

Visitor Survey workshop

Margate

February 2020

BeeBee Communications



Staggering stats (2017 v 2015)

- ❖ **Visits to Thanet have increased by 8.6%**
The district welcomed a record **4.2 million visitors** in 2017
- ❖ **The value of Thanet's visitor economy has grown by 9.2%** and is now worth **£319 million**
- ❖ **3.7m day trips** +9.9% on 2015, contributing £136m (+14.2%)
- ❖ 493k overnight visits valued at £124m (+2% on 2015)
345k domestic, 148k overseas

Source: Cambridge Volume and Value model research 2017

Thanet has had the highest rate of growth in Kent

Something to shout about!



Coastal tourism

- ❖ Tourism to coastal areas is valued at **£8bn** and accounts for **31% of domestic overnight holiday trips** and **8% day trips**
- ❖ **15% international visits** are to the coast, bringing **£972m** in value
- ❖ **Coastal trips** are 2nd favourite after cities (23.4m)
- ❖ **Less than 1 /3 of ALL trips to England** involve a stay outside London
Thanet's close proximity is a big selling point > potential
- ❖ **85% of visitors** said that a visit to the coast improved their wellbeing > scenery, outdoor and leisure activities

The coast is somewhere for people to escape to, and Thanet is only 75 mins from London by train

Isle of Thanet

3 distinct towns and surrounding villages brought together under one umbrella, celebrating the varied and complementary tourism offer



Margate

Creative Edgy
Vibrant Playful Fun



Broadstairs

Timeless Authentic
Spectacular (coastline)



Ramsgate

Cosmopolitan
Active Architectural

Isle of Thanet shared story

Our promise to visitors

A place to escape to, year round

A place with history

A friendly creative place

A place with natural beauty

A place that inspires

A place that's 'happening'

Did you know?



Destination Management Plan

Business support

Marketing resources

Research and data

Free training

www.visitthanetbusiness.co.uk

Visitor Survey 2018 findings

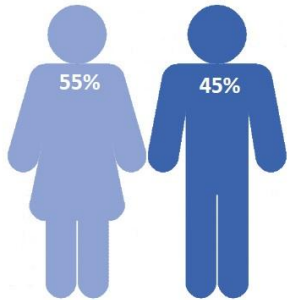
- ❖ 1351 face to face interviews conducted – 450 in each town
- ❖ July & August, Sept & Oct 2018



Who's visiting?

Mainly **domestic** audiences

- 93% UK 7% international
- 56% South East
- 43% Kent 19% London
- 36% couples 27% families
18% friends (37% inc grandparents)



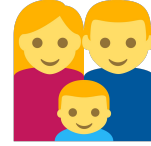
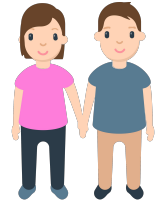
63% employed
31% retired



□ Ramsgate = Couples (40%)

□ Broadstairs = Families (39%)

□ Margate = friends, groups and solo travellers (31%)



When do they visit?

- Couples = after school hols
- Friends = summer
- Solo = autumn



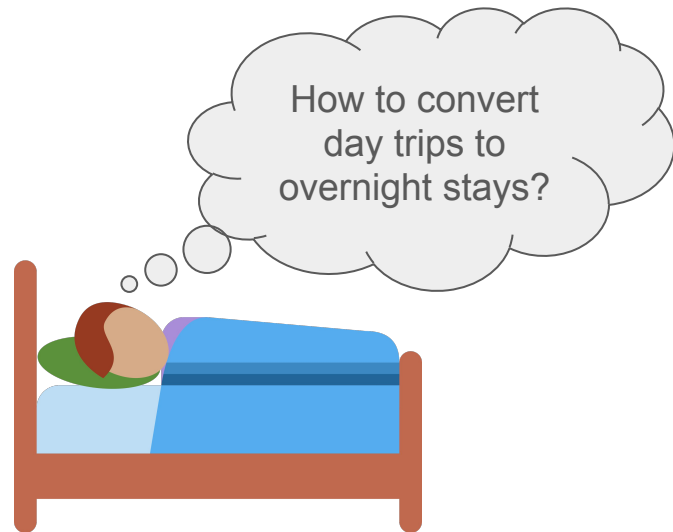
How long for?

- 73% are **day trips**
(55% from home, 18% from holidays elsewhere)
- 27% overnight stays
- Majority spend **all day** in Thanet (79%)

20% spend half a day
Summer > day visitors stay longer
(83% whole day v 73% in autumn)

Av. length of stay = 4.4 nights - high!

Margate	3.4 nights
Broadstairs	5.2 nights
Ramsgate	4.5 nights



Why are they coming?

- 94% are **leisure trips**
- 5% VFR (decreased since 2010
Ramsgate highest VFR at 9%)
- **22% first time visitors**
25% in Margate
- 3 / 4 had visited Thanet before > high
repeat visitor rate (80% in Broadstairs)
- 75% of people who return to Thanet come
back within 2 years!



Broadstairs and Margate =
most popular towns



Travel

- Car 66%
- Train 19%
30% for all trips to Margate
- +33% increase in off-peak train travel to Thanet



How do we attract
Londoners and
people visiting
London?

Motivators

- Coastline and beaches (especially Broadstairs)
- Recreational activities (especially Ramsgate)
- Attractions (Margate)
- Art and culture (Margate 18% - double other towns)



High satisfaction
4.36 / 5
overall enjoyment!

