



Kent Contemporary 2017 Campaign Report

In partnership with AKA and Destination Research

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Introduction & Summary

Since 2010, Visit Kent has run an annual outdoor advertising campaign - the Kent Contemporary campaign – with key partners to reposition the destination as the Garden of England for the 21st century, building on awareness of what the county has to offer whilst being able to surprise and delight in new ways.

Working with leading creative agency, M&C Saatchi, the campaign features striking imagery with the Visit Kent branding on London outdoor and digital media, targeting London audiences to inspire them to take more day trips and short breaks to Kent.

The campaign allows partners to use media that they could not afford on their own, and also gain extra opportunities for exposure and access further distributions channels.

2016 in review

The 2016 campaign saw a shift to increase the length and volume of activity carried out for the campaign, to ensure maximum exposure for partners and the Visit Kent brand. The campaign had a total of 11 partners and 9 creatives, and also benefitted from additional budget contributed by Visit Kent from Kent Heritage Railways funding. As a result of partner feedback, the campaign was refreshed to include:

- 7 new images, a new tone of voice and headlines on all creatives and a new logo lock-up
- Increased digital presence across a longer timeframe
- New, improved research methodology and improved metrics from media with new partners Destination Research
- A new media buying agency, AKA
- A dedicated landing page for the campaign on the Visit Kent website
- A greater focus on creative content – e.g. user generated, sharable, competitions etc
- Increased communications between Visit Kent and campaign partners throughout the campaign

2017 partners

The 2017 campaign followed the same format as the revised 2016 campaign, but included fewer partners as Turner Contemporary and Dreamland were unable to return due to budget constraints, and the Heritage Railways project funding had ended.

2016 partners were:

1. Southeastern (branding only)
2. Thanet District Council (2 x creatives)
3. The Historic Dockyard Chatham*
4. Medway Council*
5. Hever Castle
6. English Heritage (Dover Castle)
7. Canterbury Business Improvement District (BID)**
8. Shepherd Neame
9. Folkestone Artworks

**Joint partnership, one creative*

*** In partnership with Canterbury City Council and Whitefriars Canterbury, one creative*

2017 activity at a glance

22nd May to 31st August

Outdoor	<ul style="list-style-type: none">○ 2 x transvision screens at London Liverpool Street (20 second spots on rotation, 7pm to 12midnight)○ 108 x 16 sheets underground & overground○ 66 x Adrail Illuminated 6 sheets underground & overground
Digital	MPUs featured on: <ul style="list-style-type: none">○ Transport for London○ TripAdvisor○ Captify (programmatic)
Social media	<ul style="list-style-type: none">○ Promoted Facebook carousel/link adverts for partner creatives○ Facebook, Twitter and Instagram link posts driving website traffic & rebranding of channels with new imagery○ Facebook canvas adverts showcasing all partners
Web	<ul style="list-style-type: none">○ Dedicated campaign webpage on www.visitkent.co.uk with partner profiles○ Homepage takeovers of all campaign images○ PPC and Google Adwords
Content	<ul style="list-style-type: none">○ 3 x competitions to encourage User Generated Content
PR & E-comms	<ul style="list-style-type: none">○ Dedicated PR activity○ Campaign images used across B2C and B2B newsletters

2017 results summary

- The out of home transvision and outdoor panels delivered 23.5million impressions
- Digital promotions delivered 2.9million impressions, generated just under 7,000 clicks
- Paid social media promotions reached 1.5million people
- Organic social media promotions had 2,143,321 impressions
- The campaign's paid social media activity, including Canvas advertising and promotions for two competitions, received over 2.7 million impressions, 21,000 interactions (comprising likes, shares and comments), and generated 30,000 website visits.
- 47,092 visits to the campaign page, 2nd most visited page on the website during campaign
- 65,966 visits to partner and destination pages during the campaign
- More than 4,000 entries to three competitions
- The total number of visits to Kent (day trips and overnights stays) as a result of the campaign is currently estimated at 593,613.

Watch the campaign film with our partners for a summary of our activity in action:

<https://youtu.be/v6FZDKAmVcA>



Campaign Summary

> Campaign Headlines

- Overall objective was to **raise awareness** of Kent as a key destination for domestic tourists from London and profile all participating partners and their offer.
- **Campaign launched earlier** than the 2016 campaign, commencing 22 May to better reflect the needs of partners.
- **Effectiveness of campaign** was measured by looking at overall reach, interactions and engagement as well as traffic to the Visit Kent website.
- Relevant **digital learnings utilised** from last year's campaign to maximise the performance of the 2017 campaign.



> Target Audiences

Progressive Middle-Agers

ABC1 35+ with children

An all-round passion for arts and culture

Index highly for an interest in nature and spending leisure time outdoors

Potential for intergenerational groups including grandparents

Culture Vultures

ABC1 25-35 independent adults

Travelling as a couple or as a group of the same demographic profile

Socially active and heavily reliant on visuals and word of mouth when deciding what to consume or engage with

> Reaching our Target Audiences

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OUT OF HOME

- We created broad awareness via high footfall overground and underground travel routes
- Deliver maximum reach and impacts for a general London audience, connecting with both commuters and weekend travellers in one burst of activity to maximise effectiveness of budget

DIGITAL DISPLAY

- Targeted in-market day trip planners via site direct buys based on user behaviour
- Used look-a-like data modelling of existing traffic to Visit Kent site to drive new and relevant traffic, along with search powered insights to prospect for new audiences in a cost-effective manner

> Reaching our Target Audiences

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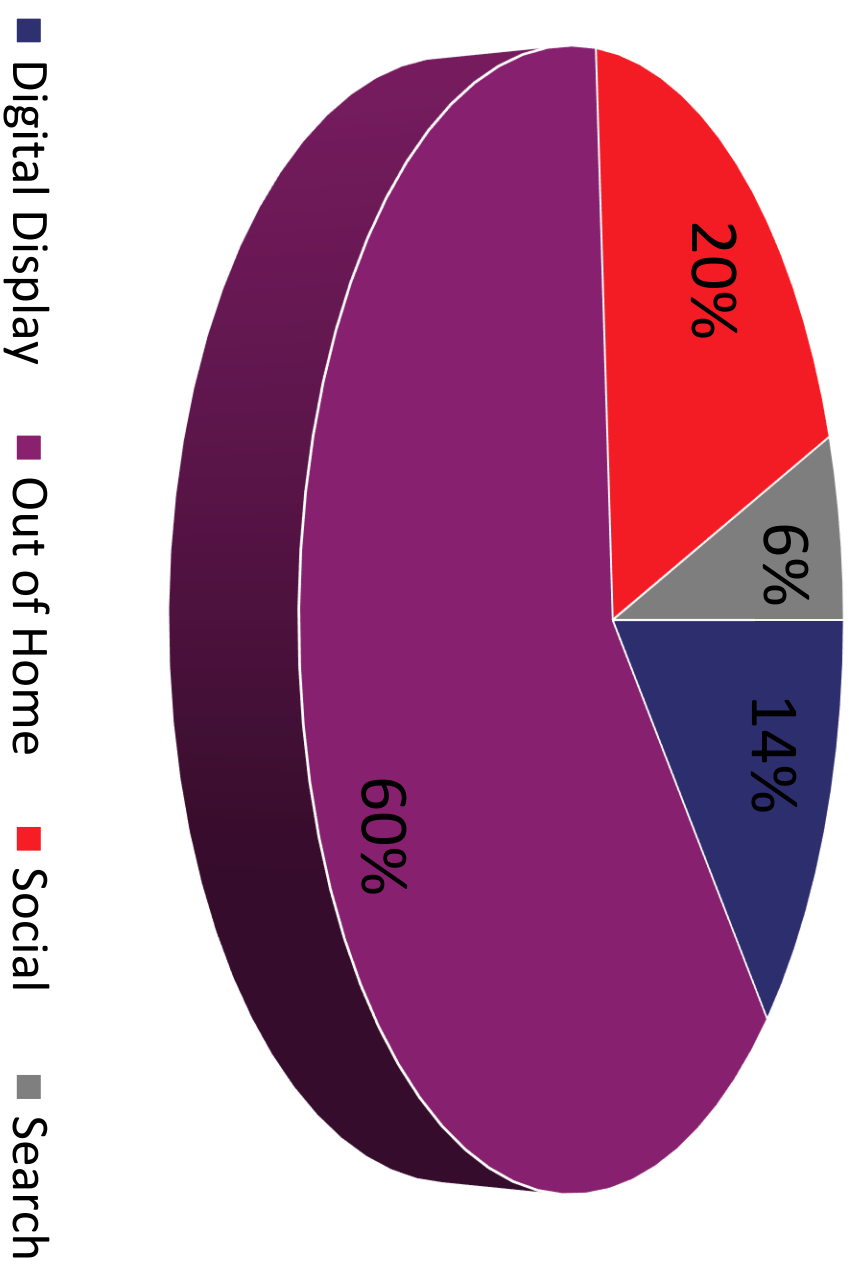
SOCIAL & CONTENT

- We capitalised on stunning visuals from the campaign utilising Instagram to drive brand engagement and Facebook to generate traffic to the Visit Kent website at a low cost per click. We used Facebook interest targeting along with demographic and geo-targeting to ensure the most relevant messaging to each target audience

SEARCH

- Matched keywords to key landing pages to drive best quality score and click through rates
- Prospect for audiences who were in-market for domestic visits via terms such as “days out in Kent”

> Breakdown of budget spend by channel



> Comparing Spend with Reach

ACTIVITY	% OF BUDGET PER CHANNEL	TOTAL REACH	% OF REACH PER CHANNEL	% OF OFFLINE SPEND	% OF ONLINE SPEND
OUTDOOR	60%	24,040,000	80%	60%	40%
DIGITAL DISPLAY	14%	2,900,000	10%		
SEARCH	6%	98,500	1%		
SOCIAL	20%	2,760,000	9%		

NB: The above costs don't include artwork, traffic & hosting or ASBOF costs.





OUT OF HOME ADVERTISING

London Underground 16 Sheets

> London Underground 16 sheets | Delivery

- Activity was booked to run for 14 days from 22 May to 4 June.
- 16 Sheets are a large format cross track poster selected for high dwell time and high visual impact.
- Our booked campaign reach was 100 posters delivering 5.3 million impacts.
- The final campaign duration was 16.36 days with 105 posters being displayed.
- Overshow delivered an additional 757,000 impacts, extending the reach of the campaign by 14% free of charge.



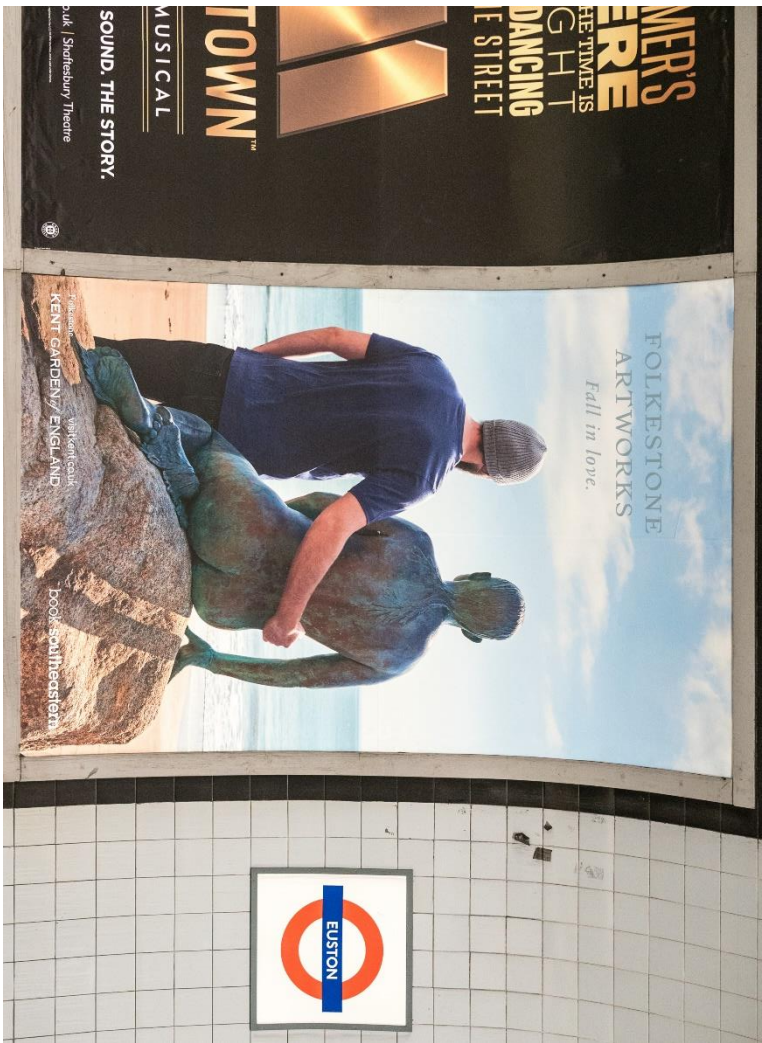
London Underground 16 sheets | site list

ACTION TOWN	ELEPHANT & CASTLE	KENNINGTON	SHEPHERDS BUSH	WARWICK AVENUE
ANGEL	EMBANKMENT	KENNINGTON	SOUTH HARROW	WATERLOO
ARCHWAY	EMBANKMENT	KENTISH TOWN	SOUTH KENSINGTON	WATERLOO
ARCHWAY	EMBANKMENT	KENTISH TOWN	SOUTH KENSINGTON	WOOD GREEN
BALHAM	EUSTON	KENTISH TOWN	SOUTHGATE	WOOD GREEN
BALHAM	EUSTON	KINGS CROSS ST PANCRAS	SOUTHGATE	
BETHNAL GREEN	EUSTON	KINGS CROSS ST PANCRAS	SOUTHWARK	
BETHNAL GREEN	FAIRLOP	LIVERPOOL STREET	ST JOHNS WOOD	
BOROUGH	FAIRLOP	LIVERPOOL STREET	ST JOHNS WOOD	
BOROUGH	FINSBURY PARK	LONDON BRIDGE	ST PAULS	
BOUNDS GREEN	FINSBURY PARK	MARLYEBONE	STOCKWELL	
CALEDONIAN ROAD	FINSBURY PARK	MOORGATE	SWISS COTTAGE	
CAMDEN TOWN	GANTS HILL	MORNINGTON CRESCENT	SWISS COTTAGE	
CAMDEN TOWN	GANTS HILL	MORNINGTON CRESCENT	SWISS COTTAGE	
CANADA WATER	GLOUCESTER ROAD	MORNINGTON CRESCENT	TOOTING BROADWAY	
CHALK FARM	GOODGE STREET	NEASDEN	TUFNELL PARK	
CHANCERY LANE	GRANGE HILL	NOTTING HILL GATE	TUFNELL PARK	
CHARING CROSS	HAMMERSMITH District Line	OLD STREET	TURNPIKE LANE	
CHARING CROSS	HAMPSTEAD	OLD STREET	TURNPIKE LANE	
CHISWICK PARK	HAMPSTEAD	OLD STREET	VAUXHALL	
CLAPHAM COMMON	HARROW ON THE HILL	PADDINGTON	VAUXHALL	
CLAPHAM NORTH	HEATHROW TERMINALS 123	PIMLICO	VICTORIA	
CLAPHAM SOUTH	HEATHROW TERMINALS 123	QUEENSWAY	WARREN STREET	
COLLIERS WOOD	HIGHGATE	REGENTS PARK	WARREN STREET	
EALING COMMON	HIGHGATE	SEVEN SISTERS	WARREN STREET	
EARLS COURT	HOLLOWAY ROAD	SEVEN SISTERS	WARWICK AVENUE	
	HYDE PARK CORNER	SEVEN SISTERS		

