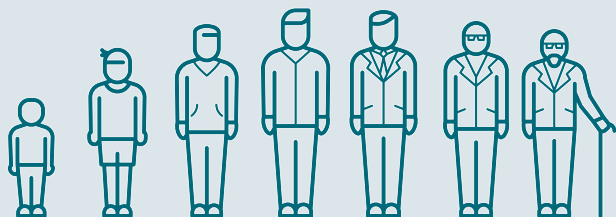


# THANET VISITOR STUDY 2018

## AGE GROUPS



0-15	16-24	25-34	35-44	45-54	55-64	65+
15%	7%	11%	12%	15%	16%	24%

## GROUP COMPOSITION

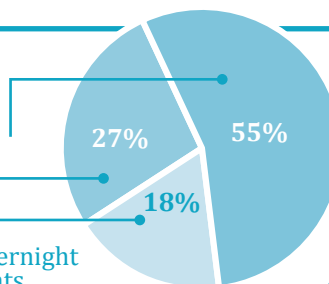
A COUPLE	36%	
FAMILY UNIT	27%	
GROUPS OF FRIENDS	18%	

LIKELIHOOD OF  
RECOMMENDING  
4.32 out of 5



## TYPE OF TRIP

Day visitors from home  
Staying visitors  
Day visitors (touring)



The average length stay for overnight visitors to Thanet was 4.4 nights

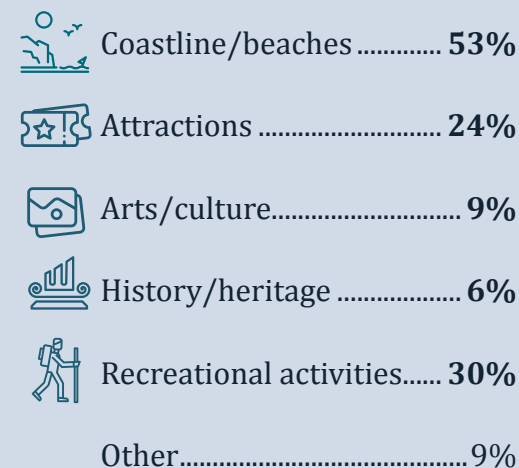
## 3 KEY OVERSEAS MARKETS FOR THANET

Germany (24%)	France (14%)	Netherlands (11%)
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## ACCOMMODATION USED FOR THANET

Hotel	26%
Bed and Breakfast/Guest house	7%
Rented Self-catering accommodation	14%
Touring caravan / Camping	6%
Friends and Relatives	29%
Airbnb	9%
Other	8%

## KEY INFLUENCERS



## SATISFACTION SCORES FOR THANET

(OUT OF 5)

### TOP 3

Ease of finding your way around...4.68  
Quality of beach experiences.....4.56  
Beach / coastline cleanliness.....4.52

### BOTTOM 3

Shops.....3.52  
Public toilets - availability.....3.41  
Public toilets - cleanliness.....3.11

## TOP MAIN CHANGES FROM 2010



Significant increase in the number of visitors travelling to Margate by train since 2010 (11% up to 30%).



Expenditure levels have gone up since 2010 even when accounting for inflation.



Score for the overall enjoyment with visits was up from 3.77 in 2010 to 4.36 in 2018.



Combined, destination websites, search engine and review sites accounted for 25% of all marketing consumption in 2018, up from 7% in 2010.

# MARGATE

TYPE OF TRIP	
Day visitors from home	55%
Day visitors (touring)	15%
Staying visitors	30%
Top 3 Transport Choices	
Car / van/motorhome	54%
Train	30%
Coach	6%

**MARGATE** - attracted the biggest proportion of young visitors, groups of friends and visitors travelling alone.

*“Margate is unique. It has great skies, a beautiful beach and I like the arty shops and the gallery too”*

# BROADSTAIRS

TYPE OF TRIP	
Day visitors from home	55%
Day visitors (touring)	19%
Staying visitors	26%
Top 3 Transport Choices	
Car / van/motorhome	71%
Train	16%
Coach	6%

**BROADSTAIRS** -recorded the biggest proportion of children and families.

*“Love it all.  
Nice atmosphere friendly,  
historic area, classy.  
Going back in time.”*

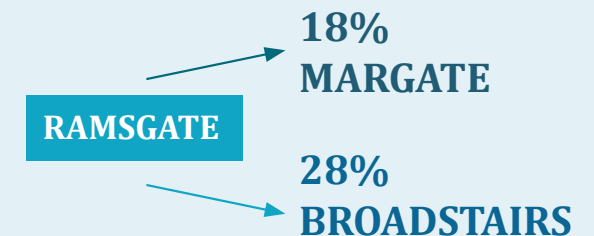
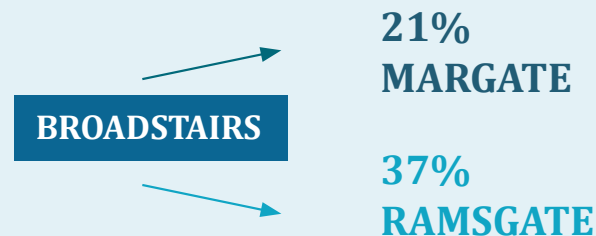
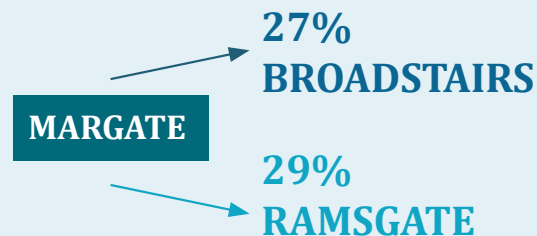
# RAMSGATE

TYPE OF TRIP	
Day visitors from home	54%
Day visitors (touring)	20%
Staying visitors	26%
Top 3 Transport Choices	
Car / van/motorhome	72%
Train	12%
Coach	6%

**RAMSGATE** -attracted the biggest proportion of older visitors and couples.

*“Lovely harbour, watching boats, cafes under the arch.  
Good architecture, clean sandy beach.”*

## VISITOR FLOW IN THANET



*Have you visited or do you plan to visit the following destinations during this trip?*