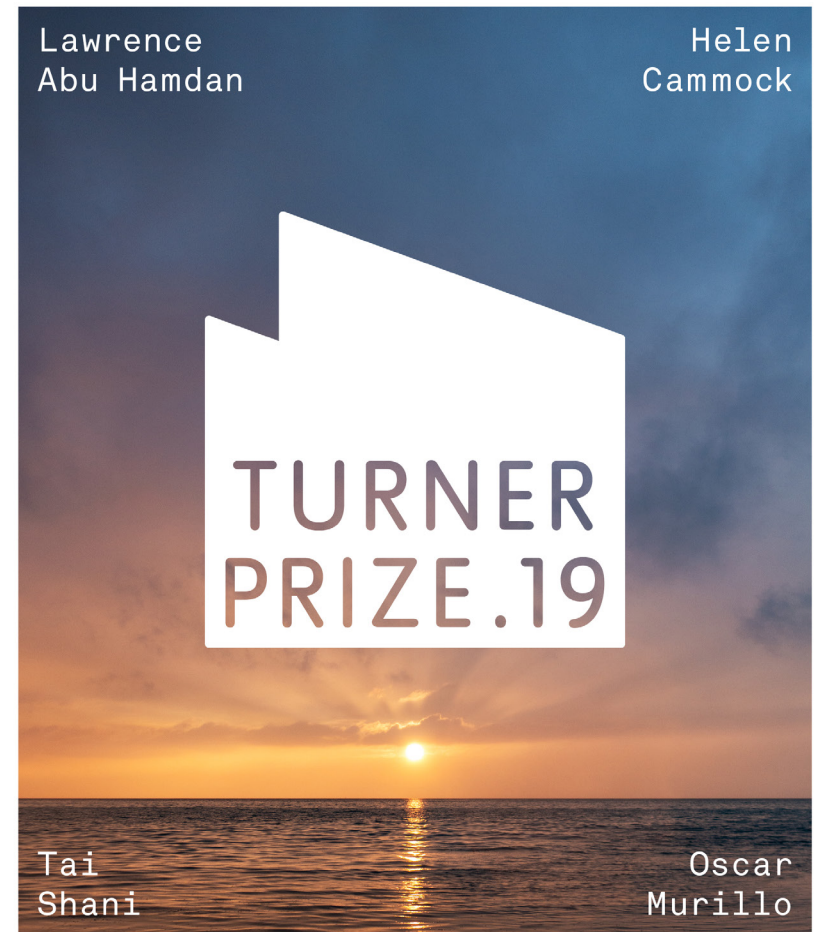


Turner
Contemporary

Get ready for **Turner Prize 2019**

Share in the success of this once in a lifetime moment
for Margate and Thanet

A guide for businesses from Visit Thanet -
the tourism team at Thanet District Council



28 September 19 – 12 January 20

Celebrate art in Margate

Turner Contemporary, Margate
turnercontemporary.org



Free Entry
Mon – Fri: 11–18.00
Weekends: 10–18.00



Turner Prize 2019 is coming to Margate

This autumn, the best-known visual arts prize in the world comes to Turner Contemporary in Margate (28 September 2019 to 12 January 2020). It's a huge moment for the gallery, the town and our district, which everyone can benefit from. Entry to Turner Prize 2019 is free.

Anticipated high footfall to the gallery means greater opportunities for your business. People will be inspired to visit, move across the town and the rest of Thanet, stay for longer and spend money.

This pack gives you all the information and inspiration you need to share in the success, attract new audiences and new business in the off-peak autumn/winter season.

Key dates

Special early opening for the community to see Turner Prize 2019

9am 28 September 2019.

Register: <https://shop.turnercontemporary.org/products/turner-prize-2019-early-morning-opening>

Turner Prize exhibition at Turner Contemporary

28 September 2019 - 12 January 2020.

Open daily from 11am - 6pm Monday to Friday, 10am - 6pm Saturday and Sunday

Margate NOW Festival

Daily 28 September - 12 October 2019 and every weekend until 12 January 2020

Visitor Information Centre, Droit House, Stone Pier, Margate

Wednesday to Sunday 10am - 5pm

Late Night Live events at Turner Contemporary

11 October 2019, 1 November 2019, 8 November 2019, 15 November 2019 - 6:30pm/7:30pm - 10pm

Turner Prize 2019 Awards Ceremony

3 December 2019 - the winner will be announced on the News at 10pm



What is Turner Prize 2019?