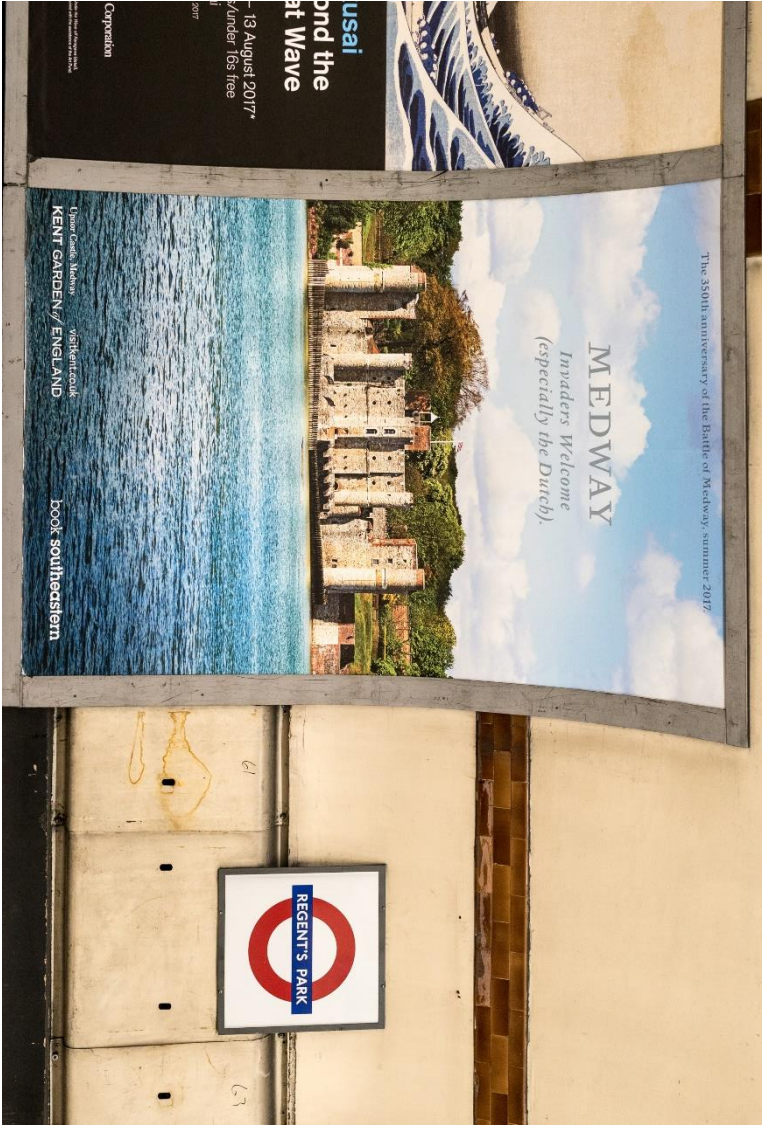


London Underground 16 sheets | in-situ

FOLKESTONE



MEDWAY

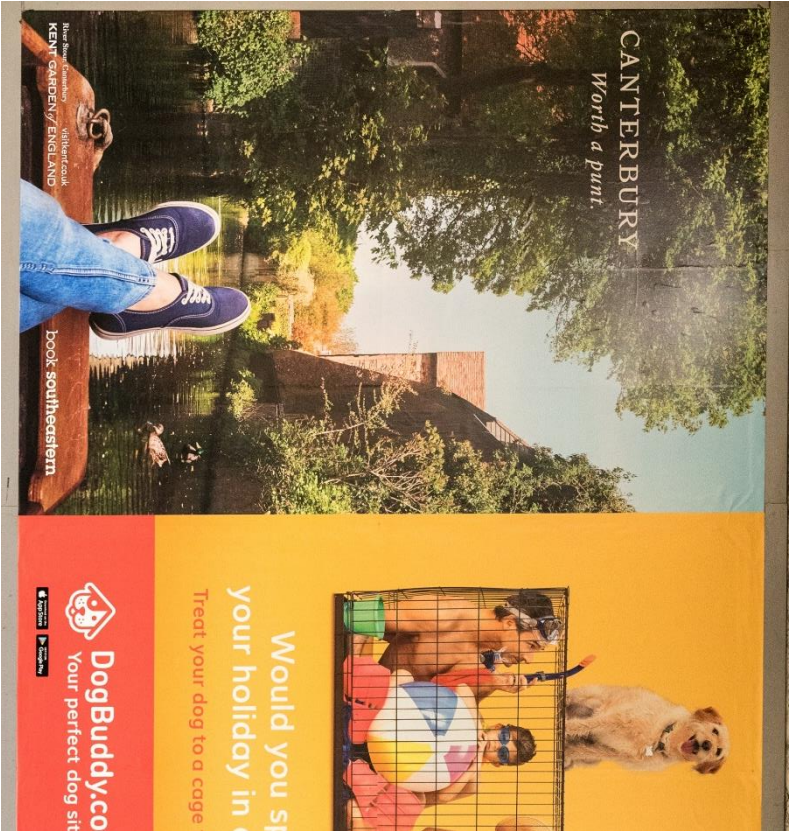


> London Underground 16 sheets | in-situ

SHEPHERD NEAME

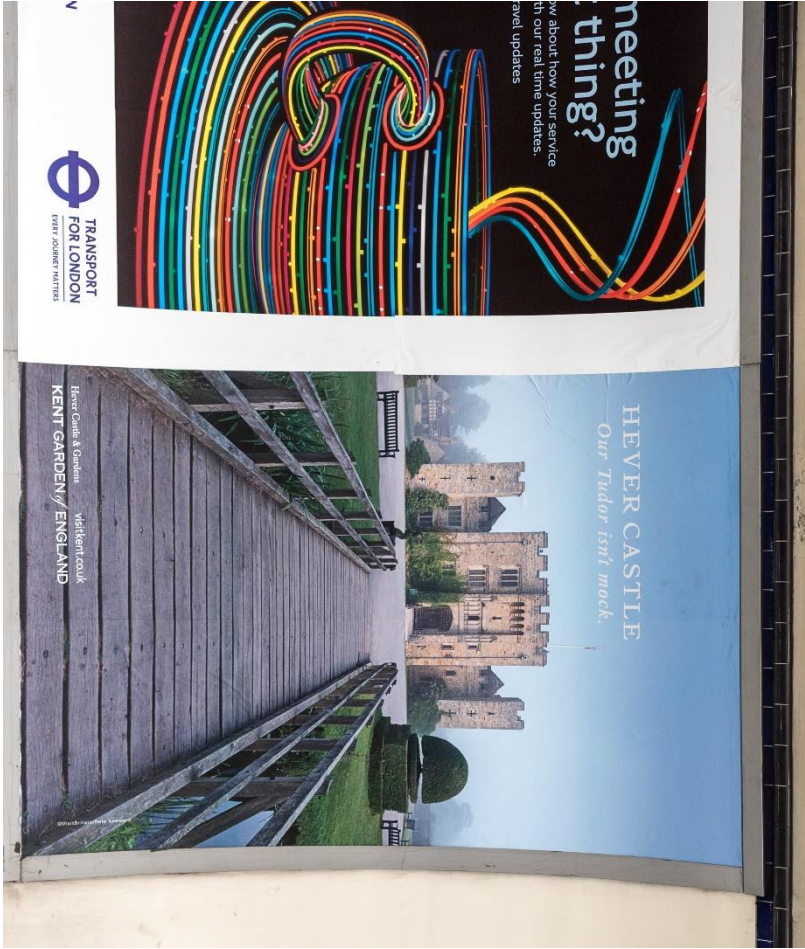


CANTERBURY

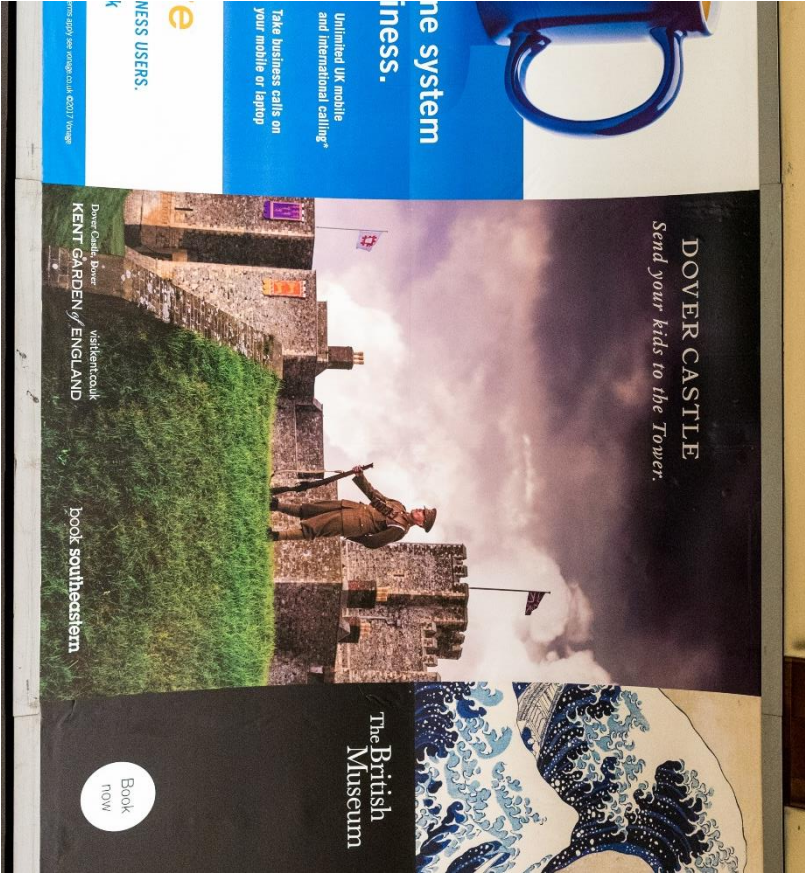


> London Underground 16 sheets | in-situ

HEVER CASTLE



DOVER CASTLE

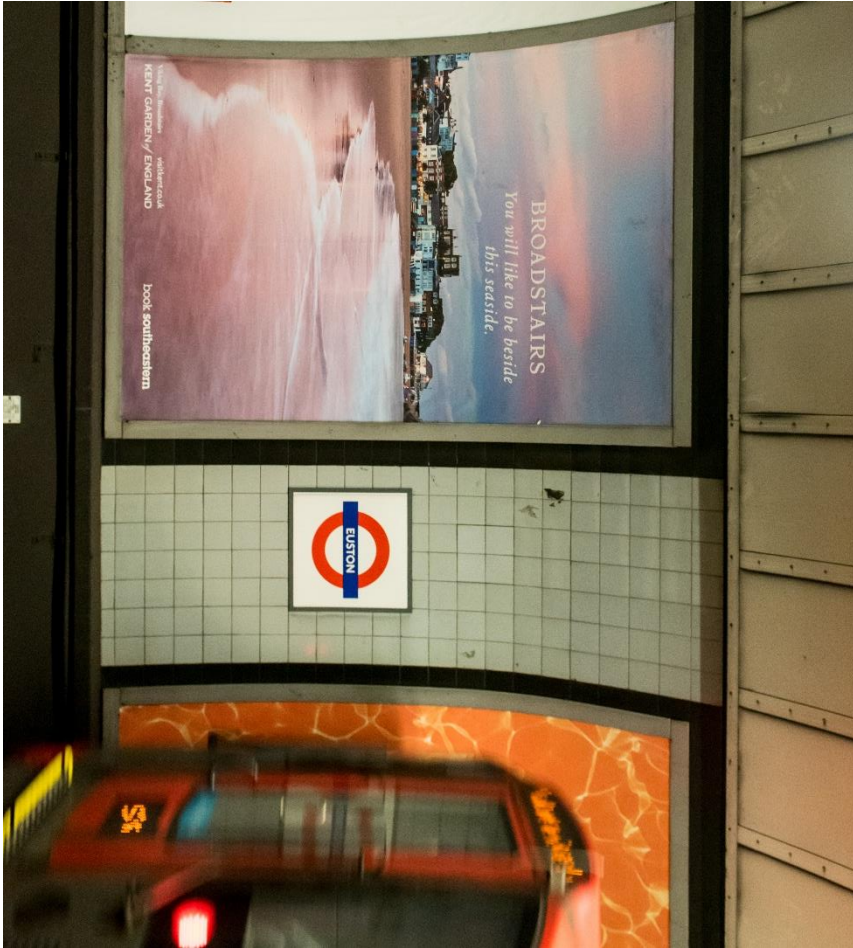



> London Underground 16 sheets | in-situ

RAMSGATE



BROADSTAIRS





OUT OF HOME ADVERTISING

Adrail 6 Sheets

> Adrail 6 sheets | Delivery

- The campaign was booked to run for 14 days from 22 May to 4 June.
- These large format, back lit poster frames are positioned in key locations across station platforms, and ticket halls to reach a London and Home Counties commuting traveller.
- Our booked campaign reach was 64 posters at London termini and major footfall rail stations including Clapham Junction, Kingston and Richmond to deliver 11 million impacts.
- 25 of the campaign posters received a total of 17 days overshoot, delivering an additional 4.3 million impacts, extending the reach of the campaign by 40% free of charge.

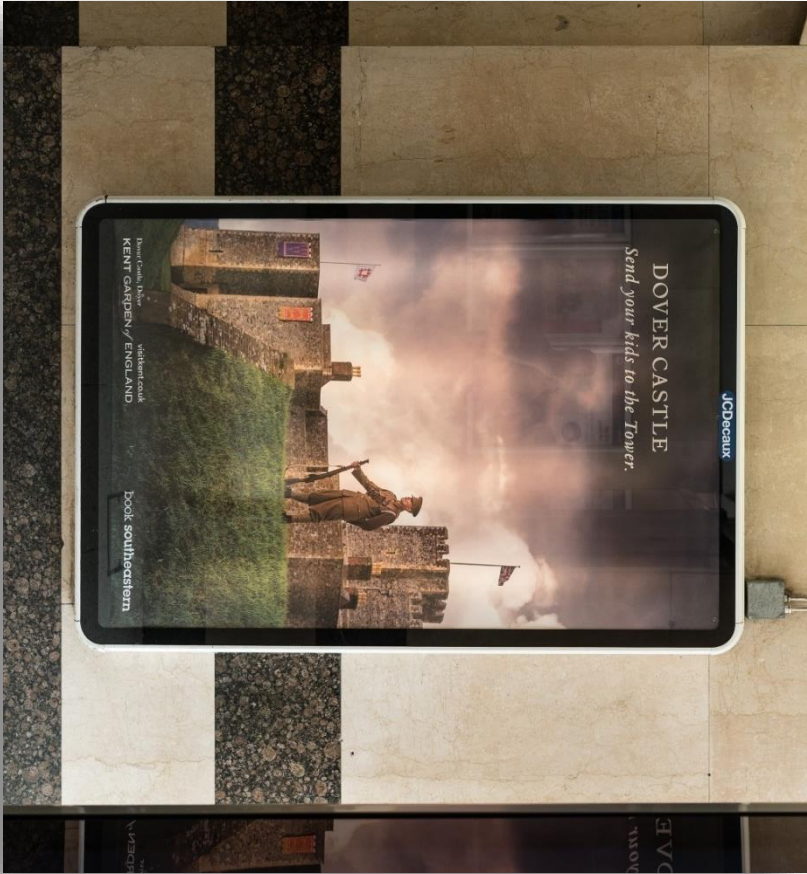


> Adrail 6 Sheets | Site List

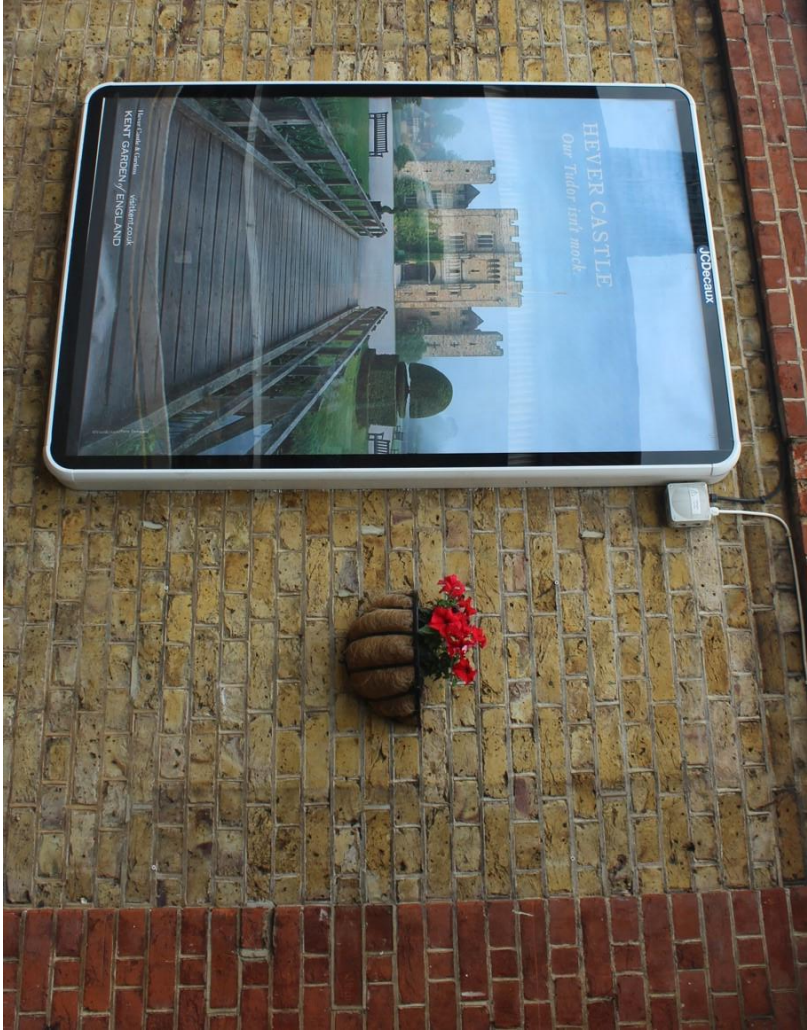
CRAWLEY	MERTON	BASILDON
CRAWLEY	MERTON	BASILDON
CRAWLEY	MERTON	BRAINTREE
DARTFORD	MERTON	BRAINTREE
HARLOW	RICHMOND UPON THAMES	BROMLEY
HARLOW	ROCHFORD	CAMDEN
ISLINGTON	ROCHFORD	CAMDEN
KINGSTON UPON THAMES	SOUTHEND-ON-SEA	CAMDEN
KINGSTON UPON THAMES	SUTTON	CAMDEN
LAMBETH	TONBRIDGE & MALLING	CAMDEN
LAMBETH	UTTLESFORD	CAMDEN
LAMBETH	UTTLESFORD	CASTLEPOINT
LAMBETH	UTTLESFORD	CITY OF LONDON
LAMBETH	UTTLESFORD	CITY OF LONDON
LAMBETH	WANDSWORTH	CITY OF LONDON
LAMBETH	WANDSWORTH	CITY OF LONDON
LEWISHAM	WESTMINSTER - CITY OF	CITY OF LONDON
LEWISHAM	WESTMINSTER - CITY OF	COLCHESTER
LUTON	WESTMINSTER - CITY OF	COLCHESTER
LUTON	WESTMINSTER - CITY OF	COLCHESTER
LUTON	WESTMINSTER - CITY OF	COLCHESTER
LUTON	WESTMINSTER - CITY OF	COLCHESTER

> Adrail 6 Sheets | in-situ

DOVER CASTLE



HEVER CASTLE



> Adrail 6 Sheets | in-situ

MEDWAY

CANTERBURY



> Adrail 6 Sheets | in-situ

BROADSTAIRS



RAMSGATE





OUT OF HOME ADVERTISING

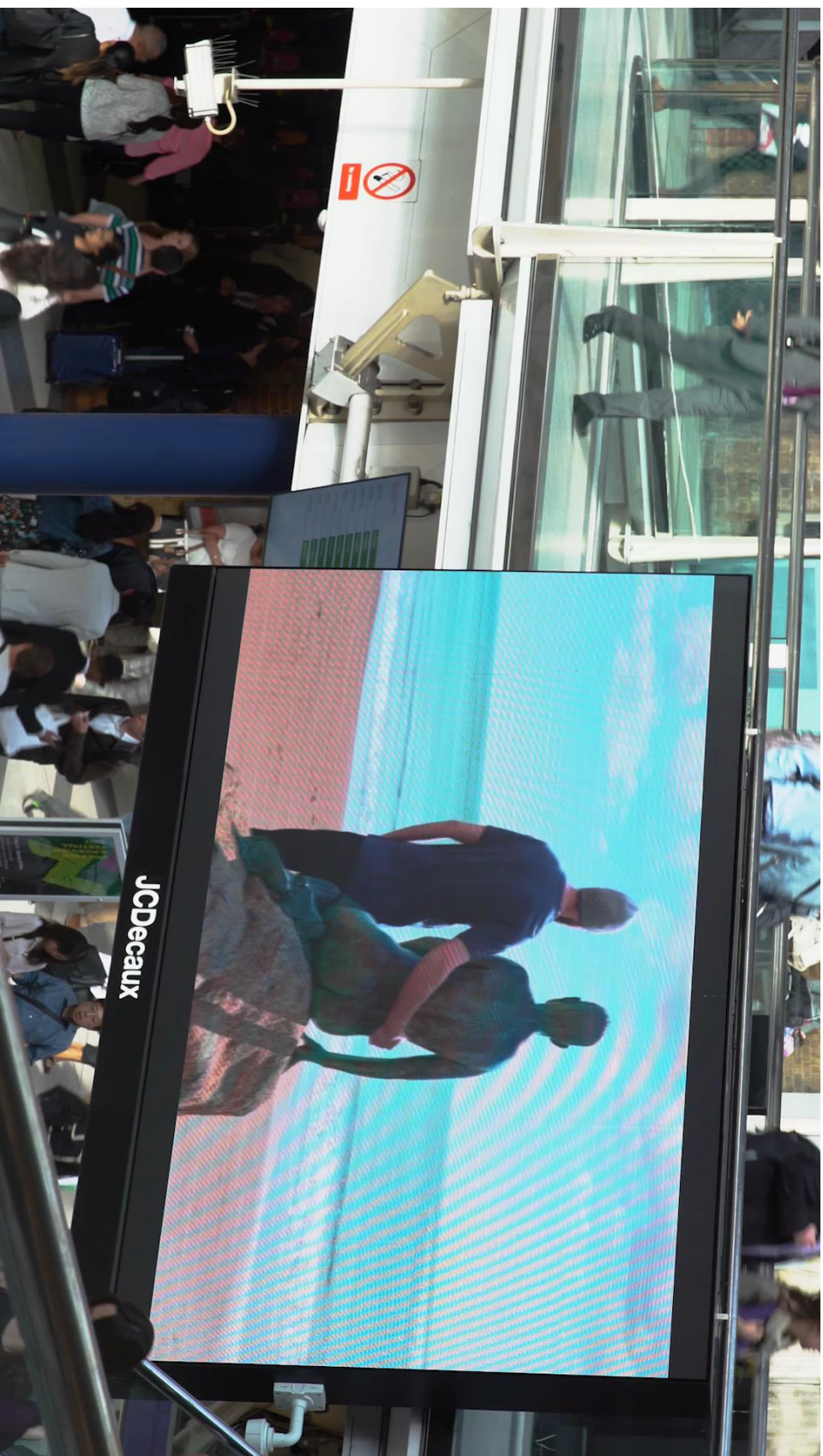
Transvision Screens

> Transvision Screens | Delivery

- The campaign was booked to run for 14 days from 22 May to 4 June.
- Transvision is a premium rail format consisting of large, elevated high resolution digital screens which displays animated advertising. The frames are placed in high traffic and high dwell locations next to departure boards in station concourses, capturing the attention of travelers that pass through every day.
- We selected screens at two stations, Victoria and Liverpool Street with advertising running in two bursts, four partners in each 10 sec burst. The activity ran in Leisure Hours between 7pm and station close.
- We added Liverpool Street to ensure the campaign engaged with more travellers from Essex and Sussex. Utilising Leisure Hours enabled us to reach an audience already active in the days out market.
- Our campaign was booked to deliver 2,058,399, impressions (impacts) and final delivery was 2,171,835 impressions, extending the reach of the campaign by 6% free of charge.



