**Tourism Matters: DMO Review, Opportunities and Visitors’ Map**

We hope for those of you who have been able to open, that business is going as well as it can. For those of you who have to wait until Monday 17th May and the next step in the roadmap, we are crossing our fingers that all continues to plan and that you too will be opening your doors again in just a few weeks.

This week there is an opportunity to respond to the government’s review of England’s Destination Management Organisations and VisitEngland’s Attractions Survey. The Federation of Small Businesses is running more free webinars, plus we have news of our reopening and a literature exchange.

If you know somebody who would like to read our e-news, please forward it on, or let them know they can register to receive it themselves on [www.visitthanet.co.uk/tourismmatters](https://2uz0w.r.a.d.sendibm1.com/mk/cl/f/DekBBfZP3LAIZ-s6vUtRdj2N3K0y9mOgkDSXrPdjnBptAw5_g3qnkpbc3nY0Ti7O4OJDZheJXea8dAs-1I8cMWmZwuNL1uBECjUAjae1COLO5BSBu9Amwl-_FnLMN4y4Ur9vuZWt93hNbyCaQXcpvu1RN_aPF4EFqDhJHOu37zzAckDlc36sUzskHOsqmg)

**Government Updates**

**Submit your views on the independent review of Destination Management Organisations**

The Government has commissioned an independent review of Destination Management Organisations (DMOs) in England. The review aims to examine and assess how DMOs across England are funded and structured, and how they perform their roles, in order to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level, and if so what that model may be.

The review of England’s Destination Management Organisations (DMOs) is open for responses and will **close at 11.45pm on Wednesday 28th April 2021**. The independent review will assess how DMOs across England are funded and structured, and how they perform their roles, in order to establish whether there may be a more efficient and effective model for supporting English tourism at the regional level. Those interested in submitting should complete this [online survey](https://dcms.eu.qualtrics.com/jfe/form/SV_784ywB3hhw6Ko86). If you would like to see the questions before completing the survey, they can be found on [this link](https://www.gov.uk/government/consultations/independent-review-of-destination-management-organisations-dmos-consultation/independent-review-of-destination-management-organisations-dmos-consultation). More information on the review is available [here](https://www.gov.uk/government/consultations/independent-review-of-destination-management-organisations-dmos-consultation).

**Thanet District Council**

**COVID-19 Home Testing**

It’s important to get tested regularly and there are now lateral flow tests available to use at home. They are free and you can order them online or collect from your local pharmacy. A pack contains 7 tests and you can order one pack per household each day. This is for people who wish to take a test but do not already get one from work, school, college or university.

[www.gov.uk/order-coronavirus-rapid-lateral-flow-tests](http://www.gov.uk/order-coronavirus-rapid-lateral-flow-tests)

Alternatively, you can collect a test kit from a local pharmacy. To find the nearest place to get rapid lateral flow tests for coronavirus, just put in your postcode and the pharmacies are all shown on a map. <https://maps.test-and-trace.nhs.uk/>

**Test and Trace Centre, Dreamland car park, Margate - Walk In Test Centre**

Between 8am and 1.30pm - the centre is available for PCR testing which is free to anyone with symptoms, through the NHS. You can either book on the [gov.uk website](https://www.gov.uk/get-coronavirus-test) or just walk in without an appointment.

Between 2.30pm and 8pm - the centre will be handing out free LFD kits (lateral flow device) commonly called rapid flow kits for home testing. These are asymptomatic tests, each kit contains 7 tests and each person can pick up a maximum of 2 kits and it’s recommended to take 2 tests a week.

All results, positive or negative must be reported to the NHS within 24 hours. If test results are positive you must self isolate immediately and get a PCR test to confirm the result.

**VisitBritain/VisitEngland**

**VisitEngland's Annual Attractions Survey 2020**

VisitEngland’s Annual Attractions Survey is now live and this year’s survey is particularly important as it will help to understand the impact of the pandemic on the attractions sector in 2020. If you’ve received an invitation to the survey from VisitEngland please do respond as soon as possible.

**The closing date is Friday 28th May.** If you believe that your attraction hasn’t received an invitation, please contact VisitEngland on [Annualattractionssurvey@visitengland.org](mailto:Annualattractionssurvey@visitengland.org)

**Visit Kent**

**Join Visit Kent’s Nationwide Tourism Reboot Campaign**

To support the return of domestic tourism and inspire bookings to Kent, Visit Kent is launching a campaign targeting the domestic market by showcasing Kent's outstanding food and drink offer and breath-taking landscapes to capitalise on an increased interest in reconnecting with nature and local produce.

