

February's Tourism Matters - So much to get involved with

Dear Colleague

Welcome to February's Tourism Matters

### **FREE Visitor Survey Workshops**

There are still a couple of places available on the Broadstairs Visitor Survey Workshop taking place on Thursday 27th February 2pm-5pm at The Bay Tree

The workshop being run by BeeBee Communications shares the key visitor insights from the research and how you can use this data to benefit your business offer, tailor your promotion and boost your positioning, increasing customers and visitors to Thanet. These engaging and creative workshops will include a focus relevant to the town they are in.

Places are limited to one per business or organisation and are to be reserved by contacting [tourism@thanet.gov.uk](mailto:tourism@thanet.gov.uk) with your name, business name, role and contact details

### **In the Media**

Coverage we have picked up this month includes:

- ['Why Kent wins over the Cotswolds in an English country mile'](#) - New Zealand Herald. Includes mention of Margate, Dreamland, Ramsgate, Gadd's, Montefiore Arms and Botany Bay.
- ['New luxury spots for a staycation'](#) - Warrington Guardian, includes The Albion Rooms, Margate and mentions Dreamland and Turner Contemporary as does The i Mail in ['Don't stress, have a relaxing break - Travel Guide'](#)
- ['The Haeckels Victorian-style bathing machine has a sauna inside'](#) - Inhabitat.com

### **Visitor Information Service Update**

#### **Open for Half Term!**

The Thanet Visitor Information Centre will be open 7 days a week during February Half Term (Monday 17th - Sunday 23rd) and will be promoting all of our wonderful attractions, events and accommodation providers. The team will resume normal opening hours Wednesday - Sunday 10am - 5pm from Sunday 23rd February.

### **Visitors Maps**

If you require extra visitors maps to keep your business stocked up before the new ones come out around Easter, please do get in touch with the team to request a delivery/collection on [visitorinformation@thanet.gov.uk](mailto:visitorinformation@thanet.gov.uk) or 01843 577577

### **Don't forget to follow us**

If you are not already doing so, don't forget to follow us on [Twitter @VisitThanet](#), [Facebook @VisitThanet](#) and [Instagram @visitthanet](#)

Plus, remember to tag us in, on your posts so we can like and share your content too.

### **Port of Ramsgate Feasibility Study**

You may have seen that independent consultants WSP published their [Port of Ramsgate Feasibility Study](#) last week. The report sets out a wide range of options for the future of Ramsgate's Port and Harbour. This is a high level study which will be followed by a three month period of engagement with residents, stakeholders and interested parties. We will

keep you updated with details of upcoming engagement sessions as your feedback is important to us. You can read a statement from our Leader about the report [here](#).

### **Ready 2020 Business Workshops**

The Kent and Medway Growth Hub, together with partners across London and the South East, are launching a new campaign to help get businesses ready for the changes ahead. Every business needs to think about how to prepare for the challenges and opportunities of a new decade. There will be changes in technology, changes in trading relationships, and changes in regulation. Visit the Ready 2020 website to find out more: [www.ready2020.co.uk](http://www.ready2020.co.uk)

A series of workshops that are FREE to attend, are being held to support businesses

- [Financial Targeting Workshop](#) - Wednesday 19th February 9am - 1pm at Discovery Park, Sandwich, CT13 9FE.
- [Grow Sales Through Change](#) - Tuesday 25th February 9am - 1pm at Mercure Dartford, Brands Hatch Hotel, DA3 8PE.

### **Just announced – launch dates for England’s Creative Coast: Waterfronts art commissions**

England’s Creative Coast spans 1400km of shoreline from the South Downs to the Thames Estuary, including Margate.

This beautiful and dramatic landscape has inspired artists for centuries and in 2020, seven new site-specific temporary artworks by seven contemporary artists will connect the coastline of Essex, Kent and East Sussex and the world-class arts organisations in these places, for you to enjoy a new kind of travel experience. The Waterfronts art commissions are:

- **Turner Contemporary** presents **Michael Rakowitz**, ‘April is the cruellest month’ in Margate, 16 April to 8 November
- The **De La Warr Pavilion** presents **Holly Hendry**: ‘Invertebrate’, in Bexhill-on-Sea 23 May – 8 November
- **Hastings Contemporary** presents **Andreas Angelidakis**: ‘Seawall’ in Hastings, 23 May – 8 November
- **Creative Folkestone** presents **Pilar Quinteros**: ‘Janus’ **Fortress Folkestone**’ in Folkestone 6 June to 8 November, as part of Folkestone Triennial
- **Towner Eastbourne** presents **Mariana Castillo Deball**: (title to be confirmed) in Eastbourne, 13 June to 8 November
- **Cement Fields** presents **Jasleen Kaur**: ‘The first thing I did was to kiss the ground’ in Gravesend, 25 July – 8 November, as part of Estuary 2020
- **Metal** presents **Katrina Palmer**: ‘Hello’ and ‘Retreat’ in Southend-on-Sea, 25 July – 8 November, as part of Estuary 2020

Find out more at [www.englishcreativecoast.com](http://www.englishcreativecoast.com)

### **Kent Big Weekend - 4th and 5th April 2020**

The free ticket ballot for the 2020 Kent Big Weekend opens on **Thursday 20th February** and runs through to **Monday 16th March**. Over 30,000 tickets to tourist attractions and related businesses, are being offered to Kent residents for the chance to visit for FREE.