> Transvision Screens | in-situ



> Combined Out of Home Delivery

Format	Booked Delivery	Actual Delivery	Added Value
LU 16 Sheets	5,300,000	6,057,000	14%
Adrail 6 Sheets	11,000,000	15,300,000	40%
Transvision Screens	2,058,399	2,171,835	6%
TOTAL	18,358,399	23,528,835	28%





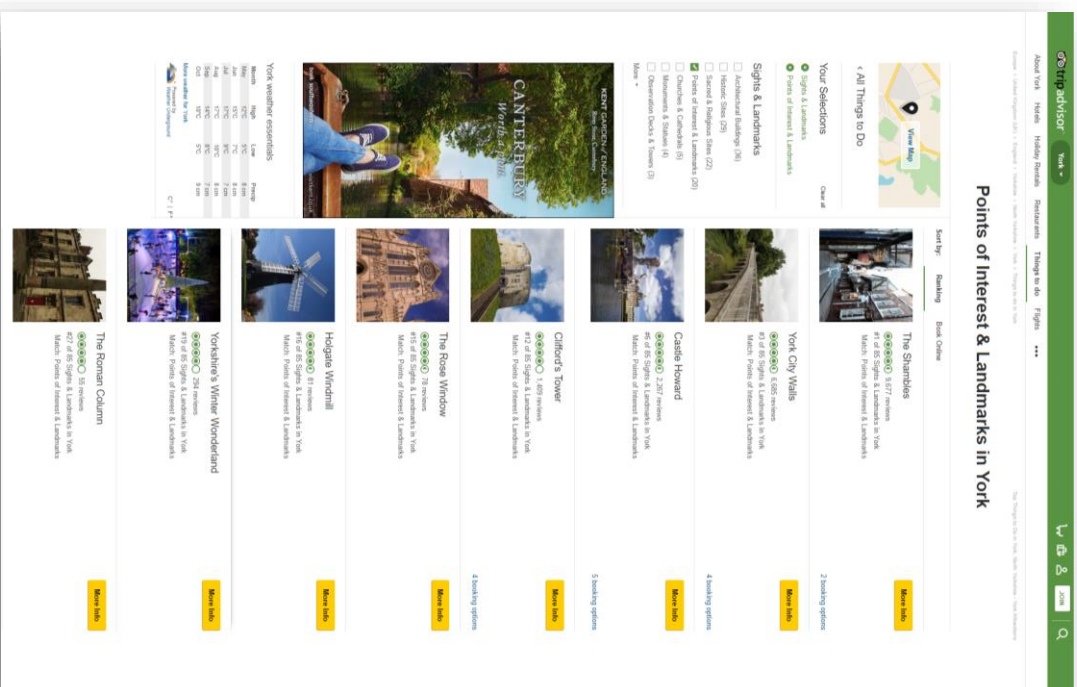
DIGITAL ADVERTISING

➤ Digital Learnings from 2016 Campaign

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1. Programmatic advertising delivered the cheapest cost per website click, with above benchmark results for time spent on site. **A higher proportion of spend was allocated to this activity this year.**
2. Of the site direct advertising activated for last year's campaign, Trip Advisor and TFL delivered the highest click through rate. **Advertising on National Rail website (NationalRailEnquiries.co.uk) was dropped from the plan for this year.**
3. Facebook advertising delivered the greatest level of website traffic however we saw more engagement with content on Instagram. **We introduced the Facebook Canvas Ad format to this year's campaign.**
4. We recommended utilising 'goals' in Google Analytics to further measure the quality of traffic and look at setting a "conversion" metric. **We set goals to determine the quality of traffic sent to the site:** minimum amount of time spent on site, number of pages viewed and click throughs to a partner site.

Digital Advertising | Site Direct Trip Advisor

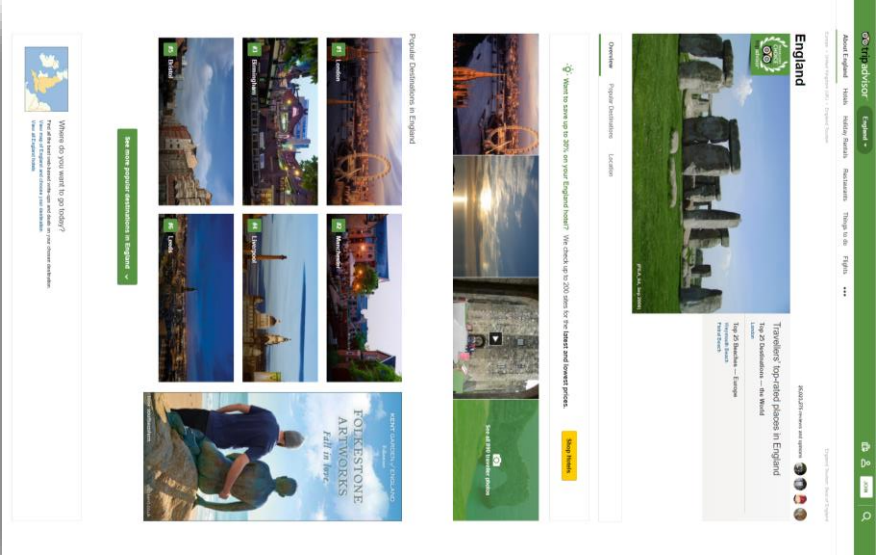


- Activity ran for two weeks from 22 May – 4 June
- Targeted Arts & Culture Interest Content, and Domestic Tourist Attractions
- Southern England counties targeted excluding Kent
- Ran across desktop, tablet and mobile
- **305,231 impressions**

➤ Trip Advisor Highlights

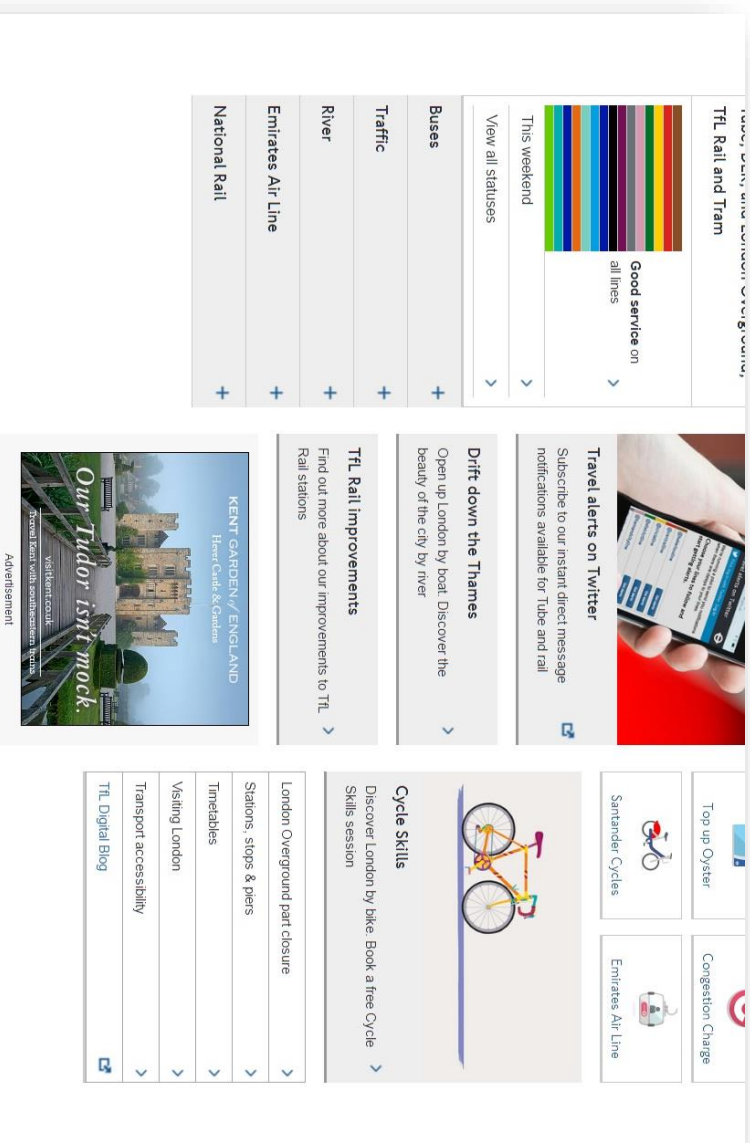
Total Impressions:	305,231
Total post impression leads:	156
Total clicks:	1,192
CTR:	0.29%
Benchmark CTR:	0.21%
Total website visits (leads and clicks):	1,348

- The impression volume dedicated to this media owner was substantially higher this year (305,231) versus 219,372 last year.
- The increased investment paid off as the as the CTRs outperformed both AKA benchmarks and last year's CTRs. We recommend continuing to use Trip Advisor in future Visit Kent campaigns.



> Digital Advertising | Site Direct TFL

33

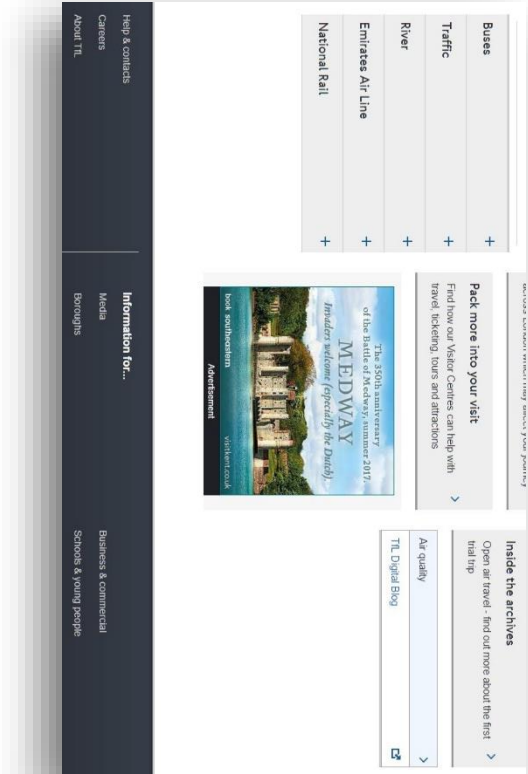


- Activity tan for two weeks from 22 May – 4 June
- Ran across desktop, tablet and mobile targeting run of site
- Southern England counties targeted excluding Kent
- **154,044 impressions**

> Digital Advertising | Site Direct TFL Highlights

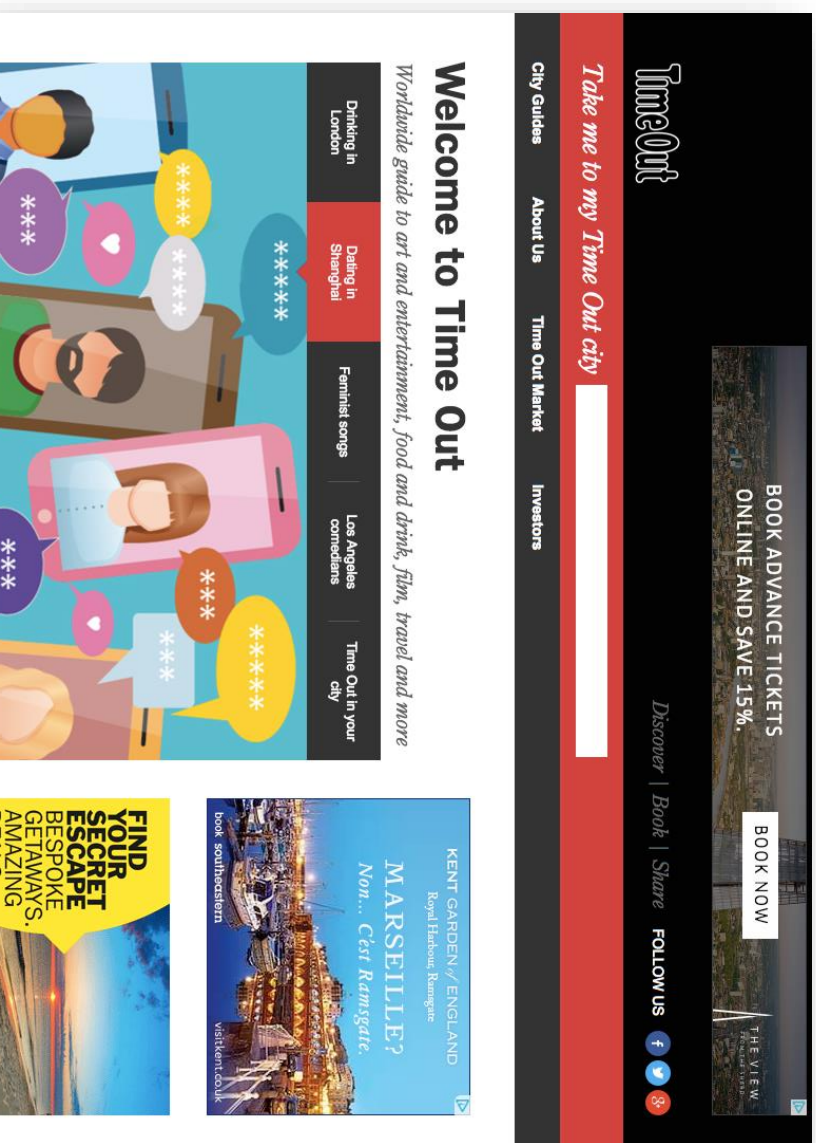
Total Impressions:	154,044
Total post impression leads:	31
Total clicks:	123
CTR:	0.08%
Benchmark CTR:	0.11%
Total website visits (leads and clicks):	154

- Due to putting more of the digital budget into programmatic advertising, less spend went into TFL this year.
- As a result this year's impression volume (154,044) was less than half of last year's (332,154) and we saw a decrease in the effectiveness of the site to drive traffic to the Visit Kent site.
- Comparing CTR, the activity did not perform as well as last year (0.12%). it also performed below our benchmark. This could be related to the smaller campaign we ran.
- Its also worth nothing that its not a like for like comparison as we were promoting different partners this year, compared to last year.



> Digital Advertising | Programmatic Captify

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- Activity ran for two weeks from 22nd May – 4th June
- Ran across desktop, tablet and mobile
- Southern England counties targeted excluding Kent
- **2,446,809 impressions**

➤ Digital Advertising | What is Captify?

- Captify marries up the power of search with the impact of display advertising.
- Captify captures data from millions of searches made on websites including e-commerce and publishing (not search engines) to target banners to our target audience.
- Search is a low funnel signal of intent by aggregating and analysing the data Captify can target only those users with a higher propensity to convert (visit the VK website), driving campaign efficiency and effectiveness. **Captify makes sense of the context of the search** – to show our advertising to in-market consumers.
- Advertising is geo-targeted with our campaign bidding in auction for a defined group of keywords. Across the lifetime of our activity, the algorithm learns which keywords deliver the most clicks

The Captify logo features the word "captify" in a bold, lowercase, yellow sans-serif font. A small registered trademark symbol (®) is positioned to the upper right of the final 'y'. The logo is centered on a teal rectangular background.

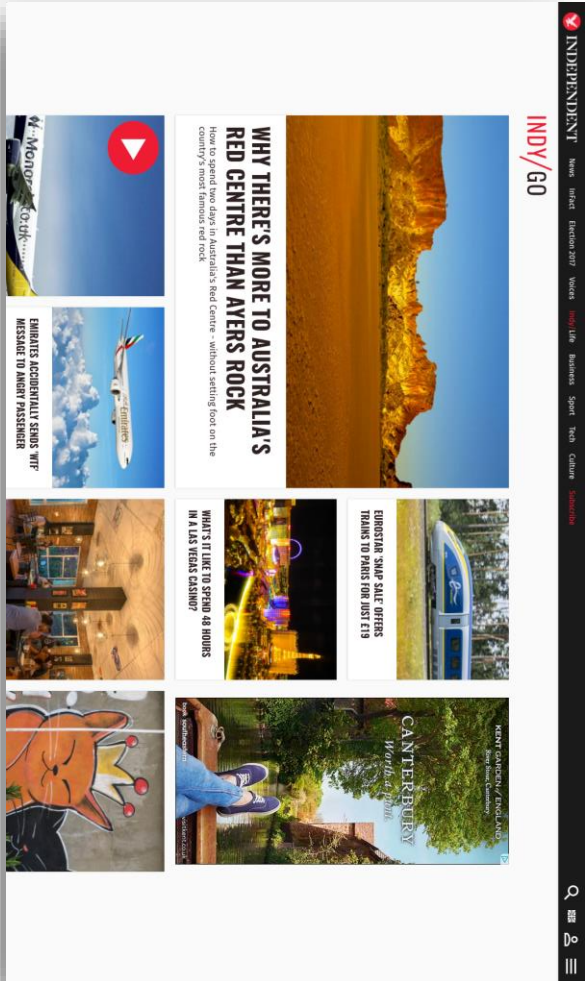
Example Keywords for this campaign:

Regional Parks & Gardens
Bed and Breakfast
Airbnb
Kent
Attractions

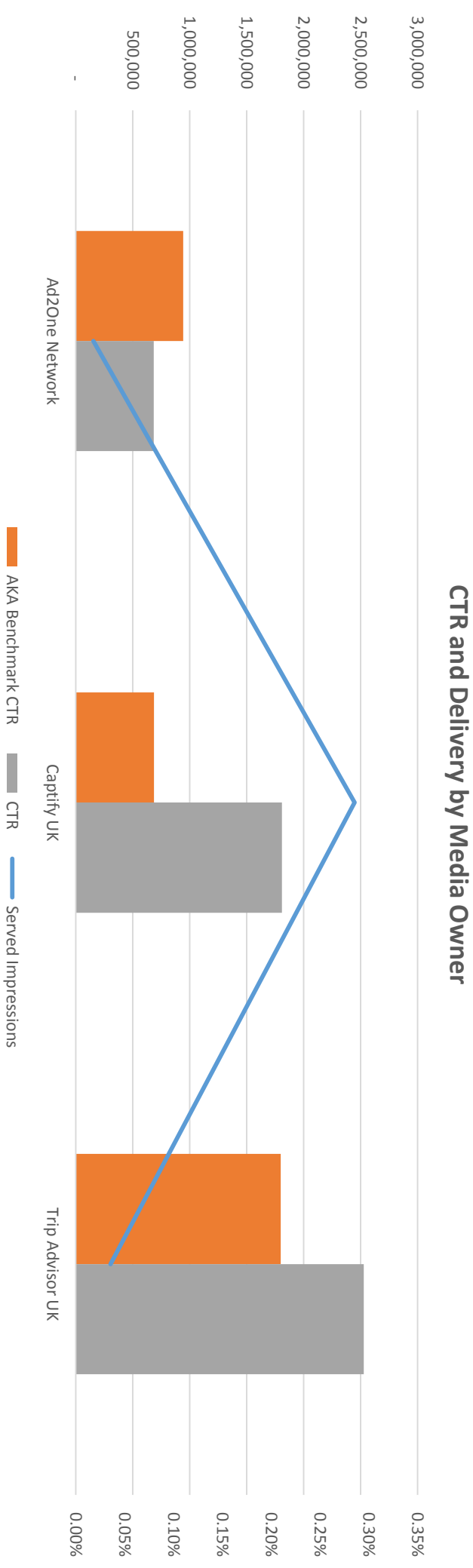
➤ Digital Advertising | Captify Highlights

Total Impressions:	2,446,809
Total post impression leads:	289
Total clicks:	5,168
CTR:	0.21%
Benchmark CTR:	0.08%
Total website visits (leads and clicks):	5,457

- Captify substantially outperformed AKA benchmarks, with the overall CTR being 0.21% vs the benchmark of 0.08%.
- Captify generally tends to deliver solid CTR results across AKA's client portfolio and merits consideration for use in future campaigns.



> Comparing all digital activity

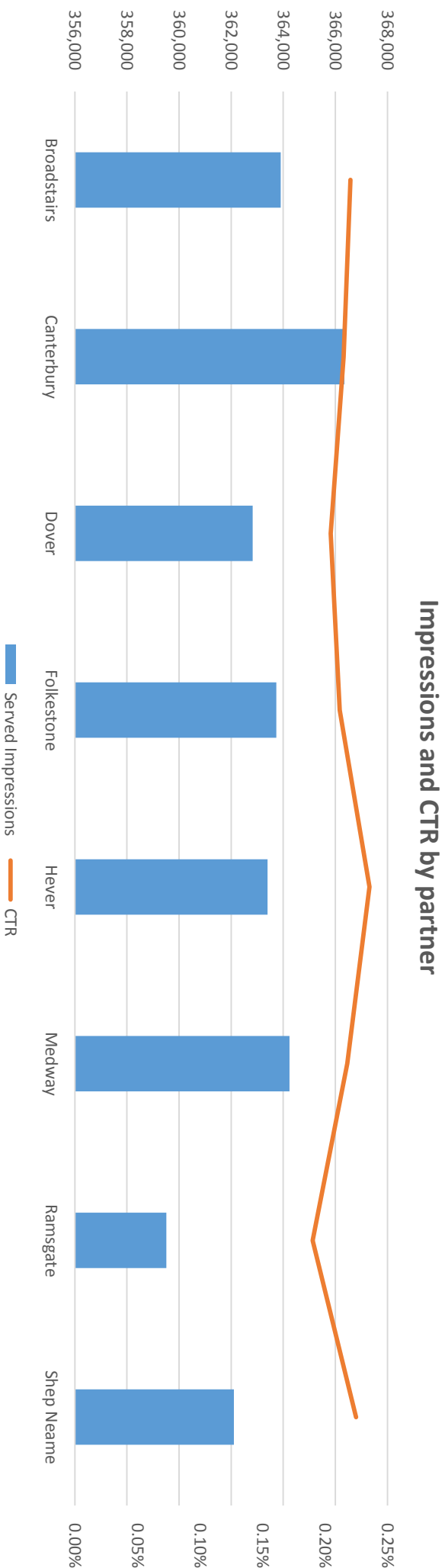


What does this tell us?

