

# On the Map - Ashford & Tenterden's Visitor Economy Programme

Mapping your Audiences



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# Welcome

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# Overview

10:30AM	Welcome, introductions & overview
10:35AM	Why?
10:40AM	The Kent audience
10:50AM	How? - Things to consider
10:55AM	Exercise - creating your persona
11:05AM	Feedback to the group
11:15AM	Tips and tools
11:20AM	Key take away
11:25AM	Next steps and close



# Why?

Segmentation, targeting and positioning are an important part of your marketing strategy

Ease

Efficiency

Finding opportunities

Higher engagement



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# 01

## Social Contemporary Seekers

Predominantly the millennial market aged 18-35, comprising of couples and small groups of friends pre-children. Likely to be from London and the Southeast.

As the most likely audience to share their experiences on social media, decision-making and inspiration will be significantly driven by digital content, influencer activity and PPC advertising.

Accommodation choices may include unique self-catering accommodation, Airbnb, and mid-range hotels in more urban and city settings.

They look for unique experiences and can be active and adventurous. Experiences around learning and self-improvement will appeal strongly, alongside shared, creative, and cultural activities.

They also look for locally sourced produce, food festivals, street food, microbreweries, and shared space venues.



# 02

## The Changing Family Dynamic

Families with children of different ages, moving away from the traditional nuclear family composition to include more intergenerational members and single-parent families, which should be reflected in messaging and marketing content.

This segment also ties in with trends around multi-family travelling, which is likely to see an increase.

They look for child-friendly activities, that are educational and hands-on. Likely to look for day trips alongside 3 nights or more, in self-catering accommodation, potentially close to nature and nearby to planned activities.

**Fun-seekers** – Families looking for value for money, perhaps with smaller children, and more social and value accommodation options including self-catering and caravans.

**Aspirational Family Fun** - Higher earning families which look for active child-friendly activities which centre around the outdoors and local culture. May also have older children and look for quality self-catering accommodation.

## Green Spacers Traditional vs. Cultural

Likely to be older couples and empty nesters.

Split by those interested more in the traditional outdoor offering and those slightly younger motivated by cultural activities alongside the outdoors.

High interest in the outdoors and local heritage, are active and look for attractions such as parks and gardens, National Trust properties and walking.

Activities such as head gardener tours, foraging, vineyard visits and local produce will appeal strongly.

Although they can go for the more luxury end, they will also be conscious of wanting to get value for money and added elements.

This segment will also be the most conscious of safety following the pandemic and therefore will be cautious and increasing confidence and instilling a sense of reassurance will be essential.



# 03

## Hyper Local

This includes residents and the VFR market

Likely to be for a day trip or short break

Messaging should be centred around rediscovering local hidden gems and to discover places that they may not have known existed and supporting local businesses.

Likely to look for unique and one-off accommodation options, including tree houses, cosy cabin lodges and shepherd's huts close to nature.

