



Direct Dial/Ext:
Fax:
e-mail:
Ask for: Christine Singh
Your Ref:
Our Ref:
Date: 25 September 2012

Dear Member

ECONOMIC DEVELOPMENT CABINET COMMITTEE - FRIDAY, 21 SEPTEMBER 2012

I have now attached the overheads and map used for the presentation given that the meeting of Economic Development Cabinet Committee held on Friday, 21 September 2012.

Agenda No	Item
A6	<u>Visit Kent - Presentation by Sandra Matthews Marsh, Chief Executive (Pages 1 - 40)</u>

Yours sincerely

Peter Sass
Head of Democratic Services

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Economic Development Cabinet Committee

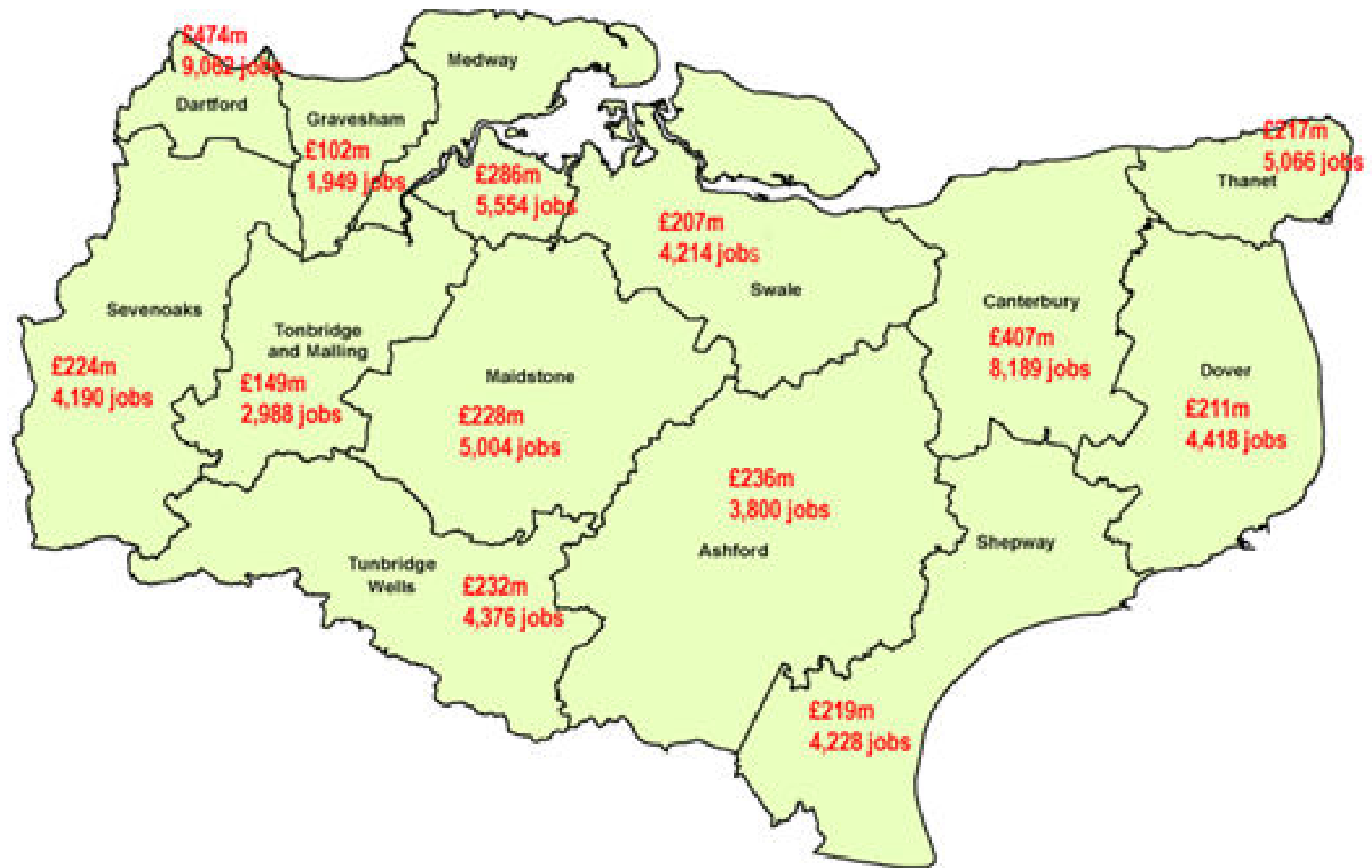
21st September 2012

Sandra Matthews-Marsh
Chief Executive
Visit Kent

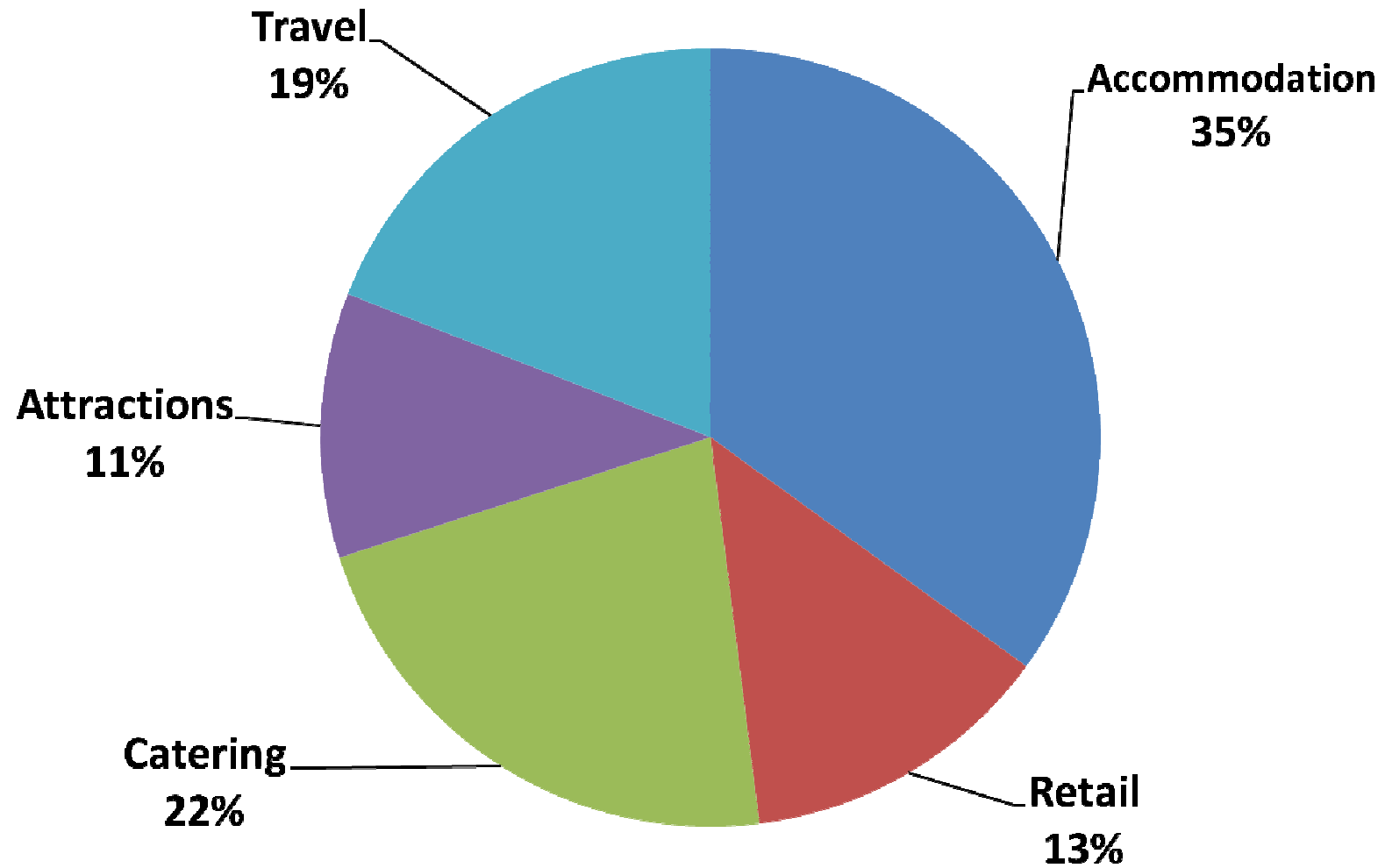
Visit Kent plays a key role in supporting and growing our:-

- £3.2 billion tourism industry
- 56.6 million visitors
- 4000 tourism businesses
- 63,000 jobs