To see the Thanet venues taking part visit [www.visitthanet.co.uk/kentbigweekend](http://www.visitthanet.co.uk/kentbigweekend) (full details will be live next week)

To see all venues taking part and to apply for tickets visit [www.kentbigweekend.co.uk](http://www.kentbigweekend.co.uk)

### **Celebrate Tourism in English Tourism Week**

VisitEngland have announced their annual 'English Tourism Week' will take place between 18th - 25th April. The event showcases and celebrates the quality, range and value of English tourism to stakeholders, plus highlights the vast contribution of tourism to the UK economy.

Learn more about the event at [www.visitbritain.org/english-tourism-week](http://www.visitbritain.org/english-tourism-week)

We would like to hear from you if you have anything planned during the week - event, anniversary being celebrated, special restaurant menu. Please send details to [tourism@thanet.gov.uk](mailto:tourism@thanet.gov.uk)

### **Get involved - Heritage Open Days 'Hidden Nature'**

The theme for the 2020 Heritage Open Days taking place between 11-20 September has been announced as 'Hidden Nature'. At the heart of Heritage Open Days is the history of places, sites, people and stories but this year the focus is the natural world – celebrating our extraordinary natural heritage, from centuries-old trees to farmer's fields steeped in history, from clifftop walks to urban oases and everything in between.

Registration to take part will open mid March and further information on this and the theme can be found on the scheme website [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk)

### **FREE Recruitment and Retention Workshop**

Visit Kent in partnership with Brachers and Sleeping Giant Media are hosting a **FREE** workshop on **Tuesday 17th March 8.30am-11pm in Maidstone.**

The workshop provides top tips and practical guidance on how to get the best staff, and get the best from your staff, in the tourism and hospitality industry. Employees within the tourism and hospitality sector are the most important asset to the industry, however, staff retention is one of the biggest issues we face within the sector.

To find out more and book a place, please [click here](#)

### **KEiBA Awards**

Kent Excellence in Business Awards (KEiBA) 2020 are now open for entries. This is a great opportunity to demonstrate how your company has successfully overcome the challenges of the last 12 months. Awards are one of the most powerful and cost-effective marketing tools. Winning a prestigious KEiBA award will help your organisation to stand out from the crowd, send a positive message to your existing customers and attract new business.

Full details on how to enter can be found at [www.keiba.co.uk](http://www.keiba.co.uk) The deadline to enter is 5pm on Friday 21st February

### **Visit Kent #KentyTwenty Toolkit**

To support marketing activity for businesses this year, Visit Kent have created a 2020 toolkit packed with information on how to promote your business during #KentyTwenty as well as a Marketing Hub full of easy to adapt content, 2020 events calendar, free images, toolkits and more!

To find out more and access the hub [click here](#)

### [Your News](#)

Congratulations to **The Bus Cafe**, Margate who recently won 'National Breakfast of the Year' in The National Breakfast and Brunch Awards 2020.

**Congratulations** to the 3 businesses in Thanet that have been shortlisted in the Taste of Kent awards that are announced on Thursday 5th March

- Kent Beer of the Year - Northdown Brewery and Ramsgate Brewery
- Kent Restaurant of the Year - Buoy and Oyster, Margate

**Congratulations** to Margate Caves who have been commended in the RIBA MacEwen Award. To read more [click here](#)

The **RAF Spitfire & Hurricane Memorial Museum** at Manston has vacancies for shop volunteers. Weekday morning and afternoon shifts available, full training provided. Volunteers receive discounts on items for sale in the shop and also for the Spitfire simulator flights. They are a friendly team so please contact [shmmcio@outlook.com](mailto:shmmcio@outlook.com) for an application form.

### [Events](#)

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

- 14th February: [Rave in the Caves](#)
- 15th February: [Petticoat Lane Emporium Vintage Fair](#), Ramsgate
- 15th February: [Trash and Treasure](#), St Nicholas-at-Wade Church
- [Half-Term Events](#)
- 21st -23rd February: [Broadstairs Blues Bash](#)
- 21st - 23rd February: [Play Margate](#) at Margate Winter Gardens
- 6th - 15th March: [POW Thanet](#)
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For more events happening in the area go to [www.visitthanet.co.uk/whats-on/find-events](http://www.visitthanet.co.uk/whats-on/find-events)