



# The 149th Open, Royal St George's

Get your business ready



KENT GARDEN of ENGLAND [viskent.co.uk](http://viskent.co.uk)



*an amazing  
opportunity*

# SHINING A SPOTLIGHT ON KENT

## THE 149TH OPEN AT ROYAL ST GEORGE'S

The Open will be played at Royal St George's Golf Club, Sandwich from 12-19 July 2020.

The 149th Open will be the biggest sporting event in Kent's history. It is:

- Golf's oldest and most international major championship
- Expected to generate tens of thousands of spectators
- Forecast to have a local economic impact in the region of £100m

The Open represents an incredible opportunity for Sandwich, White Cliffs Country and the county of Kent as a whole to present a dynamic and diverse visitor offering to the world.

This toolkit will provide you with tips and the information you need to help your business make the most of this event and provide a warm welcome to the thousands of visitors expected to attend.

*an amazing  
opportunity*

# SHINING A SPOTLIGHT ON KENT

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# ARE YOU READY FOR THE 149TH OPEN?

Kent is set to come alive from 12-19 July 2020 when The Open returns to White Cliffs Country.

This guide has been developed to help you make most of the opportunity this prestigious event brings.

## **Getting your business ready**

For the first time since 2011 this iconic championship will take place at Royal St George's Golf Club, Sandwich.

We are expecting:

- An unprecedented media focus
- Hundreds of thousands of spectators
- A global TV audience of millions
- A terrific atmosphere of celebration

We will all want to showcase this fantastic destination and give our global visitors a warm welcome.

## **Information from Portrush, host of The 148th Open in 2019**

- 237,750 in attendance - 52% international spectators
- Two-thirds of spectators are likely to return to the area for a short break within a year
- 600 journalists and 1,500 broadcast staff deliver worldwide coverage of The Open
- Broadcast to 600m households in over 190 countries to a TV audience of 80 million
- 350 volunteers – off course/ meeting, greeting and welcoming visitors

## **The 149th Open brings excitement and great opportunities for Sandwich**

- Up to 6,000 staff working prior to, during and after the championship
- Championship day ticket sales at record speed
- An official temporary campsite will be close to Sandwich town centre
- Six week de-rig post event
- 200+ volunteers will be in the area to greet and provide assistance

All these people are potential customers and return visitors, let's make their experience so good that they can't wait to return!

# ABOUT THE EVENT

**Practice Days**

Sunday 12th July  
Monday 13th July  
Tuesday 14th July  
Wednesday 15th July

**Championship Days**

Thursday 16th July  
Friday 17th July  
Saturday 18th July  
Sunday 19th July

## DID YOU KNOW?

The 149th Open will be the 15th time Royal St George's Golf Club has hosted The Open Championship

**Hours of play:** TBC, estimated ranging between 6.35am - 9.25pm  
You'll find the tee times at [www.TheOpen.com](http://www.TheOpen.com) closer to the event.

**Transport**

A comprehensive transport plan has been created to allow both spectators and local residents to travel to and around the event with ease.

- **Sandwich railway station**
  - Improvements are being made to the railway station including a platform extension to allow for 12 car trains.
  - A dedicated walking route from the station will lead spectators to the course.
- **Spectator parking**
  - Park & Ride sites located in the areas surrounding Sandwich will be clearly signposted.
- **Resident parking**
  - Temporary parking changes will be made to support local traffic flow.
- **Infrastructure deliveries**
  - Management plans for delivery vehicles will be in place throughout event set up. HGVs will report outside of the town before being called forward via dedicated routes.

Stay up to date with the latest spectator travel advice at [www.TheOpen.com](http://www.TheOpen.com).

**Accommodation**

- It is expected that all accommodation within an hour of Sandwich will be fully booked
- The official Open Camping Village will be built close to Sandwich town centre and provide accommodation for family spectators.
- If you would like advice on letting your property during the event, contact [Enquiries@VisitKent.co.uk](mailto:Enquiries@VisitKent.co.uk) or [Golf@Dover.gov.uk](mailto:Golf@Dover.gov.uk).
- You may also wish to refer to The Open Accommodation Bureau website at [www.StayAtTheOpen.com](http://www.StayAtTheOpen.com).

