

KENT GARDEN *of* ENGLAND

visitkent.co.uk

Fees and Benefits 2024-2025

Local Visitor
Economy
Partnership

Recognised by



VisitEngland

KENT GARDEN *of* ENGLAND

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About Visit Kent

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White Cliffs of Dover

Visit Kent is a public/private partnership and as a Local Visitor Economy Partnership (LVEP), we are recognised by VisitEngland as the official Destination Management Organisation for Kent and Medway.

Supported by Kent County Council and Medway Council, the district councils and the South East Local Enterprise Partnership (SELEP), we work with tourism businesses to target UK and overseas markets to raise Kent's profile as a leading destination, building a resilient and sustainable visitor economy.

Our Values



Collaborative

Leveraging local and national partnerships to maximise the benefits for our destination



Inclusive

Delivering positive impacts on local communities, creating welcoming destinations



Innovative

Dynamic industry leaders that adapt to changing markets and opportunities



Perceptive

Insights and market intelligence is at the heart of every decision we make

Why work with Visit Kent?



Visit Kent delivers agency standard marketing with the added benefit of our partner network and the sector specific support that you would expect from one of the UK's leading Destination Management Organisations.

Everything we do is based on visitor research and is designed to support the growth of the Kent visitor economy and our businesses.

By investing your budget into our activity, you'll not only receive a great return on investment, but you'll also continue to benefit from your share of the growth in the Kent visitor economy.



Feature your business in engaging content that drives visits, confidence and helps partners to reach new audiences.



Access our collaborative marketing and campaign opportunities under a strong destination brand.



Being part of our network unlocks access to insights, intelligence, specialist training and support.

Our channels



@visitkent
Over 40.6k followers



Visit Kent
Over 31k likes



@visitkent
Over 53.9K followers



1.9 million page views
850k website users
63.5% organic search



68 million people
reached through Visit
Kent press activity in
2023



29k subscribers
29% open rate
5.8% click through



29,000 competition
entries in 2023 winter
campaign

Our Audiences

Social Contemporary Seekers
18-34 years old

Changing Family Dynamic
Families and extended families

Green Spacers
Older couples and retirees

Hyper Local
Kent residents



Regular content
contribution to
Kent Life
publication

The power of our content

Our content strategy focuses on getting the right content in front of the right audience, at the right time, on the right channel. It also supports our Visitor First strategy which responds to emerging visitor trends for authentic experiences and encourages overnight stays. This year the focus is also on rebuilding confidence and extending the season.

Our in-house team produces a bank of unique feature content on a quarterly basis picking up on local, national and seasonal themes. This content then runs across all of our channels.

Our feature content now accounts for...



Visit Kent Investors have the opportunity to feature in relevant content, aligning your business with wider destination partners and providing cross sell opportunities.

Each piece of content you feature in
across our channels has an approximate

£750
media value



Stronger together



The Visit Kent destination brand and our engaged network of partners allow us to bring people together to deliver collaborative destination marketing activity. We have a variety of opportunities targeting different audiences which position our Investors as part of the destination story, whilst increasing buying power and reach for everyone involved.

As an investor, get involved in...



Campaigns & content

- Annual summer campaign
- Kent Big Weekend
- Seasonal competitions
- Business events
- Winter campaign

Some of this activity will require additional buy-in or in-kind commitment



PR

We regularly collaborate with local, national and international publications, travel trade press and influencers to amplify our destination message. Our Investor Partners are prioritised in pitches, recommendations, press releases, press visits and features to media contacts and the VisitBritain press and content teams.



Travel Trade

Our Travel Trade programme engages tour operators and distributors in key markets to ensure that Kent product is included in their offer. Our team provides them with the knowledge and tools to sell your business effectively. Investor Partners are prioritised in newsletters, recommendations, on our trade hub, familiarisation trips and sample itineraries. You can get more involved by joining us at shows or our travel trade group.



Sustainable Tourism

The priority themes of community, nature and climate, form the strategic back bone - the corner posts - of Visit Kent's new Sustainable Tourism Action Plan.