Distribution of 63,000 Jobs supported



Spend by Sector





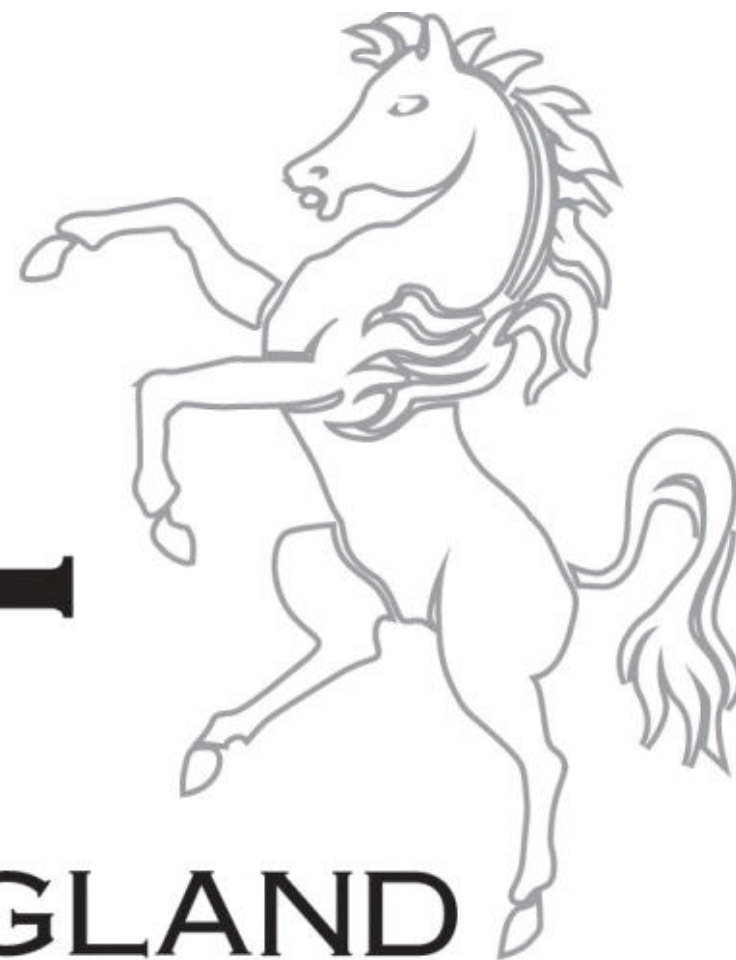
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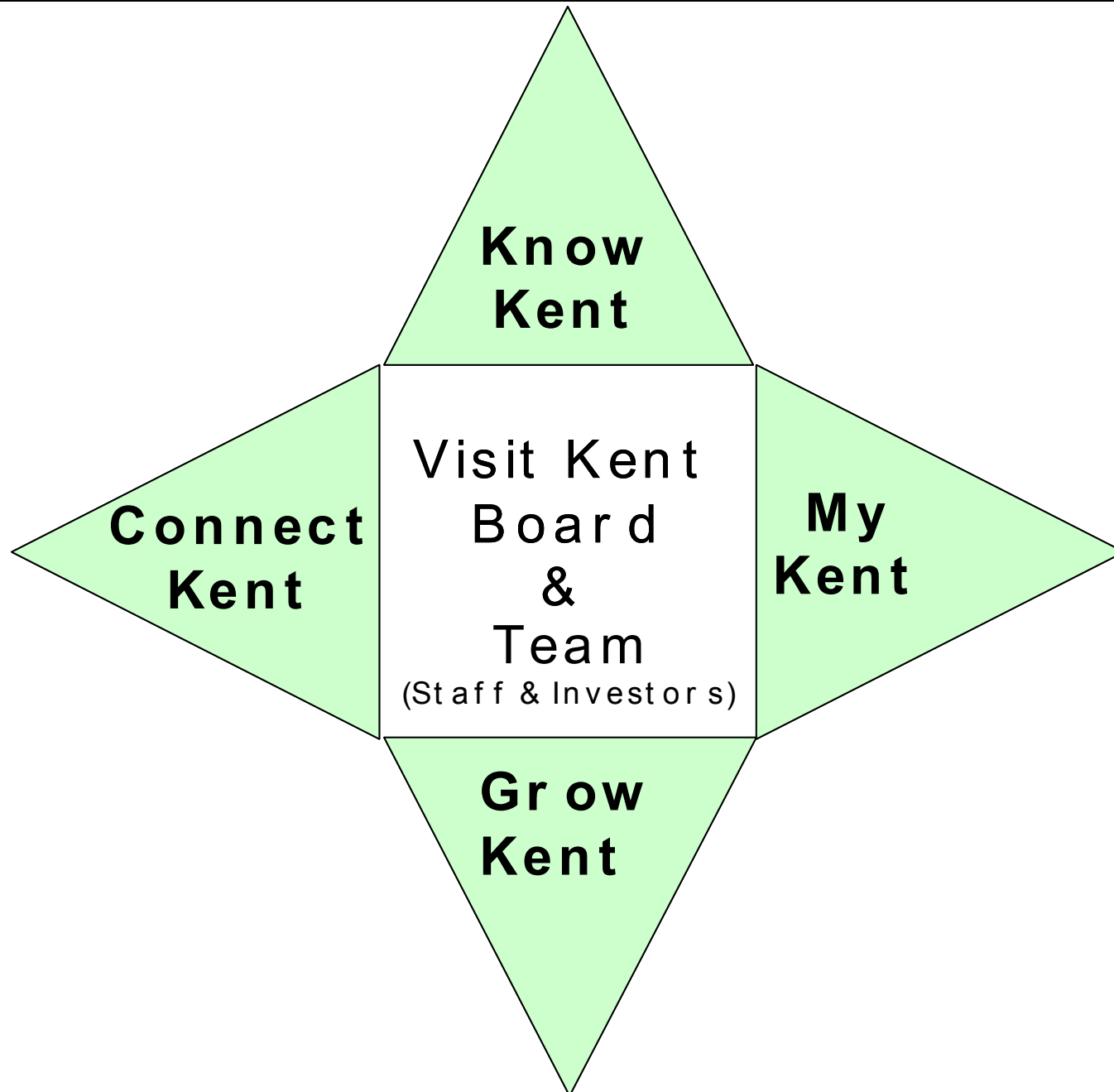