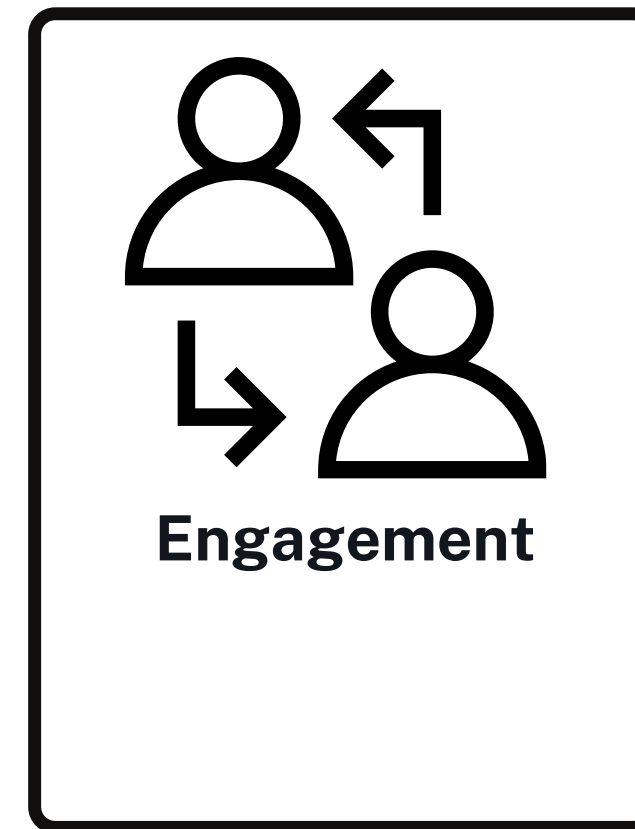
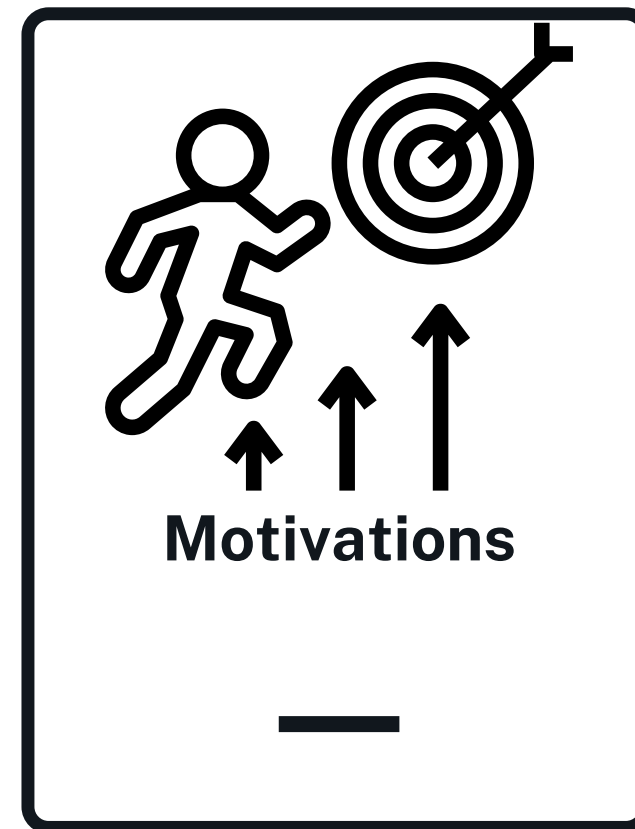
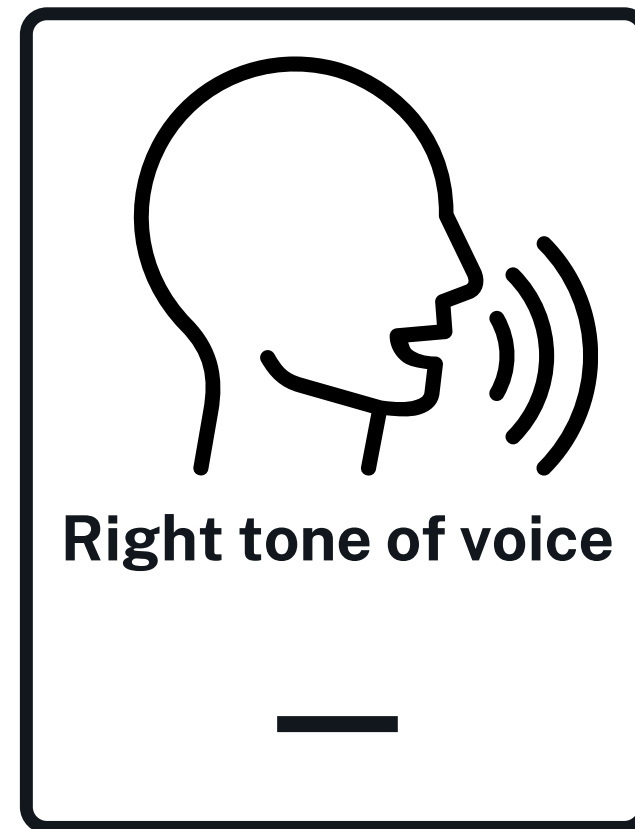
