

# Visitor Survey workshop

## Ramsgate



February 2020  
BeeBee Communications

Visit Thanet   
Margate • Broadstairs • Ramsgate



# 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 Marine

# 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](http://www.visitthanetbusiness.co.uk)

# Visitor Survey 2018 findings

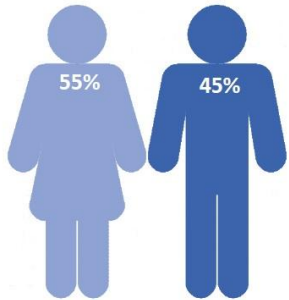
- ❖ 1351 face to face interviews conducted – 450 in each town
- ❖ July & August, Sept & Oct 2018



# 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

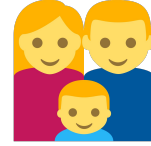
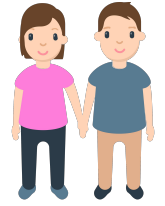




□ Ramsgate = Couples (40%)

□ Broadstairs = Families (39%)

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



## When do they visit?

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



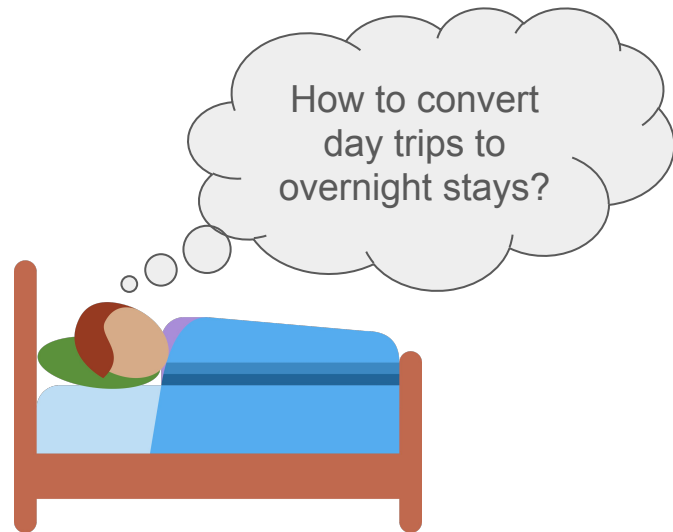
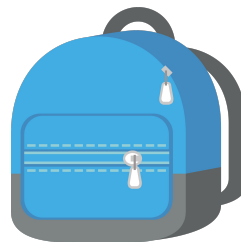
# How long for?

- 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 (9%)
- 22% **first time visitors**  
25% in Margate
- Ramsgate attracts the highest proportion of retired visitors (37%). 78% are regular visitors
- 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

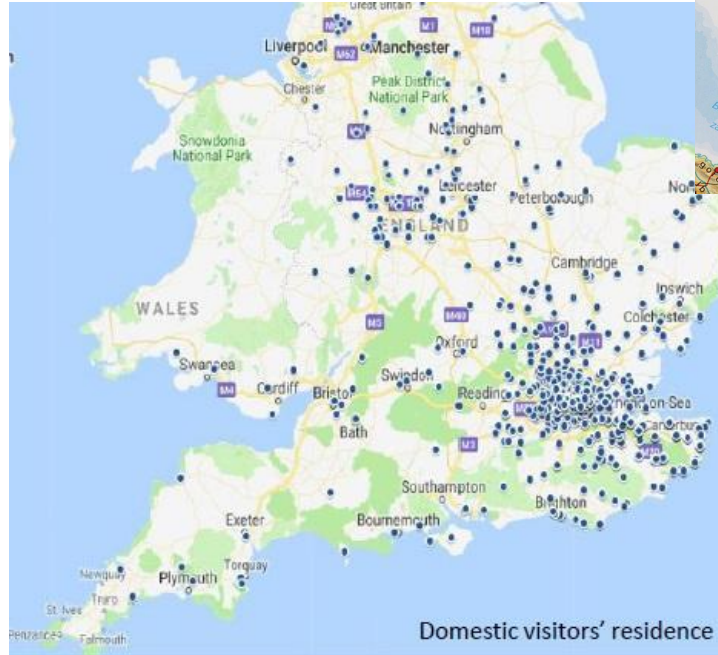
Ease of finding your way around...4.68  
Quality of beach experiences.....4.56  
Beach / coastline cleanliness.....4.52

