

# Economic Development Cabinet Committee

21<sup>st</sup> September 2012

Sandra Matthews-Marsh  
Chief Executive  
Visit Kent

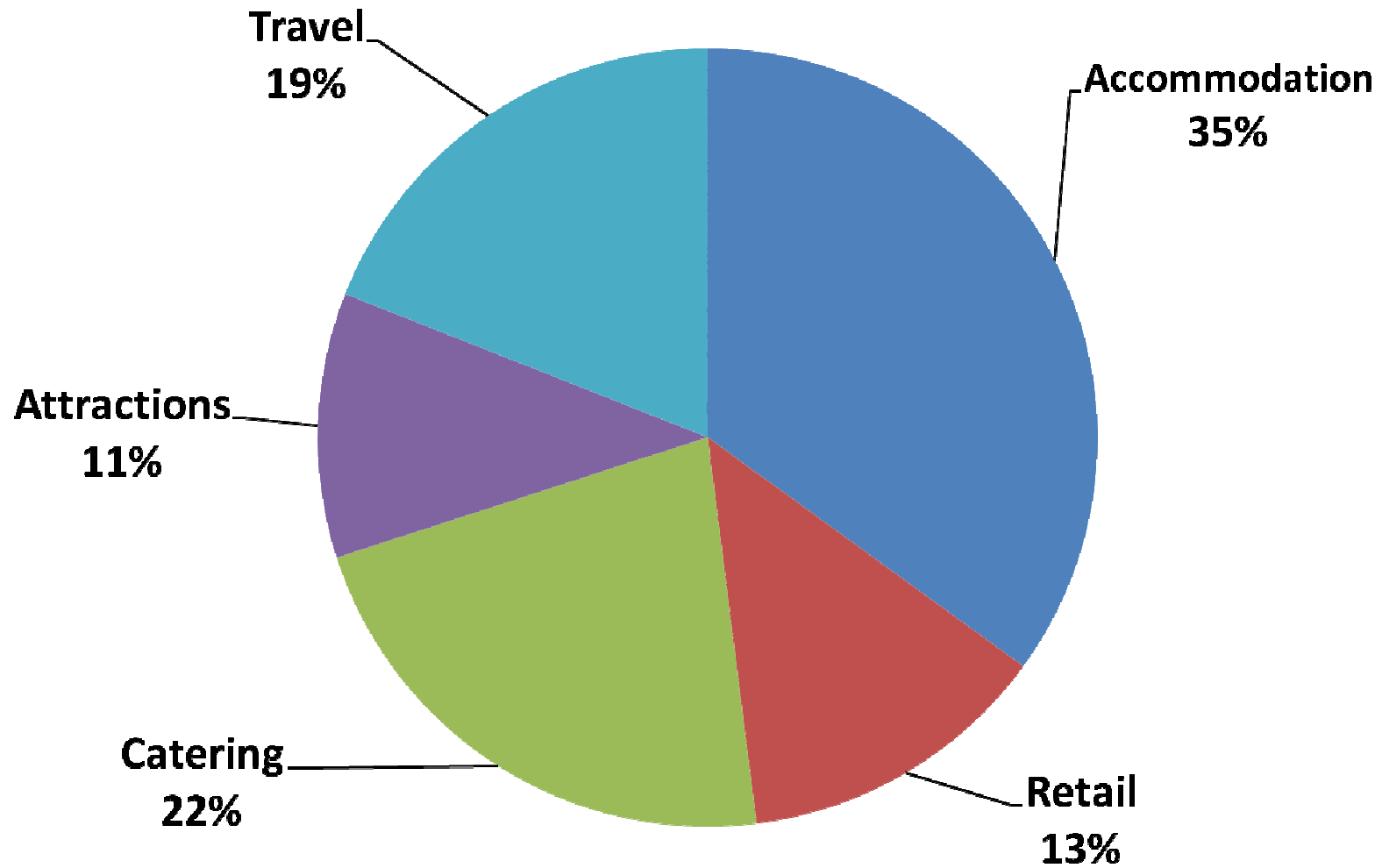
## Visit Kent plays a key role in supporting and growing our:-