This campaign will be supported by the national VisitEngland [Escape the Everyday](https://www.visitbritain.com/gb/en/escape-everyday) campaign and it will build on Visit Kent’s existing [Gourmet Garden Trails](https://www.gourmetgardentrails.com/) content by adapting the audience to the domestic market and adding new exciting products.

To join this nationwide domestic tourism reboot campaign, Visit Kent is inviting all food and drink and garden-based experiences (from gardens to vineyards) business to join Gourmet Garden Trails. By getting involved you will:

* Be a part of an exciting, new, product that stretches across the popular gourmet, garden outdoor travel market
* Be featured alongside the Flagship Products of the county
* Be part of the nationwide reboot campaign by VisitEngland, Escape the Everyday
* Work alongside partners such as the RHS and Produced in Kent
* It’s FREE!

To find out more, take a read of the [Gourmet Garden Trails Introduction Document](https://www.visitkentbusiness.co.uk/media/63611/gourmet-garden-trails-2021-introduction-document.pdf) and [FAQs](https://www.visitkentbusiness.co.uk/get-involved/gourmet-garden-trails/)

Find out more on VisitEngland’s Escape the Everyday campaign [here](https://www.visitbritain.org/be-part-our-domestic-marketing-campaign-escape-everyday)

**Please be aware the deadline for submissions is Friday 7th May 2021**

**Business Barometer Sign Up**

Visit Kent is actively working to increase the sample of businesses that contribute to their business barometer that is used as a key tourism intelligence source and a valuable and timely benchmarking tool for tourism organisations. Any business that does not currently take part is encouraged to sign-up.

[To find out more and sign up please visit the Visit Kent Business website](https://www.visitkentbusiness.co.uk/insights-and-resources/business-barometer/)

**Tourism and Visitor Services News**

**Visitor Information Service Reopening**

The **Thanet Visitor Information Centre** will reopen weekends only 10am-5pm from Saturday 1st May, with the addition of opening 11am-4pm on Bank Holiday Monday 3rd May

From Wednesday 19th May opening hours will be Wednesday - Sunday 10am-5pm until further notice, with the addition of opening 11am-4pm on Bank Holiday Monday 31st May

**Ramsgate Visitor Information** at The Customs House aims to reopen on Monday 17th May daily 10am-4pm until the end of September. Open Daily October to March 11am-3pm

**Are you interested in a literature exchange? Do you need reopening help?**

There is an opportunity for you to drop your promotional leaflets off at Thanet Visitor Information Centre in Margate and collect a supply of Visitors’ Maps and other attractions, etc, leaflets on Wednesday, 5th May. Team members will also be on hand to answer any questions about reopening or should you have any issues that we may be able to help with.

Please note social distancing must be adhered to on the day and masks must be worn inside the building. We may ask you to wait outside a short while if we are busy.

We will be calling in the next week to provide further information.

If you wish to offer your individual leaflets to other tourism businesses to pick up on this date, please drop your new literature off before Wednesday 5th May to ensure supplies are available. Please note our opening hours above.

**Other News**

**Federation of Small Businesses - free webinars**

**Tuesday 27th April 1-2pm: How to build an authentic brand that people want to follow** Explore the value a brand can bring you, your team and your customer relationships.

[Click here](https://www.fsb.org.uk/event-calendar/national270421.html?utm_source=APR33&utm_medium=Email&utm_campaign=WebinarEmail) for further information and to register

**Friday 30th April 12pm-1pm: The end of LIBOR: What you need to know**

The end of LIBOR and what this change will mean for businesses

[Click here](https://www.fsb.org.uk/event-calendar/the-end-of-libor-what-you-need-to-know.html?utm_source=APR33&utm_medium=Email&utm_campaign=WebinarEmail) for further information and to register

**Tuesday 4th May 10.30am-12pm: Scaling up your business model for the future** Simple, interactive steps to help you establish a model that will allow you to sustainably grow your business as we bounce back from COVID-19

[Click here](https://www.fsb.org.uk/event-calendar/scaling-up-your-business-model-for-the-future.html?utm_source=APR33&utm_medium=Email&utm_campaign=WebinarEmail) for further information and to register

**Thursday 6th May 11am-12pm: Find customers with Google Maps with FSB and Google Digital Garage**

Discover how you can use Google Maps to market your business online, reach customers and drive footfall to your business

[Click here](https://www.fsb.org.uk/event-calendar/find-customers-with-google-maps-with-fsb-and-google-digital-garage.html?utm_source=APR33&utm_medium=Email&utm_campaign=WebinarEmail) for further information and to register