

PARTNERSHIP PACKAGES



Leeds Castle

2026 - 2027

VISIT
KENT

VISIT KENT

About us

As the destination management organisation for Kent and Medway, we are the voice of Kent's visitor economy. We bring together businesses, destinations and strategic partners to raise the county's profile, inspire and drive visits, and support sustainable growth across the tourism sector.

Since its relaunch, Visit Kent is focused on working at the heart of the county's visitor economy. Through building strong partnerships, targeted promotion, collaborative campaigns, industry connections and market insight, we help businesses reach more customers, stand out in a competitive market place and drive results.

66 million
visits

£4.1bn +
value

11%
jobs in Kent



VISIT KENT

Work with us

**Grow your reach.
Strengthen your brand.
Be part of Kent's visitor story.**

Canoe Wild

At Visit Kent, we believe tourism works best when we work together.

Our partnership programme is designed to suit different business needs, budgets and ambitions. Whether you're looking to increase your marketing reach, strengthen your brand, connect with new customers, or play a more active role in shaping Kent's visitor economy, our packages are built to deliver value, visibility and meaningful support.

Partnering with Visit Kent means more than just a listing or a logo placement. It means joining a county-wide network focused on working together to grow Kent's visitor economy and helping businesses amplify their reach.

Our goal is simple: to create partnerships that deliver mutual value and support long-term success.

Ready to partner with Visit Kent?

What you gain as a partner



Greater visibility

Increase your profile through Visit Kent's promotional channels, campaigns and partner communications, helping your business reach potential new visitors and local audiences.



Stronger marketing support

Benefit from collaborative activity that amplifies your brand, connects your offer to wider destination messaging, and helps your business stand out in a competitive market.



Valuable connections

Be part of a trusted network of visitor economy businesses and stakeholders, creating opportunities for collaboration, cross-promotion and shared success.



Have your say

Join a partnership that helps shape and strengthen Kent's destination offer, with businesses working together to support a thriving, resilient visitor economy.



Access industry insights

Tap into sector updates, market intelligence and partnership opportunities that can support better planning, stronger decision-making and future growth.



A voice for Kent

Be represented at the highest levels through Visit Kent's advocacy, lobbying and engagement with national bodies, tapping into wider industry opportunities and support.

Explore our partnership options →



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Our packages

Bronze Partner

£480 + VAT

A foundation package focused on raising visibility and connecting with Visit Kent's network and channels.

Ideal for: Businesses wanting a cost-effective presence and access to core benefits

Silver Partner

£1350 + VAT

An expanded package with additional promotional opportunities, stronger profile-raising activity and greater visibility across key channels.

Ideal for: Businesses looking to grow reach, strengthen brand presence and increase exposure

Gold Partner

£3000 + VAT

A high-level package providing strong exposure, in addition to accessing full insights, travel trade and PR activity to target new audiences and reach.

Ideal for: Businesses seeking to reach different audiences, boosting visibility and unlocking support from the Visit Kent team

Platinum Partner

£10,000 + VAT

A premium, strategic package for businesses seeking a higher-profile relationship with Visit Kent, with enhanced opportunities for collaboration, presence, support and input.

Ideal for: Established businesses that want to play a leading role in Kent's visitor economy

Destination Partner

POA

A bespoke, strategic package with headline coverage, for businesses with regional product and importance.

Ideal for: Larger businesses looking to maximise destination messaging, offer strategic input and support the development of the visitor economy

VISIT KENT	ACTIVITY	BRONZE	SILVER	GOLD	PLATINUM
DIGITAL MARKETING	Listing on official Visit Kent website with standard profile (250 words, 3 images)	<input checked="" type="checkbox"/>			
	Tag us in social media posts and we will share relevant content on Visit Kent social channels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inclusion in social media image carousels	min. 1	min. 2	min. 3	min. 4
	Enhanced website listing (option to include 5 images in photo gallery, video embed, social media links, direct booking link)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Dedicated Visit Kent social media posts per year		x 2	x 6	x 12
	Inclusion in Visit Kent consumer e-newsletter		x 1	x 2	x 1 solus newsletter
	Additional enhanced website listings (to include 5 images in photo gallery, video embed, social media links, direct booking link)			x 1	x 3
	Partner-provided Instagram story (up to five frames) on Visit Kent channel			<input checked="" type="checkbox"/>	
	Partner-provided Instagram reel on Visit Kent channel			<input checked="" type="checkbox"/>	
	Exposure on Visit Kent homepage banner for 2 x weeks and corresponding content feature banner			<input checked="" type="checkbox"/>	
	Visit Kent to update your primary website listing every quarter to highlight seasonal messaging and new events				<input checked="" type="checkbox"/>
	1 x Instagram story highlight on Visit Kent channel				<input checked="" type="checkbox"/>
	Dedicated Visit Kent homepage banner linking to website listing for 2 x months				<input checked="" type="checkbox"/>
Display adverts on a Visit Kent website page of choice (first-come. first-served basis)				x 2	
PRESS & PR	Priority inclusion in media enquiry responses (if appropriate)	ad-hoc	ad-hoc	ad-hoc	ad-hoc
	Inclusion in proactive, Visit Kent thematic press releases (when relevant)		x 1	x 2	x 4
	Priority consideration in media requests and briefing journalists about Kent, and opportunities to showcase your business via press visits and broadcast interviews				<input checked="" type="checkbox"/>