**Learning from 2011 (The 140th Open)**

We have listened to feedback from local residents and businesses, following the event in 2011. As such, we have put measures in place to help local people go about their normal business.

Further information on all of these plans can be found at [www.Dover.gov.uk/TheOpen](http://www.Dover.gov.uk/TheOpen).



## Tip 1

# KNOW ALL ABOUT IT

### Know what resources are available

- Visit [www.TheOpen.com](http://www.TheOpen.com) for up-to-date spectator advice, guidance and travel updates.
- Join The One Club to get even closer to The Open and receive exclusive content - [www.TheOpen.com/The-One-Club](http://www.TheOpen.com/The-One-Club).
- Download The Open mobile app for live video and radio broadcasts.

### Top Tips for Spectators from:

[www.TheOpen.com/Spectator-Advice-2020](http://www.TheOpen.com/Spectator-Advice-2020)

- Download the mobile app and bring your headphones for the live video and radio broadcasts.
- The Spectator Village will feature locally-sourced and healthy food options, giant screens showing all the action as well as a dedicated kids play area.
- Complimentary left luggage facilities will be available in the Spectator Village.
- Dedicated 149th Open Accessibility Guides will be available for spectators, contact [Tickets@TheOpen.com](mailto:Tickets@TheOpen.com) for more information.
- Don't forget sunscreen and an umbrella!

### Talk to your Staff

- Newsletters: Circulate The Open newsletters around your team or print a copy and put it on your staff noticeboard.
- Team Meetings: It's not just about you being Open literate, make sure the staff around you are just as aware by hosting meetings where The Open is on the agenda.
- Open Champion: One person can take responsibility for being the champion so other staff members know who to come to for information.
- Plan what you want your staff to tell your customers and have a list of the key points which might be: How far away Royal St George's Golf Club is from your business. What your opening days / times will be during The Open. Where they can find more information.

### Come to our Business and Community Engagement Events

We will be holding a number of events in Sandwich to keep residents and businesses informed.

An information desk will be available at the Guildhall in Sandwich as follows:

9.30am to 10.30am

2019 - 3rd Oct, 7th Nov and 5th Dec

2020 - Every Thursday from 16th Jan to 9th July

Local business forum:

5th December 2019, 6pm - 8pm

Guildhall, Sandwich

Community drop-in sessions:

10th Feb and 11th May 2020, 11am-8pm

Guildhall, Sandwich

More information is available at [www.Dover.gov.uk/TheOpen](http://www.Dover.gov.uk/TheOpen).

## Tip 2

# BE OPEN READY

### Plan your sales and logistics

- How will you get customers in and out?:
  - Look at the tee off times: There are early starts - look to take advantage by opening early to catch the early risers heading to the course.
  - Plan to open later: Visitors will head into the town after the days' play ends. This is an opportunity to capture additional spend and show that we are open for business.
- Many visitors will leave early in the morning during The Open to catch their favourite players' early tee-off. If you offer breakfasts, open early or you could offer a cold breakfast that can be pre-ordered the day before.
- With play expected to finish around 9.35pm, depending on how the action unfolds that day, spectators will return late from the course. Consider extending your food service hours or provide your guests with information on where they can find food served late.
- Will you need extra staff to be working during the championship and if so how will you manage this?
- Will you need to increase orders and deliveries to cater for greater numbers?
- With extra traffic in the area, will you need to adjust your delivery times?
- Do you know when the anticipated surges in interest around The Open are likely to be?
- If you're going to offer a specific package, have you worked out all the details of what you want to offer?
  - Is there a minimum spend or booking period? What will customers get for their money?
  - How does what you're offering compare with the competition's packages?
- Look at upselling / increasing your sales
- Don't overcharge! Visitors may not return or recommend the area if they feel they have not received value for money and you may receive negative PR.



Royal St George's Golf Club, 18th hole

### Tip 3

## GET LICENSED

Licensable activity includes:

- Selling alcohol
- Providing entertainment, such as music, dancing or indoor sporting events
- Serving hot food or drink between 11pm and 5am

If you want to do any of the above and do not have a licence you can apply to your local Council for a 'Temporary Event Notice' (TEN).

