

Economic Development Cabinet Committee

21st September 2012

Sandra Matthews-Marsh
Chief Executive
Visit Kent

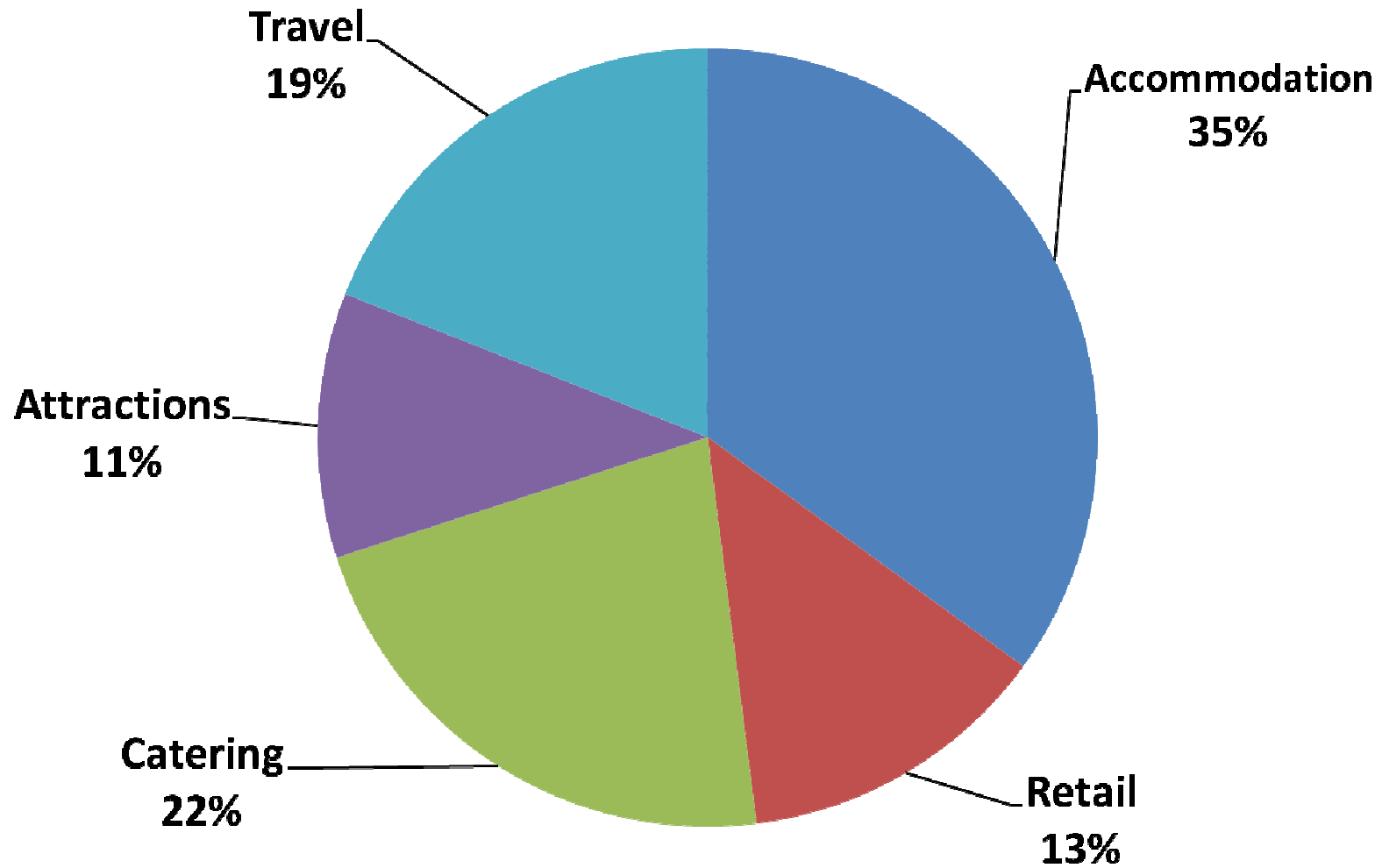
Visit Kent plays a key role in supporting and growing our:-

