

# visit CANTERBURY

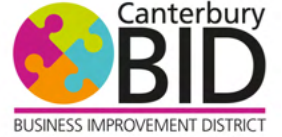
## Ops Report Jan - May 2024

- Visit Canterbury Impact Figures
- Visit Kent Group Travel Project
- Best Night Out Campaign Summary
- Whitstable and Tankerton Report
- Herne Bay Report



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## Jan-May 2024 in Review



In January Visit Kent created a new **Group Travel Strategy** for Canterbury, funded by Visit England. This comes in advance of the Levelling Up Fund project work, which is due to be completed in 2025, adding a number of new assets to the city's portfolio including the reopening of Canterbury Castle.

Following the news that Canterbury was to receive its 12th Purple Flag (for partnership working in the nighttime economy), Visit Canterbury ran the **'Best Night Out' Campaign** between February and March. A new digital guide was created and hosted on the homepage of Visit Canterbury which focused on the different kinds of nights out you can enjoy and encouraged overnight stays.

From early April, with the freshly planted Westgate Gardens and spring in the air, a flurry of new, **user generated content** started to stream in, giving a huge boost to Visit Canterbury's social platforms. It was also the moment to launch a new series of blog posts written by local businesses. The first features included Simpson Wine (English Wine Week), The Foundry BrewPub (fresh from winning several awards), Canoe Wild with many more on their way.

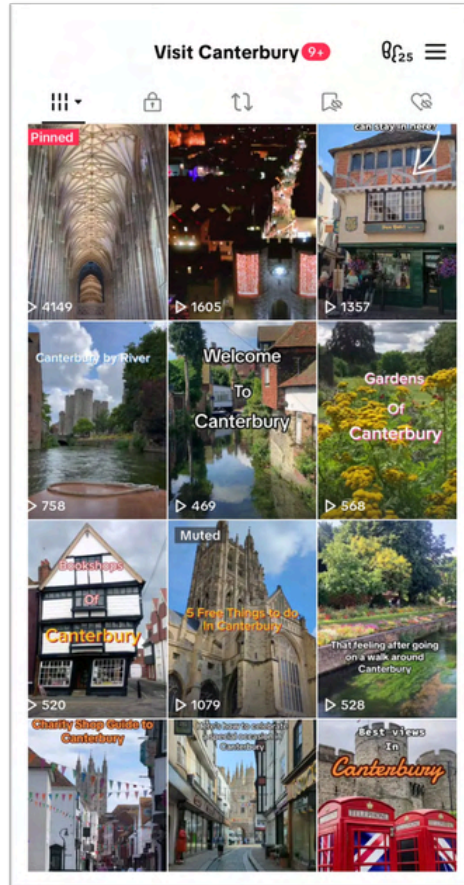
Visit Canterbury has joined the **Visit Kent summer campaign 2024** which will allow us to feature in their successful *It's In Our Nature* campaign. The package includes a feature page on Visit Kent's campaign homepage, a dedicated blog, social posts, competition data sharing to help boost our mailing list and more.



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## Digital Platforms

### January - May 2024



#### Website Visitors

Organic visitors: 160,331 (+82%)  
 Additional referral visitors: 180,518 (+62%)

90% in UK, then USA, France,  
 Netherlands, Germany, Belgium, France

Largest UK audience is London, then  
 Canterbury, Milton Keynes,  
 Wolverhampton, Norwich

#### Content views

730,006 page views (+49%)  
 (incl. 276,131 page views of  
 homepage)

#### Most Popular Pages

10 Things To Do Blog  
 Find events  
 See & Do  
 Foodie blog  
 Travel

#### Instagram

Followers 20,234 (+17%)  
 Reach 118,348  
 Impressions 554,268  
 Engagements 36,352

#### TikTok

895 followers  
 27 videos, 1953 likes  
 Top video 4,732 views

#### Facebook

Followers 10,230 (+5%)  
 Engagements 6,174  
 Reach 232,950

#### Visit Canterbury newsletter

Database: 6,076 subscribers  
 Av open rate: 28%  
 Click through rate: 7.2%

**SEO** - Google searches, and organic search results continue  
 to rise and the bounce rate is sitting at 61%.

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**Reach** - Over the last 6 months Visit Canterbury has received **1,450,248** impressions through website, socials and newsletters. Reach and views are up consistently from 2023.