To apply you must be at least 18 and your event must:

- Have fewer than 500 people at all times – including staff running the event
- Last no more than 168 hours (7 days)

You need a Temporary Event Notice (TEN) for each event you hold on the same premises and you can get up to 5 TENs a year. If you already have a personal licence to sell alcohol, you can be given up to 50 TENs a year.

For more information, contact your local Council.

Dover District Council: [Licensing@Dover.gov.uk](mailto:Licensing@Dover.gov.uk)

### DID YOU KNOW?

The 149th Open is the fastest selling Open Championship to date



Prince's Golf Club, Bloody Point - 5th of the Himalayas



## Tip 4

# REACH OUT TO GOLFERS

The Open naturally attracts golfers in large numbers to follow the competition. Has your business the potential to become more golf friendly?

Could you extend your opening hours to cater for those visitors all day?

### **Some ways to welcome golfers are:**

- Providing useful information, including:
  - Emergency telephone numbers
  - Championship information such as tee times, leader boards, etc.
  - Display daily weather forecasts clearly for all guests
- Prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day.
- Provide laundry facilities or a drying room for wet clothes.
- Factor the Championship Practice days into your planning, there's a whole week (and possibly more) of business opportunities.
- Consider working with complementary businesses to offer golf related packages.

### **Know your golf**

Did you know that Kent is home to over 100 golf courses? Find out more about your local courses here:

- [www.WhiteCliffsCountry.org.uk/Golf/The-Open.aspx](http://www.WhiteCliffsCountry.org.uk/Golf/The-Open.aspx)
- [www.GolfinKent.co.uk](http://www.GolfinKent.co.uk)
- [www.KentGolf.org](http://www.KentGolf.org)

### **Other championship events taking place in the local area in 2020**

1st July: Final Qualifying for The 149th Open – Prince's Golf Club, Sandwich

13th-15th July: The R&A Junior Open – Littlestone Golf Club, New Romney

29th-31st July: The Senior Amateur Championship presented by Rolex – Royal Cinque Ports Golf Club, Deal

These events are free for spectators and are a great opportunity to get close to the action, so why not come along!

Find out more at [www.RandA.org](http://www.RandA.org).

## Tip 5

# INTERNATIONAL THINKING

Golf is particularly popular in the USA, UK, Ireland and a host of European countries including France, Germany, Spain and Sweden, so your business may have the opportunity to welcome more international visitors than in an average year.

## DID YOU KNOW?

In 1894, Royal St George's Golf Club was the first venue outside of Scotland to host The Open

### Make international visitors feel at home

- International guests are less likely to be familiar with the surrounding area, if you are a tourism, hospitality or leisure provider make sure you are fully stocked with visitor guides and other literature.
- On your web and social media sites make sure good, clear directions are available for international guests with distances in kilometres as well as miles.
- Although some international guests will be able to speak English fluently, others may not. It could be useful if there were some staff that could speak the basics of different languages.
- Have universal chargers available for international guests to borrow.
- Although international guests will come to Kent to experience our local food, it may be good for cafés, restaurants and bars to also offer a variety of options and highlight fantastic local produce.



Walmer & Kingsdown Golf Club

## Tip 6

# GO THE EXTRA MILE

Most businesses offer good customer service. What can you do to make it great and help people leave with fantastic memories, recommend your business to friends and family and return again?

- Provide your team with the resources necessary to answer customer queries effectively. This could range from bus and train timetables, where to eat to other local information.
- Encourage and gather feedback- listen to what your customers have to say and act on it!
- Encourage your staff to be your customers' problem solvers and to go the extra mile to make their day run smoothly.
- Be proactive - anticipate your guests' needs before they ask you.
- Consider customer service training - great customer service is achieved by investing in your staff. Free England's Coast Ambassador Training for Kent's Coast (in association with England's Coast) is available on the [www.EnglandsCoastAmbassador.co.uk](http://www.EnglandsCoastAmbassador.co.uk) website. If you would like more information on local customer service training courses email [Enquiries@VisitKent.co.uk](mailto:Enquiries@VisitKent.co.uk).
- Provide additional links through your website that may be of interest to your customers, for example a hyperlink to the 'Visit White Cliffs Country' website ([www.WhiteCliffsCountry.org.uk](http://www.WhiteCliffsCountry.org.uk)) and 'Visit Kent' website ([www.VisitKent.co.uk](http://www.VisitKent.co.uk)).
- Provide additional printed literature within your business that may be of interest to your customers, for example the annual White Cliffs Country 'Visitor Guide', 'Days Out Leaflet (with maps)' and 'Walking & Cycling Leaflet (with maps)'. See page 19 of this toolkit for more information.