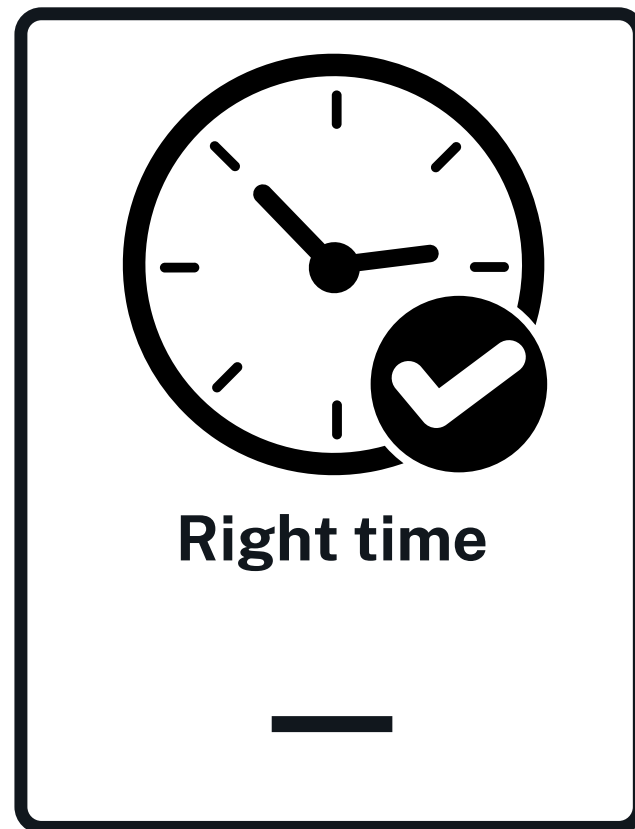
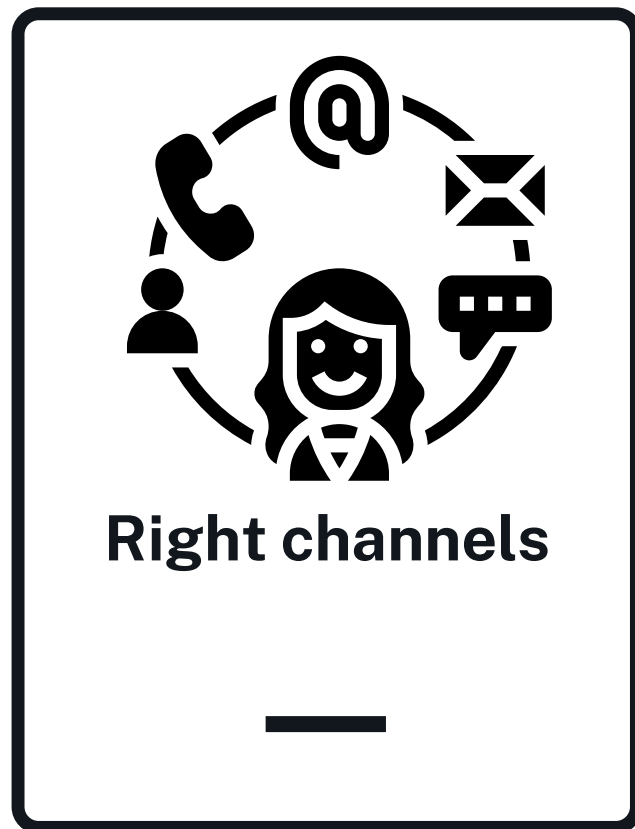