The Turner Prize is the most renowned prize for visual artists in the world, awarded every year to a British artist. It's been going for 35 years (since 1984) and every other year the Prize moves from Tate Britain to a venue around the country. In 2019, the venue is Turner Contemporary in Margate, who bid to bring it to Thanet.

Four of the most exciting artists working right now have been shortlisted for the prize; Lawrence Abu Hamdan, Helen Cammock, Oscar Murillo and Tai Shani, and will have their work displayed at Turner Contemporary. The winner will be announced at an awards ceremony at Dreamland Margate on Tuesday 3 December 2019, broadcast live on BBC News at Ten to an invited audience of guests and celebrities. The Prize is known for provoking debate and discussion around contemporary art.

Both the Turner Prize and Turner Contemporary take their name from the artist JMW Turner (1775 - 1851), one of Britain's greatest artists who was innovative, controversial and provocative in his day. It's the first time the Prize is 'coming home' - Turner frequented Margate often, having come to the town as a child. He became a regular visitor from the 1820s onwards, producing a number of works of Margate and declaring that "the skies over Thanet are the loveliest in all Europe". Find the full story here:

www.visitthanet.co.uk/see-and-do/turner-prize/turner-and-margate

You can find out more information about the artists and Turner Prize at Turner Contemporary here:

<https://turnercontemporary.org/whats-on/turner-prize-2019/>

Turner Prize 2019 is organised in collaboration with Tate. Discover 10 things to know about Turner Prize:

www.visitthanet.co.uk/see-and-do/turner-prize/tp-10/

#TurnerPrize #VisitThanet



Helen Cammock



Lawrence Abu Hamdan



Oscar Murillo



Tai Shani

What is Margate NOW?

Every summer Margate comes alive with its annual arts festival and this year Margate NOW is inspired by Turner Prize 2019.

Full of electrifying art, events, performances, exhibitions and music by local artists and makers, the festival is a huge celebration of the Isle's creativity and is guest curated this year by actor and art collector Russell Tovey. Across Margate, visitors and residents can witness the creative verve of Thanet in full force, giving people even more reason to visit and travel around the town and Isle. Margate NOW takes place every day from 28 September to 13 October 2019 then every weekend to 12 January 2020.

The festival has been developed through a collaboration between Margate Festival, Turner Contemporary, Open School East, 1927, RESORT, CRATE, Limbo, Dreamland Margate, Kent County Council and Kent Libraries, Thanet District Council, Southeastern and locally based artists. It is supported by Arts Council England through National Lottery funding, as well as contributions from Kent County Council, Thanet District Council and Dreamland Margate.

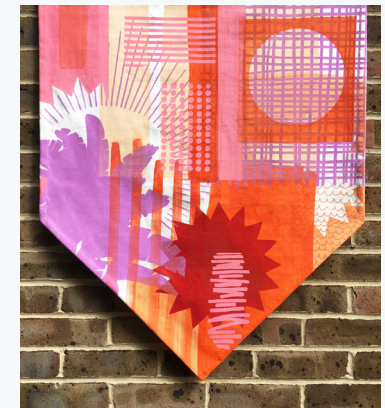
Visit www.margatefestival.org for full information and event listings.

#MargateNow #VisitThanet

As the world's gaze falls on Margate and an influx of visitors come to the town, Turner Prize 2019 is a once in a lifetime opportunity to celebrate all that the Isle of Thanet offers, and for your business to capitalise on its success.



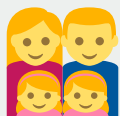
Charlie Evaristo Boyce and Jordan Gray



Zoe Murphy

Turner Prize and tourism

The value of Turner Prize 2019 coming to Kent



High footfall to the gallery comparable to the summer season.