Other creative ways you can delight your customers include:

- Allowing guests to pre-order food deliveries prior to their arrival if using self-catering accommodation.
- Give your customers a simple locally sourced gift to remind them of their visit.

### Event Makers

During The 149th Open there will be a number of volunteer 'Event Makers' in the area to welcome and help visitors and to circulate important information. Some will be in our towns to welcome global visitors, others will be on hand to help local businesses.

More information about our 'Event Makers' programme will be available at [www.Dover.gov.uk/TheOpen](http://www.Dover.gov.uk/TheOpen).

## Tip 7

# WORK TOGETHER

Two heads are better than one!

Working together, either business to business or as a group/community, can encourage everyone to aim for the same goal and yield far greater results.

How will you encourage visitors to engage with The Open, engage with you, and ultimately spend money in your businesses?

Are there complementary businesses/events nearby that could enhance your own to provide a superior package for your customers?

For example:

- Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?
- Get involved and work with your local Chamber of Commerce.
  - Sandwich Chamber of Commerce.
  - Deal and Walmer Chamber of Trade: [www.DWChamber.co.uk](http://www.DWChamber.co.uk).
  - Dover District Chamber of Commerce: [www.DoverChamber.co.uk](http://www.DoverChamber.co.uk).
  - Thanet and East Kent Chamber: [www.TEKC.co.uk](http://www.TEKC.co.uk).
  - Kent Invicta Chamber of Commerce: [www.KentInvictaChamber.co.uk](http://www.KentInvictaChamber.co.uk).
- You'll find additional business support information at [www.VisitKentBusiness.co.uk](http://www.VisitKentBusiness.co.uk)
- Support your local community groups and feedback ideas for possible ways to increase tourism and economic benefit for your area.

### **Work with your local tourism teams**

Find out how you can work with other tourism businesses and the platforms available to you for promoting your business at:

- Visit White Cliffs Country (Dover, Deal, Sandwich): [ww.WhiteCliffsCountry.org.uk](http://ww.WhiteCliffsCountry.org.uk)
- Visit Kent: [www.VisitKent.co.uk](http://www.VisitKent.co.uk)

More information is available from page 14 in this toolkit.





## Tip 8

# SHOUT ABOUT YOURSELF

There will be worldwide media attention on Sandwich, Dover District and Kent. Use this opportunity to promote your business.

### **Your website**

Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience. Make it easy to find for those looking for information on where to stay and what to do when visiting The Open.

- Think about the audience that might be visiting your site and make sure it will answer any questions they might have. Be clear about the services you offer.
- If you are having themed packages or events around the week of The Open, make sure these are listed on your site.
- On top of this, there is likely to be an increase in international traffic to your website too, so you might want to think about having a multi-lingual site. Google Translate have a really simple, free plugin that you can install on your website that will make your site available in lots of different languages.

### **Your email newsletters**

If you send regular emails out to your database, you can include some factual information about The Open as a secondary message.

### **Your branded goods**

You may wish to offer goods branded up with your company's logo for your customers to take away with them - reminding them of you and encouraging them to return. See the marketing protocol section on pg 17 to ensure you follow The R&A's copyright rules.

## DID YOU KNOW?

The 149th Open will be broadcast in over 150 countries worldwide



Royal Cinque Ports Golf Club, 6th Hole



**Your social media**

Use Social Media to highlight all that your business is doing around The Open.

- You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular, photos really stand out in a user's timeline.
- Create content that is varied and interesting, not just a stream of sales messages.
- Work together with other local businesses, to spread the word online about what is going on that will be of interest to potential visitors

**Examples of local information you might want to share:**

- Special events that are going on in your town around The Open
- Themed menus from local restaurants
- The nearest golf courses to your property

If you show through your social media that the location of your business is a real hive of activity for The 149th Open, then you will attract more people to your business.