**Events submissions** - Increased significantly, and this section remains one of the most popular pages on the website.

**eNewsletter** - Following the successful Night Out Campaign Competition the subscriptions for the eNews have increased from 4,000 to over 6,076 over the last 6 months. Monthly Newsletters are being circulated.

**Accommodation Provider Meetings** - the group met on the 21 February at The Corner House to share ideas to shape Visit Canterbury activities.

**Visit Canterbury Posters** - April, installed new A0 posters at the newly re-opened Park and Ride Sturry Road.

**Visit Kent Summer Campaign** - The consortium agreed to share the costs of being part of It's In Our Nature 2024.

**Summer in Canterbury Guides** - Canterbury BID created 20,000 printed summer guides, bursting with inspiration on where to shop, things to do, stories and features.



## Most successful Social media content

Jan-May

- Reel of Weavers - 642 likes / 13,200 views
- Static image of Westgate Gardens - 9,400 impressions
- Reel of Cathedral Quarter - 550 likes / 8,274 views
- Magnolia in Westgate Gardens - 657 interactions, 67.6k reach - one of the highest reaching posts to date!
- Lilford Gallery reel share of Cathedral Quarter – 785 interactions, 6.9k reach
- Blue skies over Mercery Lane – 86 interactions, 11.4k reach
- Reel - Cathedral Quarter - 550 likes / 8,274 views
- Reel - Slow weekend – 686 interaction, 6.6k reach
- Reel - Castle Quarter - 600 interactions
- Photo - Canterbury Tales Experience reopening - 3.9k reach
- Reel - collaboration created by [@explorewithlin](#) - 4k reach

## Inspirational Blog Series

The first blogs have included:

- 5 Ways To Explore Canterbury by Canoe Wild
- How to celebrate English Wine Week with Simpsons
- Spend Saturday in Canterbury with Happy & Glorious
- 5 Things To Do In The City by The Foundry



# visit **CANTERBURY**

## Visit Kent Group Travel Strategy

**Funded by Visit England and English Heritage, delivered by Visit Kent (as a LVEP for Canterbury) Limited time to deliver the project (Jan-April 2024) to support the Levelling Up Fund project, not schedule for delivery until 2025. To make the most of the funding Visit Kent focused on the travel trade market which has a lead time of 18 months.**



### The Aim

Encourage wider domestic and international audiences to increase their length of stay in Canterbury. Rebuild visits from the valuable educational and language school markets following the announcement regarding the recognition of ID cards for youth travel.

### Planned activity

- A **Travel Trade Strategy** developed for key target markets that support the launch of the new LUF assets.
- Creation of **new marketing assets** to reposition Canterbury and the new city offer to these markets (itineraries and a business database).
- A **B2B workshop** aimed to encourage local businesses to capitalise on Canterbury's heritage stories, to enhance the customer experience.

### Travel Trade Strategy

A new travel trade strategy has been developed which sets out how to leverage educational travel, cruises and group travel. This will be used as part of the wider Visit Kent Travel Trade support programme but is also bespoke to Canterbury through the VC Consortium.

### Travel Trade Assets

VK attended the Britain and Ireland Marketplace (BIM) to engage with travel trade organisations to ascertain suitable assets to promote Canterbury.

- **A series of inspirational trade specific itineraries focused on key marketing including:** Canterbury for Groups | Student activities in Canterbury | Christmas in Canterbury.

Each itinerary provides a selection of locations, food and drink options, accommodation selection and key events calendar alongside relevant information such as coach parking for groups.

- **An image database** was created and uploaded to VK trade hub using existing travel relevant imagery from a range of stakeholders. Images provided have all rights associated with and are free to use by the travel trade and promotional partners.