£5 million worth of coverage in international, national and local media.



Major media partnership with BBC including announcement of the winner live on News at 10.



Turner Contemporary will be open every day during Turner Prize 2019.



12 libraries across Kent will have Turner Prize 2019 inspired bookshelves.



48 days of Margate NOW events.



The Turner Prize 2019 publication was printed in Kent, from paper sourced in Kent.



Extensive learning programme, every year 7 pupil in Thanet will connect with Turner Prize 2019 through Turner Contemporary.



40+ further initiatives being put on by organisations and businesses across Kent inspired by Turner Prize 2019.

The value of Thanet's visitor economy



4.2 million visitors (8.6%) in 2017*



7,950 jobs (8.7%)*



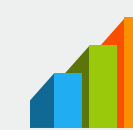
£319 million tourism worth (+9.2%)*



+30% increase in off-peak train travel to Thanet



Highest rate of tourism growth in Kent (and possibly England)



+9.9% in day trips

Thanet's visitors stats



73% come for day trips



27% stay overnight



94% are leisure trips



79% spend all day in Thanet



20% spend half a day



4.4 nights is the average length of stay



22% are first time visitors
(25% in Margate)



4.36 / 5 high satisfaction rate



75% of people who return to Thanet come back within 2 years



£43.97 average spend per day by overnighters



£24.71 average spend per day by day trippers

The value of arts and culture



18% of visits to Margate are motivated by arts and culture
(9% Thanet)



44% of visitors to Britain are motivated by cultural attractions*



£889m spend by overseas on UK Museums and galleries in 2016*



The creative industries is worth £92 billion to the UK**



Turner Contemporary has generated over £70million for the Kent economy since opening.

* VisitEngland Discover England: Summary insights on overseas visitors to England's regions, August 2016

** Creative Industries Federation, November 2017

Know all about it...

Use these websites and resources to Turn(er) into a Prize and destination expert overnight.

www.visitthanet.co.uk/tp19

How to plan a Turner Prize trip, inspiration for exploring the Isle of Thanet after enjoying the art (including Be Inspired: The Must-Sees, Culture Lovers' Fix and Off the Coastal Path experiences) as well as Turner and Margate history links can all be found on the Visit Thanet website - the hub for full visitor information, events and inspiring itineraries.

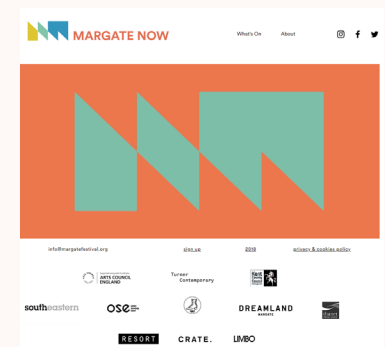
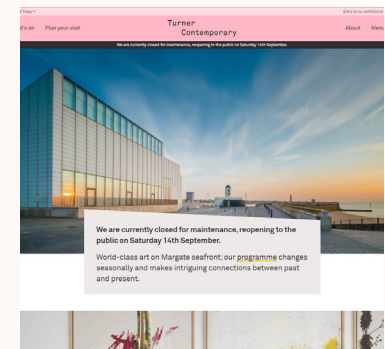
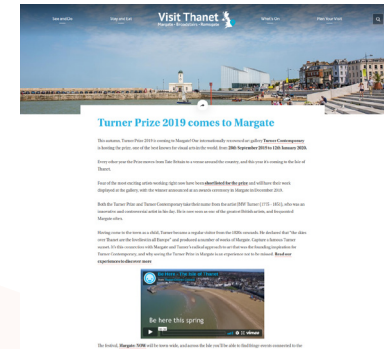
www.turnercontemporary.org

Complete artist and exhibition information, opening times and how to get to the host of Turner Prize 2019, Turner Contemporary.

www.margatefestival.org

Event listings and happenings for the town-wide Margate NOW festival, including a downloadable programme with all the art, exhibitions and performances taking place for you to print and read.