- 92.4% of our Digital Display spend was allocated to Captify and Trip Advisor, as a result it is encouraging to see both of these media owners exceeding AKA benchmarks for CTR (Captify benchmark = 0.08%, Trip Advisor = 0.21%) – the key KPI in this campaign.
- Whilst Trip Advisor drove a higher CTR, as a result of their higher CPM the actual volume of clicks was lower, and so the Cost per Click was higher. With increased budget on Trip Advisor we could have achieved greater scale.



> How each partner performed



- The fluctuations in impressions served us due to Captify as equal numbers of impressions bought for each partner on Trip Advisor and TFL. Whilst the absolute differences between partners appears to be relatively large, the differences as a percentage of overall served impressions is relatively small (6,000).
- CTR is relatively consistent across partners, with only 0.05% CTR difference between the best performing partner, Hever (0.24%), and the lowest, Ramsgate (0.19%).
- **All partners drove consistent performance and strong engagement.**

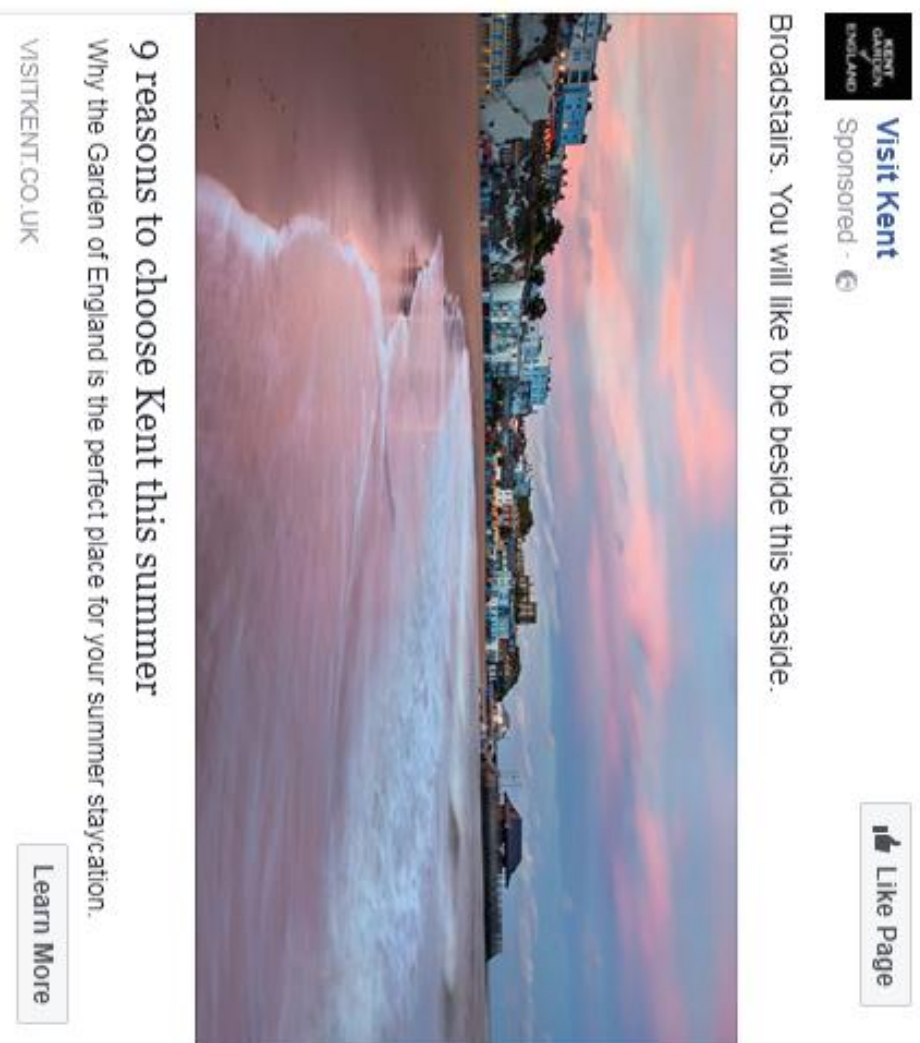


SOCIAL MEDIA ADVERTISING

> Social Media Advertising – Facebook



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22 May to 4 June, 2 weeks

- Based on insights from last year, we utilised Facebook advertising primarily as a traffic driver for website visits.
- Bespoke audience targeting was created for each partner to tap into relevant niche interests as well as geo-targeting.
- Facebook advertising performed well above the AKA benchmark for CTR (0.97%), with an average of **1.45%**.
- Shepherd Neame followed by Hever Castle, Canterbury, Folkestone and Medway delivered the highest CTR.

1,962,645 Impressions
18,830 website clicks

Facebook Results- Core Campaign

Visit Kent- Facebook	Impressions	Reach	Link clicks	Link CTR	Post Shares	Post reactions	Post comments	Page likes
Medway 22.05.17 - 04.06.17	159,814	122,398	2320	1.45%	74	382	33	112
Broadstairs 22.05.17 - 04.06.17	170,171	134,736	2020	1.19%	101	650	48	196
Ramsgate 22.05.17 - 04.06.17	153,382	118,745	1704	1.11%	83	502	39	112
Hever Castle 22.05.17 - 04.06.17	146,201	114,521	2227	1.52%	110	732	35	122
Dover Castle 22.05.17 - 04.06.17	148,588	102,875	1184	0.80%	53	308	12	61
Canterbury 22.05.17 - 04.06.17	196,807	150,354	2719	1.38%	88	511	48	286
Folkestone 22.05.17 - 04.06.17	153,241	122,388	2135	1.39%	85	444	15	124
Shepherd Neame 22.05.17 - 04.06.17	172,423	129,592	4521	2.62%	105	573	64	197
Total	1,300,627	995,609	18830	1.45%	699	4102	294	1210

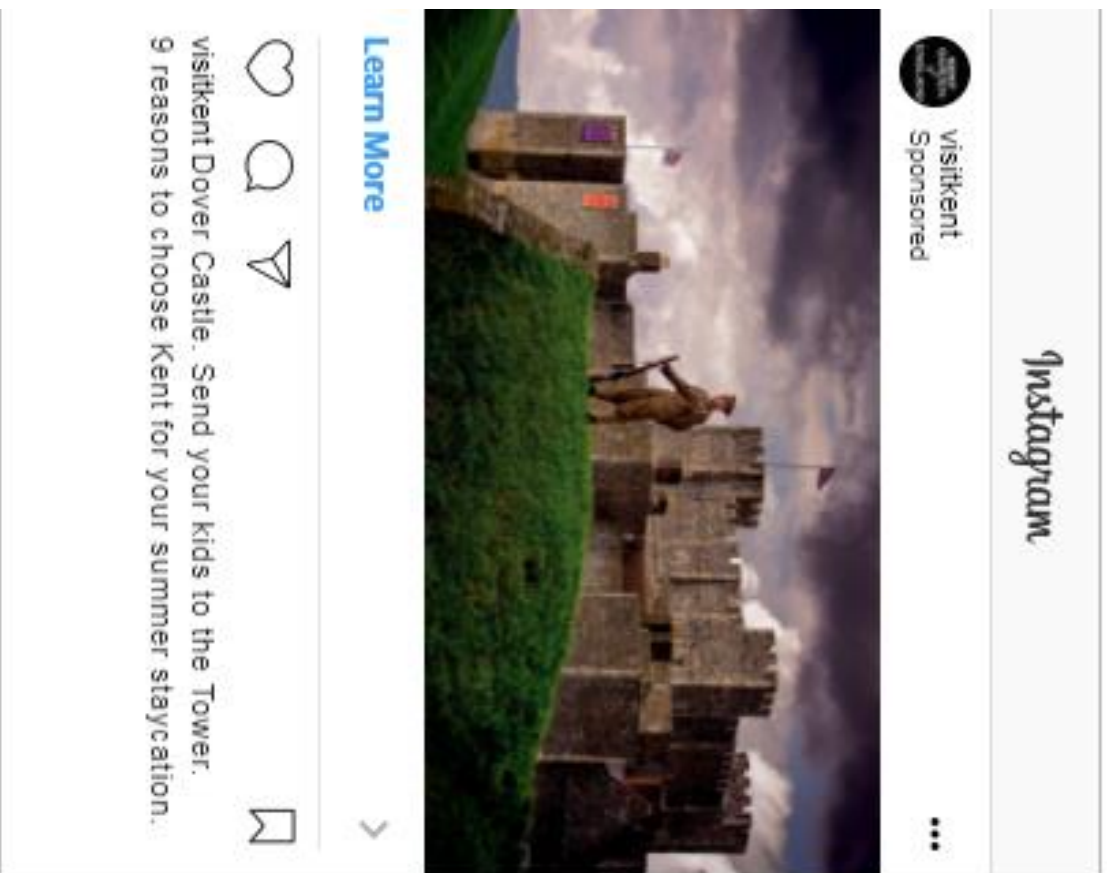
- Impressions differ per partner due to the potential audience available. The campaign was optimised for Link Clicks, meaning the Facebook algorithm will seek out those most likely to click through to the website.



> Social Media Advertising – Instagram



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22 May to 4 June, 2 weeks

- We utilised Instagram advertising to drive further engagement with new audiences.
- The campaign images were well suited to Instagram, appearing natively within the platform.
- Again, bespoke audience targeting was created for each partner to tap into relevant niche interests as well as geo-targeting.
- The campaign as a whole performed slightly above the AKA benchmark (0.18%) for CTR, with an average of 0.38%.

662,108 Impressions

2,545 clicks

Instagram Results - Core Campaign

Visit Kent- Instagram	Impressions	Reach	Link clicks	Link CTR	Post Shares	Post reactions	Post comments
Medway 22.05.17 - 04.06.17	113,262	101,935	366	0.32%	10	843	8
Broadstairs 22.05.17 - 04.06.17	106,492	92,169	299	0.28%	11	1792	12
Ramsgate 22.05.17 - 04.06.17	63,484	56,166	271	0.43%	2	1408	4
Hever Castle 22.05.17 - 04.06.17	71,660	63,993	307	0.43%	12	1827	10
Dover Castle 22.05.17 - 04.06.17	68,512	58,261	229	0.33%	0	1536	4
Canterbury 22.05.17 - 04.06.17	84,035	77,301	313	0.37%	6	1389	5
Folkestone 22.05.17 - 04.06.17	70,600	66,223	306	0.43%	4	1197	2
Shepherd Neame 22.05.17 - 04.06.17	83,973	74,690	454	0.54%	7	693	17
Total	662,018	590,738	2545	0.38%	52	10685	62

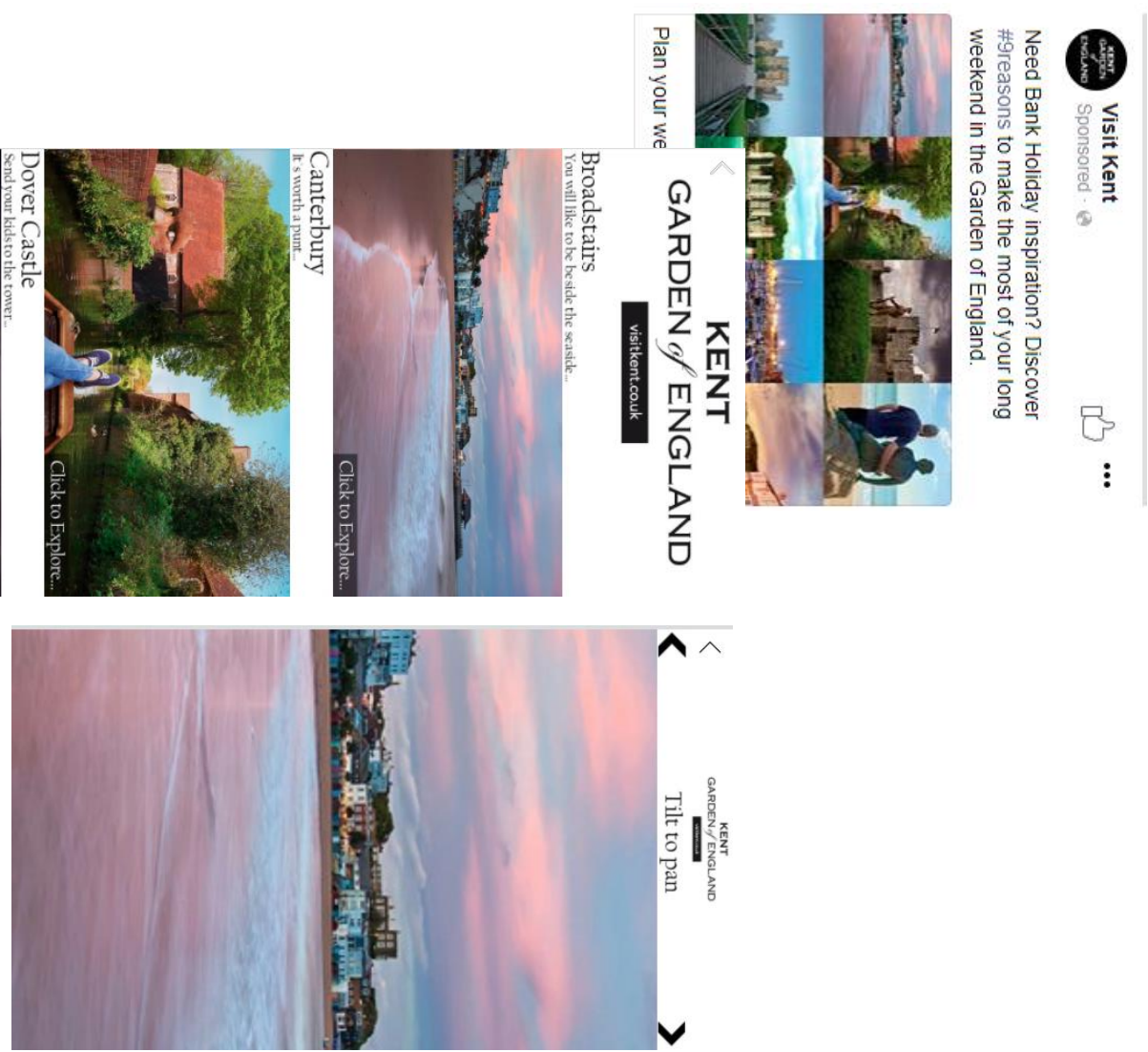
- Impressions differ per partner due to the potential audience available. The campaign was optimised for Link Clicks, meaning the Instagram algorithm will seek out those most likely to click through to the website. CTR is generally much lower on Instagram as users are more reluctant to leave the Instagram platform.

> Combined Social results by partner- Core Campaign



- Overall, Canterbury generated the highest number of impressions, but just over 60,000 impressions it and Ramsgate. Shepherd Neame achieved the highest CTR. This is reflective of both the targeting as well as the imagery used, with users being most intrigued by the Shepherd Neame and Canterbury images. **All partners participating in the 2016 campaign saw higher CTR this year.**

> Facebook Results – Canvas Ad



- As additional activity, we ran a Facebook canvas in July, and again in the lead up to the August Bank Holiday.
- The canvas showcased the beautiful imagery of the Visit Kent partners through an easy to view, quick loading format within Facebook, allowing users to view tilt to pan, full screen photos with CTA to visit the website for more.

Facebook Results- Canvas Ad

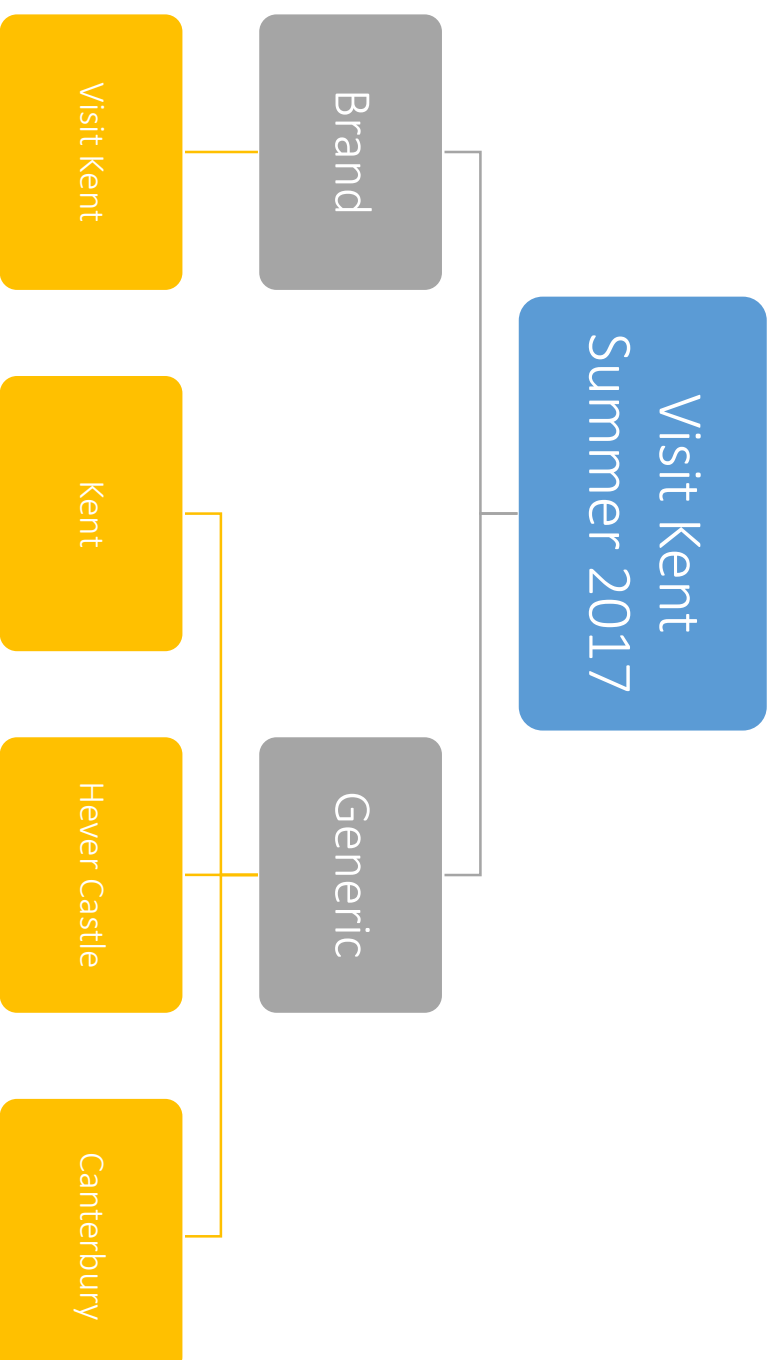
Visit Kent- Facebook	Imps	Reach	Link clicks (to can)	Link CTR (to can)	Website link clicks	Website link CTR	Post Shares	Post reactions	Post comms	Page likes	View time (secs)	Canvas view %
Phase 1 (03.07-16.07) Phase 2 (10.08 - 27.08)	268,195	132,302	5586	2.08%	2837	1.06%	227	904	44	204	42.03	84.56%
	287,489	122,189	4928	1.71%	2592	0.90%	164	664	31	287	42.45	85.35%
	555,684	254,491	10,514	1.89%	5429	0.98%	391	1,568	75	491	42.24	84.96%
Total												

- Both phases performed well with an above average CTR to view the canvas (**1.89%**) with a high percentage then going on to the Visit Kent website, with over **5,000 website link clicks**.
- On average, users spent **42 seconds** viewing the canvas pages which is exceptionally high.