When these life support systems thrive, local tourism and visitors benefit. However, the relationship is two-way. The tourism industry has a significant impact on communities, nature and climate and we have a duty to manage it responsibly and protect the beautiful Kent landscape.

Our [Sustainable Tourism Action Plan](#) lays out 16 key action areas – with a roadmap from now until 2030. Our plan aims to help protect and enhance community, climate and nature for the long term value - not only of the local tourism industry - but also of the planet.

Why should you take action?

More and more visitors, as well as local residents, are choosing travel businesses and destinations that are able to offer lower carbon, nature-friendly experiences and will actively choose those businesses that are consciously more 'purpose-led' in their approach.

Whether it is saving energy or making better use of food waste, designing your business operations in a more sustainable way has the potential to save money too.



How can your business get involved?

1 Access our resources

We've created [a suite of resources](#) to help businesses make a more positive impact on climate, nature and the community.

2 Become an impact hero

We're celebrating tourism businesses across Kent who are taking steps to embed sustainable tourism into the heart of how they operate and grow. If you have stories that you think might help other tourism businesses working to be more sustainable, [please get in touch](#).

3 Tell your customers

Use our [Consumer Messaging Guide](#) to support your consumer-facing messaging, including issues to be aware of, guiding principles for communications on sustainability, as well as a series of messages, linked to the themes outlined in our plan.



Supporting you to grow

As the official Destination Management Organisation for Kent and Medway, we support the sustainable recovery and growth of the visitor economy by providing our businesses with the tools that they need to develop and grow. Our strong industry connections allow us to represent the best interests of our partners and provide you with the most up to date intelligence.

Visit Kent Business Barometer Case Study: English Heritage

Performance in the business sector can change as quickly as the weather, so good, timely information is needed to support business decisions and drive wider industry or strategic and operational business-making processes. Our monthly Business Barometer provides feedback from tourism businesses and generates a simple 'snapshot' of our county's tourism industry performance.

"My role sits within the English Heritage campaign marketing team, covering the Kent property cluster. In my role I submit our figures and insights for the Visit Kent Business Barometer, having done so for the past year. I also have previous experience with the Business Barometer as a very different business context, having utilised it in my previous role as part of the senior staff team at Canterbury Historic River Tours, a small local tour operator."

I currently complete the Business Barometer for English heritage sites across the county, including large properties such as Dover Castle, and smaller sites such as Rochester Roman Fort. The survey is quick and easy to fill in, taking around thirty minutes each month for our six properties. It helps to have the input of staff on the ground, as some insights and estimated visitor numbers are best provided by those in customer-facing roles. In this I am assisted by my site operations teams, and have with operations managers of our sites to give the most accurate feedback possible.

The insights we gain from the completed survey each month give a useful top-down view of performance across the county, and are a valuable source of information on the key activities, market trends and challenges Kent experiences. I would encourage all businesses within Kent's tourism industry to contribute, as in doing so they'll help to make the results of the survey an even more accurate picture of the Kent visitor economy, and source of insight to local Kent businesses."

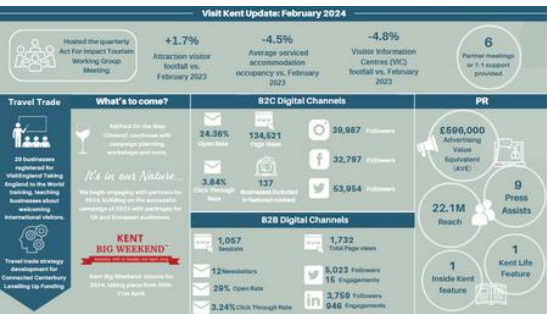
"The Barometer is a valuable source of information on the key activities, market trends and challenges Kent experiences"

Matthew Curtis
Social and Content Campaign Executive, South East English Heritage



Business network

Through our network we facilitate peer-to-peer knowledge exchange and collaboration by bringing partners together at our quarterly networking events, connecting relevant businesses and through forums such as the Travel Trade, China and Meetings, Incentives, Conferences & Events groups.