Accounts to follow:



The Open	The-Open-Championship	@TheOpen	@TheOpen
The R&A	RandAGolfUK	@RandA	@TheRandAGolf
Visit Kent	VisitKent	@VisitKent	@VisitKent
White Cliffs Country	WhiteCliffsCountry	@VisitDover	@VisitDover
Royal St George's Golf Club	RoyalStGeorgesGolfClub	@RoyalStGeorges1	@RoyalSt.Georges
Golf in Kent		@GolfInKent	
Visit Kent B2B		@VisitKentBiz	
Sandwich	WhiteCliffsCountry	@VisitSandwich	@VisitSandwich
Dover District Council	DoverDC	@DoverDC	@DoverDC

Hashtags to use:

#TheOpen	#WhiteCliffsCountry	#VisitKent	#GolfInKent
#149thOpen	#OpenforTheOpen	#OpenChampionship	#RoyalStGeorges
#KentIsCalling	#ImaginationIsCalling	#VisitSandwich	#SummerinKent

*make sure you are  
listed on*

## VISIT KENT'S CHANNELS

[www.VisitKent.co.uk](http://www.VisitKent.co.uk)

Any business in Kent that serves the visitor economy is eligible to be listed on the Visit Kent website. Note that accommodation providers must have valid accreditation.

If you are listed already please check your details are up to date. If you are not listed email:

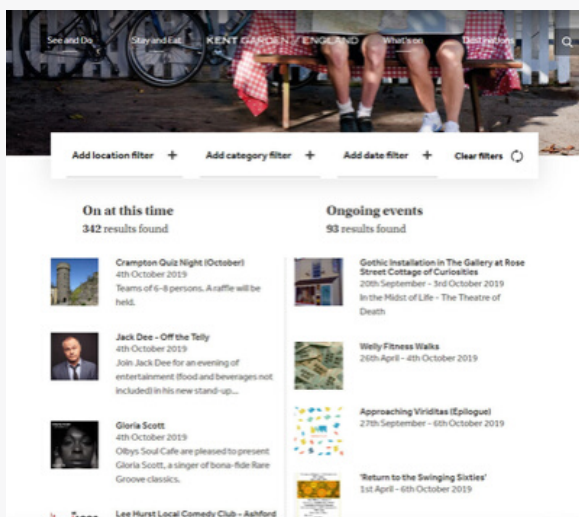
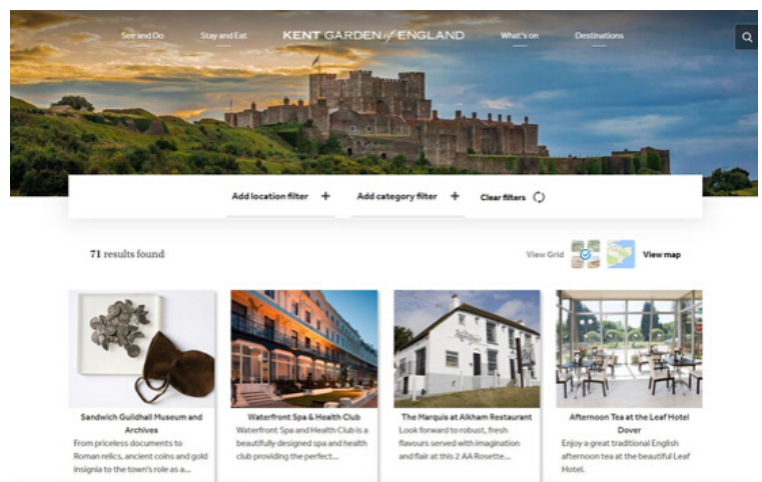
[Enquiries@VisitKent.co.uk](mailto:Enquiries@VisitKent.co.uk).

# 830,000+

*website users*

# 20.1K

*Instagram followers*



### Events

Last year Visit Kent's event listings received 250,000 page views.

Submit your event information now using our simple online form [VisitKent.co.uk/Event-Submissions](http://VisitKent.co.uk/Event-Submissions).

Events related to The 149th Open will be tagged appropriately to allow additional prominence.

*other opportunities*

# TO GET INVOLVED

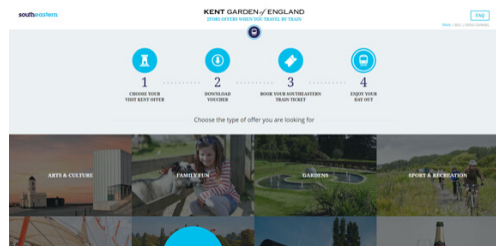
As well as taking advantage of the website listings for businesses and events on the website. Visit Kent delivers campaigns and initiatives that you can get involved in.