GOOGLE ADWORDS

> Visit Kent PPC Summary

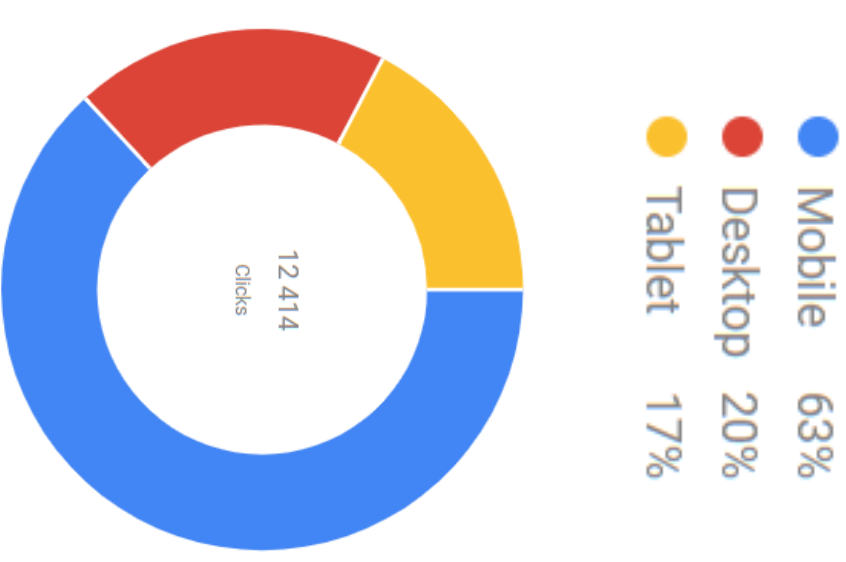


- The campaigns were split into branded searches for Visit Kent as well as into generic destination specific keywords that contained keywords relating to those searching for things to do in that location.
- The keyword list was compiled based on the best performing keywords from last year's campaign.
- We directed generic terms to pages on the Visit Kent website that had a strong representation of these keywords, e.g. Hever Castle ads went to the Hever Castle & Gardens page



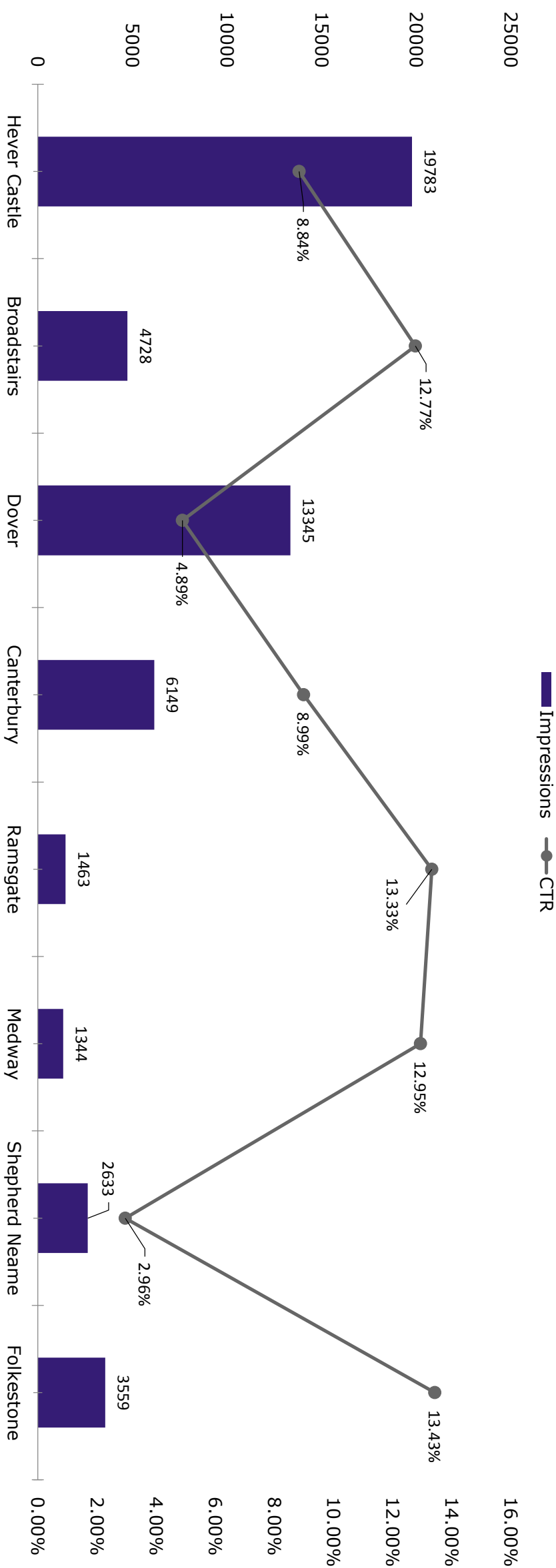
Visit Kent PPC Summary

- Generic campaigns delivered a CTR of between 5% and 13%. AKA benchmark is between 5-8%. On going optimisation ensured best value and saw our average CPC drop over time.
- From the 12,414 click total, a total of 1,357 of these sessions resulted in the user spending 3 mins or more on the site and 890 Smart Goal completions. (defined by the Google algorithm as the 'best' user sessions based on behaviour).
- Those searching for Hever Castle resulted in the largest number of clicks to the site while outside of our brand campaign, we saw the strongest engagement from those searching for 'things to do in Kent' - an exact match type, resulting in an extremely high CTR of 21.46%.
- Majority of searches were conducted on mobile, this is reflected in overall industry trends.
- At £0.47, average CPC slightly increased from last year's figure of £0.33. This in part down to increased competition on the SERPs from booking.com.



> Visit Kent PPC Performance by Partner

CTR & Impressions by Partner



A significant variance in impressions delivered with Hever delivering highest number of impressions and clicks. Ramsgate, Medway and Folkestone saw the highest CTR although with lower levels of impressions, less search activity for these destinations but the traffic that was captured, was much more engaged.

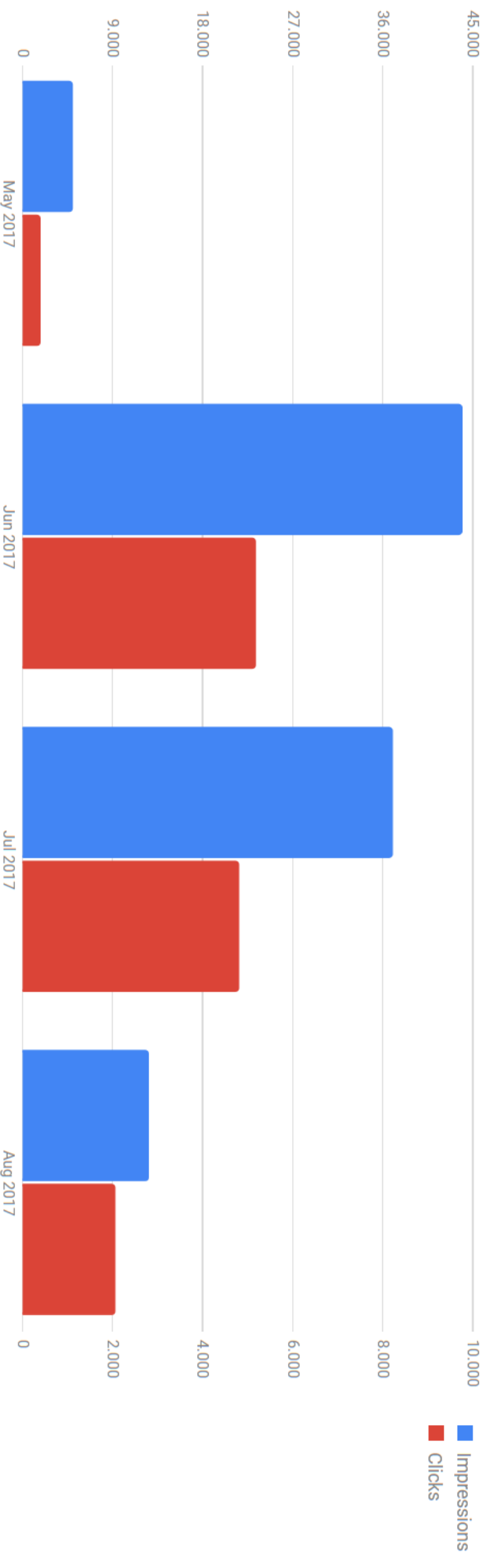
> Visit Kent PPC Campaign Summary

Campaign	Impressions	Clicks	CTR	Avg. CPC	Avg. position	Avg. session duration (seconds)
Generic Kent	41,096	6,612	16.09	£0.45	1.0	80
Generic Hever Castle	19,783	1,749	8.84	£0.45	1.2	34
Generic Dover	13,345	653	4.89	£1.17	1.6	46
Generic Canterbury	6,149	553	8.99	£0.52	1.1	53
Generic Broadstairs	4,728	604	12.77	£0.34	1.0	48
Brand Visit Kent	3,576	1,184	33.11	£0.19	1.0	246
Generic Folkestone	3,559	478	13.43	£0.63	1.0	45
Generic Shepherd Neame	2,633	78	2.96	£0.68	1.0	19
Generic Ramsgate	1,463	195	13.33	£0.48	1.2	50
Generic Medway	1,344	174	12.95	£0.35	1.0	26
Generic August Bank Hol	763	134	17.56	£0.65	1.1	60

> Visit Kent PPC Keyword Summary

Keyword	Match Type	Campaign Name	Impressions	Clicks	CTR%	Avg. session duration (seconds)
hever castle	Exact	Generic Hever Castle	14,185	1,420	10.01	33
visit kent	Exact	Brand Visit Kent	2,508	995	39.67	265
things to do in kent	Exact	Generic Kent	4,185	898	21.46	82
whats on in kent	Exact	Generic Kent	2,740	535	19.53	98
things to do kent	Exact	Generic Kent	2,406	470	19.53	58
whats on in kent	Phrase	Generic Kent	2,159	413	19.13	71
dover castle	Exact	Generic Dover	5,585	339	6.07	54
hever castle	Phrase	Generic Hever Castle	5,142	291	5.66	33
broadstairs beaches	Exact	Generic Broadstairs	2,644	274	10.36	58
things to do in kent	Phrase	Generic Kent	1,566	241	15.39	54

> Visit Kent PPC Timeline



- CTR was higher in July compared to June, which was primarily down to a surge in engagement from those searching for things to do in Kent and visit Kent with July's figures 11.40% and 7.65% higher, respectively.

> All Activity | Final Thoughts

- Total reach of campaign was 29.8 million impacts / impressions which compares to an equivalent figure of 22 million for the 2016 campaign.
- Out of home again punched above its weight in terms of spend versus reach, with 60% spend of the budget delivering 80% of the reach
- The mix of Transvision screens, high impact large format 16 sheets and hard working Adrail 6 sheets allowed artwork to be displayed in an impactful way as well as delivering good reach and opportunity to see.
- An additional 28% of campaign value was delivered through overshoot of the outdoor advertising.
- Overall the campaign drove just under 41,000 visits to the Visit Kent website. Social Advertising generated 21,375 visits, Google Adwords 12,414 and Display advertising 6,483 visits.

> All Activity | Final Thoughts

- Looking at site direct activity, Trip Advisor advertising outperformed TFL advertising – we would recommend dropping TFL for future campaigns.
- Direct comparison of programmatic activity with last year is not possible as this is the first year we have run activity with Capify. The activity performed well above the agency benchmark indicating a strong affinity between the messaging and the audience – a cost effective way to drive website visits at scale.
- The addition of the Facebook canvas advert substantially increased user engagement with the campaign. The increased time spent browsing the advert meant a much more interested and primed audience visited the website. Learnings from previous campaigns with regards to audience targeting.
- In 2018 we recommend investing in in 30 second video trailer and consider native video distribution partners like Teads and Ad You Like as well YouTube, VOD and social advertising.
- If good quality trailer is available, we would also like to look at reallocating a portion of budget to include Cinema advertising

Visit Kent Digital, PR and Content Report

Website

As with 2016, Visit Kent created a bespoke campaign webpage to ensure a more cohesive campaign strategy and to give the consumer a trackable destination for information after they had been exposed to other campaign promotions.

The campaign page, 9 Reasons To Choose Kent This Summer (<https://www.visitkent.co.uk/kent-is-calling-you/>), was the main call to action for the majority of paid and organic promotions, including website, social and paid advertising, using blog list-style content to feature each of the partners and their images, with short and sharp text detailing why they should visit the venues/destinations and The Garden of England. We also ensured the Southeastern logos and integrated booking tool were included prominently on the main destination page.

The messaging on the page mirrored M&C Saatchi's key messaging used on the creatives to show cohesion and to give the campaign a consistent tone of voice, so we could measure its effectiveness on different media.

Throughout the campaign, all partner images were also used as homepage banners on www.visitkent.co.uk along with consistent messaging and call to actions. The campaign landing page and associated competitions were promoted on the homepage featured boxes.

The campaign page was the top landing page on the site during this time, and the second most visited page on the website after our What's On section.

Key results

- 47,092 views of the campaign page from organic searches, social media and PPC
- 65,966 visits to partner and destination pages during the campaign
- VisitKent.co.uk received 446,005 visits and 1.1million page views during the campaign

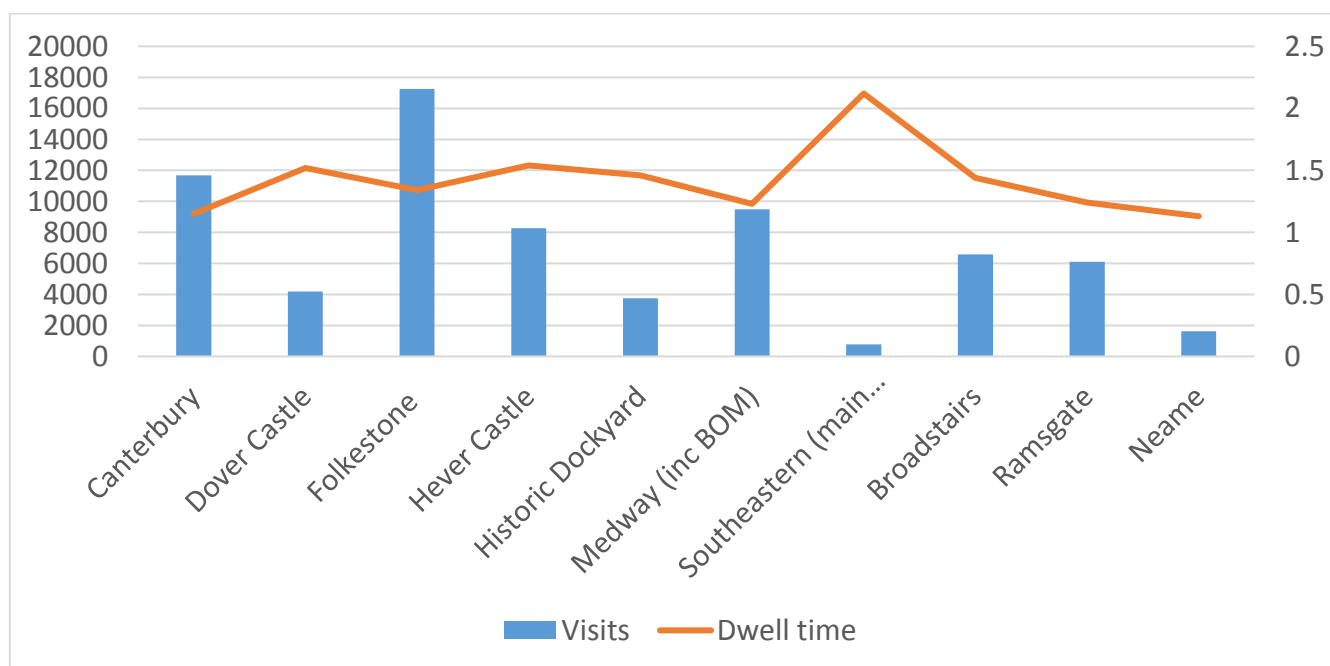
Visits to the campaign page were lower than 2016, but this is in line with the reduction in budget due to fewer partners being involved. Dwell time on the campaign page was higher than last year, with visitors spending an average of 1.41 second on the page. Direct links partner websites were also added to the landing pages during the campaign to encourage more visitors to engage and book directly with the partner brands*.

**An error by our new website developers in updating our SSL certificate resulted in some referrals from Visit Kent being recorded as 'direct' traffic rather than 'referral' on partners sites. This has since been fixed*

Partner pages

The main campaign landing page not only sought to promote each 2017 partner and their images, but it also encouraged visitors to find out more about each of them featured locations/businesses. As in 2016, we added hyperlinks to each of the image titles taking visitors to that partner's relevant attraction/destination page on the Visit Kent website, but this year we also chose to add direct links to each partner's website to ensure partners benefitted from further traffic from the campaign.

When assessing the number of page visits at partners' pages on the Visit Kent website, we measured the number of visits to attraction pages as well as dwell time to evaluate the attractiveness of the page as well as users' engagement with content. Some attractions such as Southeastern and Dover Castle had a smaller number of visitors but a significantly higher length of stay, which demonstrates that the content on the page was engaging.



	Visits	Dwell time
Folkestone	17249	1.34
Canterbury	11667	1.15
Medway (including BOM)	9486	1.23
Hever Castle	8269	1.54
Broadstairs	6576	1.44
Ramsgate	6095	1.24
Dover Castle	4179	1.52
Historic Dockyard	3750	1.46
Neame	1630	1.13
Southeastern (main page)	765	2.12

**Numbers include campaign specific pages and previously existing pages.*

Pages visited after the 'Kent Contemporary' Page

1. Hever Castle
2. Shepherd Neame
3. Broadstairs
4. Canterbury
5. Ramsgate
6. Battle of Medway
7. Dover Castle
8. Folkestone Artworks
9. Southeastern

Social Media

We ran a number of organic and paid promotions across our main social media channels (Facebook, Twitter and Instagram) in partnership with AKA.

The campaign's paid social media activity, including Canvas advertising and promotions for two competitions, received over 2.7 million impressions, 21,000 interactions (comprising likes, shares and comments), and generated 30,000 website visits. Their targeting focussed on the campaign core audiences via brand affinity and interests within London and the South East.

To compliment the targeted paid promotions, all partners' images were shared across Visit Kent's social media channels in dedicated posts consistent with the campaign's look, feel and tone of voice, and were all used as header images for our Facebook and Twitter pages to increase exposure.

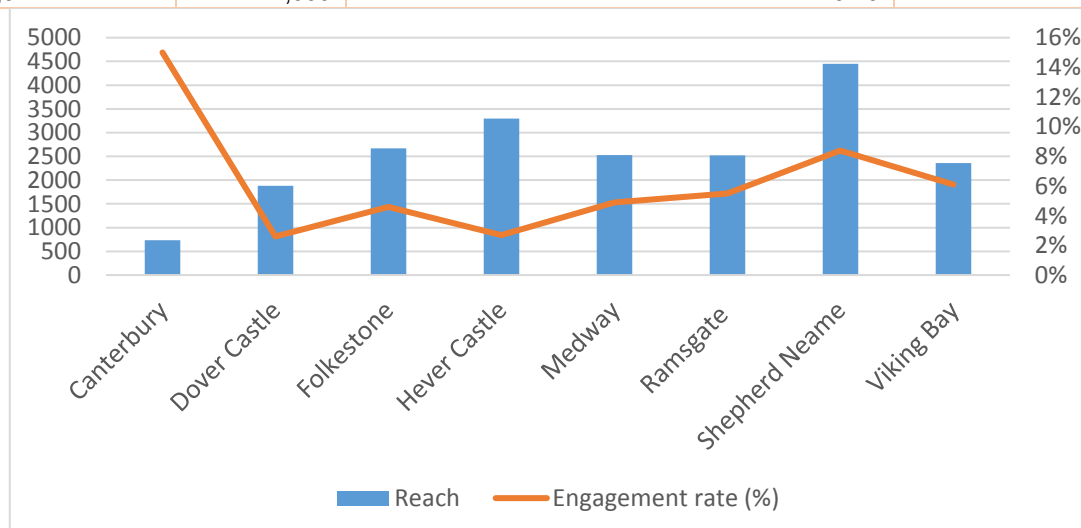
During the campaign period, Facebook saw a 24.8% increase in page likes following active paid and unpaid promotions, bringing overall likes to over 15,400. The page also received over 510,851 impressions.