### 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%       |

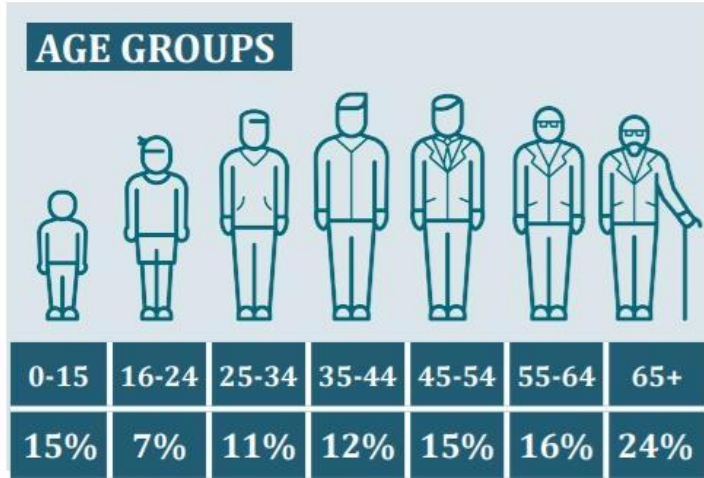
| Kent                      | 43% |
|---------------------------|-----|
| Canterbury                | 5%  |
| Rochester                 | 3%  |
| Gillingham                | 3%  |
| Herne Bay                 | 3%  |
| Gravesend                 | 2%  |
| Sittingbourne             | 2%  |
| Ashford   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

# Age

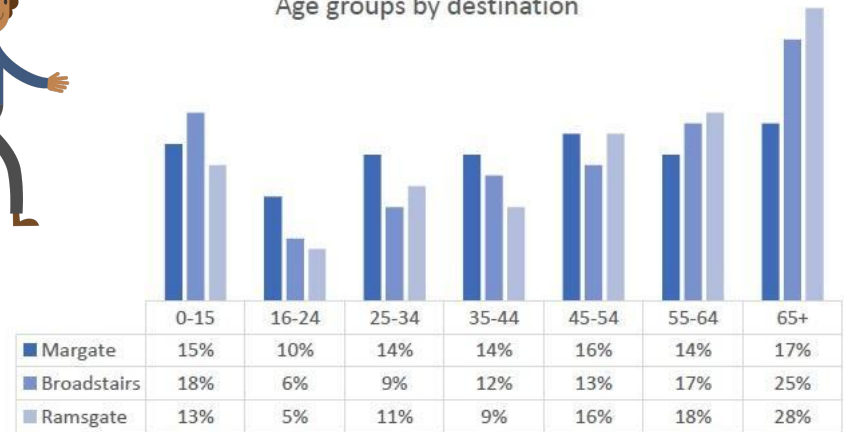
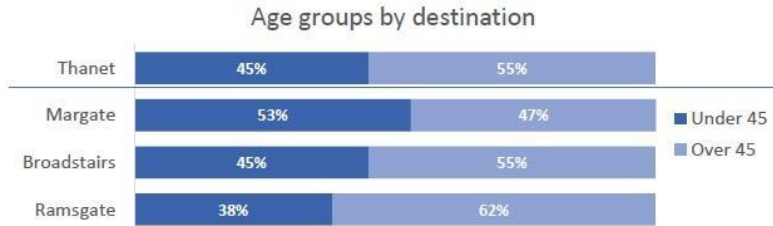
□ Margate = younger Broadstairs =  
10% 16-24, 47% 45+    6% 16-24    55% 45+