## DID YOU KNOW?

1,500 broadcasting staff will deliver worldwide coverage of The Open

### 2 for 1

[www.VisitKentOffers.co.uk](http://www.VisitKentOffers.co.uk)



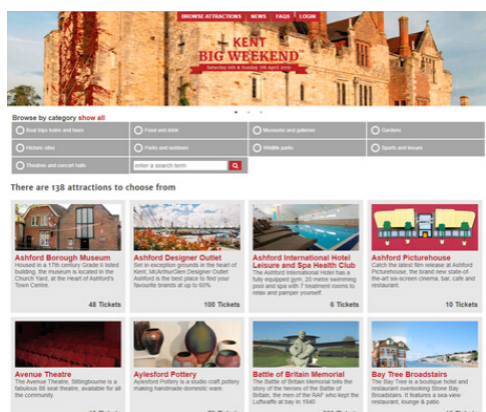
This campaign will allow you to promote yourself directly to spectators with train tickets. In association with leading travel companies, consumers are able to download vouchers that allow 2 for 1 entry to a wide range of attractions when they travel by public transport. New businesses can sign up to be involved and reach new audiences.

Find out how you can get involved, contact [Enquiries@VisitKent.co.uk](mailto:Enquiries@VisitKent.co.uk).

### Golf in Kent Magazine

A dedicated glossy magazine filled with engaging content about Kent and highlights on some of the finest courses across the county. The magazine will be distributed to spectators and at over 350 locations across Kent and South London in summer 2020.

To find out how you can advertise your business in the publication or to stock it in your accommodation, contact [Adam@SidewaysMedia.co.uk](mailto:Adam@SidewaysMedia.co.uk).



### Become a local Ambassador! Why not get involved in Kent Big Weekend 2020?

[www.KentBigWeekend.co.uk](http://www.KentBigWeekend.co.uk)

The Big Weekend has been running in Kent for over 10 years. It encourages Kent residents to explore all the great attractions on their doorstep by giving them the opportunity to win experiences or tickets. To find out how you can get tickets or get your business involved, contact [Enquiries@VisitKent.co.uk](mailto:Enquiries@VisitKent.co.uk).

*make sure you are  
listed on*

# WHITE CLIFFS COUNTRY'S CHANNELS

**[www.WhiteCliffsCountry.org.uk](http://www.WhiteCliffsCountry.org.uk)**

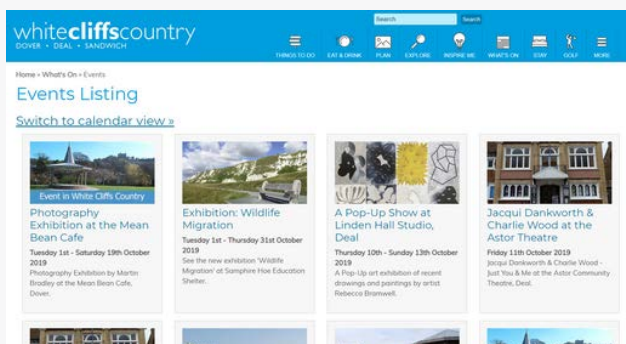
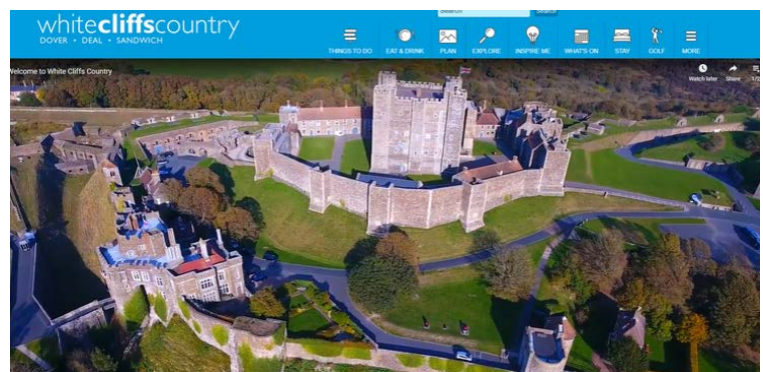
Any business in the Dover District that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website. Note that accommodation providers must have valid accreditation or sign up to the District Accommodation Charter.