Keep up-to-date with the latest news by subscribing to Visit Thanet's Tourism Matters Business e-newsletter at www.visitthanet.co.uk/tourismmatters/



Be part of the success

Connect with Turner Prize 2019, and grow your business

Resources

Visit Thanet website

Use www.visitthanet.co.uk to find all the information you need to attract and advise visitors planning on coming to the Isle this autumn/winter. Our destination is one of the best in the UK and with award-winning beaches and bays, hundreds of attractions, incredible history and heritage, exceptional art and culture and a rich culinary and overnight offer, there's plenty for visitors to enjoy.

Inspirational Travel Experiences

We've created three themed experiences to help visitors discover the many things to see and do not just in Margate but across the whole of the Isle of Thanet - an essential part of planning their trip to Turner Prize 2019 and encouraging them to see more and stay longer (which benefits the town, district and your business).

- **Be Inspired: The Must-Sees**
A showcase of the not-so-hidden gems for the bucket list ticking daytrippers
- **Culture Lovers' Fix**
There's more that meets the Isle than just the Turner Prize for art-loving travellers looking for an authentic trip
- **Off the Coastal Path**
An 'al-turner-tive' Turner Prize experience, where inner art lovers become outside explorers as they take the scenic route around the Isle.



Be part of the success

Thanet Shared Story toolkit

Our Shared Story Toolkit features a host of tips, advice and ideas to help your business celebrate and promote what is special about the whole area, from copy, images and itineraries for you to use in your marketing, to best-practice tips for promoting what you do, to visitor welcome guidance and resources including templates, maps, facts and figures.

All for free and accessible here: www.visitthanetbusiness.co.uk/shared-story/ - registration is required.

Visitor maps

The 2019/20 Margate, Broadstairs and Ramsgate Visitors' Map is available for you to stock at your business, simply pick copies up from the Visitor Information Centre, The Droit House, Stone Pier, Margate CT9 1JD. We've even got a free brochure holder - just ask our staff.

Tell your staff

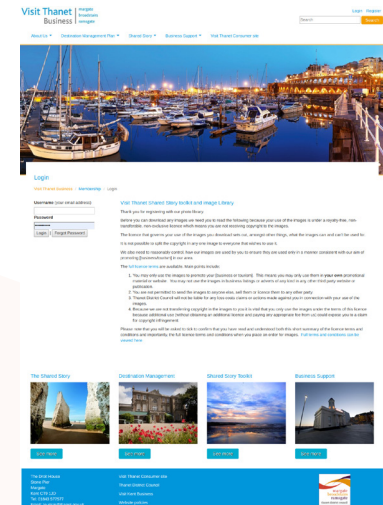
Share the information with your team, keep them updated and get them geared up for welcoming visitors and inspiring them with all the things they can do on the Isle.

Become an Ambassador

Get free destination training for you and your team at one of our monthly Visitor Ambassador sessions www.visitthanetbusiness.co.uk/about-us/visitor-information-service/visitor-ambassadors (or call 01843 577577), or online via the England's Coast Ambassador website www.englishcoastambassador.co.uk

Take the Margate NOW Tour

Open to Thanet businesses, see some of the activity on a special tour of Margate NOW on Wednesday 25 September at 10am meeting at Turner Contemporary. RSVP to info@margatefestival.org



Volunteer with Turner Contemporary

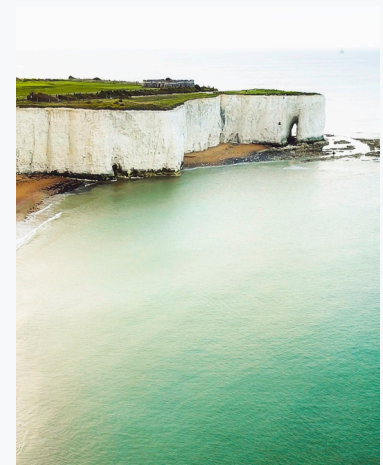
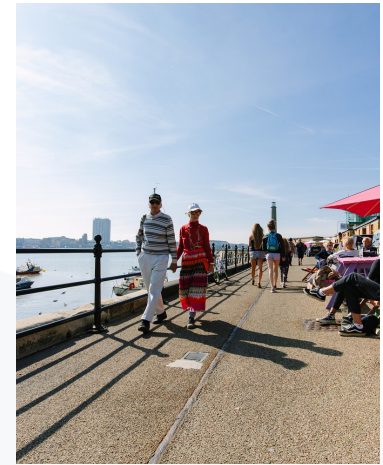
Become a Turner Contemporary volunteer and help guide visitors to Margate and the Margate NOW programme. There are opportunities to volunteer from September 2019 to January 2020.