> Maximise visitor reviews

High recommendation
4.32 / 5



How to position Thanet as a place for relaxation, pleasure, escape?

SATISFACTION SCORES FOR THANET

(OUT OF 5)

TOP 3

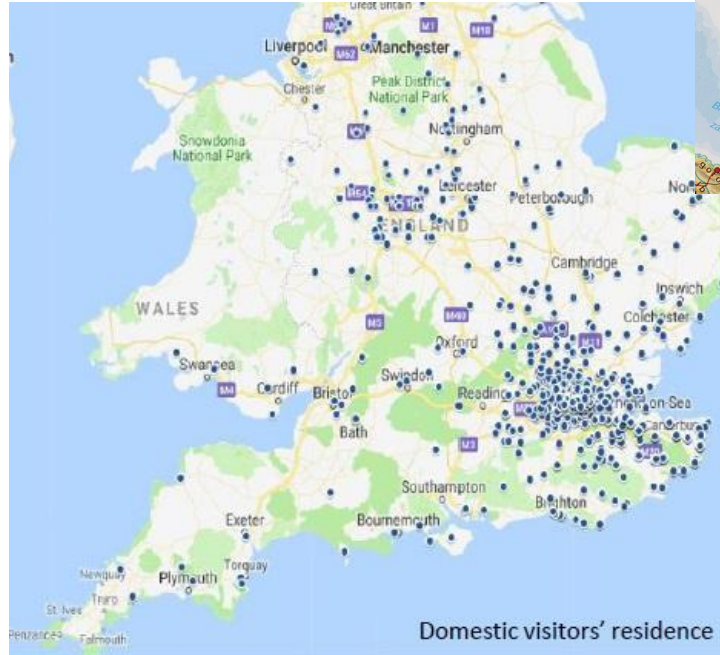
Ease of finding your way around...4.68
Quality of beach experiences.....4.56
Beach / coastline cleanliness.....4.52

BOTTOM 3

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

Where in the world?

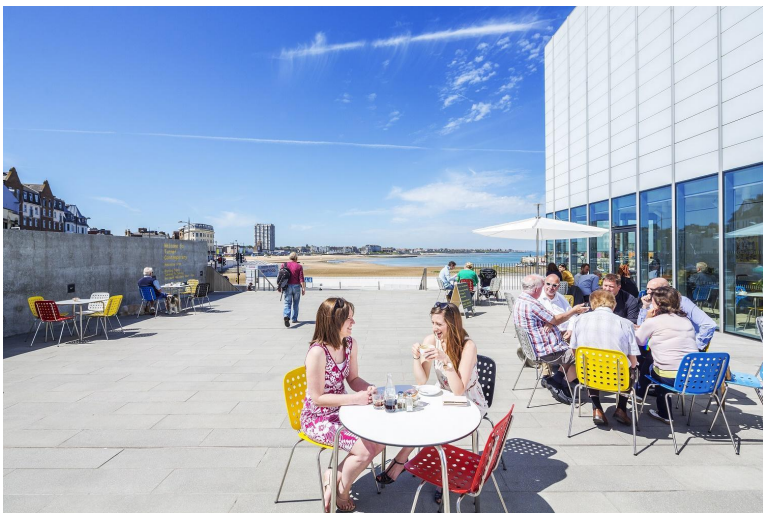
- Over half from South East (56%)
- 43% Kent
- 19% London



International

1. Germany
2. France
3. Netherlands
4. USA
5. Australia

	UK Resident	Overseas
Thanet	93%	7%
Margate	96%	4%
Broadstairs	91%	9%
Ramsgate	92%	8%



Region	Postcode
South East	56%
London	19%
East of England	13%
East Midlands	3%
West Midlands	3%
South West	2%
North West	1%
Yorkshire and Humber	1%
Wales	1%
North East	1%

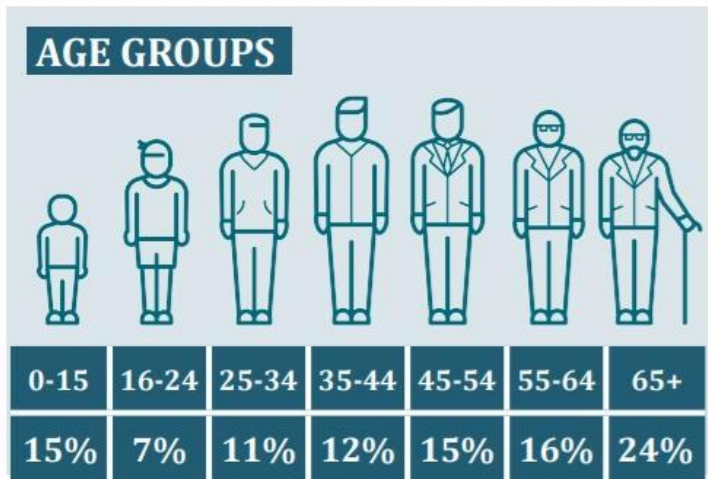
Kent	43%
Canterbury	5%
Rochester	3%
Gillingham	3%
Herne Bay	3%
Gravesend	2%
Sittingbourne	2%
Ashford	2%
Faversham	2%
Whitstable	2%
Maidstone	2%
Folkestone	2%
Other Kent (35 locations)	15%