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

## Distribution of 63,000 Jobs supported



# Spend by Sector

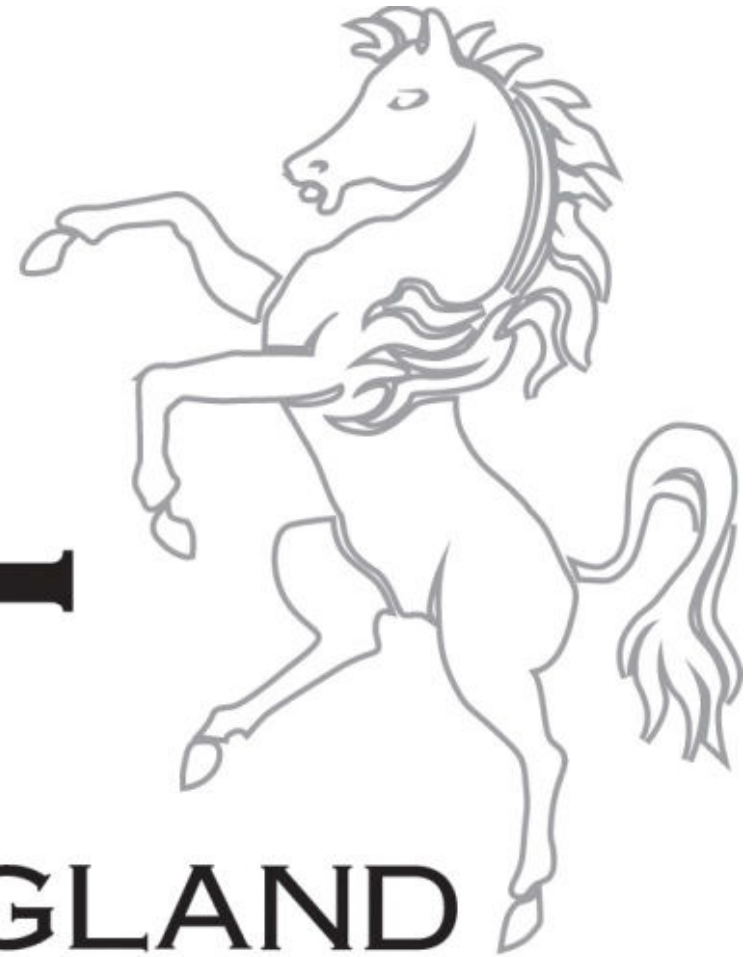




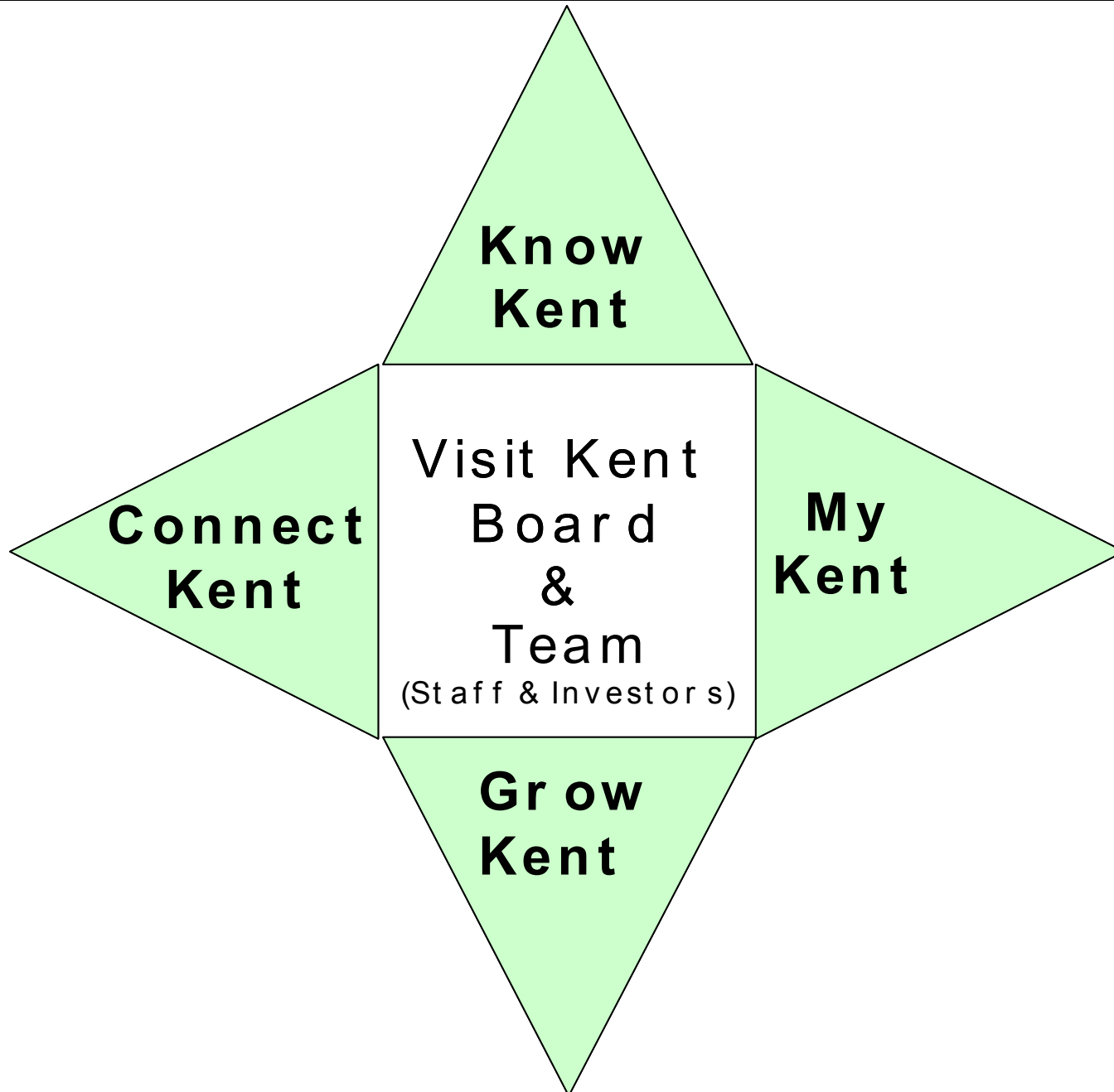
KENT GARDEN *of* ENGLAND [visitkent.co.uk](http://visitkent.co.uk)



