**February’s Tourism Matters: Get involved and have your say plus networking opportunity**

Dear Tourism Industry Colleague

In this issue we bring you details of how to get involved in the National Coastal Tourism Academy’s ‘A Coast For All’ and Visit Kent’s ‘Good Journey’ campaigns. There is an opportunity for you to have your say on the district’s parking and museums, we bring you details of half term events and the opportunity to meet with local businesses at The WonderWorks.

If you know somebody who would like to read our e-news, please forward it on, or better still let them know they can register to receive the newsletter first hand at [www.visitthanet.co.uk/tourismmatters](http://www.visitthanet.co.uk/tourismmatters).

**Tourism and Visitor Services News**

**Visitor Information Services Opening Hours**

The Thanet Visitor Information Centre at Droit House, Margate is open Wednesday to Sunday, 10am to 5pm throughout February and March with daily opening during February half term (Monday 12 to Sunday 18 February).

**Half-Term Events**

We have a dedicated website page with details of events taking place during half-term for you to share with your visitors and guests - [www.visitthanet.co.uk/february](http://www.visitthanet.co.uk/february)

If you know of any events that we have not included, please let us know at visitorinformation@thanet.gov.uk

**2024:‘A Coast For All’**

The National Coastal Tourism Academy (NCTA/England’s Coast) has designated 2024 ‘A Coast For All’. This follows 2023s ‘Year Of The Coast’.

The aim of the new campaign is to shine a spotlight on the coastline. NCTA wants to raise awareness that the coast is open to all - it's a coast for all seasons, adventures, experiences and occasions.

If you operate a visitor-facing business this is for you! NCTA wants to promote events, experiences and holiday opportunities all year round, and so do we!

You can get involved by downloading the [campaign toolkit here](https://coastaltourismacademy.co.uk/resource-hub/resource/2024-campaign-a-coast-for-all--). Include the logo on your website, social messaging, newsletters and blogs to amplify your marketing.

**The Wonderworks by Hornby Hobbies Networking**

Mark your diaries for Tuesday 19 March at 10am, as [The WonderWorks by Hornby Hobbies](https://www.wonderworksmargate.co.uk/)  is hosting a networking event for Thanet tourism businesses. Come to meet with other local companies, make connections and exchange literature whilst you enjoy a hot drink and freshly baked pastries courtesy of The WonderWorks’ on site café.

To RSVP, please email wonderworksmargate@hornby.com by **Tuesday 12 March.**

**Visit Kent**

**Welcome car-free visitors with Good Journey**

Visit Kent has announced a partnership with Good Journey, advocates of car-free leisure travel. They promote discounts to top attractions for visitors arriving by foot, bus, bike or train.

Attractions of any size and type in Kent can benefit from a Good Journey Membership, with 20% off their first two years. Promotion across the Visit Kent channels is also included.

* Gain the Good Journey Mark and [feature on the map](https://www.goodjourney.org.uk/search/?_type=attractions&_map=50.604443%2C-9.318425%2C57.897574%2C4.45843)
* Inclusion in Good Journey’s itineraries and journey planners
* Benefit from mention in Visit Kent’s quarterly seasonal content
* Receive mentions across Visit Kent’s social channels
* Increase income – car-free visitors spend around 20% more
* Help more people to enjoy Thanet by train, bus, bike and foot
* Reduce congestion in car-parks and access roads
* Meet sustainability goals
* Cut carbon – 60% of scope three emissions are from visitor travel

Read more about Good Journey [membership and fees](https://www.goodjourney.org.uk/join-us/) and the [Member Brochure](https://www.goodjourney.org.uk/wp-content/uploads/2023/11/Good-Journey-Membership-2024.pdf) for support you’ll get.

A ‘Welcoming car-free visitors’ webinar will take place on **Wednesday 28 February from 10am to 11am.** [To book click here](https://www.eventbrite.co.uk/e/welcoming-car-free-visitors-to-your-tourism-business-tickets-806355489977)

We are keen for a good number of Thanet businesses to sign up to the scheme, which we will use in our promotion.

**Kent Big Weekend Reminder**

There is still time to sign up to Kent Big Weekend taking place on **Saturday 20 and Sunday 21 April**. It is a fantastic way to reward and to encourage residents to visit or to rediscover what's on their doorstep.

Residents will be given the opportunity to win tickets to explore attractions that they might not have otherwise visited, instilling a sense of pride in their home county and inspire them to share their enthusiasm with visiting friends and family.

Attractions and businesses are invited to offer complimentary tickets exclusively to Kent residents to use on the Big Weekend only. You can offer as many tickets as you wish and for either or both days of the weekend

To find out more about the event and how to get involved [click here](https://www.visitkent.co.uk/media/101340/kent-big-weekend-faqs.pdf) or look at the [Kent Big Weekend website](https://www.kentbigweekend.co.uk/)

**Thanet District Council**

**Museum Strategy Survey**

Residents and visitors are invited to give feedback on Thanet District Council’s owned and managed museums via an online survey. Responses will inform a strategy for the future of the following museums:

▪️ Dickens House Museum in Broadstairs

▪️ Margate Museum

▪️ Tudor House in Margate

The online survey is open until 5pm on **Friday 16 February**, and should take around 10 minutes to complete. [Visit the council website to share your views](https://yourvoice.thanet.gov.uk/en-GB/projects/museum-review)

**Car Parking in Thanet Survey**

Thanet District Council is developing a new parking strategy for the isle and welcomes your views on this.

There are two separate surveys - one for residents and one for local businesses. Both surveys ask questions about on-street parking and council-owned car parks in residential areas and high streets.

The surveys each take around 10 minutes to complete and close on **Sunday 3 March**. [Visit the council website to take part](https://yourvoice.thanet.gov.uk/en-GB/projects/review-of-parking-in-thanet)

**Other News**

**200 years of the RNLI**

Monday 4 March 2024 marks the 200th anniversary of the RNLI. They are celebrating by launching a campaign, ‘RNLI 200’, a collection of podcasts from crew, people who have been rescued, dedicated fundraisers and supporters. [Visit the RNLI’s website for more information.](https://rnli.org/about-us/our-history/2024/programmes)

**Your News**

Congratulations to [**Angela's, Margate**](https://angelasofmargate.com/) on retaining their ‘Green Star restaurants’ status in The MICHELIN Guide Great Britain & Ireland 2024.