Age

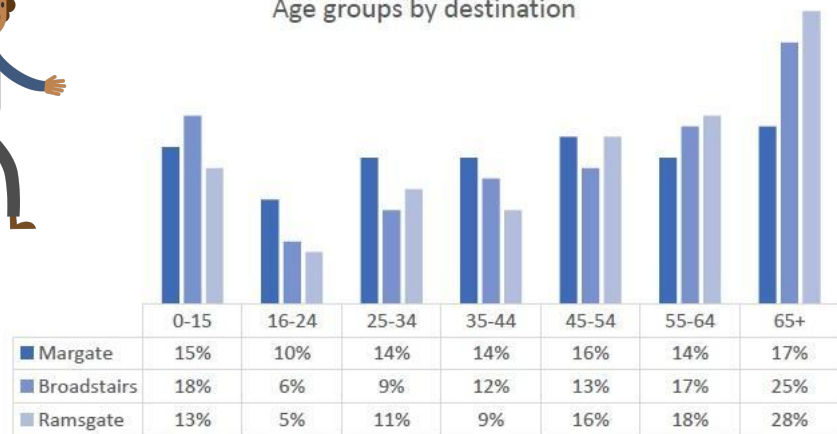
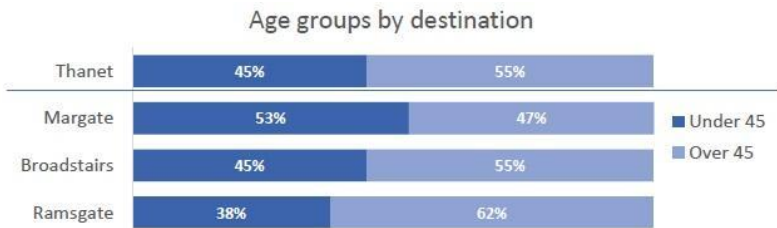
□ Margate = younger Broadstairs =
10% 16-24, 47% 45+ 6% 16-24 55% 45+

□ Ramsgate = older
5% 16-24, 62% 45+

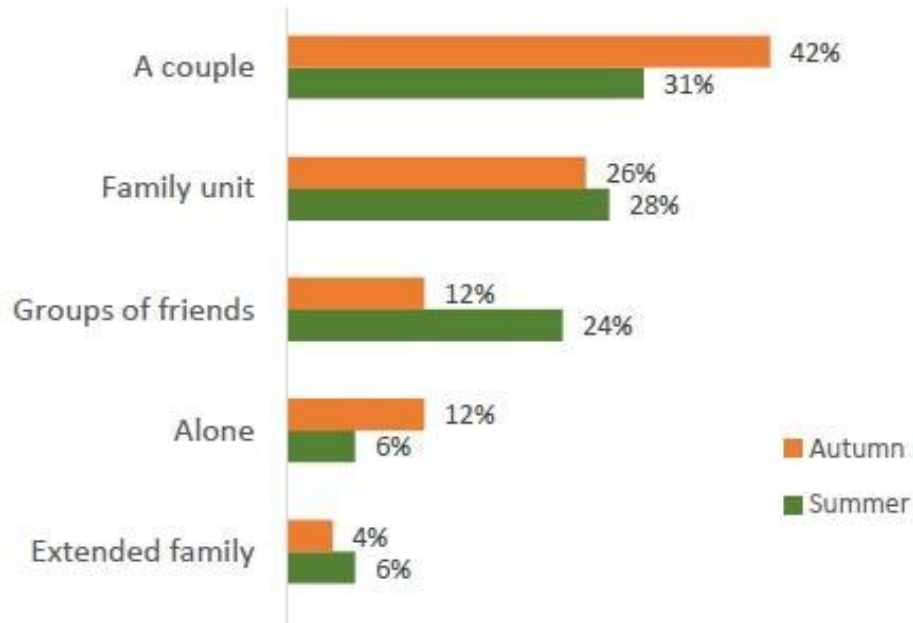
Largest proportion of visitors to coastal towns are aged 35-54 years (42%)



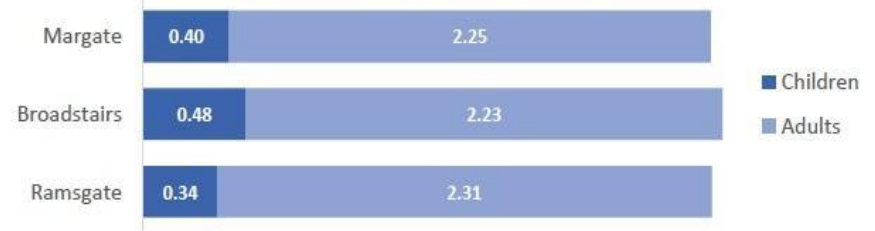
Age groups by destination



Group composition by time of year



Group composition by destination



Day v Overnight

- Higher proportion of people staying in Margate

	Thanet	Margate	Broadstairs	Ramsgate
Day visitors from home	55%	55%	55%	54%
Day visitors (touring)	18%	15%	19%	20%
Staying visitors	27%	30%	26%	26%

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



Previous visit	Thanet	Margate	Broadstairs	Ramsgate
Within the past six months	36%	28%	37%	42%
Six months to a year ago	17%	14%	18%	18%
A year to two years ago	22%	25%	24%	17%
Two to five years ago	10%	14%	9%	6%
Five to ten years ago	9%	12%	6%	10%
Other	6%	7%	6%	6%

How much do they spend?