# 04



# How?

## Things to consider



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# How? Developing a persona

Demographics	Lifestyle	Values	Aspirations	Brands	Media
E.g. Age, Gender, Income, Occupation, Family, income, Education, Religion, Race	Hobbies, habits, interests, busy-ness	What is important to them e.g. health and wellbeing, family, sustainability, political affiliations	Work or personal - e.g. bigger house, complete university degree, own home etc	Favourite and trusted brands	Media sources - social media, newspapers, TV etc

Demographics	Lifestyle	Values	Aspirations	Favourite Brands	Media Choices
Nguyễn is: Female, british asian, married, 29, Teacher, 2 children (10 and 5), £30,000 income, lives in central Birmingham, educated to 'A level', has 3 cats.	Online shopping, regular smartphone user, enjoys Netflix, swimming, family holidays to France, reading non-fiction, women's football, pescatarian, self expressive.	Pro LGBTQ+, supports MeToo, environmentally conscious, doesn't like right wing thinking, wants to learn, goal orientated, open to change.	Bigger home, promotion, more children, be an influencer, App developer.	Etsy, Zara	Twitter, BBC, Google, Lifestyle magazines, Facebook, WeChat and TikTok, light TV viewer, sceptical of right wing media.

Consider which Visit Kent audience your persona fits into, which channels you would target them on, when you would engage them and whether your business fits into a wider itinerary or is a standalone visit.

Source: Help To Grow Management Course, Module 5



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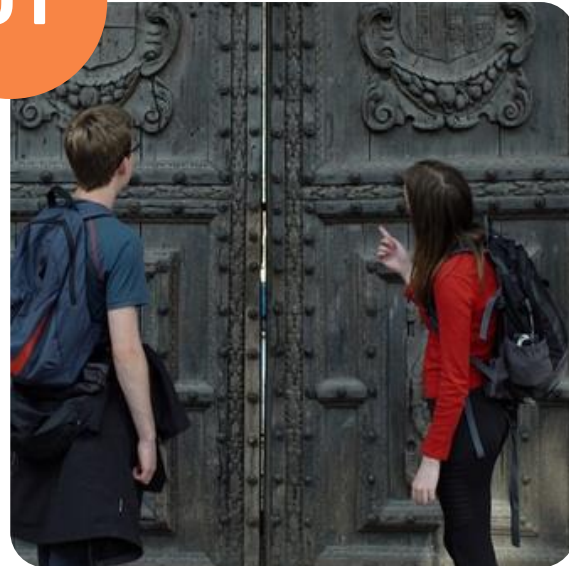
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# Task - Feedback

01



## Social Contemporary Seekers

Predominantly the millennial market comprising of couples and small groups of friends pre-children or couples with very young children

18 - 34 years

02



## Changing Family Dynamic

Families with children of different ages, including more intergenerational members and single-parent families

Families

03



## Green Spacers

Older couples of different ages, interested in the outdoors, with either more traditional or cultural experiences

Older Couples

04



## Hyper Local

This includes local Kent residents, encouraging them to explore their local area for a day trip or short break

Families (VFR)



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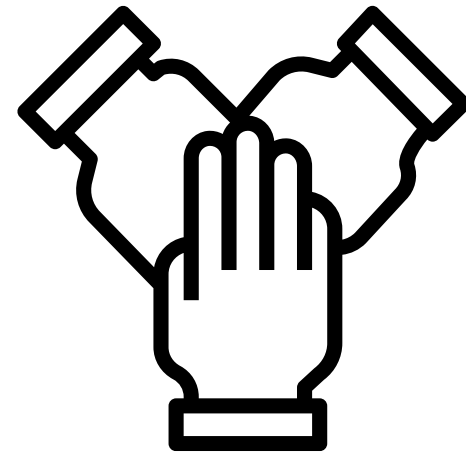
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# Tips and tools



Understand your place in the visitor journey



Collaborate with local businesses



Tap into the wider Kent network



Use feedback



Test things out



Keep up to date with trends



Use free Google tools



Engage with loyal customers



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# Over to you...

# What will you take away from today?



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# Future workshops



Reaching your Potential Visitors

Thursday 29 February, 10:30-11:30

Pricing and Packaging Visitor Experiences

Thursday 14 March, 10:30-11:30

Working with Influencers

Thursday 21 March, 10:30-11:30



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# Thank you for joining us!



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