

May's Tourism Matters - Opportunities for you

Dear Colleague

Welcome to May's Tourism Matters

Training Courses

The last of our five free training workshops took place on Wednesday 3 May. 62 people attended the courses this year and we have had some lovely feedback.

“An excellent session, with lots of good ideas to go home with. Also well-balanced chat/group work, it kept my attention throughout and made me think of ways forward.”

“It was enlightening and suited the needs of people in the tourism sector.”

“Really good to work through a strategy completely relevant to me. Good to identify the different marketing channels and pick ones most relevant to my business.”

Delegates who attended the Delivering Service Excellence training were also offered the opportunity to sit the City and Guilds examination for Level 2 Customer Service Delivery. Well done to those who passed the examination!

We have also had some suggestions for future training courses, which we will bear in mind for next year.

Press and PR

This month we will be hosting Emma Bumpus from www.careertraveller.co.uk and Beth Parnell from www.dottydishes.tumblr.com. Visit Kent is also bringing a journalist from Olive Magazine to the area – so Thanet is still getting a lot of media interest.

We have also had some lovely coverage in from Valery Collins, whom we hosted last month. Find out what she has written and check out some of her stunning photography on the links below. More articles from Valery will follow.

- [Pilgrimages and Pugin in Ramsgate an English Seaside Town](#)
- [Ramsgate - Touched by Royalty and Saved by its Tunnels](#)
- [The Royal Harbour Hotel and the Empire Room Restaurant, Ramsgate](#)

And just in, a copy of the coverage from Martin Bank in [Brussels in View](#) – see pages 14 and 15

First Tourism Volunteers Forum

The first Thanet Tourism Volunteer Forum was held at Margate Museum on Wednesday 3 May. The forum was organised by the Thanet Volunteer Bureau and is funded by Thanet District Council's Coastal Communities (CCF) funded project 'Discover Thanet's Coast'. The aim of the forum is to bring together tourism businesses that use volunteers and ensure they have a dedicated forum to share knowledge, skills and joint working opportunities. The forum was developed following feedback from delegates attending Volunteer Management training (also funded by the CCF project) that getting together and sharing best practice and skills would be beneficial.

For those that would like to find out more about the next forum or get involved please contact Thanet Volunteer Bureau. volunteering.thanet@hotmail.co.uk

Coastal Explorer Packs

Brand new & exclusive to Thanet are Coastal Explorer packs. These will be available to hire in Margate, Broadstairs and Ramsgate from the end of May. These expedition-style bags are full to the brim with games, activities and equipment to help you really discover our beaches.

The packs enable self-guided exploration of areas within the three resorts and include binoculars, compass, rock-pooling net, marine life identification sheet and lots more! There is also a trail map which highlights where to go and where you can do certain activities such as beach art, seaweed and shell search and postcard writing.

The packs have been made possible through the Coastal Communities funded Discover Thanet's Coast Project, which seeks to develop and enhance the heritage and coast led tourism offer in Thanet by providing new activities for tourists, visitors and residents.

The packs are £5 to hire, plus a deposit. Further information on www.visitthanet.co.uk/coastalexplorers

Kent Contemporary Campaign

Stunning images of Viking Bay, Broadstairs and Royal Harbour, Ramsgate will be on display in London from 22 May as part of Visit Kent's annual Kent Contemporary campaign. The campaign aims to attract and entice Londoners and visitors to the capital into the county for a daytrip or short break.

The images will be featured in the busiest stations, including on the huge digital transvision screens in Victoria and Liverpool Street Stations. The campaign will also be supported by Pay Per Click and targeted social media activity.

If you're up in London and see one of the images, be sure to take a pic and share it on social media. Make sure you mention VisitThanet ([Facebook](#)) and @visitthanet ([Twitter](#) and [Instagram](#)) and #VisitKent, so we can like and share too. Thank you.

Visit Kent Business Barometer

Visit Kent's business barometer is a monthly report, containing feedback from tourism businesses including, **serviced and self-catering accommodation providers, attractions, conference and event centres, cross-channel carriers and VIC's**, creating a snapshot of how the visitor economy is performing in Kent. Visit Kent is actively working to increase the sample of businesses that contribute, specifically the sample of accommodation providers in Thanet. We would like to take this opportunity to encourage you to contribute, as the barometer has proven to be a valuable and timely benchmarking tool for tourism organisations. For more information and to view past business barometer reports please click [here](#).