- **Av. spend pp per day**
 Overnighters= £43.97
 Day trippers = £24.71
- Average expenditure per person per overnight trip was £193.46
- Day visitors to Margate spent the highest during their visit (£28.53)
- Staying visitors to Broadstairs spent the most during their trip (£225.08), due to longer stay (5.2 nights). Ramsgate attracted a lower expenditure per trip and night

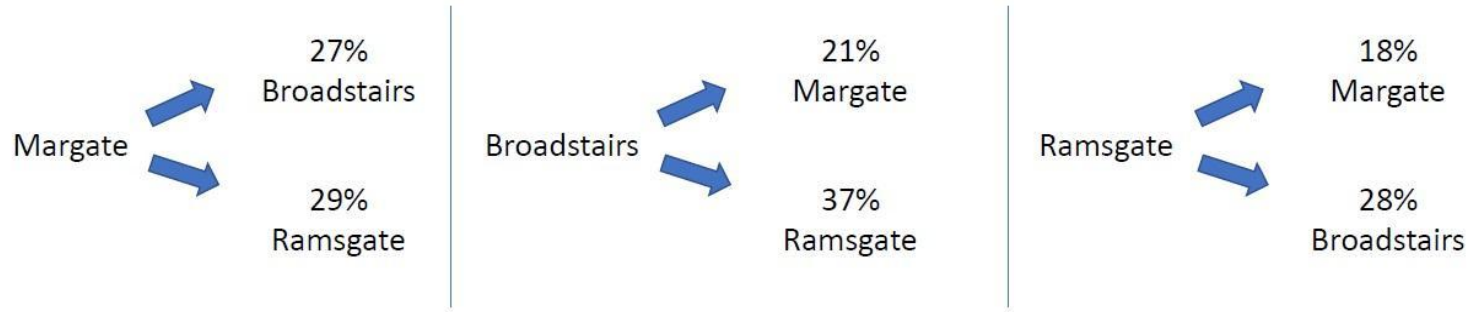


Day visitors	Thanet	Margate	Broadstairs	Ramsgate
2018	£24.71	£28.53	£25.16	£19.27
2010	£12.50	£12.04	£10.45	£14.66
2010 (with inflation)	£15.74	£15.15	£13.25	£18.36

Spend per night	Thanet	Margate	Broadstairs	Ramsgate
2018	£43.97	£50.63	£43.28	£37.99
2010	£28.52	£32.58	£28.77	£23.95
2010 (with inflation)	£35.90	£40.94	£36.53	£30.23

Nights x trip	4.4	3.6	5.2	4.5
Spend per trip	£193.46	£182.26	£225.08	£170.98

□ People are moving around the Isle

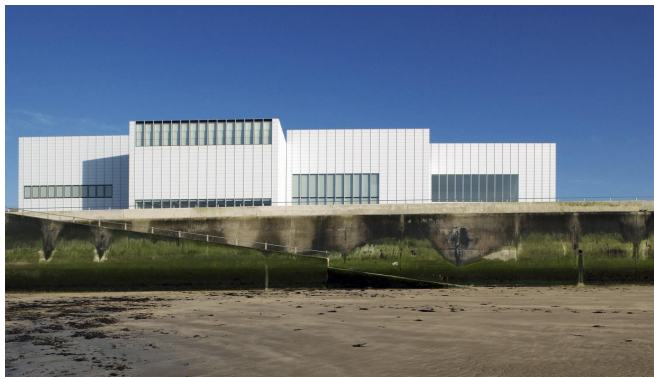


How to encourage people to travel around Thanet?



The draw of attractions

- Important for Margate (70% visited or planned to visit) but not for Broadstairs and Ramsgate (by significant % - 25% and 29%)



Margate

Attractions (multiple answers)	Percentage
Turner Contemporary	47%
Dreamland	34%
Shell Grotto	10%
Powell-Cotton Museum, Quex House & Gardens	2%
Spitfire and Hurricane Museum	2%
Monkton Nature Reserve	0%
None	30%
Other	4%

Ramsgate

Attractions (multiple answers)	Percentage
Ramsgate Tunnels	17%
Spitfire and Hurricane Museum	6%
Maritime Museum	5%
St. Augustine and Pugin: Shrine Visitor Centre	4%
Powell-Cotton Museum, Quex House & Gardens	3%
Monkton Nature Reserve	1%
None	71%
Other	4%

Broadstairs

Attractions (multiple answers)	Percentage
Dickens House Museum	11%
Bleak House	8%
Powell-Cotton Museum, Quex House & Gardens	3%
Crampton Tower Museum	2%
Spitfire and Hurricane Museum	2%
Monkton Nature Reserve	1%
None	75%
Other	9%

Influencers

□ Coast coast coast!