Turner Contemporary will provide comprehensive training to equip you with all the skills you need to participate. As well as training and new skills for your CV, you will receive a unique branded uniform to wear whilst you are volunteering and a thermal mug and water bottle to take away. You will have the chance to connect with the wider network of volunteers and get an insight into the way that the team works. Refreshments will be provided when you are volunteering.

To start volunteering, you need to attend a general induction and training session. Sessions will be taking place in October and November and will be scheduled for midweek and the early evenings.

If you have any questions, please email volunteer@turnercontemporary.org
Register your interest:

<https://app.betterimpact.com/PublicOrganization/f97d64b0-f59c-46f3-b2a2-41a17f0ce9f7/1>



Reach out to visitors

The more they are inspired, the longer they stay which means more return for your business (and they'll keep coming back).

Get social

Network with other businesses

Working in partnership brings greater rewards for everyone. Think offers, cross-promotion and information sharing.

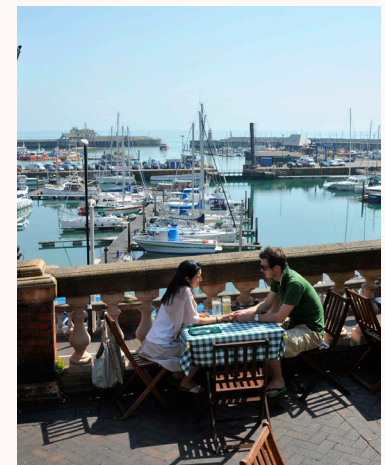
Host fringe events

Offer your space for pop-up exhibitions, window displays, live performances, music or installations. If you're a café or a restaurant, you could host talks on contemporary art. If you're an artist you could connect with new partners to create pop-ups and showcase artwork in unusual spaces.

Keep us up-to-date on what you are doing, apply to use the specially created 'inspired by Turner Prize 2019 branding' and have your event promoted by Turner Contemporary, Visit Kent and Visit Thanet by registering it here www.visitthanet.co.uk/tp19submission

Get creative

Get inspired by Turner Prize 2019, and celebrate art in Margate by being creative with your menu, window displays and shopfront - by linking up you are more likely to grab the attention of visitors.



Reach out to visitors

Create and share content on social media

Turn(er) followers into visitors by creating and sharing engaging content:

- Talk about Turner Prize 2019 and how your business can help give visitors a trip to remember (for all the right reasons).
- Like and share our content - we've got a series of Turner Prize 2019 themed experiences, posts, videos and blogs planned over the coming weeks and months to inspire visits across the Isle - we've done all the hard work so you don't have to - follow and share @VisitThanet on Facebook, Instagram and Twitter.
- Find links to our promotional films here: <https://vimeo.com/user40351322>
- Find our inspiring travel experiences here: www.visitthanet.co.uk/experiences

Connect with Turner Contemporary's key stories and moments

Mention events and other businesses that are linking to Turner Prize 2019 to share the news with your customers

Utilise hashtags

Make your posts visible to a wider audience by adding **#TurnerPrize2019 #VisitThanet #MargateNOW #TurnerContemporary #Margate** to your posts

Create your own content

Could you create a short film to post on Facebook and Instagram about your business and what you're offering during Turner Prize 2019, share your best places to visit in Margate and Thanet in a blog post or give customers top recommendations for a great day out/overnight stay? You could even 'share what you thought about the Turner Prize 2019 artists' to spark conversation.