- **Database of trade ready businesses in the Canterbury District.**

This has been created in excel as it provides the greatest flexibility for updating and is supplied to all group travel trade enquiries. .

The benefits of this project won't be seen for another 18 months but will be used by Visit Kent to promote Canterbury as a prime group travel destination in the county.

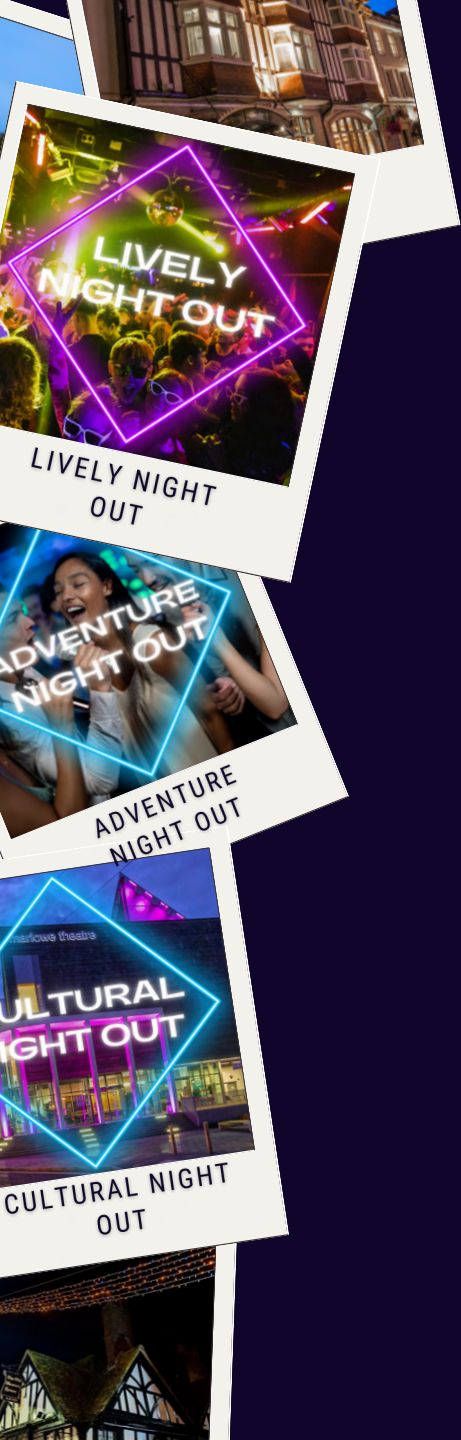
# BEST NIGHT OUT CAMPAIGN

*Review*

19 February - 31 March 2024

Promoting Canterbury as the best night out in Kent. Activities included:

- Best Night Out Toolkit circulated to all ENTE businesses
- Visit Canterbury - Night Out Digital Guide (8 pages)
- Night Out Competition
- Night Out Posters
- Night Out Coasters
- INDEX Digital Magazine article
- 'Cene Magazine advert
- 8 x Newsletters (MyCanterbury and Visit Canterbury)
- Instagram (MyCanterbury and Visit Canterbury)
- Facebook (MyCanterbury and Visit Canterbury)



# IMPACT SUMMARY



53,525

Recipients of eNewsletters

7,652

Competition Entries

139,548

Website page views



121,508

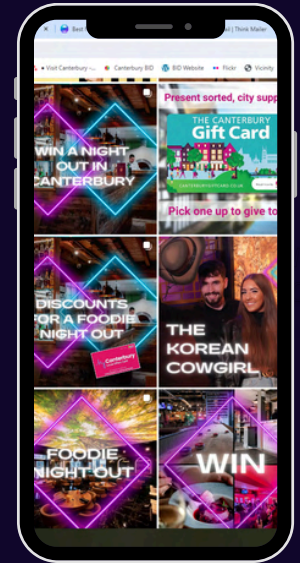
Instagram Impressions

8,962

Advertising Impressions

91,832

Facebook Impressions



## TOTAL IMPRESSIONS

423,027



# Whitstable & Tankerton

## Officer Report - Debbie Green

### Content writing (blogs)

Vintage & Second hand shopping in Whitstable  
Shop Local in Whitstable

### Business Feedback

There has been mixed feedback from the towns, the businesses that are really proactive on social media & marketing had a good start to the year despite the bad weather. They are also the ones who evaluate their market and interact more with other businesses too.