Particularly for Broadstairs (59%),
least for Margate (47%)

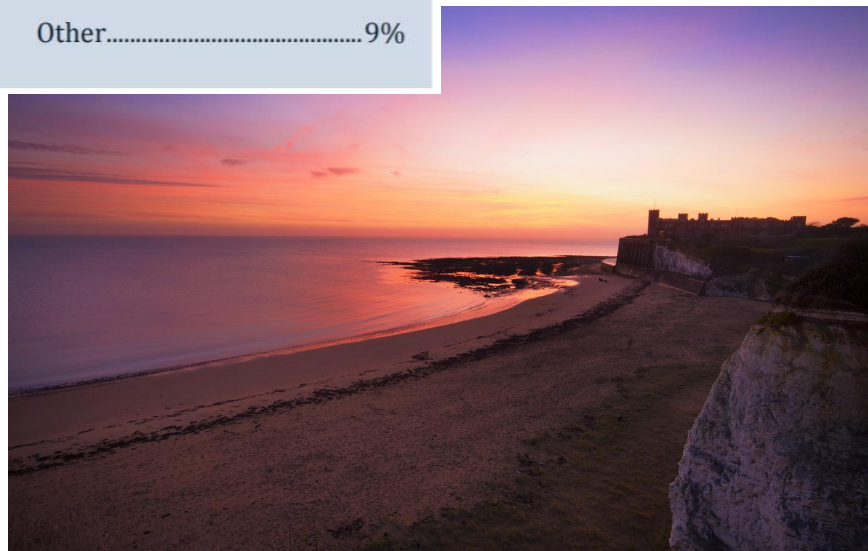
Recreation influential for Ramsgate
(34% above national av.)

□ 1/3 visits to Margate for attractions, 18% for arts and culture (double Thanet av. of 9%)

	Thanet	Margate	Broadstairs	Ramsgate
Coastline/beaches	53%	47%	59%	54%
Attractions	24%	30%	24%	19%
Arts/culture	9%	18%	5%	5%
History/heritage	6%	5%	8%	6%
Recreational activities	30%	28%	30%	34%
Other	9%	4%	9%	13%

Source: Thanet Visitor Survey 2018

KEY INFLUENCERS



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."*



Our visitors

Isle of Thanet visitor profiles



Existing

Coastal loving traditionalists
(autumn & spring, outside school hols)

Free and easy mini breakers (year-round)

Fun in the Sun (summer)



Potential

Fuss-free value seekers
(North Kent, Home Counties)

Aspirational Family Fun
(Experiences)

Coastal Loving traditionalists

- ❖ Empty nesters with traditional values
- ❖ Prioritise good quality, secure accommodation
- ❖ Love landscape, getting outdoors
- ❖ Enjoy different cultural and heritage experiences (usually more traditional)



Free and easy mini-breakers

- ❖ More likely to be 'young, free and single'
- ❖ They want experiences > bucket list and authentic
- ❖ "Live like a local"
- ❖ To get under the skin of a place
- ❖ Will travel for that special experience
- ❖ "Generation Air BnB"



Aspirational family fun

- ❖ Information hungry
- ❖ London-based high earners with children at home
- ❖ Regularly take city breaks to indulge in active, family-friendly pursuits e.g. sport and culture



Fun in the sun

- ❖ Parents looking for family oriented summer holidays
- ❖ Beaches play a starring role
- ❖ Tend to seek cheaper, more 'social' alternatives to hotel accommodation e.g. caravans/holiday camps