If you are listed already please check your details are up to date. If you are not listed please email [Golf@Dover.gov.uk](mailto:Golf@Dover.gov.uk).

**140,000+**  
*website users*

**500,000+**  
*page views*

*plus dedicated social  
media channels*



## Events

Any event in White Cliffs Country (Dover District) that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website.

If you would like to submit your visitor event information please email [Golf@Dover.gov.uk](mailto:Golf@Dover.gov.uk).



**Tip 9**

# THE 149TH OPEN - BRAND GUIDELINES

Displays and promotions are a great way to show your support and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event.

To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and, crucially, stay on the right side of laws and rules that are in place.

## Do

- Use general references to golf and factual statements relating to the event. For example, 'welcoming The 149th Open'
- Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!
- Comply with any existing advertising consents and regulations.
- Make use of available resources and materials to show your support.
- Consider event-related promotions specifically for the duration of The 149th Open.

## Don't

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A. For example, 'in association with', 'sponsored by', 'official'.
- Use any official trademark relating to The Open, or anything that could be mistaken for a trade-mark. This includes the use of words as well as logos or marks.
- Try to gain any commercial advantage by suggesting an association with The Open or any endorsement from The R&A – unless that exists.
- Display advertising that does not have the required consents.
- Mislead customers into creating an association with The Open or The R&A where none exists.



Royal St George's Golf Club, 18th Hole



# THE 149TH OPEN - BRAND GUIDELINES

- Enforcement action will be taken to remove any advertising, display or marketing materials that breach existing legislation and regulations, or that do not have the required consents.
- Through a registered trade mark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo.
- As organiser of The Open, The R&A exclusively holds all the rights for the event and The R&A group companies exclusively hold the rights of The 'Open', 'Claret Jug' and 'The R&A' trademarks.
- Commercial use of these marks by a third party, even if only in reference, is only possible with the express consent of The R&A who grants such a use to its partners subject to certain conditions.
- The R&A strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group Companies and its licensees.
- This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with The Open or The R&A.

## **In other words...**

You can't suggest that you, your business, your association or any other body is linked to The Open, unless you are an officially licensed partner.

You can, however, show your support for The Open in lots of other ways, making sure you create a positive impression and a very warm welcome that will be seen right across the world.

## **Don't get caught out with unofficial hospitality packages!**

The only official hospitality packages available to purchase, that are situated within the venue, are offered by The Open or its official Authorised Providers. Those who purchase unofficial hospitality packages may find that, on arrival, they are not provided with tickets or the tickets they are provided with have been cancelled.

Fans should look out for:

- Unexpected call from agents selling a "special" offer for hospitality at The Open due to a cancellation
- The use of aggressive sales techniques
- The Open Authorised Provider logo not shown on the agents' website
- Refusal to provide proof in writing that they are permitted to provide entry tickets as part of a package

To purchase a package from the dedicated sales team or for more information, please contact The Open Hospitality on +44 1334 460010 or by emailing [Hospitality@TheOpen.com](mailto:Hospitality@TheOpen.com).

## Tip 10

# PROMOTE THE LOCAL AREA

With tens of thousands of spectators expected during the week of The 149th Open it will obviously bring with it plenty of revenue for many types of businesses across the region and the economic impact is likely to be around £100m.

Telling your guests about all the great local businesses and attractions also helps to enhance their stay and encourages them to return.

## DID YOU KNOW?

Research shows that over two-thirds of those who attend The Open are likely to return to the destination within a year

### Visit Kent Marketing Hub

Our marketing hub ([Hub.VisitKent.co.uk](http://Hub.VisitKent.co.uk)) provides access to guidance and resources that businesses can use in line with our Visitor First strategy. The hub will provide you with:

- help creating content for your channels
- local images
- inspiring itineraries

The strategy promotes a joined up approach to working which will attract visitors across the county and throughout the year.