Facebook

- 24.8% increase in likes during campaign period
- 510,851 impressions during the campaign period
- All campaign images used as Facebook Banners

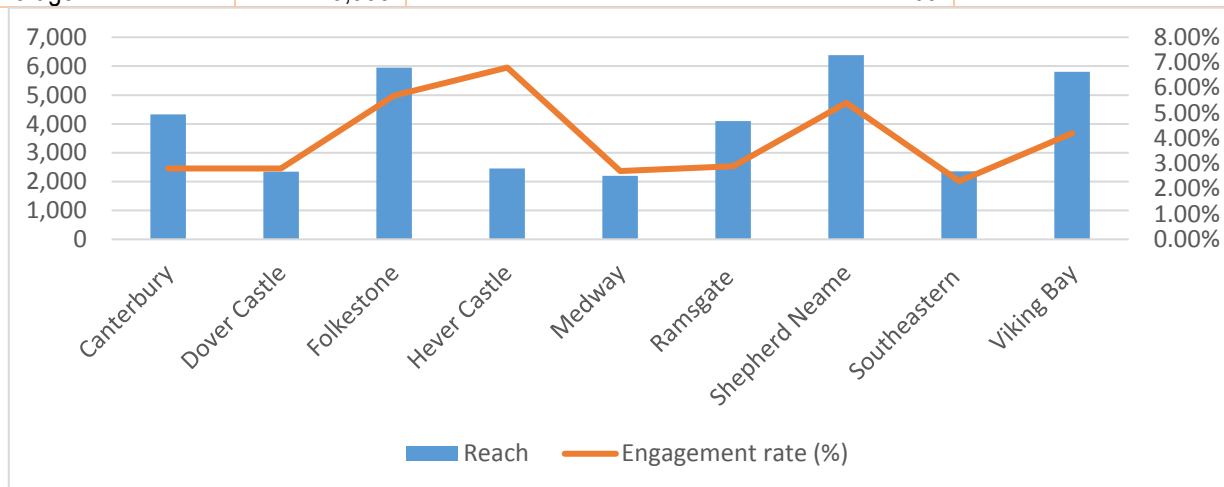
Dedicated Facebook banner for each investor

	Reach	Engagements (Reactions, comments, shares & clicks)	Engagement rate (%)
Canterbury	737	111	15%
Dover Castle	1,882	50	2.6%
Folkestone	2,667	124	4.6%
Hever Castle	3,299	90	2.7%
Medway	2,525	126	4.9%
Ramsgate	2,521	140	5.5%
Shepherd Neame	4,451	375	8.4%
Viking Bay	2,360	146	6.1%
Total	20,442	1,162	-
Average	2,555	145.25	5.6%



Dedicated Facebook post for each investor

	Reach	Engagements (Reactions, comments, shares & clicks)	Engagement rate (%)
Canterbury	4,324	125	2.8%
Dover Castle	2,344	66	2.8%
Folkestone	5,943	339	5.7%
Hever Castle	2,450	169	6.8%
Medway	2,196	60	2.7%
Ramsgate	4,097	119	2.9%
Shepherd Neame	6,383	348	5.4%
Southeastern	2,357	56	2.3%
Viking Bay	5,806	246	4.2%
Total	35,900	1,528	
Average	3,988	169	4.2%

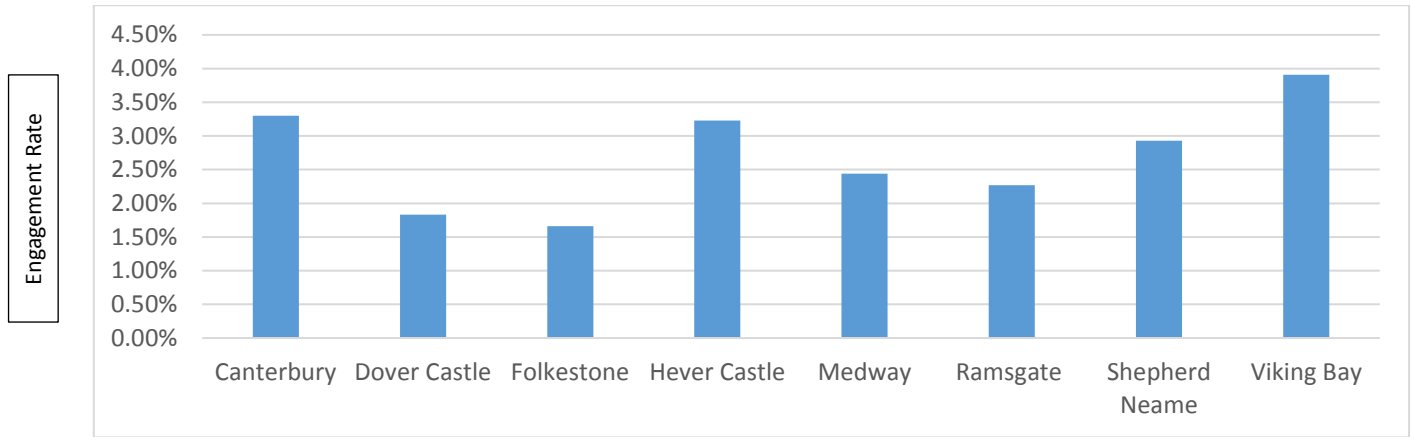


Instagram

Instagram is our highest engaging platform and best performing for images. All partner images were shared throughout the campaign with suitable messaging ensuring consistency with the campaign's tone of voice and overall look and feel. Instagram was also used to encourage user generated content through promotions of the #KentStaycation competition.

- 14.8% increase in followers during campaign period (11,488 followers)
- 2.69% average engagement rate
- Dedicated post for each partner
- Enabled user generated content sharing

	Engagements	Engagement rate (%)*
Canterbury	364	3.30%
Dover Castle	200	1.83%
Folkestone	166	1.66%
Hever Castle	354	3.23%
Medway	262	2.44%
Ramsgate	251	2.27%
Shepherd Neame	314	2.93%
Viking Bay	422	3.91%
Total	2,333	-
Average	292	2.69%



Twitter

Twitter is Visit Kent's biggest channel in terms of following and has been more powerful when used as a broadcasting tool. Last year, we did not see a strong response from paid promotions on Twitter, but we continued to promote the campaign through more topical content – such as our #BeersOnKent, competition, as well as supporting Southeastern's 2FOR1 & Hidden Gems promotions, and weaving the campaign images into our day to day Twitter content. Spikes were identified during paid promotions run by AKA and around the #BeersOnKent activity.

- 38,000 followers
- 1,156,230 total impressions
- All campaign images used as Twitter Banners
- Promotion of Southeastern's own summer promotions
- Platform in which to run #BeersOnKent competition

Content

Creating inspiring content across our digital platforms to support the campaign was an important part of our activity in 2017, to ensure that we maximised opportunities to both incentivise visits to Kent but also encourage people to spread the word amongst their peers.

In 2016, the campaign benefited from heightened exposure when Visit Kent linked its existing high profile #KissesFromKent activity (a response to potential negative sentiment following the EU referendum) to the campaign. While a similar campaign was not running in 2017, the Visit Kent and AKA teams were able to produce new, engaging content for audiences through a series of competitions linked to the campaign.

For this, we created opportunities for User Generated Content through a photo competition, trialled a 'live' social media competition and provided shareable content for engagement to increase the lifetime of the campaign, and to further convey the sense that Kent is an exciting, interesting place to visit.

We ran three competitions over the summer supported by organic social media activity, and selected paid promos run by AKA. The competitions prizes were primarily sponsored by partner Shepherd Neame, as well as all campaign partners.

Data capture from the competitions resulted in 993 people opting-in to receive more information from Visit Kent.

Kent Staycation Photo Competition

This was our longest running competition and focused on user generated and sharable content, running over nine weeks.

This year, we encouraged people to share the most beautiful pictures they had of Kent and reasons why it's the perfect place for a staycation. The competition was open to visitors and Kent residents, with the aim of showcasing the county via the people that love it and to capitalise on the popular #staycation trend.

People were challenged to share their images on our special competition page (run by Visit Kent in house, using Woobox software) and the public could vote for their favourite image every week. Entries could be uploaded directly to the competition page, or pulled through from Facebook or Instagram using the hashtag (#KentStaycation). The public voted every week for a weekly winner, and Kent Contemporary partners generously donated prizes for these weekly winners.

At the end of the competition, the eight weekly winners were put into a Facebook album and the public could vote for the overall winner, increasing the engagement and sharing opportunities. All those who took part in the competition, or who voted, would effectively be Kent advocates, sharing their experiences and driving awareness of Kent through easily shareable visual content.

Total entries: 549

Total votes: 238

Total reach of paid social promo (competition only): 103,880

Total likes on all photos in the winners' album: 1,428

Winning photo: 468

Kent Hot Spot personality quiz

In 2017 we tested out a new method of engagement as part of our Kent Contemporary competition offering, working with AKA on the concept. Our 'Kent Hot Spot' competition consisted of a bespoke 'Buzzfeed' style personality quiz, embedded on the Visit Kent website, which was shared and promoted on

social media. Members of the public were challenged to answer a series of fun questions to ascertain which of the Kent Contemporary attractions/ destinations their personality most aligns with. When shown their end result, users were presented with links back to the main campaign website, and were then encouraged to enter a prize draw to win a trip of their own to Kent (allowing for data capture). As part of their Kent Contemporary contribution, Shepherd Neame and Southeastern provided the prize for this competition.

Hosted on the Qzzr platform, this easy to use social media gimmick allowed us to capitalise on the popularity of social media quizzes, whilst creating emotional resonance between users and our Kent Contemporary partners. We worked in partnership with AKA Media to create the questions and answers for this quiz, and liaised with partners directly on any copy and content required.

Total quiz entries: 3,402

Total prize draw entries: 1570

VK opt-ins: 885

Competition page visits: 6,975

Average time spent: 00:02:18

#BeersOnKent

Throughout July, we ran a 4-week competition in partnership with AKA to give one person (each week) working in London the chance to win their Friday night drinks – two cases of Shepherd Neame beer, plus an attractions pass for Kent – live on Twitter, and have it delivered directly to their office that day.

Londoners entered the competition by retweeting a pinned post each week on the Visit Kent Twitter profile (containing a campaign hashtag - #BeersOnKent).

At 2pm each Friday the competition closed and the winner was announced via a short (pre-recorded) video created by AKA Media showing the beer travelling from Kent to London – but was personalised each week by adding the winner's name at the end. The crates of beer were then delivered directly to the winner's office before the end of the day, and winners were encouraged to share photos of themselves enjoying the beers on social media.

The campaign was heavily supported in-house by PR call outs and organic promotion across our social networks, as well as paid promotions each week which were managed by AKA Media. This competition performed well on our social media channels due to its quirky and unique mechanism. The competition was also running over #InternationalBeerDay which proved to be our most engaged week of the competition (with 75 total entries).

Total entries: 170

Total Impressions (paid & organic): 119,245

Best performing: 75 retweets

PR & E-comms

Kent Contemporary campaign was supported by PR activity in order to spread the word and ensure the images were shared through traditional online and print media. PR coverage for this year's campaign was much lower than 2016 – this was in part due to the lack of the #KissesFromKent hook, which generated a great deal of coverage in the wake of the Brexit vote. Local media pick up was surprisingly low, despite regular comms to news desks from the Visit Kent team and promotion of the content gimmicks.

Engagement on social media was very positive, so there is an argument for reassessing our PR focus for the campaign next year and consider key target media, or allocating budget to paid advertising in the national media.

- Three dedicated press releases
- Images circulated to the media
- Interviews with BBC Radio Kent and KMTV

E-newsletters

We incorporated the campaign images into our Visit Kent consumer newsletters, sent out to our UK consumer database which currently sits at 60,000 users.

Newsletters throughout the campaign enjoyed figures above the industry average, with a 29.9% average open rate and 3.12% average click-through rate.

This year rather than simply using the images to accompany generic content in these newsletters, we also included specific campaign content promoting our competitions and '9 reasons to visit Kent this summer' landing page on the website.

We believe that these specific call to actions may have had something to do with the higher engagement levels recorded in comparison to 2016.

Partner Communications

All Kent Contemporary partners received regular updates on the progress and success of the campaign. A number of these are shown below.

1. Initial Partners Meeting
2. Kent Contemporary 2017 – new logo lockup
3. Media Plan
4. Invoicing
5. Campaign Plan & PPC
6. Update - Artwork, Search & Site Visit
7. Kent Contemporary Update - Landing Page
8. Partner Toolkit & Embargoed Press Release
9. Kent Contemporary Update
10. Site Visit
11. Site Visit Images & Poster Site List
12. Update - Creative Content
13. Creative Content Update & Logo Check
14. #BeersOnKent and New Competition
15. Photo Competition
16. #BeersOnKent is live!
17. #KentStaycation is now live!
18. Interim Results & Summer Update
19. Partner Meeting 2017
20. Results meeting with partners

Kent Contemporary Campaign – Impact Assessment – Final Results

Content

- 🔗 Introduction & Background
- 🔗 Methodology
- 🔗 Results:

PART 1 – SURVEY FINDINGS: VISITOR

PART 2 - SURVEY FINDINGS: PROMOTIONAL MATERIALS

PART 3 – VISITS TO KENT

PART 4 – CAMPAIGN EVALUATION



Kent Contemporary Campaign – Impact Assessment – Final Results

Executive Summary

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The Kent Contemporary campaign aims to reposition Kent as the Garden of England for the 21st century. Specific aims for 2017 campaign were driving awareness of Kent and targeting those with intent or ability to travel to Kent.

The research shows that Visit Kent social media competitions and quizzes, the London Underground and over-ground posters achieved the highest recall rates, with 22%, 17% and 12% respectively. The results would indicate that on average, each respondent came across 1.9 different types of promotional materials, out of a possible total of eight.

According to the results from the survey, the images of Canterbury (River Stour) and Viking Bay (Broadstairs), used in the advertisements are the most likely to influence a decision to visit Kent. The images used in the campaign were particularly effective in presenting an image of Kent closely related to the heritage theme and one of a natural coastline and beaches (as opposed to seaside resorts).

Prior to coming across Visit Kent's promotions, respondents' top three associations with Kent were 'attractive countryside' (34%), 'historical / heritage' (32%), and 'castles' (23%). Following the Kent Contemporary marketing activity, the attributes 'historical / heritage' and 'castles' remain within the top three attributes, but 'attractive countryside' has now been replaced by 'stunning coastline'.



Kent Contemporary Campaign – Impact Assessment – Final Results

Executive Summary

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These promotions encouraged 3% of the eligible Greater London population to take one or more overnight trips and a further 9% to take a day trip to the county. An additional 1% of the eligible population of London and Essex had booked a trip to Kent since May 2017 but had not taken it yet at the time of completing the survey.

Overall, this research demonstrated a positive response to Visit Kent's promotional material and selected marketing campaigns. It was estimated that visitor spend generated by Visit Kent UK consumer activities was £3,959,684.



Kent Contemporary Campaign – Impact Assessment – Final Results

Introduction and Background

ABOUT THE KENT CONTEMPORARY CAMPAIGN

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The Kent Contemporary campaign aims to reposition Kent as the Garden of England for the 21st century. Specific aims for 2017 campaign were:

- Driving awareness of Kent – repositioning Kent as a surprising place for a day visit / overnight stay, thereby encouraging the target audience to think about Kent as a good place to visit and do things in.
- Targeting those with intent to travel to Kent – e.g. these are people who have been made aware of the campaign and have been prompted to investigate what there is to do in Kent by looking at the Visit Kent website. We want to be able to further encourage uptake of visiting Kent.

The latest economic impact assessment of tourism in Kent shows that the county attracted approximately 4.9 million staying visits from UK and overseas visitors combined with 60 million day visits, generating an estimated £2.9 billion worth of direct visitor related spend and a total turnover of £3.6 billion for the local economy. Approximately 72,000 jobs within the county are tourism related, representing 10% of all employment.

Visit Kent commissioned this research to better understand the impact that their marketing activity had in terms of influencing people to visit the county, as well as the return that was achieved for their marketing investment. The outputs from the project will also allow Visit Kent to have a greater insight into the characteristics of their visitors and their visits to inform future campaigns.



Kent Contemporary Campaign – Impact Assessment – Final Results

Introduction and Background

ABOUT THE KENT CONTEMPORARY CAMPAIGN

The research brief identified a set of objectives which included measuring the following:

- Visitor / respondent profile
- Campaign reach
- Image recall and perception
- Visuals' performance
- Call to action success
- Additional day and overnight visits generated
- ROI (Return on Investment) and overall impact



Kent Contemporary Campaign – Impact Assessment – Final Results

Methodology

The research methodology presented in this report uses an evaluation approach based on economic impact methodology studies carried out by GLA Economics and Optimal Economics on behalf of Visit London, VisitEngland and VisitBritain. The agreed methodology is based on a set assumptions:

- Campaign activity may not be the only, or the most significant influence that Visit Kent has on decisions to visit during campaign periods
- Actual visits and visit intent cannot be solely attributable to campaign advertising
- The reality is that campaign advertising and web activity can influence decisions to visit independently, but are more likely to do so in combination with each other or other non-Visit Kent information sources.



Kent Contemporary Campaign – Impact Assessment – Final Results

Methodology

It was judged that an online survey would provide the most effective means of evaluating the success of the campaign, by collecting information about Kent and the Kent Contemporary campaign. Filter questions were introduced early in the survey to ensure that only Greater London residents were interviewed.

The online survey targeted people who are either planning to visit Kent or are non-rejectors of Kent. Key questions in the survey supplied us with the number of individuals that made a visit to Kent since May 2017 and the number who plan to make a visit in the next six months, as well as the degree to which these visits are influenced by the Kent Contemporary campaign activity.

Contact details for the online panel survey were facilitated by Norstat⁽¹⁾, a global leader in the provision of online panel samples to market research agencies. Norstat draws its online sample from social media forums, online communities, and affiliate partners to maximize the representativeness of the sample.

Interviewing was conducted in three diagnostic waves with a representative sample of Greater London and Essex residents who are either planning to visit Kent or are non-rejectors of Kent. A first wave was conducted in early June 2017, to capture recall in the moment, i.e. while the Kent Contemporary campaign was live. The first wave of interviews was based on responses from 311 individuals. A second wave of interviews took place in August 2017, after the campaign had ended. The second wave achieved 337 responses. The Final wave took place at the end of September 2017 and completed the 900 target sample. The research results presented in this report are based on an overall sample of responses, resulting from the three interview waves.



Methodology

Use of estimates – confidence intervals

All quantitative work relies on a good, robust sample of people from a target group. The sample can be any size, but each size will have a varying degree of accuracy and is subject to some degree of statistical error, based on the normally accepted 95% confidence limit. The statistical reliability of results from a random sample will vary according to the sample size and the response (i.e. the percentage being analysed). It is common practice to base statistical reliability assumptions on a 50% response as this shows worst case scenario for the sample size. The results of this study are based on an overall sample of 906 responses.

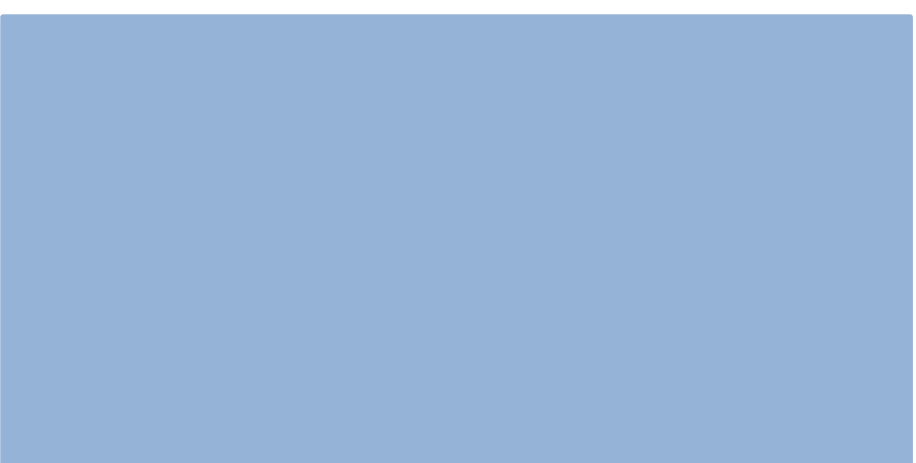
Research findings	All respondents (906) Margins % +/-
10% or 90%	+/- 1.96
20% or 80%	+/- 2.61
30% or 70%	+/- 2.99
40% or 60%	+/- 3.20
50%	+/- 3.27

The figures shown are at the 95% confidence limits. Thus, for example for all respondents, we can be 95% certain that for those questioned with a result of 50%, the true percentage range is between 46.73% and 53.27%. We can also be 95% certain that for those questioned with a result of 10%, the true percentage range is between 8.04% and 11.96%.