VISIT KENT	ACTIVITY	BRONZE	SILVER	GOLD	PLATINUM
MARKETING & CAMPAIGNS	Provide your consumer updates for consideration in our content	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	priority inclusion
	Discounts on additional Visit Kent promotional opportunities throughout the year	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Include a prize in any relevant Visit Kent competition, receiving GDPR-compliant opt in data		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Inclusion in seasonal campaign or paid promotional website content		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
	Lead imagery across all Visit Kent channels and documents (where relevant - seasonal campaigns not included)				<input checked="" type="checkbox"/>
	Consult on annual Visit Kent flagship campaign design and delivery, with discounted access for campaign inclusion and promotional activity				<input checked="" type="checkbox"/>
	Access discounted external advertising slots e.g. external poster sites (when available / at additional cost)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RESEARCH & INSIGHTS	Top-line infographics and relevant industry data and insights shared via B2B newsletter and website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
	Full access to up-to-date industry and Visit Kent data and insights, shared via B2B newsletter and website			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
TRAVEL TRADE	Inclusion in one travel trade e-newsletter (if applicable)		<input checked="" type="checkbox"/>		
	Inclusion in a travel trade e-newsletter, sales document and online landing page (if applicable)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Consideration to participate in fam trips, with inclusion in itineraries and networking events (where relevant)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Access discounted rates for stand share at B2B events and overseas trade missions (at additional costs)			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Priority within travel trade presentations and recommendations (where relevant)				<input checked="" type="checkbox"/>

VISIT KENT

ACTIVITY

BRONZE

SILVER

GOLD

PLATINUM

BUSINESS SUPPORT

Advertise job vacancies via our B2B comms (reshares on social media & shared via monthly B2B newsletter, where appropriate)



Attendance at 4 x networking events

x 1 ticket per event

x 1 ticket per event

x 1 ticket per event

x 2 tickets per event

Submit an exclusive offer for Visit Kent partners and access all other partnership network offers



Opportunity to host Visit Kent partnership events



priority consideration

Use of Visit Kent partner logo and branding



For accommodation providers only - introductory attendance at bi-annual Kent Accommodation Forum to convene, discuss and share insights on key topics (additional tickets available at £50 + VAT)



For accommodation providers only - attendance at Kent Accommodation Forum to convene, discuss and share insights on key topics

x 2 meetings

x 2 meetings

x 2 meetings

Opportunity to present at Visit Kent events

x 1

x 1

x 1

Meetings with the Visit Kent team

**x 2
1-hour online**

**x 2
in-person**

**x 4 in-person, with
strategic focus
discussion**

Access to industry partnerships brokered through Visit Kent team



priority

priority

Invitation to an annual Visit Kent strategy session to provide feedback and input into future activity planning



Named contact in Visit Kent team for support (based on 2 hours' dedicated support per month)



Destination Partner

A bespoke, strategic package with headline coverage, for businesses with Kent-wide reach and importance.

- 'Headline sponsor'-like partnership, with package-style activity
- Strategic focus and importance to the county and beyond
- Larger organisation or with county-wide reach
- Tailored activity to maximise relationship and what can be achieved both ways
- Featured as key partners across all channels, included in relevant CTAs, booking widgets, imagery, logos, links, etc
- Mix of paid for and in-kind support, amplifying destination messages and creating opportunities for the rest of the partners

Contact the team directly to find out more



Hever Castle and Gardens

Get in touch



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Garden of England