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Haver Castle, Edenbridge

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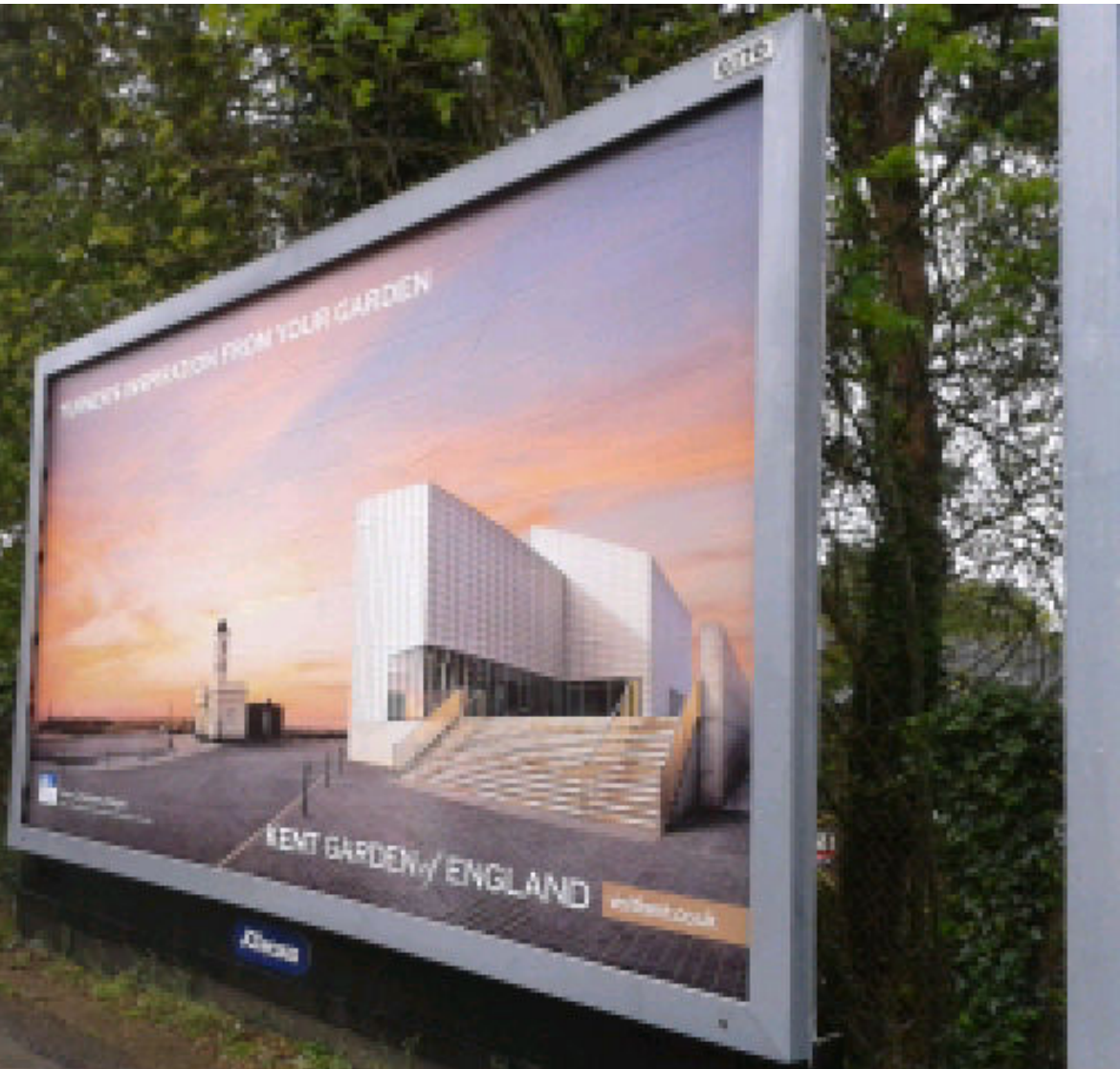