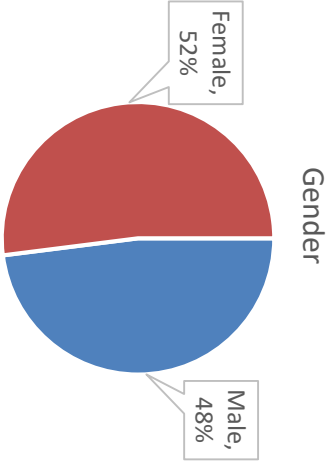
PART 1 – SURVEY FINDINGS: VISITOR

- Understanding visitor profiles
- Destination attributes



Part 1 – Survey of Finding: Respondent Profile

A similar percentage of women and men took part in the survey

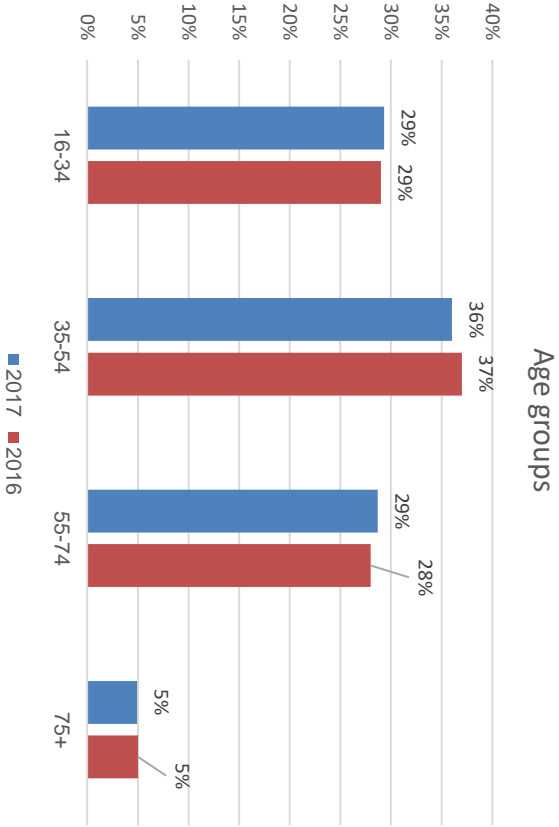


Origin of visitors

A good geographical spread was achieved. The sample of respondents includes residents from all 32 London Boroughs. Essex residents account for 15% of the total sample.

A mixture of age groups was achieved

In terms of age profile, the 16-34 age group accounts for just under a third of the sample. Age groups 35-54 accounts for the largest proportion of the sample (36%). The age group splits are comparable with those achieved in the 2016 survey.



Q19. Please indicate your age (Sample: 906)

Q20. Please indicate your gender (Sample: 906)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 1 – The Visitor – Destination Attributes

Respondents were presented with a list of attributes and were asked to indicate the top three that they associate with Kent the most.

Attributes relating to open spaces were often associated with Kent (Attractive countryside, Stunning coastline). Historical aspects, heritage and castles were also strongly linked to Kent.

The biggest year-on-year changes relate to ‘Stunning coastline’ with a significantly improved perception, and ‘Day trips to France’ – less popular than in 2016.

	2017	2016	2016 ranking
Attractive countryside	34%	27%	1
Historical/ Heritage	32%	26%	2
Castles	23%	20%	3
Stunning coastline	21%	13%	8
The gateway to Europe	20%	15%	5
Open spaces	16%	15%	6
Day trips to France	16%	16%	4
Local produce	15%	10%	9
A range of gardens to visit	15%	15%	7
Coastal and water activities	14%	n/a	11

Q1. Which of the following attributes do you associate with Kent? (Please select TOP THREE)(Sample: 906)

Q2. Based on previous visits or from what you know about Kent as a holiday destination, how would you rate the county in terms of value for money. (Sample: 906)



PART 2 - SURVEY FINDINGS: PROMOTIONAL MATERIALS

- 🕒 Advertising – Promotional materials
- 🕒 Advertising – Images seen
- 🕒 Advertising – Image influence
- 🕒 Advertising – Image association
- 🕒 Kent attributes influenced by images



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 2 – Promotional Materials

Respondents were presented with a list of Kent Contemporary promotions and marketing activity and they were asked to select the ones they recalled coming across. The Visit Kent social media competitions and quizzes, assessed during waves 2 and 3 of the study, were recognised by a quarter of respondents. The London underground posters and posters featuring Kent at over-ground railway stations achieved the highest recall rates, with 15% and 11% respectively (slightly below the levels achieved in 2016). Overall, results are similar to those achieved in 2016, although ‘other websites’ are down 4 percentage points on 2016. The results would indicate that on average, each respondent came across 1.9 different types of promotional materials, out of a possible total of 9.

It should also be noted that 66% of respondents stated they did not recall coming across any of the promotional materials used in the campaign (60% in 2016). These respondents have been excluded from the return on investment calculations as it is assumed that any visits they may have made to Kent could not have been influenced by the campaign activity.



Q4. Can you recall coming across any of the following Kent promotional materials? (Sample: 906)

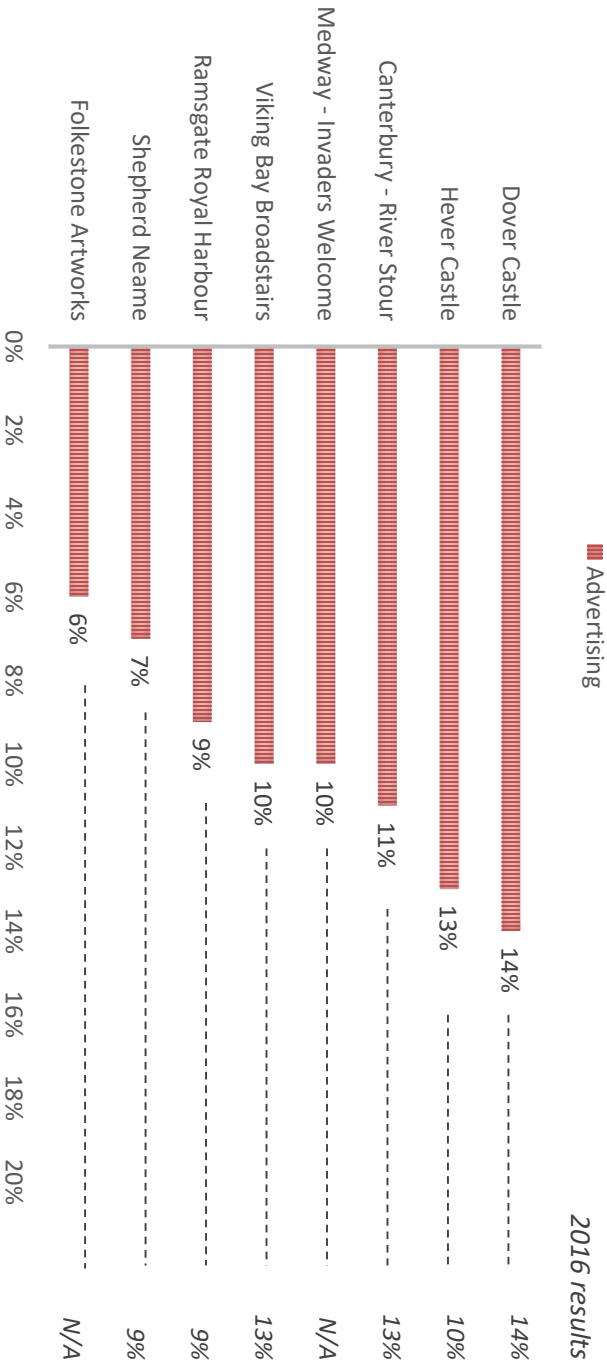


Kent Contemporary Campaign – Impact Assessment – Final Results

Part 2 – Advertising – Images seen

Respondents were shown 8 images of different destinations within Kent and asked to identify the ones they had seen. The Dover Castle image achieved the highest recall rate, identified by 14% of all respondents (same as in 2016). Hever Castle followed, as it was identified by 13% of respondents (up from 10% in 2016).

The Canterbury (River Stour) image was identified by 11% of respondents, slightly below the 13% achieved in 2016. The Viking Bay (Broadstairs) and Medway – Invaders Welcomed were identified by 10% of respondents each.



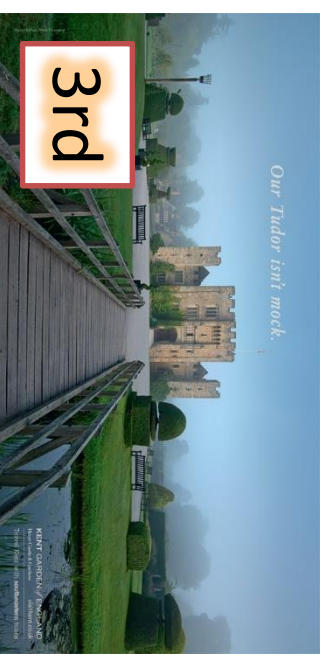
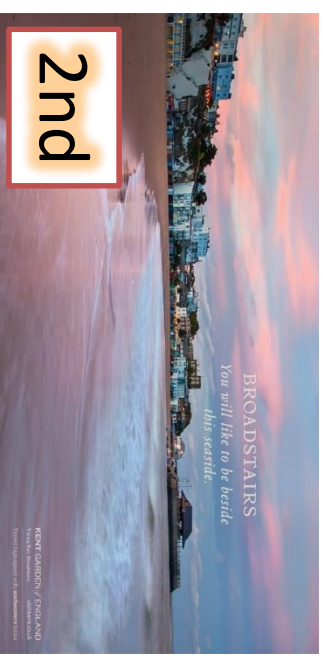
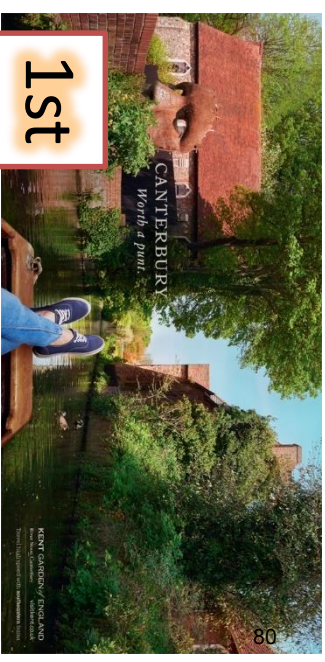
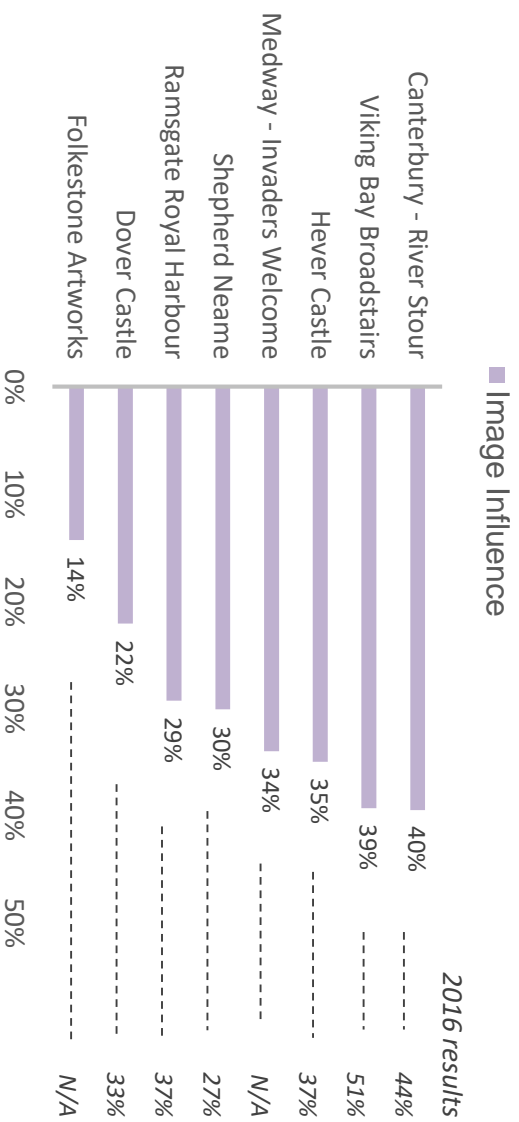
Q3. Which if the following recent advertisements have you seen for Visit Kent? (Sample: 906)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 2 – Advertising – Image influence

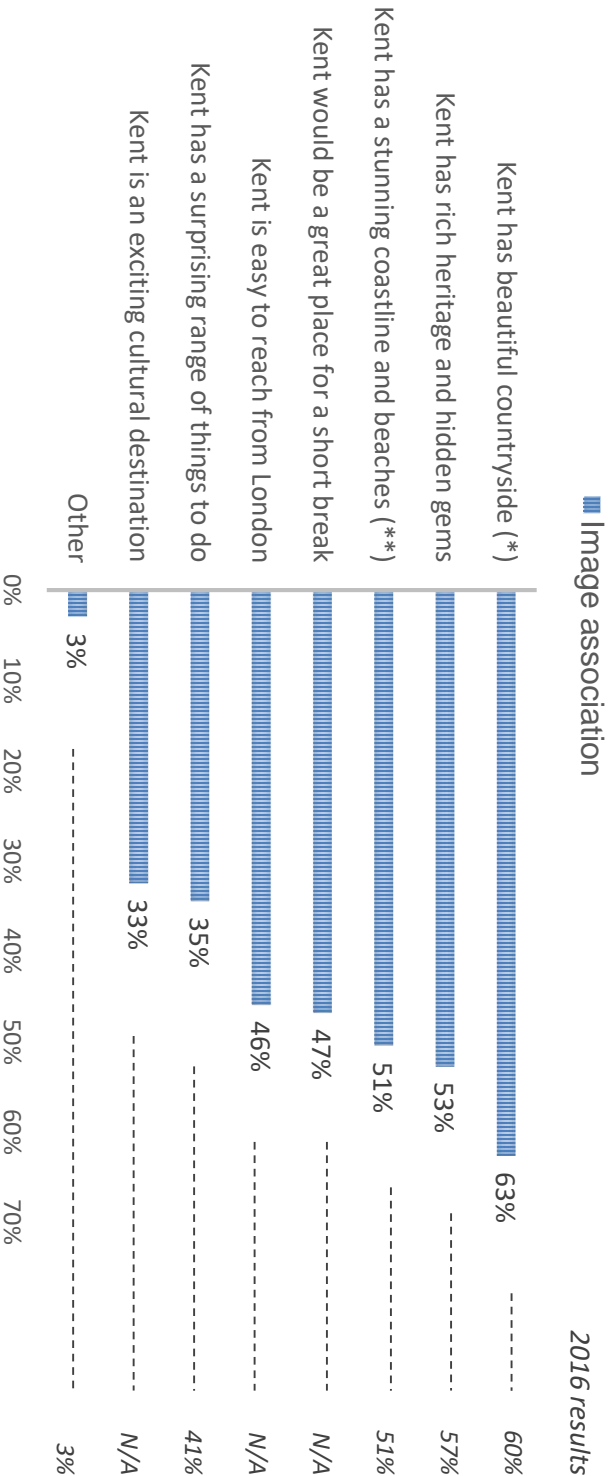
When asked to select the top three images most likely to influence a decision to visit Kent, Canterbury (River Stour) and Viking Bay (Broadstairs) ranked top, followed by and Hever Castle and Medway – Invaders Welcomed. In terms of future advertising, the use of images relating to heritage, countryside and coastal themes might be effective in attracting people to the area.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 2 – Advertising – Image association

Having seen the images used in the campaign, respondents were presented with a set of statements and asked to rank them in terms of how well they describe Kent. The most popular statements related predominantly to Kent's natural aspects (countryside, coastline) and heritage connections. The images created particularly strong association with the statements: 'Kent has beautiful countryside', selected by 63% of all respondents; 'Kent has rich heritage and hidden gems' (53%), and; 'Kent has a stunning coastline' (51%). One of the new statements used this year 'Kent would be a great place for a short break' was selected by almost half (47%) of all respondents. This would support the idea that Kent is gaining a stronger value as a tourism destination brand.



Q5. What do the images make you think about Kent? (Sample: 906)

(*) 2016 statement: 'Kent has a variety of great natural countryside'

(**) 2016 statement: 'Kent has a stunning coastline'



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 2 – The Visitor – Kent attributes influenced by images

Respondents were presented with the same list of attributes they had seen at the beginning of the survey and asked to select the top three attributes once more. The purpose of this test was to establish whether the images used in the campaign had been effective in changing perceptions. Interestingly, ‘stunning coastline’ and ‘castles’ experienced some improvements in terms of associations with Kent. The results can be interpreted as suggesting that the images used in the campaign were effective in presenting an image of Kent closely related to the heritage theme and one of a natural coastline and beaches (as opposed to seaside resorts). This is slightly to the detriment of the countryside-related attributes which moved to fourth position.

It is also important to highlight that the term ‘touristy’ has moved up six positions, again reinforcing the idea that Kent is becoming more recognised as a tourism destination, rather than as the gateway to France and other European countries.

Top 10	Percentage	Before	After
Historical/ Heritage	46%	2	1
Castles	43%	3	2
Stunning coastline	38%	4	3
Attractive countryside	29%	1	4
Coastal and water activities	23%	10	5
Touristy	13%	12	6
Open spaces	12%	6	7
A range of gardens to visit	11%	9	8
Day trips to France	9%	7	9
The gateway to Europe	9%	5	10

Gained influence

Coastal and water activities
Historical/ Heritage
Castles
Touristy

Lost influence

Attractive countryside
Day trips to France
The gateway to Europe



PART 3 – VISITS TO KENT

- 🎯 Action taken
- 🎯 Action taken - trips taken or booked
- 🎯 Action taken - won't visit Kent
- 🎯 Marketing influence
- 🎯 Marketing influence and satisfaction scores
- 🎯 Transport



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Action taken (influenced by campaign activity)

Survey respondents were asked to specify which statements best described their subsequent actions after being exposed to the Visit Kent promotions. The results show that 3% of all respondents visited Kent, staying overnight for one or more short leisure breaks/ holidays since May 2017. A further 9% visited Kent for one or more leisure days out since May 2017. In addition, 1% of respondents stated they had booked one or more leisure trips to Kent, although at the time of completing the survey they had not yet visited. These results will be used in the return on investment calculations, presented in Part 4 of this report.

4% said they haven't visited or booked a trip to Kent yet, but plan to do so before the end of the year. A further 7% stated they plan to do so at some point in the future. It is unlikely that all of these planned but not booked trips may happen. As we are unable to quantify the proportion of trips that will actually take place, these potential trips are not included in the return on investment calculations.

Action		2017	2016
Have visited	I visited Kent, staying overnight for one or more short leisure breaks/ holidays	3%	6%
	I visited Kent for one or more leisure days out	9%	9%
Have booked	I have booked one or more leisure trips to Kent but haven't yet visited	1%	1%
Plan to visit	I plan to visit or book a trip to Kent before the end of the year	4%	3%
	I plan to visit or book a trip to Kent in the future	7%	6%
Won't visit	I haven't visited Kent for leisure recently and don't plan to visit this year	0%	2%
Not influenced	Not influence by campaign activity	75%	73%

Q8 - Since the beginning of July which of these statements best describes your subsequent actions? (Sample: 906)

Filters: Came across Visit Kent activity and Visit Kent activity influenced decision / plan to visit Kent



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Visit characteristics

The conversion research calculations involve estimating the percentage of respondents influenced by the campaign. We used survey data relating to the type of trip (day / overnight), party size and composition, as well as results from the latest Cambridge Economic Impact Model(z), to establish the average spend per night and length of stay.

By applying ratios for the average number of day and staying trips, the average number of people included in the visiting party, spend per trip and the average number of nights spent in the area (in the case of overnight visitors) we are able to estimate the total number of day and overnight trips made as a direct result of the campaign and the resulting additional spend that can be attributed to the Kent Contemporary marketing campaign. The data used in the conversion calculations is shown below.

HAVE VISITED OR BOOKED...