□ Ramsgate = older  
5% 16-24, 62% 45+

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

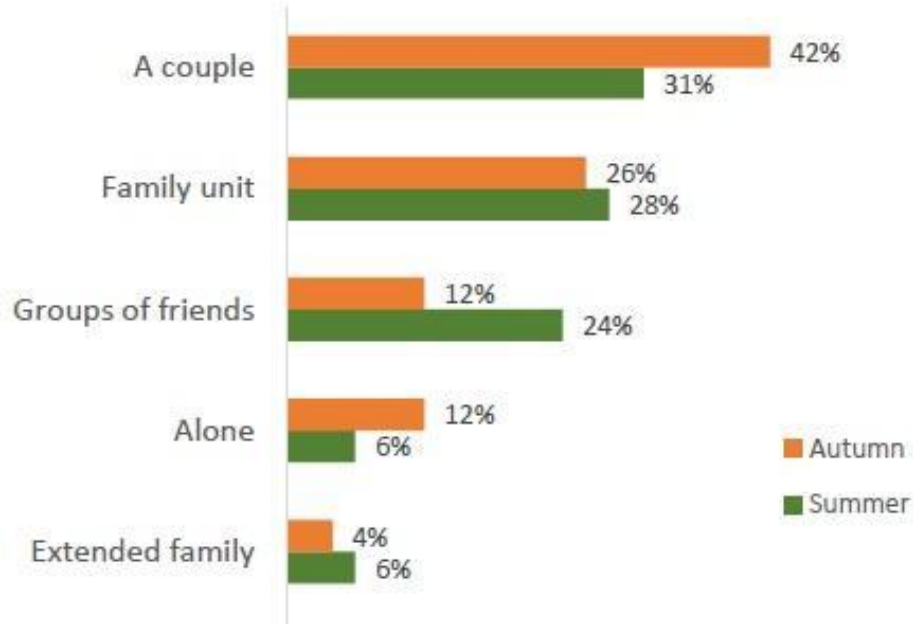


Age groups by destination

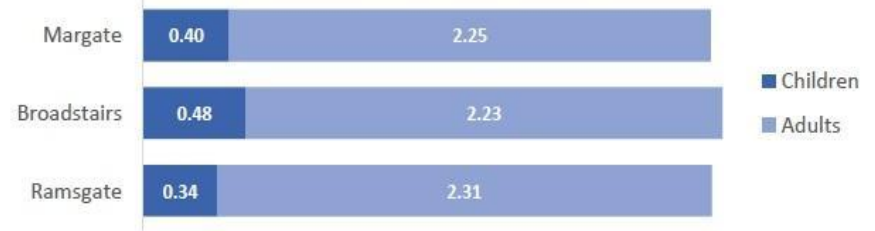




## Group composition by time of year



## Group composition by destination



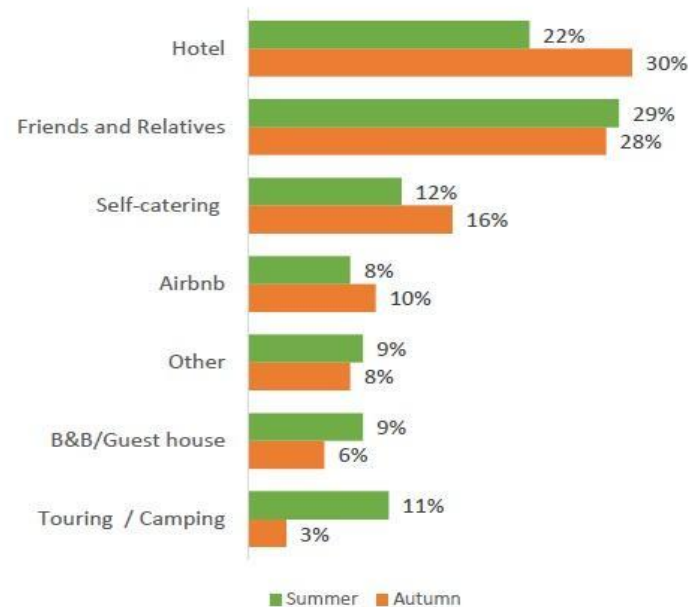
# Day v Overnight

- 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!

Accommodation used



| 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

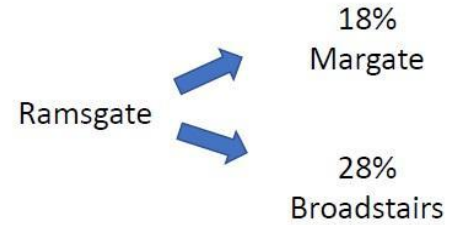
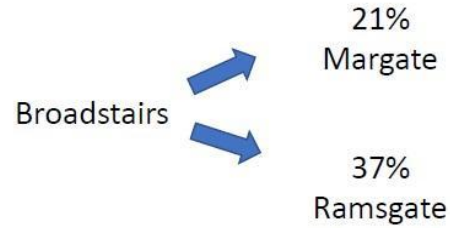
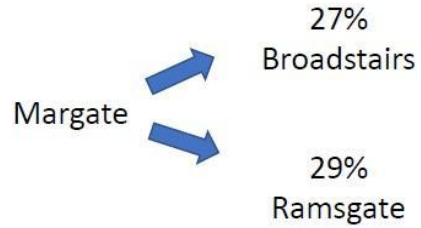


| Day visitors          | Thanet | Margate | Broadstairs | Ramsgate |
|-----------------------|--------|---------|-------------|----------|
| 2018                  | £24.71 | £28.53  | £25.16      | £19.27   |
| 2010                  | £12.50 | £12.04  | £10.45      | £14.66   |
| 2010 (with inflation) | £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            |
| <b>Spend per trip</b> | <b>£193.46</b> | <b>£182.26</b> | <b>£225.08</b> | <b>£170.98</b> |