EXERCISE IN YOUR GARDEN



Botany Bay, Broadstairs

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Grow Kent
Improving and developing the product



KENT HOTEL DEVELOPER INTEREST

FINAL REPORT – CONFIDENTIAL

Prepared by Hotel Solutions
for
Visit Kent &
Tourism South East

November 2010



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Real Faces Of Kent

[Phillip Knight](#)

Greengrocer

Philip feels very fortunate to have been trading at The Goods Shed for over six years, providing customers with a wide range of fresh, seasonal produce sold within just a few miles fro... [more](#)

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Explore & Discover New Places In Kent

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There are currently **236 Members** exploring Kent. Together they've made **0135 Discoveries**



Wild Wills
Chief Explorer



Map data ©2010 Tele Atlas - [Terms of Use](#)

My Kent - User Generated Website



KENT

BIG WEEKEND

Sat 17th & Sun 18th March 2012

Chapel Down Winery, Tenterden

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www.mykentbigweekend.co.uk



**Kent Greeters - Local Volunteers
who share their passion for where they live with visitors**



**Visit Kent working with KCC to recruit
2012 Kent Games Times Greeters**



**Connect Kent -
Developing Partnerships and Supporting 4,000 businesses**



Visit Kent Business Breakfast at Kent 2020 Vision



Some Visit Kent Investors



Visit Kent Chairman's Garden Parties



Visit Kent Tourism Industry Network Events

Representing the tourism industry in Kent



Business Barometer

April 2012 now available

Business Barometer

The monthly 'snapshot' of business performance in Kent

Business Barometer Headlines

Easter and the associated Bank Holidays fell in April this year and so supported the accommodation businesses, but the wet weather meant a fall in visitor numbers for visitor attractions.

Issues in the Industry

Fuel prices were an issue for more

Welcome to Visit Kent Business

Visit Kent is responsible for promoting Kent as an attractive destination for holidays and events and enhancing the tourism industry, its infrastructure and product base in Kent.

Explore this website or contact us directly to find out about our key projects and activities. We provide a wide range of information, expert advice and hands-on support to Kent's tourism industry, from information about [marketing opportunities](#) and up-to-date [media information](#) to access to our many [research and development](#) projects, [training courses](#) and much more.

Please note: This is Visit Kent's corporate website, which is aimed primarily at Kent's tourism industry professionals and the media. Visitors seeking travel-specific information and ideas for their holiday in Kent should visit the consumer website www.visitkent.co.uk



Be involved

News and Views



Top stations showcase great views of Kent

Stunning arrays of images of Kent are on display at Ebbsfleet and Ashford International stations rea...

28th June 2012

Visit Kent begins celebrations for 10 years of tourism

Visit Kent kicked off a year of celebrations marking its 10th anniversary with the cutting of a cele...

26th April 2012

Free Welcome All training course to tourism & hospitality businesses!