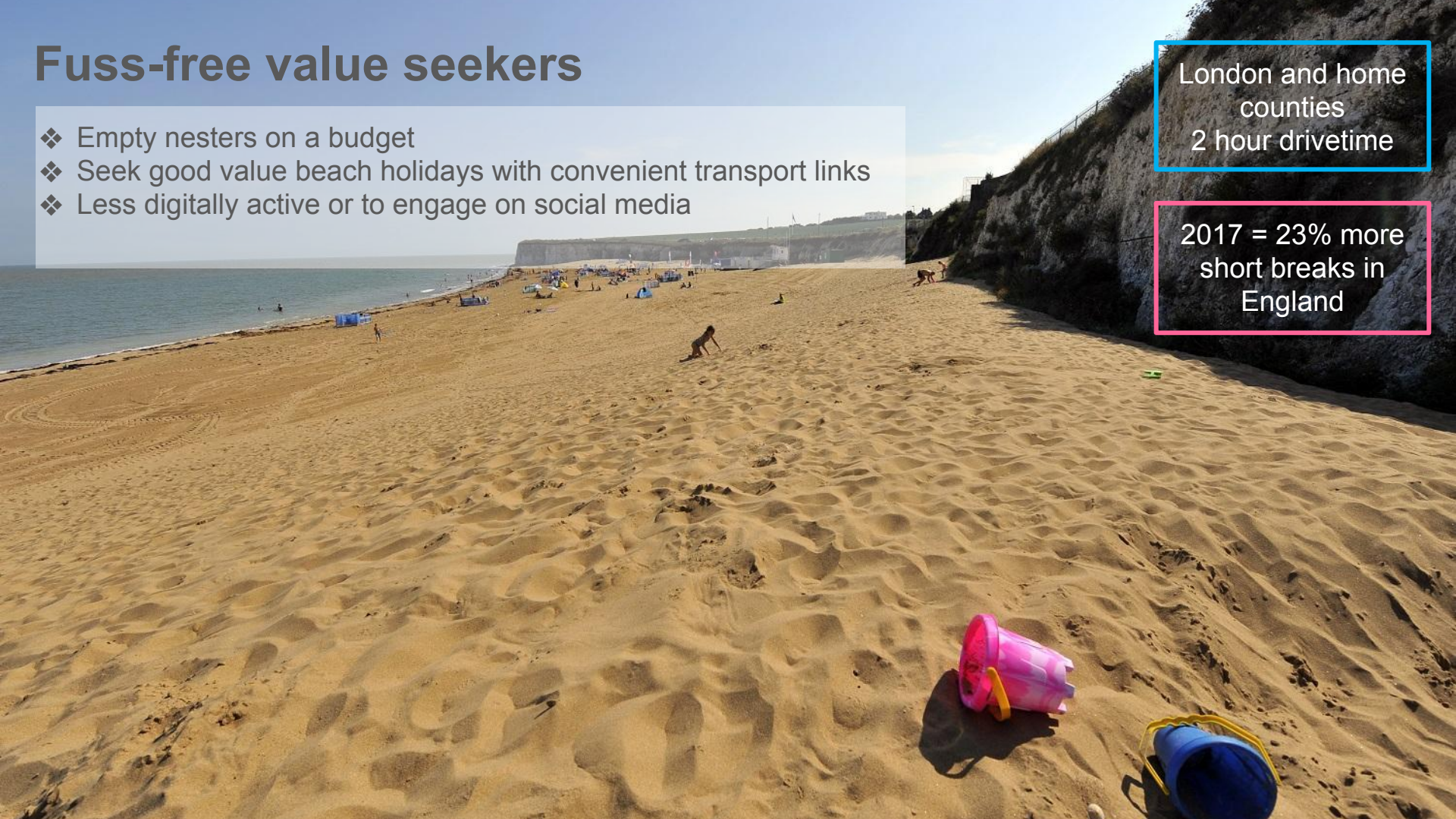


Fuss-free value seekers

- ❖ Empty nesters on a budget
- ❖ Seek good value beach holidays with convenient transport links
- ❖ Less digitally active or to engage on social media

London and home
counties
2 hour drivetime

2017 = 23% more
short breaks in
England

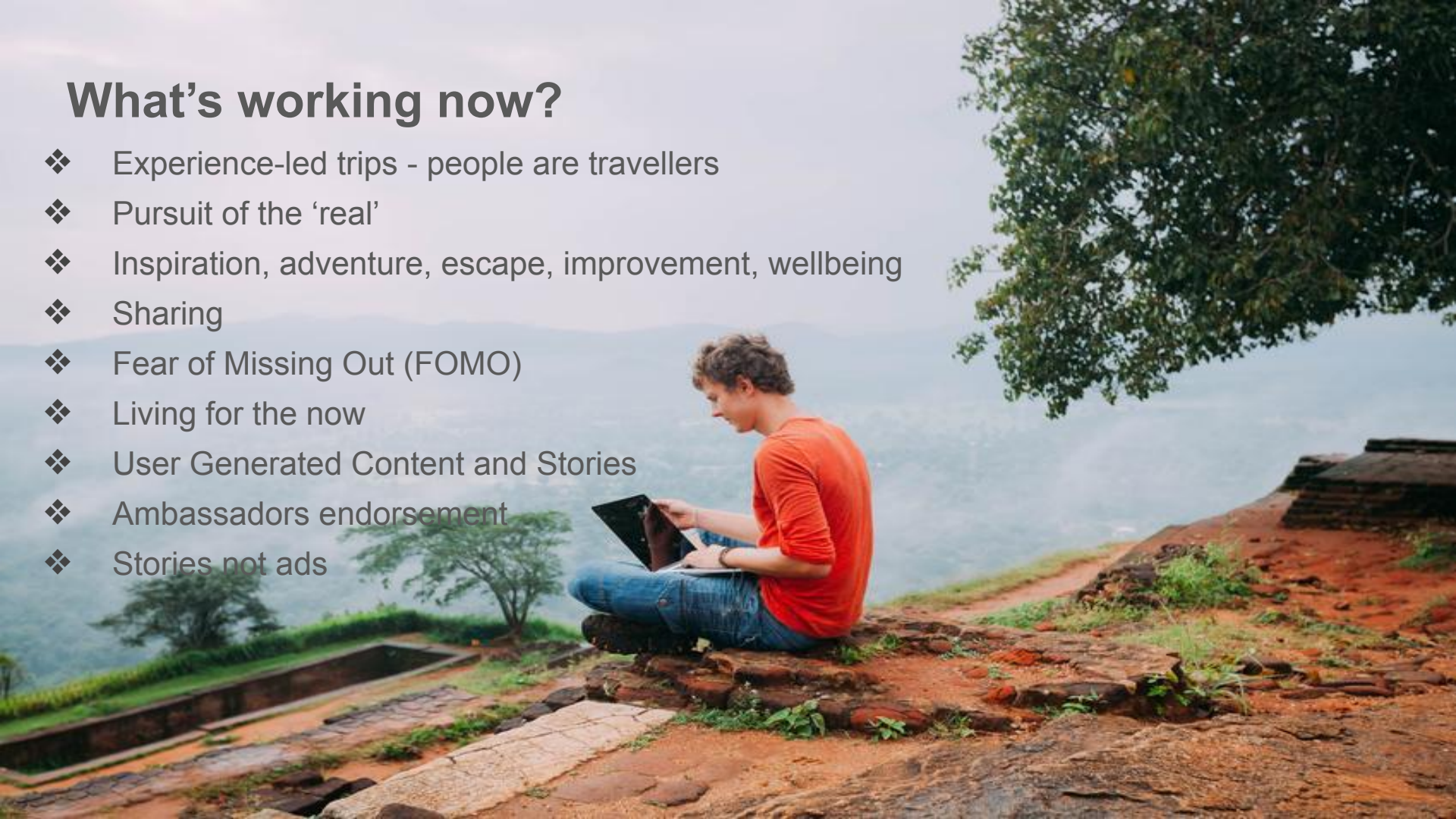


It's an experience economy



What's working now?

