to stay and places to visit in Kent, all with electric charging points Promotion of Zap-Map to find nearest charging points
	2. Lower carbon transport – whilst in Kent	i. Encourage bikes and e-bike use ii. Encourage more active travel activities for visitors and residents <ul style="list-style-type: none"> Walking 	<ul style="list-style-type: none"> Visit Kent for a (wheelie) cycle-friendly destination As part of our sustainable tourism focus, more and more Kent accommodations are now offering bikes for guests to get explore local sights on two wheels [insert examples] Examples of local businesses that are a Cycle Friendly Place via Cycling UK’s accreditation scheme Kent has beautiful walks to discover for all ages and all interests



		<ul style="list-style-type: none"> • Cycling <p>iii. Encourage bus use</p>	<ul style="list-style-type: none"> • Get active and explore the beautiful Garden of England on foot throughout May, to celebrate National Walking Month • Have a greener, car-free holiday and enjoy all that Kent has to offer on foot or by bike • Explore the beautiful Kent Downs Area of Outstanding Natural Beauty (AONB) on foot #UpTheKentDowns campaign • Maps, photos, Explore Kent walking section, Kent Downs website, Kent Connected and other potential new digital platforms and apps • Kent has a network of wonderful cycling routes waiting for you to explore • Kent has a fast-growing collection of superb bike and e-bike tours to suit different abilities • Get active, hop on your bike and explore Kent on two wheels • Maps and photos of cycle routes in Kent • Kent Connected and CycleStreets • Details of Kent bike tours • Enjoy the ride. Swap the car for the bus when out and about in Kent • Kent Connected website • Examples of places/events easily reached by bus / shuttle bus
<p>ENERGY USE</p> <p>MAKE THE SWITCH</p> 	<p>3. Reduce energy use</p>	<p>Encourage visitors to reduce energy use</p>	<ul style="list-style-type: none"> • Help us reduce Kent's climate impact: turn off lights and appliances when not needed, just as you would at home • Celebrate Dark Skies Week – turn off your lights and get outside to marvel at the stars • Help us reduce Kent's climate impact: turn your heating down or off when out for the day - just as you would at home • Sleep well by choosing from a wonderful collection of places to stay in Kent that use green energy and are actively reducing their carbon footprint • Ask your Kent tourism provider / accommodation what they're doing to reduce their energy use and climate impact

<p>FOOD</p> <p>FOOD FOR GOOD</p> 	<p>4. Eat lower carbon foods (plant based, non-meat), organic AND seasonal / local</p>	<p>i. Encourage visitors to sample local, seasonal, organic and plant-based options on menus</p> <p>iii. Encourage visitors to sample the diverse and exciting local food and drink tourism experiences that are on offer, as well as food and drink events</p>	<ul style="list-style-type: none"> • Sample our delicious local food and drink produce when you visit Kent • Look out for fresh seasonal and organic food produce when in Kent: less food miles and a lot more flavour • Lower your impact on nature, heighten the impact on your taste buds by choosing more delicious, fresh, plant based food options when you visit Kent • If your accommodation is using local produce and more plant-based options leave a review to celebrate these positive impacts • Examples of local cafes, pubs, restaurants, farm kitchens and shops that: <ul style="list-style-type: none"> ○ Local, seasonal organic produce ○ Have increased plant based menu options and offer nature-friendly menus • Find local food producers at the Produced in Kent website. • Take a unique food or drink tour when in Kent and sample delicious local produce (give examples) • Visit food and drink festivals [insert name] to try delicious local produce and meet the inspiring people behind the scenes • Attend local markets [insert name] to find unique local crafts / produce and meet the artisans / growers behind the scenes
<p>WASTE</p> <p>SAY 'NO' TO WASTE</p> 	<p>5. Reduce waste</p>	<p>i. Encourage visitors to actively reduce waste (preventing, reusing and recycling)</p>	<ul style="list-style-type: none"> • Help us reduce waste in Kent: bring your shopping bags, reusable water bottle and coffee cup along on holiday • Download the Refill App to find local refill stations today • Help keep Kent green - avoid single use plastics when visiting, just as you do at home • Help keep Kent green - recycle rubbish when you visit, just as you would at home. If unsure of council policies check the website or ask your accommodation owner [insert further info] • Ask Kent tourism businesses what action they are taking to reduce their waste impact
	<p>6. Reduce food waste</p>	<p>Encourage visitors to reduce food waste</p>	<ul style="list-style-type: none"> • A third of our food is wasted. Reduce your 'food print' when on holiday in Kent and ask to take your leftover food home after your pub or restaurant meal • Reduce your 'food print' when on a self-catering holiday in Kent: buy what you'll eat so as to avoid leftovers and bring a cool box and ice packs to transport any leftovers at the end your stay • Check out the Too Good to Go app when visiting Kent – often you'll get the chance to sample tasty local produce, save pennies AND help reduce food waste
NATURE			
<p>NATURE POSITIVE INITIATIVES</p>	<p>7. More nature positive tourism initiatives – those that conserve, preserve and</p>	<p>i. BACK TO NATURE: a nature pay-back scheme for visitors</p>	<p><i>All messaging to be refined and confirmed once the details of the scheme are finalised and agreed.</i></p>