If you are interested in signing-up to the business barometer, please click on one of the following links. The figures provided to the Business Barometer are all confidential

[Accommodation providers](#)

[Attractions](#)

[Conference and events centres](#)

The Barometer is **FREE** for all businesses to sign up to and access the monthly reports, alongside other benefits including;

- Insight into how your business is performing in relation to your sector in the county
- Keeping track of year on year and year to date figures
- Access to top line national level figures and trends
- Can be used as a benchmarking tool

- Insight into reasons cited for business performance
- Impact on press coverage and marketing activities

Have your say on proposed new parking schemes

A 28 day period for comment on phase one of the council's proposed new parking schemes is open until 6 June 2017. Comments can be submitted to consultation@thanet.gov.uk. Elements of the proposals will also be presented to the council's Joint Transportation Board at their next meeting, currently scheduled for 22 June 2017.

A formal statutory consultation on the proposed phase one scheme will then take place and the feedback will be considered before a final decision by Cabinet is made.

The schemes are being proposed to help meet income generation targets and positively impact on parking issues in the district. More information is available on the parking schemes and their locations [here](#)

Walking Tourism Workshop – 15th May

As part of the Interreg Green Pilgrimage project, Visit Kent and the Kent Downs AONB are bringing together local tourism businesses who would like to develop business from Kent's long-distance walking routes and capitalise on the growing popularity of active tourism. The Green Pilgrimage project aims to protect natural and cultural heritage, whilst developing jobs and growth along Europe's major pilgrimage routes by developing low impact tourism, digitalisation, accommodation and strengthening local traditions.

A workshop will be held on **Monday 15 May from 10am-12pm at Canterbury Cathedral Lodge, The Precincts, Canterbury. Places are limited**, so book early to secure your place at this event. For more information on the workshop and to book please [click here](#)

Kent Life Food and Drink Awards

Nominations for the 5th Kent Life Food and Drink Awards are now open. The awards champion, highlight and offer a showcase to the great and the good from the region's food and drink industry, including local producers and suppliers, small farming businesses, chefs, restaurants, pubs and hoteliers.

To find out more about the awards and to nominate, visit <http://kentfda.co.uk/>. Nominations close on 7th August with winners announced on 16th October

This is a great opportunity for Thanet businesses to showcase the areas offering.

Kent on Sunday Advertising Opportunity

Kent on Sunday are running features for the upcoming Bank Holiday weekends, going out on 21st May and 20th August, targeted towards readers researching for places to go and/or things to do in Kent. Your advert will go out to over 43,500 readers across the county in print, with an additional 19,300 users via www.kentnews.co.uk.

Advert rates are:

Double page spread £700

Full page £480

Half page £260

Quarter page £140

Discounted rates for series bookings are available and a number of digital products and social media options are available. For more information, contact Sara Whenman on 01233 653464 or email sara.whenman@archant.co.uk if you are interested

FREE Smartour conference

Canterbury Christ Church University are holding a FREE introductory event on Thursday 1st June at their Canterbury campus on SMART TOURISM - Sustainable Businesses and Destinations. The project will provide **FREE online training** in business operations, environment and culture with a view to improving sustainability of the organisation and of the tourism offer in the region. For more information on the conference and to book, please see the [Eventbrite link](#)

Your News

The Dreamland Trust, with a new team and a new chairperson, Bernie Morgan, working in partnership with Thanet District Council and the operators of the park, is looking for volunteers to help with the new summer programme to promote the history and heritage of Dreamland. For further information please see flyer or contact Jill Hunt on jill.hunt@dreamlandtrust.org.uk 07393 945978

Congratulations to **Carol Peters Travel**, who at the recent UK Coach Awards were awarded Gold in 'Customer Service' to Julie Herbert, Silver in the 'Top Small Fleet Operator' category plus Bronze in the 'Innovation' category. Well done to all the team

Events

Here are just a few of the events taking place across the area in the next few weeks

- 14th May: [The Beverley Big Band](#), Broadstairs Bandstand
- 26th May: [Dreamland Opening Night](#)
- 26th May: Opening of [Every Day is a New Day](#) and Michael Armitage: Peace Coma, Turner Contemporary
- 26th May – 4th June: [St Augustine Week](#), Ramsgate
- 28th May: [Scooter Camp](#), Revolution Skatepark
- 29th May: [Margate Meltdown](#)
- 29th May: [Spring Spectacular](#), Ramsgate
- 2nd – 4th June: [Space](#), The Micro Museum
- 3rd & 4th June: [St Nicholas-at-Wade Open Gardens](#)
- 4th June: [Bucket and Spade Run](#), Ramsgate

For more events happening in the area go to www.visitthanet.co.uk/whats-on