- ❖ Experience-led trips - people are travellers
- ❖ Pursuit of the 'real'
- ❖ Inspiration, adventure, escape, improvement, wellbeing
- ❖ Sharing
- ❖ Fear of Missing Out (FOMO)
- ❖ Living for the now
- ❖ User Generated Content and Stories
- ❖ Ambassadors endorsement
- ❖ Stories not ads



Understanding our USPs



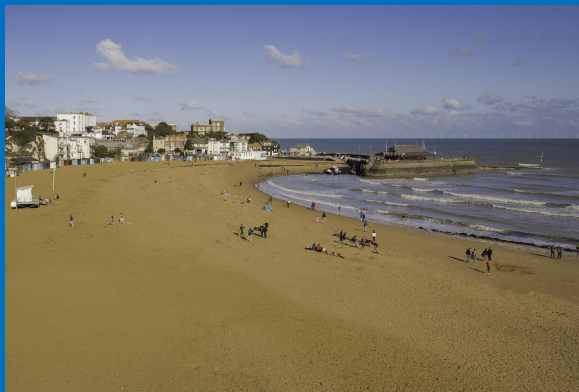
Isle of Thanet USPs

Coastline



Award-winning sandy beaches
15 beaches and bays
Natural assets
Chalk and shoreline
(20% of UK / 12% Europe)
Marine site and bird-spotting
Coastal activities /
surfer's paradise

Seaside Architecture



Royal Harbour
Iconic buildings new and old
Georgian and Victorian houses
Architects now and then
History and heritage
Blue Plaques

Proximity to London

Culture and Wellbeing



World-class gallery – Turner
Best in events – Dreamland
Unrivalled history and stories
around every corner
Healing properties of the sea
Invigorating coastal activities
Stress-free time away/escape



01843 298855

Just  Jane

7

Manicures
Acrylics
Gelish
Pedicures
Gels
Minx
Lava Stone
Hot Stone

VINTAGE
& RETRO
ANTIQUES
JUST FINE
CLOTHING

How to connect with visitors

How to connect visitors to Margate

- ❖ Appeal and be relevant to younger visitor profile (professionals, friends and solo travellers)
- ❖ Promote ease of train travel
- ❖ Use attractions and art & culture as a draw and for repeat visits - Turner Contemporary and Dreamland
- ❖ Ambassadors - travel vloggers/bloggers, user generated content
- ❖ Interest in up and coming town, creativity etc
- ❖ Maximise reasons to visit again
- ❖ Utilise web searches/social media/word of mouth
- ❖ Use a confident, experientially-driven and dynamic tone of voice

Best things:
The beaches and
seaside
Arts, culture and
entertainment
Town centre, friendly
atmosphere



Top tips

- Link to a whole experience & encourage stays
- Inspire first, give info later
- Connect to seasonality - challenge traditional perceptions - we are a year-round destination
- Give a reason to visit now
- Use Beyond London as a key selling point
- Get into young people's minds
- Consider timings – opening, offers, experiences
- Adapt messaging – pre, during and post visit
- Connect with other business – attractions, hotels, cafes, bars, restaurants, activities

45% believe that the coast is 'closed' in winter - we need to reverse that thinking

□ Use the stories and products you have, linking to visitors

Content in action



<https://www.youtube.com/watch?v=U8hP89Lb7J8>



Be here this spring

<https://youtu.be/TlejHUeOoXE>



Escape to Ramsgate

<https://vimeo.com/329365345>

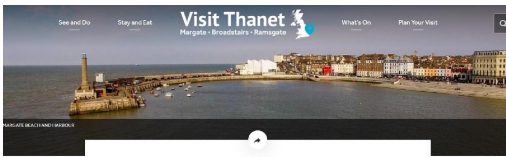


Escape the city

<https://vimeo.com/329365067>



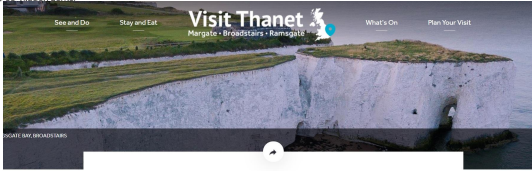
<https://www.youtube.com/watch?v=7V7tSl643eI>



Be inspired: The Must-Sees

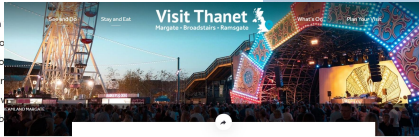
No trip to the Isle of Thanet is complete without this bucket list. Fill that Instagram feed with inspirational coastal views, iconic architecture and memories full of fun, laughter and excitement as you uncover these not-so-hidden gems.

Top of the list to experience **Turner Contemporary** in Margate, host of Turner Prize. The world class art gallery showcases the very best in contemporary art alongside historic works by masters. As the Prize 'venue home', stand on the site where its namesake J.M.W Turner found the inspiration for some of his most famous works (and fell in love with his landlady Miss Booth). It also connects with your own creativity at the gallery's many workshops and activities for all ages.



Off the Coastal Path

Forget following the crowds, relish in having an **Turner Prize** experience, where your inner art to outside explorer. Take in all that being by the coast, the fresh sea air, water sports, cycling, becoming wildlife spotting, and re-energising health and wellbeing. Be amazed at how autumn by the seaside can be so rewarding as a summer break.