**VISIT**  
**KENT**  
GARDEN *of* ENGLAND



**CELEBRATING 10 YEARS OF TOURISM**





**Know Kent**  
**Marketing the Garden of England for the 21<sup>st</sup> Century**

# PASS TIME IN YOUR GARDEN



Dover Castle

## KENT GARDEN *of* ENGLAND

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EXPLORE YOUR GARDEN



KENT GARDEN // ENGLAND

The Plough Inn, near Faversham



MEET ALL  
WANDER  
AND  
LOST

YOU'VE HEARD THE NAME  
NOW READ THE BOOK

BY  
SIMON  
COWELL

WRITING  
BRITAIN

STATION NAME  
BANK

REDISCOVER YOUR GARDEN



Hever Castle, Edenbridge

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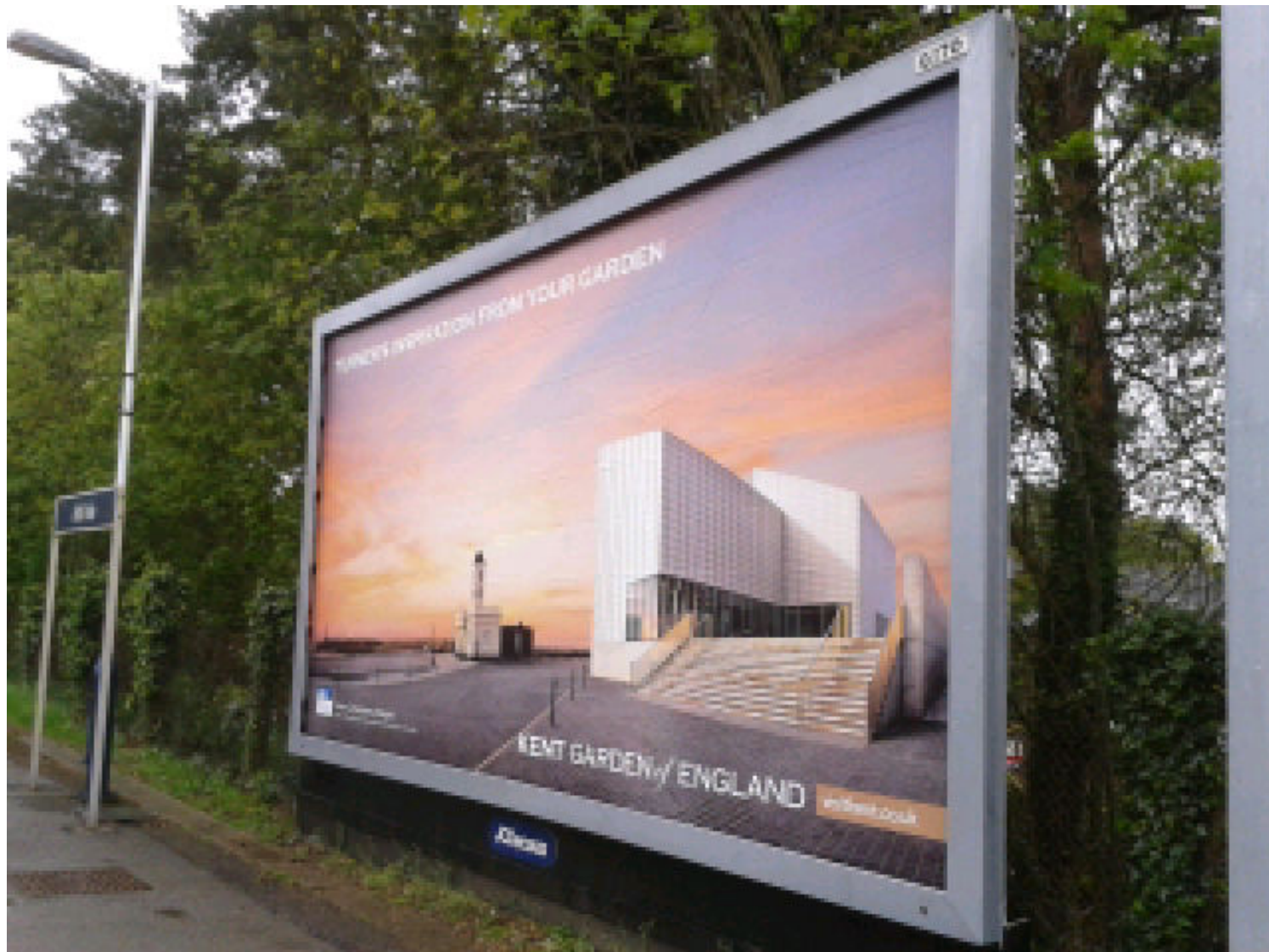