## □ People are moving around the Isle

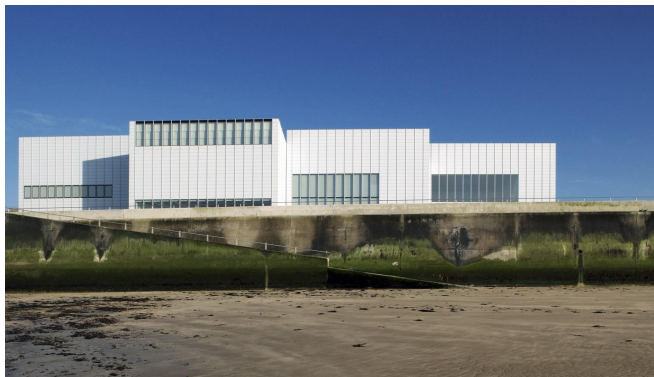


How to encourage people to travel around Thanet?



# 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



Coastline/beaches ..... 53%



Attractions ..... 24%



Arts/culture..... 9%



History/heritage ..... 6%



Recreational activities..... 30%

Other..... 9%



## 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



ALL WELCOME

**The Greek Arch**  
Love Meze Mondays  
Fr. 4.50 - 7.00 APRIL  
Dinner & Soft Drink All Day  
Meze Greek Style  
Dinner All Day  
02972 689756

The Pinner  
Meze Fr  
All Day

ALL WELCOME - Family  
Tea, Coffee, Smoothies  
And ALCOHOL !!!  
BRUNCH  
LUNCH, SNACKS & DINNER

LUNCH SPECIAL  
CAKE / TEA & CAKE  
1.95

SMALLS

**ALL WELCOME**  
TEA, COFFEE AND DRINKS  
SERVED ALL DAY  
BREAKFAST, LUNCH, HIGH TEA, DINNER  
AND DESSERTS  
FULL MEZE 10-12 COURSES  
MIN 2 PEOPLE £19.95 PP

**GREEK, ENGLISH & VEGAN  
HOME-MADE & HEALTHY MENU**  
SALADS, DIPS, AMBITZERS  
HALLOUMI, CALAMARI  
OLIVES  
ICE CREAM & SHAKES  
WINES, BEERS, SPIRITS  
& SOFT DRINKS