<p>GO NATURE POSITIVE</p> 	<p>restore landscapes, habitats and wildlife</p>	<p>ii. Encouraging nature positive initiatives among tourism businesses</p> <p>iii. Promote more local nature-positive tourism</p> <p>iv. Promote local nature-based visitor volunteering schemes</p>	<ul style="list-style-type: none"> • See the mini nature positive projects Kent’s tourism industry has implemented in its greens spaces. From wild meadows to giant bug hotels [examples only – insert real examples] our hotels, B&Bs and attractions [insert actual] have been busy as bees creating beautiful nature-friendly gardens for wildlife (and our guests!) to enjoy. • Visit Kent for tourism that is helping to conserve and regenerate nature (use this directly alongside examples to back it up) • Visit Kent – it’s in our nature (use this directly alongside examples to back it up) • Visit the Kent Downs to experience our unique and beautiful local landscapes • Go wild. Try something new when you Visit Kent with the <i>[insert nature-based experience]</i> • <i>[insert examples of]</i> nature-based experiences • Have a positive impact on Kent’s nature and take part in our volunteering opportunities on your next visit <i>[insert opportunities]</i> • #PactforImpact #Nature Positive #PositiveImpact
<p>OVER CROWDING</p> <p>AVOID OVER TOURISM</p> 	<p>8. Managing visitor dispersal to reduce negative effects on nature</p>	<p>Visit Kent to continue to adopt marketing approaches that disperse visitors and avoid overcrowding.</p>	<ul style="list-style-type: none"> • Avoid the crowds and experience more of what Kent has to offer by visiting in spring / autumn / winter <i>[delete as appropriate]</i> • Avoid the busy beach crowds by checking the Beach Check UK app • <i>[Insert examples]</i> of places to visit that differ from the main popular sites

<p>WATER</p> <p>CHERISH OUR WATERS</p> 	<p>9. Use clean water wisely and help protect and restore waterways / coastlines / marine environments</p>	<p>i. Visitors to take steps to minimise their water use</p> <p>ii. Reduce pollution of local waterways, coastlines and marine environments by ensuring contaminating substances don't reach drains and pipes</p>	<ul style="list-style-type: none"> • Help us reduce Kent's impact on climate and nature: choose shorter showers over baths • Help us reduce Kent's impact on climate and nature: use water wisely just as you would at home • Help us reduce Kent's impact on climate and nature: use towels and linen for longer, just as you would at home • Get active, enjoy Kent's beaches / rivers and help keep local waters clean and pristine – sign up for a local beach / river clean up • Beach clean-up examples (Million Mile Clean) and waterway cleaning days
<p>FORESTS</p> <p>STOP DEFORESTATION</p> 	<p>10. Help end deforestation with more ethical purchase choices</p>	<p>Minimise use of forest-risk commodities e.g. palm oil, soy, leather, rubber, cocoa, paper</p>	<p><i>No consumer messaging at this stage</i></p>
COMMUNITY			
<p>GOOD JOBS FOR LOCAL PEOPLE</p>	<p>11. Providing stable, fairly paid jobs for local people</p>	<p>Promote the fact that Kent's tourism provides fairly paid jobs for local people</p>	<ul style="list-style-type: none"> • Thank you. By supporting local businesses, your visit to Kent will help the local economy and provide fairly paid jobs to local people. • Buy local when visiting Kent. Supporting local businesses helps local people, gives you a better experience and can help reduce your carbon footprint too. • Be proud and celebrate our wonderful Kent produce – eat locally and support your local businesses when out and about in Kent.