# EXERCISE IN YOUR GARDEN



Botany Bay, Broadstairs

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**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



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**My Kent**  
**People Power – Unlocking Talent & Improving Skills**



## Real Faces Of Kent

### [Phillip Knight](#)

Greengrocer

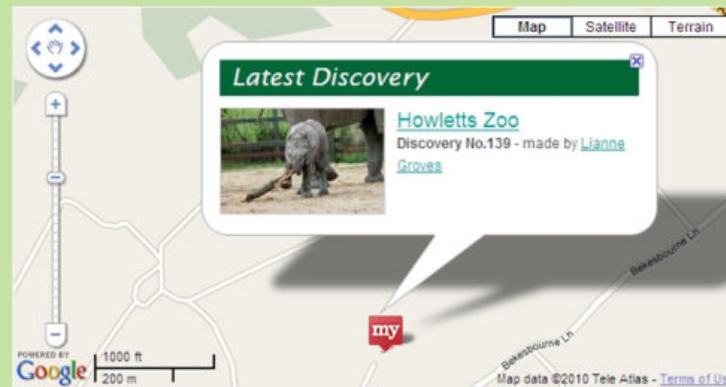
Philip feels very fortunate to have been trading at The Goods Shed for over six years, providing customers with a wide range of fresh, seasonal produce sold within just a few miles fro... [more](#)

[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 17<sup>th</sup> & Sun 18<sup>th</sup> March 2012

A wide-angle photograph of a vineyard under a bright, sunny sky with scattered clouds. Numerous people are scattered throughout the scene, some standing in the rows of grapevines, others near a white event tent on the right. The tent is decorated with bunting and has a table in front of it with various items on display. The overall atmosphere is that of a pleasant outdoor event.

Chapel Down Winery, Tenterden

KENT GARDEN *of* ENGLAND [www.mykentbigweekend.co.uk](http://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

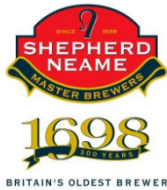


Ashford International Hotel  
\*\*\*\*

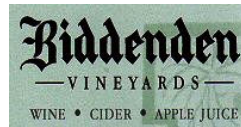


The childhood home of Anne Boleyn

FREEDOM  
HOLIDAY HOMES



Holiday Inn



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](http://www.visitkent.co.uk).

## 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...

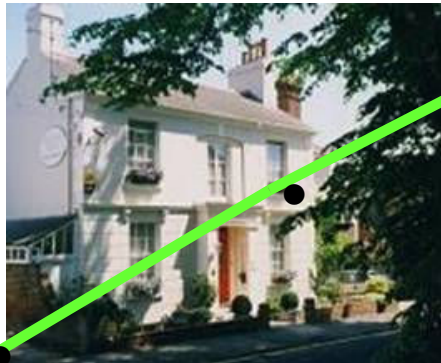
26th April 2012

### Free Welcome All training course to tourism & hospitality businesses!





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# KENT GARDEN of ENGLAND

[visitkent.co.uk](http://visitkent.co.uk)



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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