

EXPERIENCE KENT

2021 TOOLKIT



WWW.VISITKENT.CO.UK/EXPERIENCEKENT

#EXPERIENCEKENT



EUROPEAN UNION
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EXPERIENCE KENT

About the campaign

We are delighted to present our new consumer A/B testing campaign for spring 2021, Experience Kent. Experience Kent is our first exciting opportunity to test engagement with products and themes developed as part of the INTERREG EXPERIENCE project. As businesses begin to reopen, the main challenge faced by the tourism industry is gaining relevant insight into the type of messaging that will engage consumers in a post-COVID world, inspiring them to book a short break. Destinations across the country and around the world will all be competing for visitors over the coming months, so it is essential that we use this campaign to generate learnings that will inform the targeting of later marketing activity, alongside valuable insight for our partners into consumer attitudes and motivations to travel. With this in mind, Experience Kent is our first wave of campaign activity for 2021, which will inspire bookings by placing Kent at the very forefront of consumers' minds at a time when there is a particularly high appetite for planning breaks closer to home.

At the heart of the campaign will be eight thematic features hosted on the Visit Kent website, each focused around the themes that were identified as opportunities for the county as part of our initial options analysis research, completed ahead of the project. Our digital A/B testing activity will use these features to test off-season product themes, messaging, imagery and calls to action with various audiences in order to identify best prospect audiences and maximum engagement. This activity will be supported with organic digital activity and PR, and followed with a business facing campaign report to help inform partner product development and marketing plans.

As part of their INTERREG EXPERIENCE match funding, eight districts have been included as lead destinations within the feature content. These include, The Isle of Thanet (Creative Experiences), Ashford (Food and Drink Experiences), Medway (Hands on History and Culture), Dover (Outdoor Experiences), Canterbury (The Path Less Travelled), Tunbridge Wells (Health and Wellbeing), Gravesham (Unexpected Experiences), Folkestone & Hythe (Shared Experiences and Events). All EXPERIENCE partners, and private sector partners that have paid their investor fee, will be featured in the campaign activity. For more information on the Visit Kent investor fees and benefits visit:

<https://www.visitkentbusiness.co.uk/get-involved/working-with-visit-kent/>

This year's campaign launches **on 29th March** and will run for one month.

This Toolkit

We have created this simple toolkit to give you some advice and guidance on promoting the campaign via your own website and channels whilst it is live. Please read through the toolkit carefully and contact us should you have any further questions.

VISIT KENT'S FEATURE CONTENT

A main benefit for EXPERIENCE partners and investor partners is enhanced exposure across our themed feature content. This will be divided into eight separate flagship themes, with each feature including suggestions on experiences. The blog content will be linked to directly from the campaign landing page, and further promoted by organic social activity, and homepage banners on Visit Kent for the duration of this campaign. Please feel free to copy the links to these pages once live and share them through your own social media channels to drive traffic and increase exposure.

Creative experiences

This is all about getting creative in Kent, with experiences ranging from crafting and sewing to jewellery making and photography workshops.

Food and drink experiences

Be it baking workshops, vineyard tours, cheesemaking or gin tasting, this feature is all about Kent's best foodie experiences.

Health and wellbeing

Think forest bathing experiences, rural retreats and meditation for the perfect way to switch off and step into nature.

Hands-on history and culture

Presenting Kent's heritage and cultural locations, and new ways to discover them, whether through historical escape rooms or sculpture tours.

Outdoor experiences

Wide open landscapes, wildlife safaris, foraging and off the grid camping, these experiences are all about getting consumers out in nature this season..

Unexpected experiences

Expect the unexpected with these ways to learn new skills and discover new cultural experiences, from axe throwing to ghost tours and treasure hunts.

The path less travelled

We're stepping off the beaten track with these trails and inspirational journeys, from walking tours in the footsteps of some of Kent's legends, to lacing up your trainers and experiencing a city on a guided running route.

Shared experiences and events

This is all about events reimagined for 2021 in line with government guidelines. Whether it's outdoor festivals to be experienced in bubbles or event trails that can be enjoyed safely.

VISIT KENT'S PLANNED ORGANIC ACTIVITY

We will ensure that our flagship content and accompanying imagery are central to all of our organic social media activity, sharing these regularly across our platforms.

We will be using the hashtag **#ExperienceKent** throughout the campaign, when sharing campaign related content on our digital channels. Please feel free to follow this hashtag so that you are kept up to date with the content we're putting out across our channels, and please also use this as part of your own organic social media.

Below is some further detail on how the campaign will be promoted across each of our digital channels, and what you can expect during the course of the campaign.

Homepage

The Experience Kent main campaign landing page will be linked to from a homepage banner on our website throughout April. Our website homepage will also feature dedicated banners linking through to each of the above mentioned campaign features, as well as a further range of inspirational and informative content.

Facebook

Aside from the programmatic activity that will be running during the campaign, our social media channels will be consistently published with organic content. These posts will be consistent with the campaign's look, feel and tone of voice.

Twitter

We will also be sharing our features through organic Twitter content wherever possible, linking to the campaign landing page to drive traffic. We will be using the hashtag **#ExperienceKent** to accompany any related posts/content throughout the spring, where relevant.

Instagram

We will also be creating a number of Instagram stories which will feature inspirational imagery and key messages for each theme, and a link to the main campaign page. We'll then be making each of these stories a 'highlight' on our Instagram page which means they will stay there as a permanent fixture until after the campaign has finished.

E-newsletters

We will also send out two e-newsletters featuring the thematic content from the campaign. This will also link to the campaign landing page, and will be sent out to the Visit Kent consumer database.