# 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

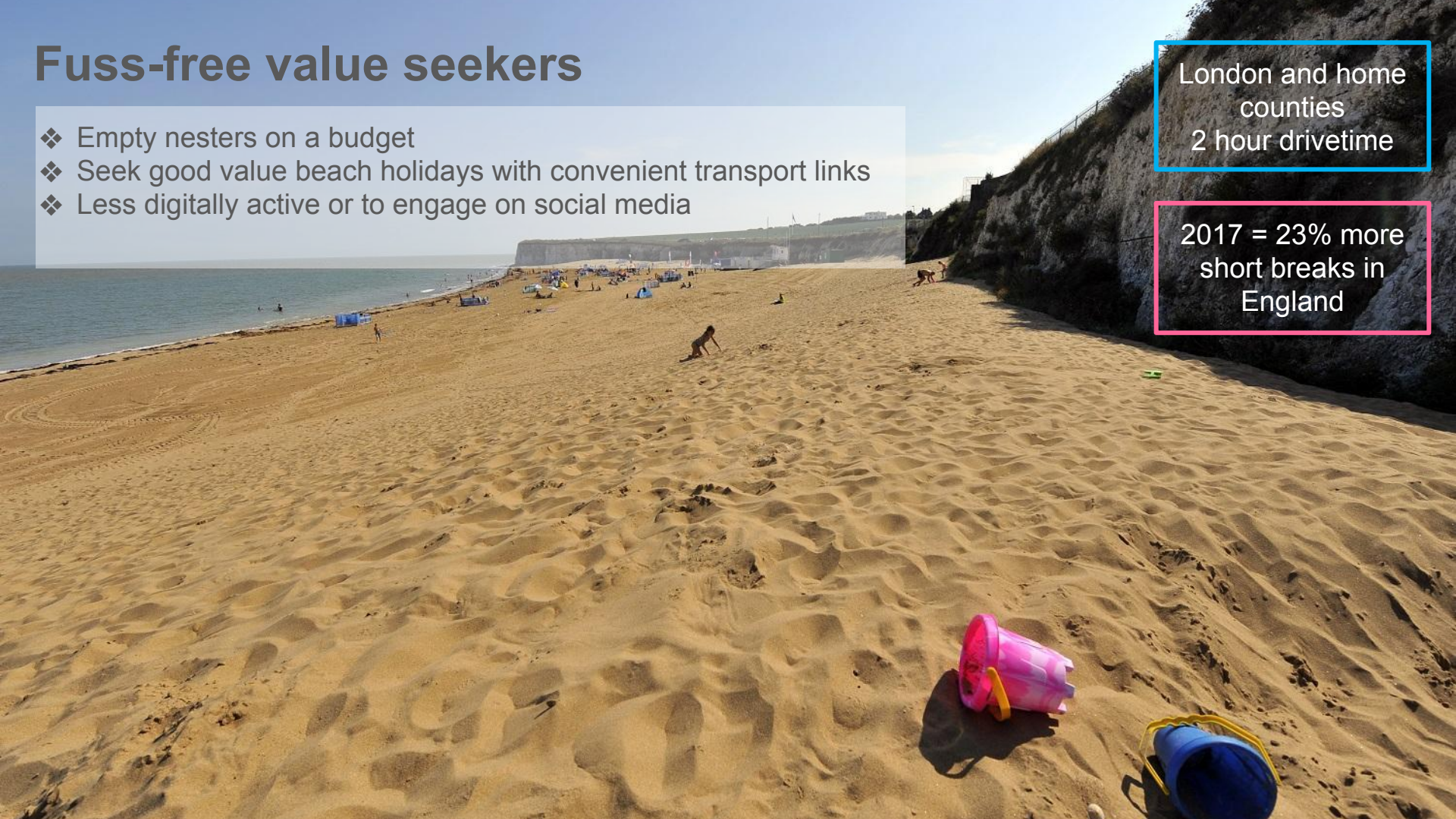


# Fuss-free value seekers

- ❖ 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

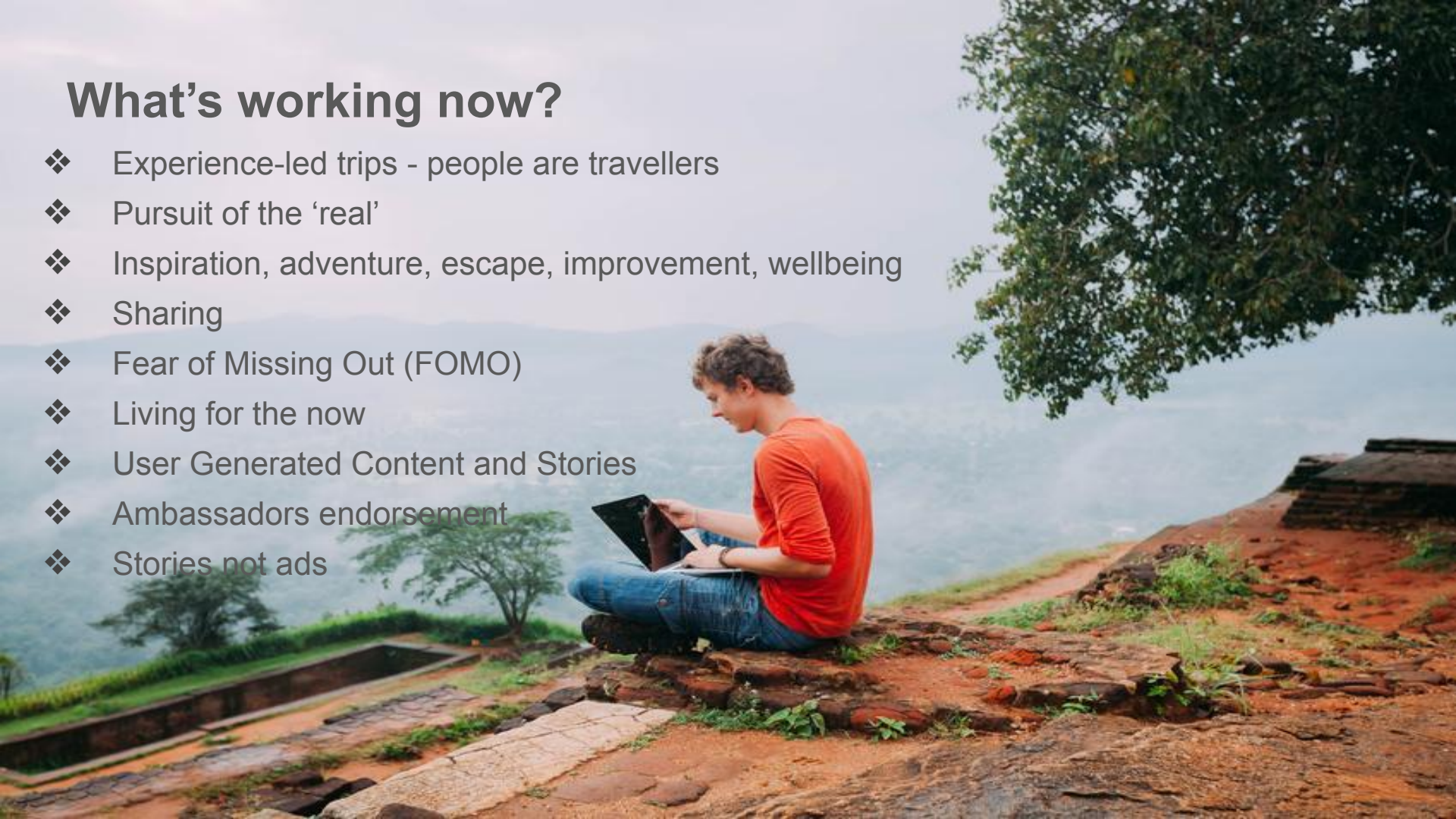


**It's an experience economy**



# 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



**How to connect with visitors**

# How to connect visitors to Ramsgate

- ❖ Appeal to older couples
- ❖ Maximise reasons to visit again (highest repeat visits & VFR)
- ❖ Highlight things to do in 24 hours/weekend to help extend duration
- ❖ Draw on recreational activities/outdoors/ease of getting about
- ❖ Highlight is Harbour and vicinity - capture the wider area
- ❖ Use stunning architecture of the town as reason to walk around the area
- ❖ Utilise reviews/recommendations to enhance feeling it's a pleasant place to be
- ❖ Jointly promote Ramsgate and Broadstairs

Best things:  
Harbour and beach  
Town aspect  
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



Escape to Ramsgate

<https://vimeo.com/329365345>



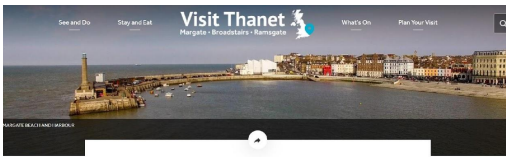
<https://www.youtube.com/watch?v=U8hP89Lb7J8>





Be here this spring

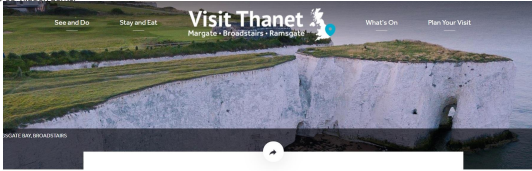
<https://youtu.be/TlejHUeOoXE>



## Be inspired: The Must-Sees

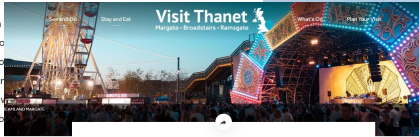
No trip to the Isle of Thanet is complete without this bucket list. Fill that Instagram feed with inspirational coastal views, iconic architecture and memories full of fun, laughter and excitement as you uncover these not-so-hidden gems.

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 house', 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). The venue 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 breathless 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, housed 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 **Beachington to Ramsgate**, it's the ideal active adventure for everyone whether solo, with friends or family.

Back on land, venture up to **Cilbourneville**, a bustling creative and shopping area full of artists' studios, gallery spaces and independent shops (all in character, where you'll truly reach the surface of the town's artistic community. Go down to the Old Town, across the beach to the seafront, 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](http://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 11hr 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 thanetheft and others

SEPTEMBER 23, 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/](http://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