Industry insights

The Visit Kent research team provide our partners with sector specific research to help you to understand market trends and benchmark your performance. Our Partners receive regular updates through our industry insights communication with results from our monthly business barometer and national level reports, alongside the latest data and intelligence through VisitBritain.



Business support

Through our in-house team and wider network of specialist contacts, we can provide advice and expertise across a number of disciplines including digital marketing, content, PR and Travel Trade. Partners can access resources on our business to business website, attend training sessions or receive advice to improve sustainability through our Sustainable Tourism Action Plan.



How it works



Penshurst Place and Gardens

Our base fee structure is categorised by business type and scale, giving all Investor Partners access to core benefits. You then have the option to enhance and tailor your package based on your priorities and budget.

1

Check the investor fees on pages 11 and 12 to identify your base fee by business type.

2

Collaborate further by joining targeted campaigns and adding bespoke activity, accessing our audiences and expertise through a range of additional options.

As the official Destination Management Organisation for Kent and Medway, our work to grow tourism benefits all tourism businesses and we provide a package of free services which includes a website and event listings.

1

Select your package

| Activity | Free support | Core Investor Partner - See table for fees |
|--------------------|--|---|
| Digital | Basic listing Event listings | Enhanced listing Priority search Website cross sell opportunities |
| Content | | Inclusion in feature content Access to marketing content hub & image library |
| Campaign & content | Big Weekend | Inclusion in seasonal campaign content Inclusion in seasonal consumer competitions, with access to GDPR-compliant data Inclusion in relevant thematic campaigns Enhanced presence in Big Weekend |
| Business events | Listing on Meet in Kent website | Participation in campaign activity |
| Travel trade | | Representation at trade shows Featured on trade sales kit Host buyers in relevant fam trips Relevant recommendations Included in relevant sales training Opportunity to provide leaflets for trade shows Inclusion in trade newsletters Join travel trade working group 1:1 travel trade consultation |
| PR | | Relevant press releases Relevant press trips Relevant press suggestions Inclusion in press pack |
| Business network | Receive our email updates | Attend networking events and online industry updates Receive investor only opportunities Introductions to partners Join relevant forums Feature in our partner news Host a networking event |
| Business support | Funded training events Access resources on B2B website Sector-representation | Industry guidance, support & involvement in sector representation Investor only training events Investor only training resources Access to sector specific expertise and advice |
| Industry insights | Business barometer | Access to research expertise and advice |

2

Visit Kent Investor Fees

| Business type | Core Investor Fee + VAT | Example Return on Investment |
|--|-------------------------|------------------------------|
| Accommodation | | |
| Boutique accommodation up to 15 rooms | £615.00 | 0.5 room night p/m |
| Hotel | £1,480.00 | 1.5 room night p/m |
| Campsite, caravan park | £1,230.00 | 1 room night p/m |
| Holiday cottage agency | £2,460.00 | 2.5 room night p/m |
| Hotel groups 2 - 3 | 25% discount | - |
| Hotel groups 4+ | 50% discount | - |
| Attractions | | |
| | | Based on entry of £20pp |
| Up to 50,000 visitors per annum (2019) | £615.00 | 30 tickets |
| 50,000 – 100,000 | £1,480.00 | 74 tickets |
| 100,000 – 150,000 | £3,075.00 | 153 tickets |
| 150,000 – 200,000 | £4,305.00 | 215 tickets |
| 200,000 – 300,000 | £6,150.00 | 307 tickets |
| 300,000+ | £7,995.00 | 399 tickets |
| Groups | POA | |
| Events or bookable experiences | | |
| | | Based on tickets at £20pp |
| 1 event / experience | £615.00 | 30 tickets |
| 2 – 4 events / experiences | £1,230.00 | 61 tickets |
| 5 + events / experiences | £2,460.00 | 123 tickets |
| Retail (groups or centres) | | |
| | | Based on a spend of £36.24 |
| Up to 20 stores | £615.00 | 17 people |
| 20 – 100 stores | £1,840.00 | 51 people |
| 100 – 200 stores | £3,690.00 | 102 people |
| Over 300 stores | £4,915.00 | 136 people |