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

Distribution of 63,000 Jobs supported



Spend by Sector



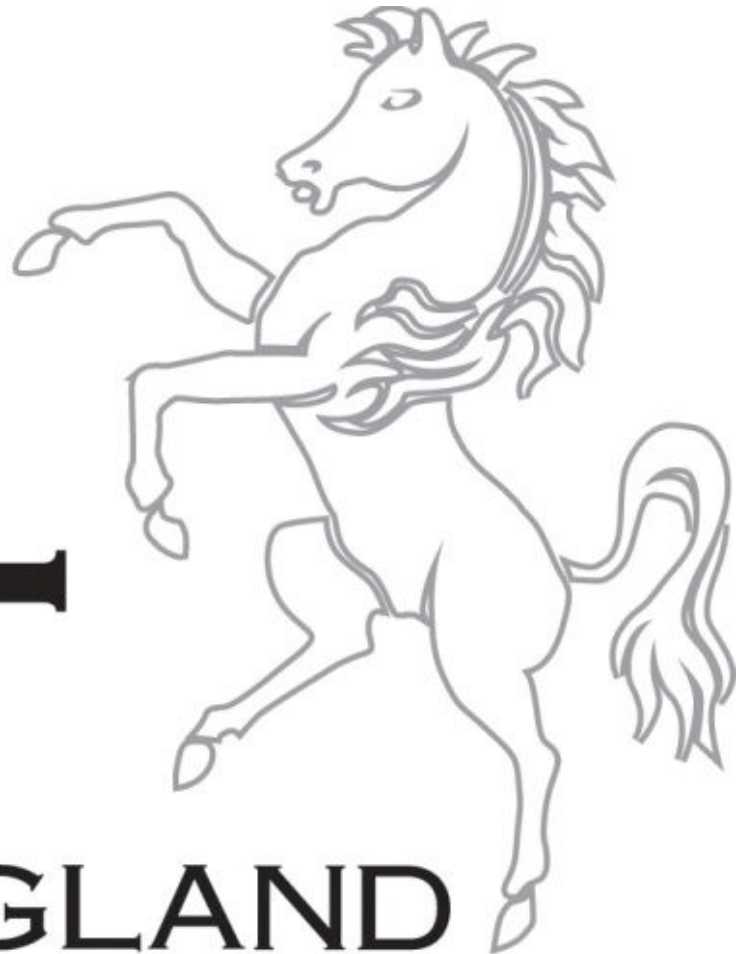


KENT GARDEN *of* ENGLAND

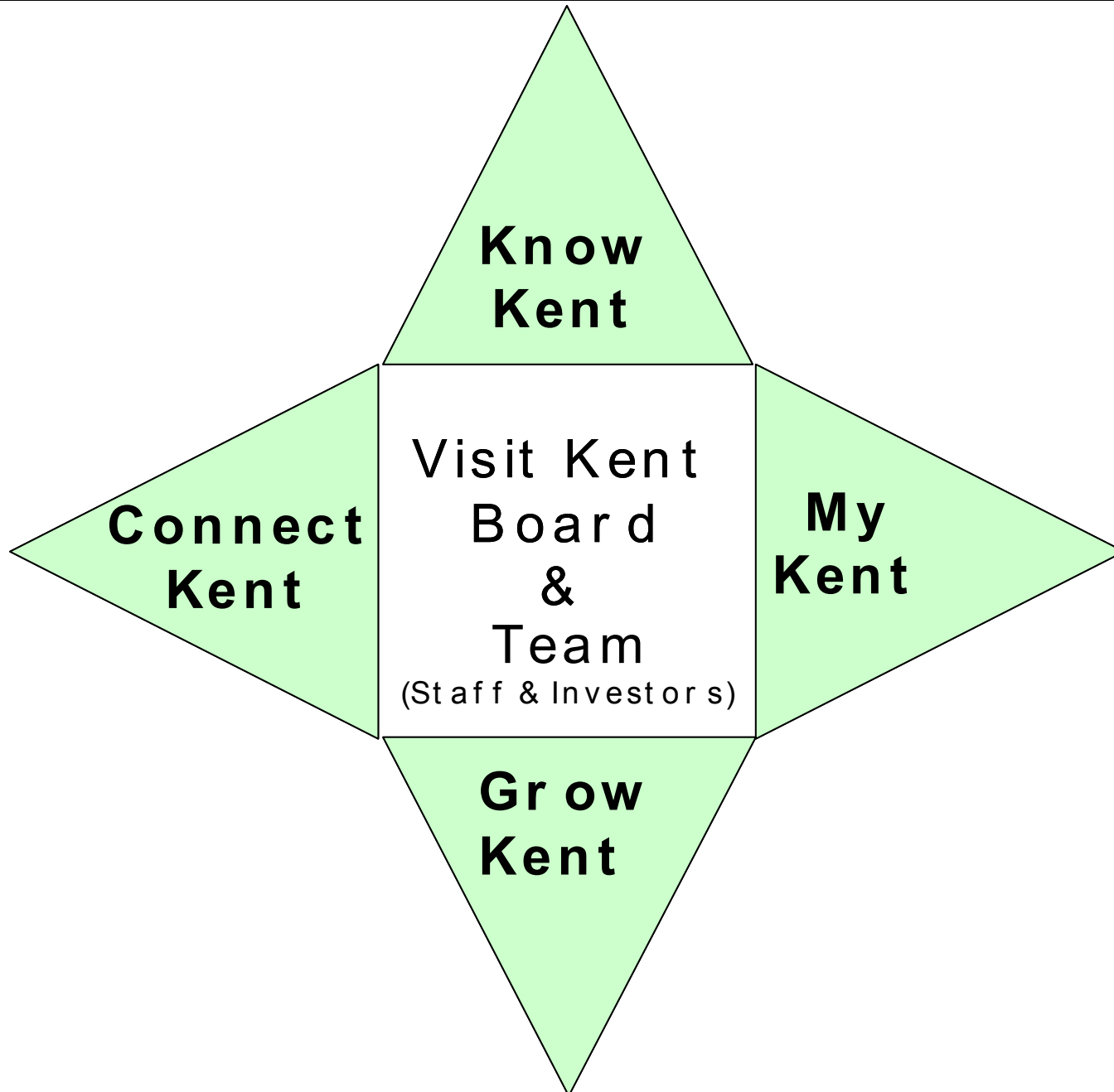
visitkent.co.uk



VISIT
KENT
GARDEN *of* ENGLAND



CELEBRATING 10 YEARS OF TOURISM





Know Kent