Whitstable businesses led by Lisa at Fuchsia Green are slowly adopting the Squid Loyalty programme which will take time but the businesses involved are very positive about it keeping their businesses buoyant.

Our support through shares and blogs are always appreciated and just visiting the stores and listening is key to understanding how we can support them.

A couple of businesses have closed but all simply due to retirement or a change of life goals such as VC Jones & Sal e Pepe but more have opened so though the town has been quieter most are optimistic.

### New Openings

- Fable & Green
- Kakawa Artisan chocolates
- The Bubble - changing hands and under Carols of Whitstable
- She Sells By The Sea- creative indoor market space



# Whitstable & Tankerton

## Officer Report - Debbie Green

@shopbythesea

Facebook Followers: see note

Instagram Followers: 2.23k / 1.5k reach pm



### Social Media

Shop by the Sea Facebook access was lost to the original page( (2.8k followers) in mid December. A new page was created in January, the page whilst building followers is slower, its traction and reach is impressive. Since it's inception it has received 14.2 k impressions, had 142 followers and 247 content interactions and 27 link clicks.

### Activity Highlights

- Listings- focusing on pushing the businesses to increase their listings on VC
- Meeting with the businesses covered in the blogs to ensure their ethos & goals are covered and portrayed correctly and getting the best content in videos & photographs
- Meeting the new businesses and their owners to explain VC & SBTS and answer and questions and help put them in touch with other business owners in the town where they can collaborate.
- Social posts covering Easter, Mother's Day, Half Term events
- Meeting up with stakeholders to ensure the relationships continue

### Business Concerns

Greggs opening their 2nd largest restaurant on the High street, Traffic, Roadworks, Less locals and lower spends from Visitors



# Herne Bay Jan - May 2024

## Officer Report - Jo Wynn-Carter

### Website Event Listings

Event listings continue to build and more organisations are automatically adding their unique events each month, with an average of 20 events for Herne Bay.

### Business Support activities

- Liaison with new businesses in the Bay
- Social Media support for the monthly Herne Bay Artisan Market that has grown to over 40 producers in 4 years.
- Posts and reels to promote what Herne Bay has to offer, sharing blogs written for Visit Canterbury and other local content.
- Promotion of new business launches and other events and festivals.
- A blog written for Visit Canterbury promoting the Arts and the growing number of galleries to encourage visits.
- A collaboration of businesses on William Street and Herne Bay in Bloom to bring to life the flower beds with beautiful flowers.

### Social Media



@buyinthebayhb

**Facebook Followers: 3K (gained 1K since Jan 2024)**

**Instagram Followers: 2.8K (gained 100 since Jan 2024 )**

### New Openings in 2024

- Sarah Baulch Art Gallery
- Coffee House Herne Bay
- Shree Brow & Beauty
- Heart & Soul Interiors (Change of owner)
- Cacao Atelier
- St Georges Dental Lab



# Herne Bay - Jan - May 2024

## Officer Report - Jo Wynn-Carter

### Activity Highlights

- Jo continues to attend the **Herne Bay business meetings** held every 6 weeks at Kavanagh Cinema and attended by businesses and community groups. The meetings allow her to discover events and liaise with businesses.
- Jo has written a number of **blogs for Visit Canterbury** this year with inspiration for February half term, visits over the Easter break and Summer 2024 visits.
- Jo has attended shop launches this year to promote on social media.

### Business Feedback

*Businesses continue to appreciate being part of Visit Canterbury and experience the direct benefit of promoting their events on the what's on page and the support they receive from the promotion of Herne Bay through the Visit Canterbury platform. I'm continuing to highlight events across social media to encourage more businesses to upload and raise awareness of their events to visitors.*

### Message from The Little Green Bookshop in Spring 2024

"We really do appreciate all your wonderful support! Thank you."



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