

July's Tourism Matters - it's full of opportunities for you and your business

This month Tourism Matters is full of opportunities for you, from how you can get involved in Turner Prize activities to participating in market research, from training opportunities to applying for awards. Make a tea or coffee and take five minutes out to read through - both you and your business could benefit.

Turner Prize Update

Are you planning an event, exhibition or project during Turner Prize (28 September 2019 to 12 January 2020)? If so, and providing it meets set criteria, it could be associated as part of Turner Prize 2019 and use a sister brand that has been developed by Turner Contemporary for events. It will also be included on www.visitthanet.co.uk and www.visitkent.co.uk which collectively attract over 1.1 million users a year. Turner Contemporary will also be signposting visitors to the events listing.

Further details on the criteria and the form to complete to register your event can be [found here](#)

Your event should be submitted by **Wednesday 24 July** for the Panel meeting on **Friday 26 July**. You will receive notification by **Friday 2 August**, with details on how to use the brand toolkit and confirmation that your event will be promoted.

Please do continue to submit events after this first deadline as another Panel meeting is planned for August.

The aim is to create a real buzz of activity for the whole of Thanet around Turner Prize coming to Margate.

**Please note that if an event is being held on public land, that you will need to contact the Events Team at Thanet District Council (events@thanet.gov.uk). The events process it is a minimum of 14 weeks before the event date that application is required.*

Have you entered Visit Kent's Tourism Awards 2019?

The entry deadline for the Visit Kent Tourism Awards is **midnight on Monday, 15 July**.

Award categories cover accommodation, attractions, pubs and food businesses and you can enter more than one if eligible.

Entering not only rewards employees for creating compelling visitor experiences and adopting best practice, but shortlisted businesses will also benefit from a mystery shopping visit.

To read more about the awards, the criteria and to enter [click here](#)

Take part in new cultural tourism research for England's Creative Coast

Are you or is someone you know, an artist currently letting your home in Thanet to short-stay visitors? Or have you ever considered it?

England's Creative Coast is a new cultural tourism project led by Turner Contemporary and Visit Kent to create an innovative travel experience for visitors to the South East coast.

Visit Kent are commissioning a piece of market research to help understand the needs of current and potential homestay hosts for a new initiative being trialled as part of the project, 'Art Homes' and there is an opportunity for you to get involved.

If you are interested in participating, there is a short online survey to **complete by 6pm on Monday, 15 July**.

The focus group will take place on the afternoon of **Wednesday 17 July** at Turner Contemporary. This research is entirely confidential and abides by the MRS code of conduct and the strictest data protection protocol. [Click here](#) for further information.

Marketing Masterclass Opportunities with KPS Digital Marketing

Thanet-based Digital Marketing Agency [KPS Digital Marketing](#) have a number of Marketing Masterclasses that local tourism businesses may find useful. They've worked with the likes of FIFA, Nestlé, Kent County Council, Thanet District Council, Your Leisure and now they're opening up the opportunity to local businesses. Their current early bird discount offer is still available with up to 62% discount on tickets, see links to the Masterclasses below;

- [LinkedIn Marketing Masterclass](#) - 17th September 2019
- [Public Speaking Masterclass](#) - 11th October 2019
- [Personal Brand Building Masterclass](#) - 5th November 2019
- [Facebook Ads Masterclass](#) - 15th to 17th January 2020

They also have a free monthly networking event called [Knowlton Networking](#) held at their new offices in Manston."

In the Media

Coverage achieved this month through hosting press visits includes:

- The Independent - [Margate City Guide: Where to eat, drink, shop and stay in Kent's 'Shoreditch-on-Sea'](#)
- Loveexploring.com - [What to see, where to stay and what to do in Kent](#)
- Evening Standard - [Your guide to a weekend escape to Margate this summer](#)

Coverage achieved by responding to media enquiries:

- Condé Naste Traveller - [The UK's most beautiful Blue Flag beaches 2019](#)
- The Sun - [A British Bargain - How our family can enjoy a classic British staycation this summer without breaking the bank](#)

Other coverage we have picked up includes:

- Time Out - [The best seaside towns to visit near London](#) features Margate, Broadstairs and Ramsgate
- The Telegraph - [Five stunning road trips from London by car](#) - features Margate and Broadstairs

VisitEngland's Travel Exchange Launched

VisitEngland have launched their Tourism Exchange Great Britain – a B2B platform which connects England's tourism suppliers of all sizes to distribution systems around the world.

Whether your business is a holiday cottage, kayaking tours or vineyard, the platform will help you to connect with overseas customers.

Visit www.TXGB.co.uk for more information and to connect your business.

Tourism Sector Deal Announced

On Friday 28th June the Prime Minister announced a Tourism Sector Deal. It spells a step-change in how we underpin the success of tourism for a generation, moving it to the top table as a leading industry for the UK Government's future economic planning. The deal is testament to what can be achieved by working in partnership.

You can watch a video of the announcement by British Tourism Authority Chair Steve Ridgeway CBE (<https://www.youtube.com/watch?v=7AruhC4LuUc>)

Stagecoach launch new Loop Buses

Stagecoach have invested £4 million in [new buses](#) for the Thanet Loop service. The buses are equipped with WiFi, USB charging points and have more comfortable, high back, double-padded seats.

Vote for The Reading Rooms

Margate's Reading Rooms has been shortlisted in the 'Hotel of the Year: Bed and Breakfast' category of the 2019 Food and Travel Reader Awards. To vote for them visit <https://foodandtravel.com/awards>

The winner will be announced on Monday 16 September.

Kent Life Food and Drink Awards 2019 (include logo)

Nominations are open for your favourite eating and drinking venue in the Kent Life Food and Drink Awards. Categories include Butcher of the Year, Chef of the Year, Family Dining and Newcomer of the Year. Make your nomination at www.kentfda.co.uk by Monday 30 September 2019 with the winners announced on 28 November

Events

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

- Wednesday 17 July: [Broadstairs Summer Fireworks](#)
- Friday 19 July - Sunday 1 September: [Roller Coast Festival](#), Dreamland
- Saturday 20 - Sunday 28 July: [Ramsgate Festival of Sound](#)
- Sunday 21 July: [Big Truck Monster Slam](#), Quex Park
- Wednesday 31 July: [Broadstairs Water Gala](#)
- Thursday 1 August: [Kent Tasting Menu](#), The Bay Tree
- Friday 2 - Sunday 4 August: [Margate Soul Weekend](#)
- Friday 9 - Friday 16 August: [Broadstairs Folk Week](#)

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