*Based on average day visitor spend of £36.24 for half or full day

If a hotel receives just 2 room nights per month from visitors inspired by us to visit the destination or extend their stay, they will have

doubled
their return on investment



3

Visit Kent Investor Fees

| Business type | Core Investor Fee + VAT | Example Return on Investment |
|---|---|---|
| Pubs/Restaurants (incl. up to 15 bedrooms) | | |
| 1 property 2 - 5 properties 6 - 9 properties 10 + properties | £615.00 25% discount 33% discount 40% discount | 131 pints / 25 covers at £25 |
| Venue (sports/ theatre/ music etc.) | | Based on a tickets at £25 pp |
| Capacity up to 250 250 - 1,000 1,000 - 5,000 5,000 + | £615.00 £1,230.00 £2,460.00 £3,690.00 | 25 tickets 49 tickets 98 tickets 147 tickets |
| Transport | | |
| Local transport (bus service, coach company) Train operating company Cross-channel carrier Infrastructure partner (Airport, port, rail link) | £2,460.00 POA £7,995.00 £7,995.00 | 1,230 £2 tickets - 53 return crossings at £78 each way - |
| Education | | |
| Private language school Further / Higher Education Provider | £1,230.00 £1,840.00 | 1 student 1 student |
| Farmers markets/ Food halls/ Garden Centres | £615.00 | 34 people spending £18.12* |
| Golf course | £615.00 | 25 rounds at £25 per person |
| BID / Town Council | £1,415.00 | 39 people spending £36.24* |
| Multi offer | POA | |

*Based on average day visitor spend of £36.24 for half or full day






All rates are excluding VAT

3

Amplification packages

| Activity | What's included? | Cost + VAT |
|---------------------|--|---|
| Digital | <ul style="list-style-type: none"> • Dedicated feature on the Visit Kent website • Homepage banner on the Visit Kent website • Inclusion in a Visit Kent newsletters to 35k consumers • 5+ social media posts including an IG story | £1500 |
| Enewsletter | <ul style="list-style-type: none"> • Section within a suitable newsletter or dedicated newsletter (dependent on package purchased) • Enewsletter copy written and created by the Visit Kent content team • Direct link to partner website page of choice • Final report of key metrics | Dedicated newsletter £1000 Inclusion from £400 |
| Competitions | <ul style="list-style-type: none"> • Dedicated competition landing page • Exposure across all consumer social media • Dedicated Visit Kent newsletter to 33k consumers • Paid social media activity • GDPR compliant opt-in data | Fully managed delivery £1500 |
| Influencer activity | <ul style="list-style-type: none"> • Influencer research and proposals • Complete trip coordination • Full briefing and itinerary preparation • Content buy-out negotiation • Contract management | £2000 + influencer costs |

Our marketing opportunities provide a cost-effective way to support your own activity...

-  **To promote an event**
-  **To promote a new product**
-  **To acquire opt-in data**
-  **Gain exposure to a new audience**
-  **Generate content for your own channels**

Measuring your return



The more you get involved in the opportunities we provide for you, the more benefit you will receive.

When calculating your return on investment, you should consider the following:

1

The value of the content you are featured in or aligned with and our destination content on your channels.

2

The economies of scale and additional reach provided through destination PR, travel trade and campaigns.

3

The value of the insights, training and sector specific support you receive from our team.

In addition to the direct return you receive through these areas, you'll also benefit from your share of the growth and recovery of the visitor economy that you invest in through Visit Kent.

"Other areas all compete with each other. In Kent we are all working together."

Duncan Leslie, Hever Castle

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Visit Kent is the Destination Management Organisation for the Garden of England and is an accredited Local Visitor Economy Partnership from VisitEngland.

It is recognised as one of the country's leading DMOs, targeting UK and overseas markets to raise Kent's profile as a premier destination, improving quality and skills within the industry, and growing investment in tourism.

www.visitkentbusiness.co.uk

Get in touch

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Dover Castle

