

# KENT Business GARDEN of ENGLAND

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January 2022 is almost over and like us, we're sure that you and your teams are busy planning ahead for the rest of the year.

We would like to express a huge thank you for your continued support of Visit Kent throughout 2021. Findings from the latest Cambridge Model Economic Impact Study (which will be shared in full later this week!) shows that whilst our industry has been severely damaged from the pandemic, the volume and value of tourism in Kent has fared better than other destinations and the national average. This is due in large part, not only to the strength of our rural and coastal offering but to our continued partnerships and positive collaboration with businesses, local authority partners and supporters.

The recent [independent review of Destination Management Organisations](#) clearly sets out the market failure which has been experienced in many destinations and the need for strong strategic leadership to ensure the sector fulfils its potential and supports wider strategic goals. The frameworks and partnerships developed by Visit Kent demonstrates best practice, but we must build on this to place Kent in a position to capitalise on future opportunities.

## Our Strategy

Our new strategy sets out a three-year plan divided into three interconnected strands, focusing on close alignment with local and national strategies by placing the visitor economy firmly at the heart of our destinations to enable wider recovery:

- **Rebuild** - Driving the recovery of the visitor economy, our places and communities
- **Grow** - Grow the Kent brand as a world-class destination to visit, live, work, invest and study
- **Sustain** - A long-term commitment to a sustainable, desirable, and innovative destination, where businesses and communities thrive

## Lonely Planet Best in Travel 2022

We are keen to continue our work with our partners to grow and build back the visitor economy in 2022 and beyond. As [Kent's Heritage Coast is named by Lonely Planet as the 4th best region to visit in the world](#), we have a huge opportunity to raise awareness of our incredible county, attracting new markets and encouraging our returning visitors to explore further. We're excited to share with you a year-long programme of activity that will maximise exposure for our investor partners across the county, not only spreading the benefits wider but also providing our visitors with a wider offering.

As a Visit Kent investor partner, you will benefit from the work that we will do to weave the Lonely Planet "Best in Travel" messaging through all our activity this year. Your partnership also gives you the opportunity to increase your exposure by buying into one of our collaborative activity packages around

three core areas of activity: campaigns, travel trade and PR. The packages offer flexibility to mix and match based on the areas you're most interested in and your budget. You'll also be able to tailor based on your preferred audience and timings.

**Read our Lonely Planet activity and opportunities here**

## 2022-23 Fees

During 2021-22, to support businesses as much as possible, we did not increase our annual fees in line with inflation. In addition, all partners were included in our campaign activity at no extra cost due to successful applications to access funding support for our sector.

Please find below details of the fee packages and benefits for 2022-2023. This year, the board have agreed a 5% increase in line with CPI to ensure we can continue to deliver the level of support for our sector at this crucial time.

**Download our new 2022-23 packages and benefits pack**

**We would love to speak with you about how we can support you with your plans for the coming year and how this could work with our upcoming Lonely Planet activity.**

**The team are also on hand to answer any questions or provide further details of opportunities, so please do get in touch.**



### VISIT OUR B2B WEBSITE HERE

Read more about tourism businesses support and advice, Covid-19 updates, national tourism insights and resources and opportunities to get involved in our activity

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### Tourism support and advice

To discuss how you can work more closely with Visit Kent, please [contact us](#).

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