Culture Lovers' Fix

Take your **Turner Prize** visit up a notch - immerse yourself in one of the UK's most inspiring creative scenes, finding art in unexpected places across the Isle of Thanet. From trainees inspiration to genre-defying contemporary practice, the creative connections across Margate, Broadstairs and Ramsgate will thrill and surprise in equal measure, making for an incomparable day, 48 hours or mini break.

Delight and admire the work of the **Turner Prize 2019** nominees at **Turner Contemporary**, this year's host and the Isle's iconic contemporary art gallery. To the location of the prize, located outside of London, has a direct connection to J.M.W Turner, undoubtedly one of Britain's greatest artists and the namesake for the gallery and prize.

Stand on the site where Turner found the inspiration for some of his most famous works (and fell in love with his landlady Miss Booth).

Continue with your next



Cycling the Viking Coastal Trail

Energise as soon as you arrive on the Isle, with a walk or cycle on the **Viking Coastal Trail** - a 32 mile (51.4km) circular route that rings around the whole of the Thanet coastline and heads inland to our beautiful rural villages. Mostly traffic free with sensational views out to sea and wildlife and attractions to discover at every turn from **Burchingham to Ramsgate**, it's the ideal active adventure for everyone whether solo, with friends or family.

Turn the enrichment of art into iconic attraction, **Dreemland**, a sustainable fuelled Drop, opens Railway, then boggle the night

Focus on light as you stroll Margate's **600m** stretch beneath the surface, with the wondrous **Shall Grotto** and **Margate Caves**, close to the Old Town. Adorned with 4,000 blue tiles, all in astounding patterns, the mysterious grotto was discovered unexpectedly in 1855 and continues to amaze anyone who delves deep within it. A few streets away, at the newly reopened **Margate Caves**, you can glimpse the cover 'bit' of this constant attraction, who used this old chalk mine caves as a party palace?

Back on land, venture up to **Clibberville**, a bustling creative and shopping area full of artists' studios, gallery spaces and independent shops (all in-shoppers, where you'll truly reach the surface of the town's artistic community. Go down to the Old Town, back to the seashore, for an abundance of independent vintage, retro and contemporary shops, casual watering cafes, restaurants and bars, all set in stunning period architecture.

Visit Thanet- Margate, Broadstairs and Ramsgate

Yesterday at 09:00

New year, New experience? Check out our experience suggestions and book a mini-break to the beautiful Isle of Thanet now. Whether you're a culture lover, like to get 'off the beaten track' or you want to visit the 'must sees', we have just the experience for you. www.visitthanet.co.uk/experiences



visitthanet

visitthanet Did you know that autumn by the coast can be just as refreshing and rewarding as a summer break? From walks in the fresh sea air and energising cycle rides to wildlife spotting and wellbeing treatments. Check out our '31-Turner-live' Turner Prize experiences and start planning your day trip or short break to #Margate #Broadstairs and #Ramsgate today - link in bio

See

daniela_cavon ❤️❤️❤️

7w 1 like Reply

daniela_cavon I really love this island! 🌊🌅🍷

Liked by jennydfmatts and others

NOVEMBER 4, 2019



visitthanet

visitthanet We have all the #MondayMotivation we need when #TurnerPrize 2019 is coming to #Margate this #Saturday! Coming to visit? Check out our travel experiences:

The 'Must-sees' - a showcase of the not-so-hidden gems for bucket list ticking

Liked by thanetheive and others

SEPTEMBER 28, 2019

VisitThanet @VisitThanet - Dec 4, 2019

Tempted to visit #Margate to see #TurnerPrize now you know the winners (yes we said winners - all 4 nominees formed a collective and won)! Make it a real travel experience taking in all the #IsleofThanet has to offer... find your weekend inspiration here visitthanet.co.uk/experiences/



👍

🔄 4

❤️ 11

📌



👍

🔄 5

❤️ 18

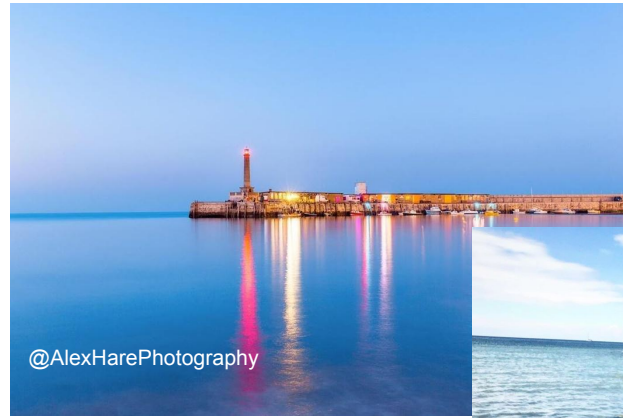
📌

It's an experience economy

What to consider

- ★ Timing – all-year round
- ★ Tone of voice – welcoming, friendly
- ★ Evergreen content
- ★ User Generated Content – visitor stories
- ★ Hashtags
- ★ Advertising
- ★ Ambassadors
- ★ Trends: Video (including vertical), IGTV
VR/AR, Chatbots

It's predicted that this year video will make up 80% of all web traffic!



Takeaways

- ★ Use the visitor survey data to inform your plans
- ★ Think visitors, connect experiences
- ★ Utilise the cost-effective resources available to you – share Visit Thanet's content & use B2B services
- ★ Plan ahead, maximise cross-promotion opportunities
- ★ Monitor success – what's working what isn't, talk to each other



You are the Isle of Thanet

We *all* make the destination

You make the story, you make the unique experience

Your role is integral to the Isle, we want success for everyone