Get Postering

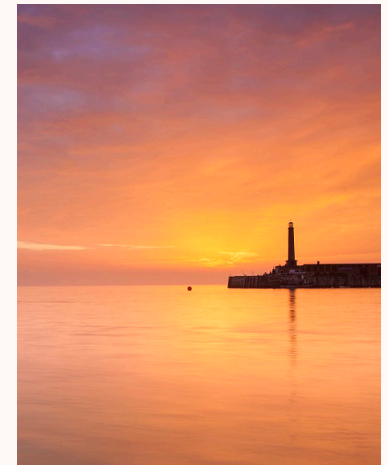
Pick up Turner Prize 2019 and Margate NOW posters to put in your window/ lobby/office from the Visitor Information Centre.

Get the word out

Thanet is one of the most diverse destinations in the UK - we have coast and country, culture and outdoor activities, history and heritage - we may be beside the seaside but we're an all-year round experience.

Use these key messages to share the news:

- Turner Prize 2019 is coming home to Margate - where J.M.W Turner loved to paint and explore
- Experience the art, then explore the Isle - there's so much to see and do in Margate and Thanet, you'll have the trip of a lifetime
- Margate is just 90 minutes from London by Southeastern's High Speed train (Thanet 75 mins)
- We're proud to be welcoming Turner Prize 2019, come and see why



Reasons for visitors to return in 2020

As if the Isle of Thanet's coastline, attractions, heritage and culture weren't enough of a temptation, these key 2020 events and celebrations will help attract even more visitors.

England's Creative Coast - Spring to autumn 2020

Hot on the heels of Turner Prize 2019, Turner Contemporary leads a new cultural travel experience to tempt visitors to the South East - seven new site-specific artworks by leading contemporary artists will connect the coastline of Essex, Kent and Sussex. Michael Rakowitz the current Trafalgar Square Fourth Plinth artist is creating a brand new work for Margate, find out more at www.englishcreativecoast.com

The Open - 12 to 19 July 2020

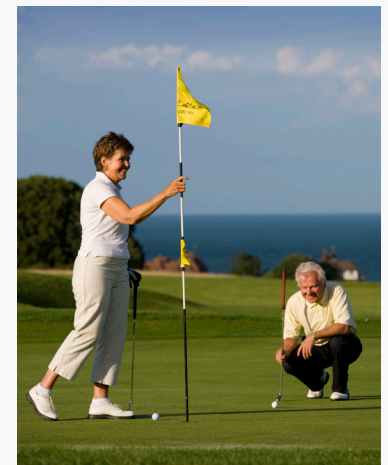
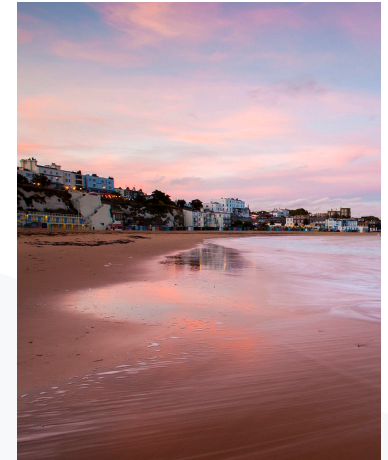
The biggest golf event in the world returns to Royal St. George's in Sandwich. This is huge for the area, with travel and accommodation already getting booked up. Make sure your business is golf ready. Further information can be found at www.theopen.com/royal-st-georges-149th-open

Dickens' 150th anniversary

2020 marks the 150th anniversary of Charles Dickens' death. Commemorate his legacy by sharing the special connection he had with Broadstairs. Further information can be found at www.visitthanet.co.uk

Ensure visitors come back

- Maximise our award-winning beaches, bays, food and accommodation
- Find out what your visitors want/enjoyed to inspire them to return
- Use our travel experiences and itineraries to showcase how they can enjoy the Isle time and again.
- Sell the destination beyond Turner Prize 2019 and our vibrant cultural offer - food, drink, outdoor activities, coastal well-being and leisure



More information

Turner Prize 2019 is a proud moment for us all, let's make it the best autumn/winter Thanet has ever had.

Any questions, just contact us at

Tel: 01843 577577

Email: visitorinformation@thanet.gov.uk



Credit - Visit Kent