Marketing the Garden of England for the 21st Century

PASS TIME IN YOUR GARDEN



Dover Castle

KENT GARDEN *of* ENGLAND

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REDISCOVER YOUR GARDEN



Hever Castle, Edenbridge

KENT GARDEN *of* ENGLAND

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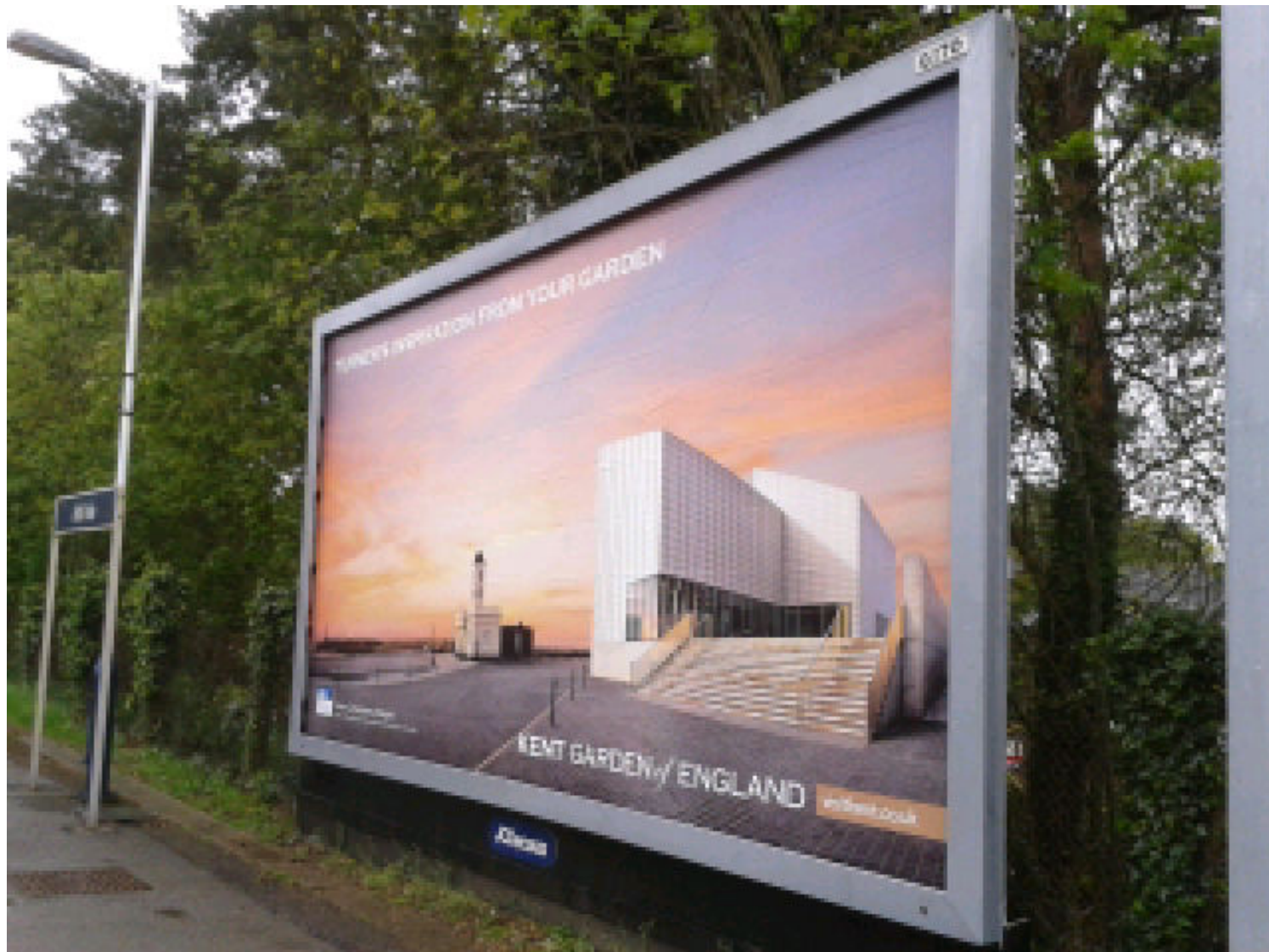