<p>GOOD LOCAL JOBS</p> 			<ul style="list-style-type: none"> English Tourism Week
<p>WELLBEING</p> <p>WELL BEING MATTERS</p> 	<p>12. Ensure tourism contributes positively to local residents' wellbeing</p>	<p>Demonstrate to local people and visitors alike, how tourism in Kent can positively contribute to their wellbeing</p> <p>Visit Kent to support businesses to develop new authentic local experiences that contribute to wellbeing through research, advice and resources.</p> <p>Visit Kent to actively engage local residents in Kent's natural, cultural and heritage assets encouraging them to participate in more outdoor and creative activities on their doorstep. Support businesses by providing insights into the "Hyper Local" audience and opportunities through dedicated consumer content and resident campaigns such as the Kent Big Weekend.</p>	<ul style="list-style-type: none"> RESIDENTS: It's in our nature. Enjoy Kent's beautiful countryside. Get outside and feel the benefits. VISITORS: It's in our nature. Come and enjoy Kent's beautiful countryside and feel the benefits. RESIDENTS: Be a local tourist for the day and enjoy the wonderful wellbeing experiences Kent has to offer [insert examples]. Kent has a huge variety of creative experiences and activities on offer to benefit your health and wellbeing [include examples]. Experience the very best of Kent with the Kent Big Weekend..
<p>EQUALITY AND DIVERSITY</p>	<p>13. Ensure all staff / potential staff and visitors / potential visitors, feel welcomed</p>	<p>iii. Ensure diverse and representative marketing that is outwardly welcoming to all.</p> <ul style="list-style-type: none"> Consider photography carefully. Ensure diversity of panel speakers at events. Visit Kent and others, where relevant, to work with a diverse range of social media influencers. <p>iv. Actively promote local events, festivals and places that celebrate</p>	<p><i>Messaging here cannot be 'telling' but instead needs to be more 'showing' through:</i></p> <ul style="list-style-type: none"> Carefully chosen imagery Alignment and support of events that celebrate and support people from underrepresented communities Alignment with national calendar events Working with diverse social media influencers and other targeted marketing methods in order to reach diverse communities Messaging can then accompany these clear examples of action, but these more than any others, must be action led <p>Accompanying messaging examples:</p> <ul style="list-style-type: none"> 'We're proud to support xxx' 'At Visit Kent we are passionate about xxx'

<p>EQUAL + DIVERSE WORLD</p> 		<p>underrepresented groups within the local community, as well as those businesses who are finding ways to ensure diverse visitor groups are welcomed. Ensure the Kent Big Day out is promoted to and encourages diverse participation from businesses and visitors.</p>	
<p>CULTURAL HERITAGE</p> <p>CULTURE</p> 	<p>14. Impact on cultural heritage</p>	<p>Actively promote those tourist attractions that help preserve and conserve the local cultural heritage of the area.</p>	<ul style="list-style-type: none"> • Sustainable tourism in Kent is having a positive impact by helping to preserve and conserve our local cultural heritage, including our historic buildings [insert examples] • Heritage open days
<p>MANAGEMENT & IMPLEMENTATION</p> <p>COMMIT + COLLABORATE</p>	<p>15. Working Group – Act for Impact: to review progress of the sustainable tourism action plan</p>	<p>i. Visit Kent to establish a collaborative working group (Act for Impact Tourism Working Group) and publicly announce commitments to Sustainable Tourism Action Plan with a Pact for Impact</p> <p>iv. Share accurate, transparent sustainable tourism messaging with visitors and potential visitors via marketing channels</p>	<ul style="list-style-type: none"> • Visit Kent and [insert working group organisations' names] have launched its PACT FOR IMPACT • The co-signatories are members of the Act for Impact Tourism Working Group. • The Pact for Impact Working Group is committed to a newly launched Sustainable Tourism Action Plan and the central goal is: <ul style="list-style-type: none"> <i>“...to positively impact community, climate and nature. Together we commit to a brighter future for tourism in Kent, one built on shared, international goals to enhance the economy, the wellbeing of our communities, and our irreplaceable natural environment.”</i> • <i>Here within this matrix of consumer messaging</i>

<p>REPORTING</p> <p>TRANSP- ARENCY</p> <p>+</p> <p>ACCOUNT ABILITY</p>	<p>16. Annual impact report</p>	<p>Publish annual impact report to track and report progress against each of this action plan's 16 indicators, as part of Visit Kent's annual review</p>	<p><i>Consider producing an infographic to communicate the impact report in a more consumer-friendly manner.</i></p> <ul style="list-style-type: none"> • Visit Kent, together with its tourism community, is proud of the progress it has made this year on its Sustainable Tourism Action Plan and the positive impacts that have resulted on nature, climate and the community. There's still much more to do and we'll continue to work with visitors and local businesses to make #PactsForImpact positively on nature, climate and community. • Our Impact Heroes have inspired us with the brilliant initiatives and positive impacts on nature, climate and our community. Thank you! • Thank you to all our visitors and local businesses who are playing their part to help tourism more positively impact our nature, climate and communities.
--	--	---	--

Contact Us

If you have any questions about our Sustainable Tourism Action Plan or would like to get involved please email:

enquires@visitkent.co.uk

Or visit the Visit Kent B2B website or social channels below.



[TWITTER](#)



[LINKEDIN](#)



[B2B WEBSITE](#)

PRODUCED IN PARTNERSHIP WITH KRISSY ROE - SOW GOOD CONSULTING



EUROPEAN UNION
European Regional
Development Fund



VISIT KENT
BUSINESS
GARDEN of ENGLAND

#PactsForImpact