### White Cliffs Country Website

Fantastic inspiration, information and itineraries are available at [www.WhiteCliffsCountry.org.uk](http://www.WhiteCliffsCountry.org.uk):

- Download guides on the destination, days out (including maps), walking and cycling routes (including maps) and events. Printed copies are available from the District Visitor Information Centre, based in Dover, or email [Golf@Dover.gov.uk](mailto:Golf@Dover.gov.uk).
- Download the 'Produced in White Cliffs Country' product list. Help visitors uncover our local, culinary gems so that first-time visitors feel a connection to the area and want to return for second helpings. You can also find more information at [www.ProducedinKent.co.uk](http://www.ProducedinKent.co.uk).
- Look out for the White Cliffs County Visitor Data Hub – launching in mid-2020.



## Tip 11

# KENT IS CALLING IN 2020 -BE PART OF IT!

As well as The 149th Open, there are lots of big anniversaries, celebrations and events taking place in Kent in 2020. In fact, 2020 is such a big year for Kent that we've renamed it #KentyTwenty! And we want you to be part of it!

### Events next year include:

- Dickens 150, marking the 150th anniversary of Charles Dickens' death
- Beckett 2020, commemorates 850 years since the murder of Thomas Beckett
- Dreamland celebrate the 100th anniversary of their scenic railway
- Kent Cricket Club turns 150 years old
- 80th anniversary of The Battle of Britain and 75 years since VE Day
- And much more...

The Kent is Calling campaign has been created to show visitors why 2020 is the year to visit Kent. By joining up all the different events into one campaign, we can help to spread the benefits around the county and across the year. It also gives all businesses a chance to be part of the celebrations.

Here are a few ideas for how you can get involved in #KentyTwenty:

- Does your business have any connections to Charles Dickens? Could you create a Dickens themed afternoon tea menu?
- In celebration of Dreamland 100, why not throw a good-old fashioned Kentish seaside holiday themed event? Or maybe a themed window display?
- Do you have any Battle of Britain or wartime stories to share with your customers?

The events are clustered into five key themes with their own message for visitors:

Active & Outdoors	Calling all outdoor champions
Family Fun	Calling all memory makers
Culture	Calling all story sharers
History	Calling all history heroes
Food & Drink	Calling all taste makers

A full list of the celebrations taking place in 2020 is available on the Visit Kent Marketing Hub ([Hub.VisitKent.co.uk](http://Hub.VisitKent.co.uk)). Look out for updates over the next few months with additional resources to help you promote your business in this important year.

## Fact File: Dover District

# WHITE CLIFFS COUNTRY

White Cliffs Country is a unique place where coast meets country, beauty meets history, tranquil meets active and England meets Europe.

**Nationally and internationally significant, the area is home to:**

- over 100 recognised visitor attractions
- 57 conservation areas
- 48 ancient monuments
- 30 walking routes
- 9 cycle trails
- over 200 parks and open spaces

One of the most climatically-continental places in the UK, the district covers 123 square miles with 20 miles of coastline and beaches.

21% of the entire region is designated as an 'Area of Outstanding Natural Beauty (AONB)' and 3% of this is designated as Heritage Coast.

**'Character Towns' include:**

Deal - 'A quaint, quirky and quintessentially English seaside town'

Dover - 'An active, adventurous and authentic English historic town'

Sandwich - 'A relaxed, romantic and rustic English medieval town'

The area also boasts three iconic castles, four historic forts, three piers and three golf courses that have all hosted 'The Open' championship. The birthplace of 'Rallycross' motor racing, the world's oldest-known sea-going vessel, an original Magna Carta and Charter of the Forest. The national memorial to Churchill's famous 'Few', a Roman Painted House, a winning 'high street of the year'. A Victorian Timeball Tower, Kent's fastest growing zoo, England's second busiest cruise port, Europe's busiest international ferry port and the world-famous White Cliffs of Dover.

Discover more and explore beyond the chalk.

Visit [www.WhiteCliffsCountry.org.uk](http://www.WhiteCliffsCountry.org.uk) for more information.

## DID YOU KNOW?

Ian Fleming, creator of James Bond, was a member of Royal St George's Golf Club







## VISIT KENT

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Canterbury, Kent  
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[www.VisitKent.co.uk](http://www.VisitKent.co.uk)

## DOVER DISTRICT COUNCIL / VISIT WHITE CLIFFS COUNTRY

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KENT GARDEN of ENGLAND [visitkent.co.uk](http://visitkent.co.uk)