PR

The launch of this campaign will be supported by a dedicated press release which will be circulated with Visit Kent's engaged media database. Our PR team will also be proactively pitching the campaign themes in response to any relevant media enquiries. Finally, Visit Kent is working in partnership with the Kent Downs AONB to host a series of influencer trips this spring, which will each generate further content relating to the EXPERIENCE project and signpost a wider range of audiences towards our campaign pages.

How you can promote the Experience Kent campaign

The Experience Kent campaign provides partners county-wide with an opportunity to amplify your own, unique story whilst still aligning with a wider destination message.

This campaign activity will closely follow the Government's current roadmap to recovery guidelines and Visit England's [Good to Go campaign](#), ensuring that Kent's reputation as a safe destination remains at the forefront throughout. We encourage you all to spread the word about this activity, and to share relevant social posts and features across your own channels, and in your communications where you can.



Here are some tips:

- Always use #ExperienceKent, #VisitKent and #EscapetheEveryday
- Tag @VisitKent
- Spread the word on social media, and talk to your followers, the media or other attractions about Experience Kent to build the excitement
- Add details of the campaign to your website
- Incorporate relevant campaign imagery into the header of your social media platforms for the duration of the campaign
- Encourage your staff to share the campaign video on their own social media channels to reach more people and create a real buzz around the campaign. We are our destination's biggest ambassadors. Post it on your intranet/noticeboards/share it at staff meetings etc.
- Promote our feature and social content by sharing our digital activity on your own channels

Sample Posts:

- With over one hundred brand-new adventures to be experienced in #Kent, it's safe to say we've got a lot to share this year. Excited to plan your escape? It's all ready and waiting in the Garden of England.. #ExperienceKent.
- And breathe... Rest assured in #Kent, you can still make those long lasting memories this season, while remaining safe and smiling! #ExperienceKent @VisitKent
- Looking for a new way to discover our wonderful county? We have fantastic news for you! From Axe Throwing to Forest Bathing (and everything in-between), prepare to #ExperienceKent like never before... @VisitKent
- Already crossed the threshold of each of Kent's castles? Ticked off a visit to all of our award-winning beaches? Tasted your way around all the pubs and cafes you can think of? With over one hundred brand-new ways to #ExperienceKent, it's safe to say we've got a lot to share this year... @VisitKent

Samples of social media activity

Below are a couple of examples of how we plan to promote the Experience Kent campaign across our own digital channels. We hope these provide some further inspiration when promoting our activity on your own channels.

 **Visit Kent** VisitKent · Mar 29

From new ways to tour Kent's icons, and festivals reimagined, to totally new experiences, a short break in Kent is all about fresh, safe, and innovative ways to explore our magnificent county. bit.ly/2PIG2Dm #ExperienceKent



  

 **Visit Kent** VisitKent · Apr 1

From rural trails to secret city spots, venture off the beaten track & onto a new pathway. bit.ly/3Uw3Ur #ExperienceKent



  

 **Visit Kent** VisitKent · Mar 30

Tantalise your tastebuds & let our foodie experiences inspire your next gourmet getaway...bit.ly/3f7K5Ha #ExperienceKent



  

 **Visit Kent** VisitKent · Mar 23

Slip into neutral, indulge in a little R&R & leave those home workouts firmly on pause...bit.ly/3d34O30 #ExperienceKent



  

Website copy sample

Below is some suggested copy for linking to the Experience Kent campaign from your own website. Feel free to adapt and use this copy to promote your own products and upcoming activity.



Experience Kent

It's time to start planning, start looking ahead and start dreaming of new places waiting to be found, gastronomic delights ready to be tasted, historic sites awaiting their rediscovery and trails yet to be followed.

With over one hundred brand-new adventures to be experienced in Kent, it's safe to say we've got a lot to share this year.

From new ways to tour Kent's icons, and festivals reimagined, to totally new (and at times slightly eccentric) experiences, a short break in Kent is all about fresh, safe, and innovative ways to explore our magnificent county.

Excited to plan your escape? It's all ready and waiting in Kent...

Before you embark on your adventures, please do check your destinations' websites as many attractions and locations now request that you pre-book. There may also be new procedures in place in order to keep their staff and visitors safe. Take a look at Visit Kent's guidance on how to best **Respect, Protect and Enjoy** our wonderful Kent attractions and landscapes.

Additional information and links



Got any questions?

We will be in touch with you regularly throughout the campaign's duration (with updates), so please look out for updates as part of our ongoing B2B communications. Should you have any further questions please don't hesitate to get in touch at any stage.

enquiries@visitkent.co.uk

LINKS

The Experience Kent campaign will be launching at 9am on Monday 29th March. As soon as it is live, you will be able to access the following campaign landing page, along with our eight thematic features.

Please note: You will not be able to click on the following links before this time. As soon as the campaign is live, we would encourage you to view this inspirational content, and share on your own channels

- **Main campaign landing page:** <https://visitkent.co.uk/experience-kent/>
- **Creative Experiences:** <https://www.visitkent.co.uk/visit-kent-blog/creative-experiences-in-kent/>
- **Food & Drink Experiences:** <https://visitkent.co.uk/visit-kent-blog/experience-food-and-drink/>
- **Health & Wellbeing:** <https://visitkent.co.uk/visit-kent-blog/experience-health-and-wellbeing/>
- **Hands-on History & Culture:** <https://visitkent.co.uk/visit-kent-blog/experience-history-and-culture/>
- **Outdoor experiences:** <https://visitkent.co.uk/visit-kent-blog/outdoor-experiences/>
- **Unexpected experiences:** <https://visitkent.co.uk/visit-kent-blog/escape-the-ordinary/>
- **The Path Less Travelled:** <https://visitkent.co.uk/visit-kent-blog/experiences-off-the-beaten-track/>
- **Shared Experiences:** <https://visitkent.co.uk/visit-kent-blog/shared-experiences/>

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