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Hugh Robertson MP
Minister for Sport, Olympic Legacy and Tourism

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2012 GREAT Campaign at Ebbsfleet International Station

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The Chapel Down Winery, Tenterden

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CAMP OUT IN YOUR GARDEN

Wallett's Court Hotel, near Dover

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AROMATHERAPY IN YOUR GARDEN

Lavender field, near Sevenoaks

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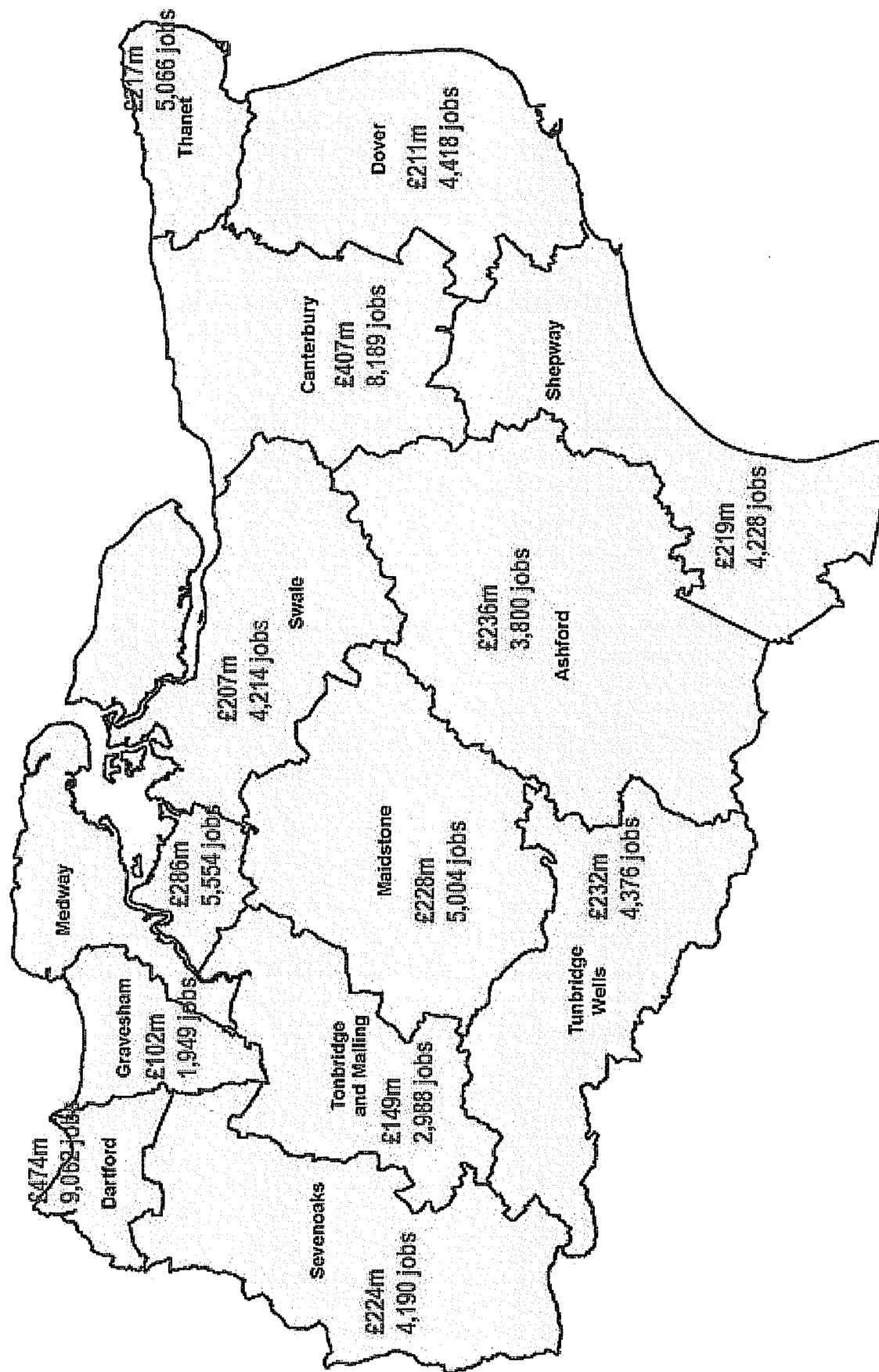
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THE WHITE CLIFFS OF DOVER



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