EXERCISE IN YOUR GARDEN



Botany Bay, Broadstairs

KENT GARDEN *of* ENGLAND™ visitkent.co.uk





CELEBRATING 10 YEARS OF TOURISM

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



KENT GARDEN *of* ENGLAND

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My Kent
People Power – Unlocking Talent & Improving Skills



Real Faces Of Kent

[Phillip Knight](#)

Greengrocer

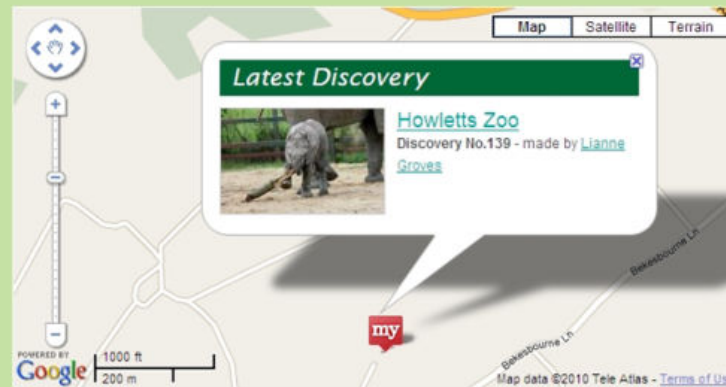
Philip feels very fortunate to have been trading at The Goods Shed for over six years, providing customers with a wide range of fresh, seasonal produce sold within just a few miles fro... [more](#)

[Read Their Story](#)



Explore & Discover New Places In Kent

[Submit A New Discovery](#)



There are currently
236 Members
exploring Kent.
Together they've made
0 1 3 5 Discoveries



My Kent - User Generated Website

The logo features the word "my" in a white, lowercase, sans-serif font inside a red speech bubble shape. To its right, the word "KENT" is written in a large, bold, red, uppercase, serif font.

my KENT

BIG WEEKEND

Sat 17th & Sun 18th March 2012

A scenic view of a vineyard in Kent, England, during a wine festival. The foreground shows a grassy path where several people are walking and talking. In the middle ground, a large white tent is set up on the right, with people gathered around a table displaying various wine bottles and food. The background features rolling green hills and trees under a bright blue sky with scattered white clouds.

Chapel Down Winery, Tenterden

KENT GARDEN *of* ENGLAND 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**



CELEBRATING 10 YEARS OF TOURISM

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



Visit Kent Business Breakfast at Kent 2020 Vision

Ashford

Designer Outlet

Hotels

Ashford International Hotel



The childhood home of Anne Boleyn

FREEDOM
HOLIDAY HOMES



www.bluewater.co.uk



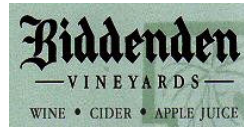
BRITAIN'S OLDEST BREWER



Holiday Inn



continuum
Leading Attractions



LEEDS & CASTLE
KENT, ENGLAND



THE SPA HOTEL
ROYAL TUNBRIDGE WELLS *****



mulberry cottages



Some Visit Kent Investors



Visit Kent Chairman's Garden Parties



Visit Kent Tourism Industry Network Events



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

ENJOY THE FRUITS OF YOUR GARDEN



The Chapel Down Winery, Tenterden

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BE INSPIRED BY YOUR GARDEN

creative quarter

Creative Quarter, Folkestone

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PLAY IN YOUR GARDEN



Dungeness

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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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ENJOY THE FRUITS OF YOUR GARDEN



The Goods Shed, Canterbury

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THE WHITE CLIFFS OF DOVER



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