Overnight visits

2.2 overnight trips taken	(2.1 in 2016)	2.8 day trips taken	(2.2 in 2016)
3.1 nights per trip	(2.8 in 2016)		
Visiting group = 3.0 people (2.1 adults / 0.9 children)	(3.1 in 2016)	Visiting group = 3.5 people (2.6 adults / 0.9 children)	(2.9 in 2016)
Average spend per night: £43.56		Average spend per night: £33.62	
1.8 overnight trips booked	(1.9 in 2016)	2.0 day trips booked	(1.8 in 2016)

Day trips

Q9. How many overnight trips have you made in Kent since July 2016? (Sample: 906)

Q10. How many nights did you spend in Kent since May 2017? (Sample: 77) Q12B. Total number of staying trips booked? (Sample: 226)

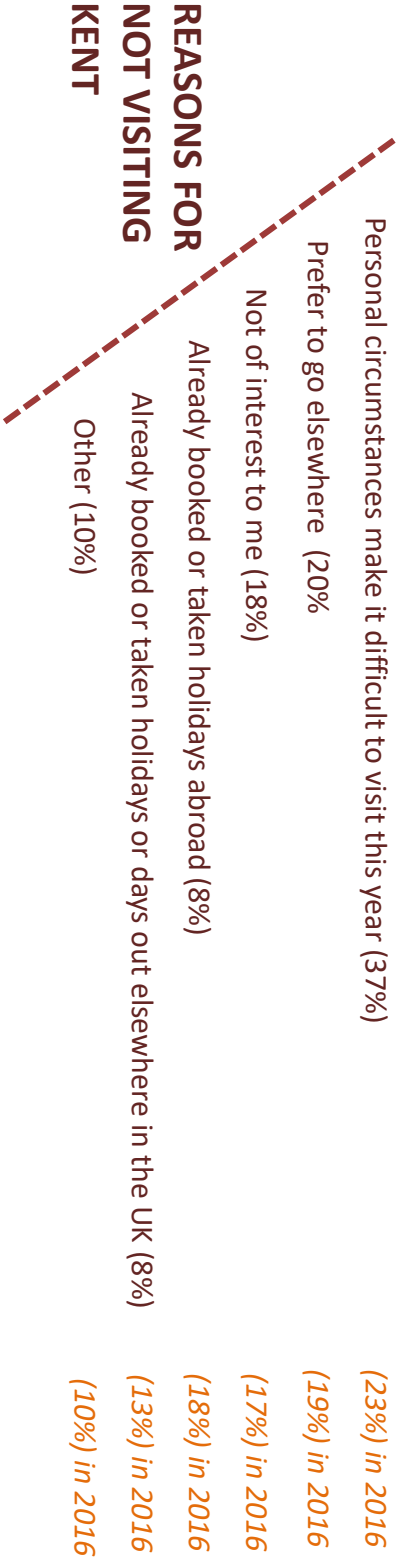
Q11. How many day trips have you made in Kent since May 2017? (Sample: 159) Q12A. Total number of day trips booked? (Sample: 175)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Reasons for not taking a trip to Kent

Respondents who indicated that they were not planning to visit Kent were asked why. The main reason for not visiting was that personal circumstances make it difficult to visit this year (37%). It is difficult to predict what these ‘personal circumstance’ may be but are likely to be not tourism related, such as financial constraints, or other activities (DIY, etc). A further 20% simply stated they prefer to go elsewhere. A similar percentage (18%) stated it was of no interest to them and equal percentages of respondents said they had booked somewhere abroad or somewhere else in the UK (8% each).



Q18. Is there any particular reason why you will not be visiting Kent this year (Sample: 61)

Note: The 2016 survey included the option ‘Too expensive’ which was selected by 5% of respondents.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Marketing influence

87

Traditional conversion research methodology involves surveying a sample of individuals who registered on the Visit Kent website to establish whether they had made a visit or planned to make a visit, and to what extent advertising materials influenced their decisions.

However, campaign activity may not be the only, or the most significant influence on decisions to visit during campaign periods. Potential visitors are likely to receive a range of other information sources and influences on decisions including friends and relatives living in Kent, media articles and or travel offers. Such factors may act independently or in combination with the Kent Contemporary campaign activity to generate different levels of influence. To this end, while it is important to be able to gauge separately the returns from advertising by Visit Kent, we took a holistic view of the influences on decisions to visit Kent.

We analysed the various sources of information available to potential visitors to Kent and measured the level of influence that each of these sources have in terms of generating new visits to Kent. The results are presented overleaf.

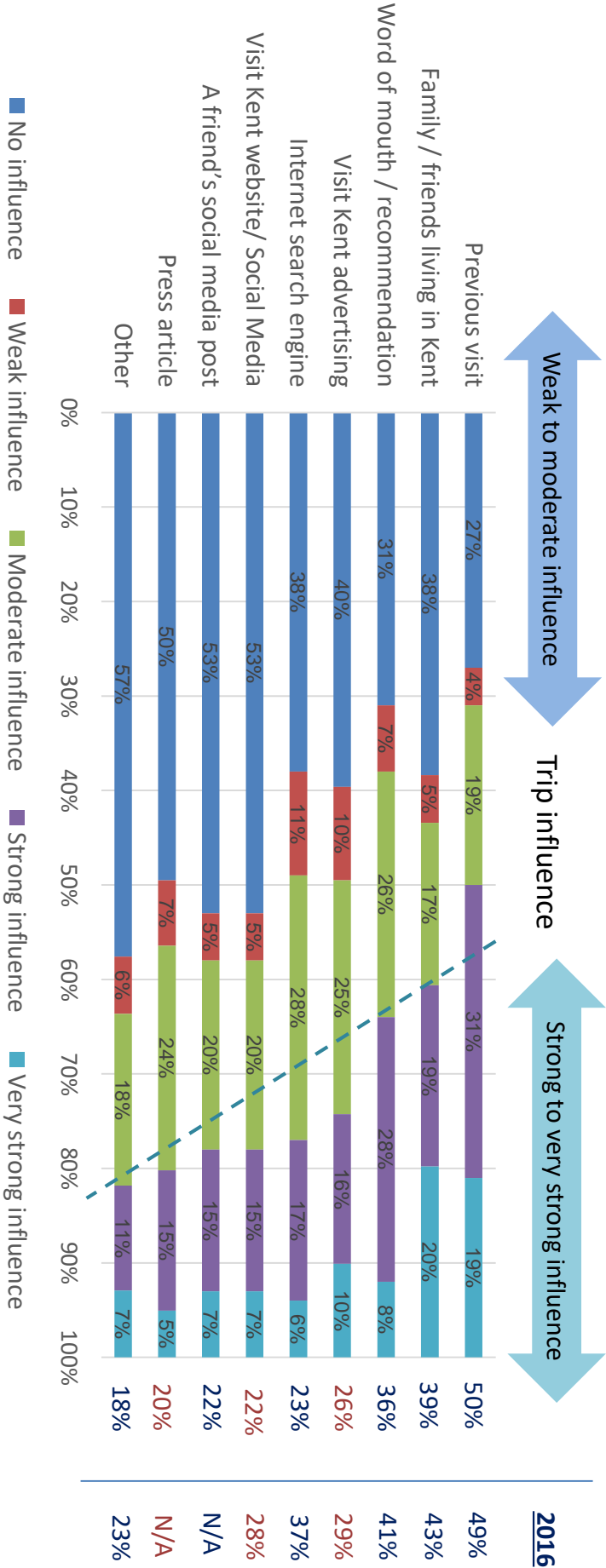
Q14. What influence did the following have on your decision / plan to visit Kent? (Sample: 219)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Marketing influence

The highest proportion of respondents, (50%) were strongly influenced by a previous visit to Kent. 39% visited or booked a trip to Kent primarily to visit friends or relatives living in the area. The common use of personal recommendations was a strong influence for 36% of respondents. In terms of the Visit Kent marketing activity, the website and social media were strong influencers. Social media can be an important channel for personal recommendations to be transmitted directly or indirectly, e.g. via photos. However, it is worth mentioning that less people said that the Visit Kent website and social media had influenced their decision to visit, compared to the Visit Kent advertising activity. Finally, 20% of respondents said press articles strongly or very strongly influenced their decision to visit.



Q14. What influence did the following have on your decision / plan to visit Kent? (Sample: 433)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Marketing influence

68

By segmenting information about those respondents that had taken overnight and day trips to Kent we were able to estimate the level of influence that the specific Kent Contemporary activity (Visit Kent website / social media and the Visit Kent advertising) had in their decision to visit. These results have been used in the campaign evaluation calculations for estimating the number of overnight and day trips taken or booked as a result of the marketing activity.

Overnight trips taken or booked

	No influence	Weak influence	Moderate influence	Strong influence	Very strong influence
Visit Kent promotional email	40%	9%	24%	20%	8%
Visit Kent website/ Social Media	37%	10%	20%	21%	13%
Visit Kent advertising	30%	8%	27%	20%	15%
Press article	41%	3%	28%	22%	6%
Average	37%	7%	25%	21%	10%
2016	16%	5%	16%	14%	9%
31%					
23%					

Day trips taken or booked

	No influence	Weak influence	Moderate influence	Strong influence	Very strong influence
Visit Kent promotional email	48%	8%	24%	14%	6%
Visit Kent website/ Social Media	48%	8%	21%	17%	7%
Visit Kent advertising	38%	10%	25%	19%	9%
Press article	50%	6%	25%	14%	5%
Average	46%	8%	24%	16%	7%
2016	34%	11%	26%	24%	5%
23%					
29%					

Q14. What influence did the following have on your decision / plan to visit Kent? (Sample: 250 overnight trips / 369 day trips)

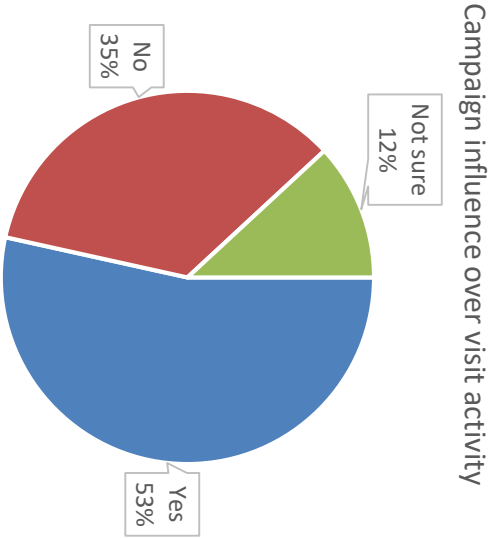


Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Marketing influence and satisfaction scores

Respondents were asked to specify whether the information provided by the Visit Kent promotional campaign encouraged them to visit different attractions or destinations in Kent, and in particular places that they had not previously considered or been aware of.

The Visit Kent promotional activity was successful in influencing 53% of respondents to visit attractions or destinations not previously considered or known (59% in 2016).



Respondents were asked to rate the extent to which Kent met their expectations in a number of areas.

We used a scale of 1 to 5 (5 means 'greatly exceeded expectations' and 1 means 'fell very short of expectations'). The 'Likelihood of revisiting' and 'Overall satisfaction' achieved the highest average scores (3.8 each). This was followed by 'Likelihood to recommend' and 'Quality of experiences', both achieving a score of 3.7 out of 5.

Did Kent meet your expectations?	2017	2016
Likelihood to revisit	3.8	3.6
Overall satisfaction	3.8	3.5
Likelihood to recommend	3.7	3.5
Quality of experiences	3.7	3.3
Welcome	3.6	3.3
Things to do	3.6	N/A
Value for money	3.4	3.3
Overall average	3.7	3.4

NOTE: Scores are out of 5.

Q15. Did the information provided by the Visit Kent promotional campaign encourage you to visit different attractions or destinations in Kent that you had not previously considered or been aware of? (Sample: 305)

Q16. Please indicate the extent to which Kent met your expectations in each of these areas. (Sample: 269)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 3 – Visits to Kent – Transport

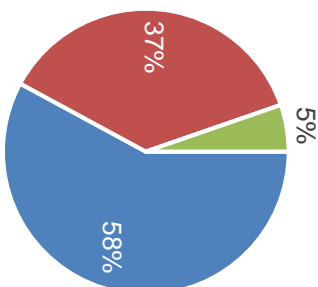


67%

The car (or some other private motor vehicle such as motorbike or motorhome) was the most common mode of transport used by visitors to reach destinations in Kent, chosen by 67% of respondents. Almost a quarter of all visitors arrived by train (19%).



19%



■ Regular ■ High Speed ■ 2 for 1 Offer



10%



3%

Detrimental factors to choosing the train?	Percentage
Cost of ticket	67%
Limited connectivity	24%
Limited reduction in journey time	17%
Booking process	16%
Other (Please specify)	9%
None	15%

Train users - attributes they value the most	Percentage
Ease of access to rail station (departure)	66%
Speed to reach destination	66%
Frequency of service	55%
Ease of booking	40%
Accessibility (town centre/points of interest)	29%
Connections with other Kent destinations	24%
Promotional offers	21%
Other	-



NON-Train users - attributes that would encourage using train in future	Percentage
Promotional offers	43%
Speed to reach destination	40%
Ease of access to rail station (departure)	37%
Frequency of service	31%
Accessibility (town centre/points of interest)	26%
Ease of booking	20%
Connections with other Kent destinations	18%
I would not consider travelling by train	22%

Q17. How did you travel to Kent on your most recent trip? (Sample: 248), Q17a. If travelling by train, was that with..?

(Sample: 47), Q17b/c - Please indicate which of the following attributes you particularly value / would make you more likely

...travel by train (Sample: 46/243). Q17d. - Are there any key detrimental factors to choosing to travel by train? (Sample: 248)



PART 4 – CAMPAIGN EVALUATION

- Incremental spend generated by the campaign
- Return on marketing investment (ROI)



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Campaign evaluation - Introduction

The purpose of the campaign evaluation is to identify recognisers of the Kent Contemporary campaign activity. The research makes use of information about the volume of trips taken or booked and other trips characteristics, in order to establish a number of trips and related expenditure that can be directly attributed to the campaign activity. This section of the report presents the results of the campaign evaluation, looking first at the economic impact generated by overnight trips to Kent taken or booked since May 2017. It then goes on to assess the economic impact generated by day trips taken or booked since that date. By combining the two amounts, a total incremental spend and the return on investment can be established.

We start by defining the eligible population, which includes Greater London and Essex. The latest population estimate for Greater London⁽³⁾ in mid-2016 was estimated at 8,787,862 and the population of Essex (mid-2016 estimate) is 1,455,340. However, only a proportion of the Greater London population would have been exposed to the Kent Contemporary campaign. The advertising campaign included digital and outdoor displays in and around the London underground and National Rail stations. Every day there is a substantial number of people in London who do not make any trips and therefore would not have seen the advertisements. According to the London Travel Demand Survey (LTDS)⁽⁴⁾, the percentage of Londoners making no trips on an average day is estimated at 20% of the total population. This leads to a reduced estimated eligible population of 7,030,290.

Furthermore, the LTDS shows that the total number of trips made on an average day by London residents was 19.7 million. Of these, 2.6 million trips (or 13%) were made by public transport (National Rail, Underground/ DLR) with the remaining trips made by other means (bus, taxi, car, motorcycle, cycle and walk). When we apply this percentage (13%) to the estimated population of 7,030,290 (excluding Londoners making no trips), the eligible population from Greater London is estimated at 913,937 people.

According to the Essex Transport Strategy⁽⁵⁾, 8.6% of Essex residents (or 125,159 people) commute to London, and of these, 74.6% travel by train (93,399). In total, the eligible population is estimated at 1,007,336 (913,937 Greater London and 93,399 from Essex).



Part 4 – Campaign evaluation – Trips influenced

The first stage of the calculation for the campaign evaluation is to reduce the eligible population to include only those that recall coming across any of the promotional materials used in the Kent Contemporary campaign. The results of the survey show that 66% of respondents had not seen any of the promotional materials used in the campaign. (See page 14 of this report). They have been excluded from the return on investment calculations as it is assumed that any visits to Kent made by these respondents could not have been influenced by the campaign activity. This brings the eligible population to **342,494** people (at 1,007,336 x 34%).

The next stage is to determine the extent to which visits to Kent would have been made in the absence of the marketing campaign. The survey used additionality ratios to the number of visits made to Kent; each response to the question was assigned a different weight. A weight of zero percent indicated total deadweight (the trip would have been made regardless) and a weight of 100% indicates total additionality (without advertising material the trip would not have been made). See table below.

Ratio campaign influence	Weighting
No Influence / weak influence	0%
Moderate influence	20%
Strong influence	50%
Very strong influence	100%



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Overnight trips taken

95

Analysis of the actions taken following the Kent Contemporary campaign activity shows that 3% of all respondents visited Kent, staying overnight for one or more short breaks/ holidays since May 2017 (see page 20). When we apply this percentage to the eligible population we are able to estimate the number of people that took one or more overnight trips to Kent since July 2016 ($342,494 \times 3\% = 10,275$)

Our results indicate that respondents made an average of 2.2 overnight trips, lasting an average of 3.1 nights each and with 3.0 people included in the visiting party (See page 21). When applying these figures to the total visitors who made an overnight trip to Kent since May 2017 this equates to 380,302 total trip nights taken.

$10,275 \times 2.2$ overnight trips = 22,605 overnight trips

$22,605$ overnight trips $\times 3.1$ nights per trip = 70,076 trip nights

$70,076$ trip nights $\times 3.0$ people per visiting group = 210,227 total trip nights taken

The next stage is to apply a campaign weighting for the varying levels of trip influence and the average expenditure per night. Finally we apply a ratio (0.77) for response bias(5). Please see overleaf.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Overnight trips taken

210,227 = Total trip nights taken

Ratio campaign influence	Proportion trips	Influenced trips	Ratio	Weighted Influenced trips
No Influence / weak influence	44%	92,500	0%	0
Moderate influence	25%	52,557	20%	10,511
Strong influence	21%	44,148	50%	22,074
Very strong influence	10%	21,023	100%	22,023

Source: see page 25

Total number trip nights influenced by the campaign: 53,608

Applying the additionality ratios to the overnight trips taken leads to an estimate of 53,608 additional trip nights. After making adjustments to the figures for non-response bias (0.77 ratio), it is estimated that 41,278 nights were spent in Kent as a direct results of the Kent Contemporary campaign. Using the estimated average expenditure per visitor and per night (£43.56), the estimated additional expenditure was **£1,798,070**

Additional expenditure generated by overnight trips taken since May 2017: £1,798,070



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Overnight trips booked

97

Analysis of the actions taken following the Kent Contemporary campaign activity shows that **1%** of all respondents had booked one or more short breaks/ holidays to Kent since May 2017 (see page 20). When we apply this percentage to the eligible population we are able to estimate the number of people that booked one or more overnight trips to Kent since May 2017 ($342,494 \times 1\% = 3,425$)

Our results indicate that respondents booked an average of 1.8 overnight trips. We have applied the same estimates for length of stay (3.1 nights) and party size (3.0 people per visiting group) used for overnight trips booked. When applying these figures to the total visitors who booked an overnight trip to Kent since May 2017, the total equates to 57,348 total trip nights booked:

3,425 x 1.8 overnight trips = 6,165 overnight trips
6,165 overnight trips x 3.1 nights per trip = 19,112 trip nights
19,112 trip nights x 3.0 people per visiting group = 57,336 total trip nights booked

The next stage is to apply a campaign weighting for the varying levels of trip influence and the average expenditure per night. Finally we apply a ratio (0.77) for response bias. Please see overleaf.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Overnight trips booked

57,336 = Total trip nights booked

Ratio campaign influence	Proportion trips	Influenced trips	Ratio	Weighted Influenced trips
No Influence / weak influence	44%	25,228	0%	0
Moderate influence	25%	14,3374	20%	2,867
Strong influence	21%	12,041	50%	6,021
Very strong influence	10%	5,733	100%	5,733

Source: see page 25

Total number trip nights influenced by the campaign: 14,621

Applying the additionality ratios to the overnight trips booked leads to an estimate of 14,621 additional trip nights. After making adjustments to the figures for non-response bias (0.77 ratio), it is estimated that 11,258 nights were booked as a direct results of the Kent Contemporary campaign. Using the estimated average expenditure per visitor and per night (£43.56), the estimated additional expenditure was **£490,398**.

Additional expenditure generated by overnight trips booked since May 2017: £490,398



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Day trips taken

69

Analysis of the actions taken following the Kent Contemporary campaign activity show that 9% of all respondents took one or more day trips to Kent since May 2017 (see page 20). When we apply this percentage to the eligible population we are able to estimate the number of people that took one or more day trips since May 2017 ($342,494 \times 9\% = 30,824$)

Our results indicate that respondents made an average of 2.8 day trips with 3.5 people included in the visiting party (See page 21). When applying these figures to the total visitors who took a day trip to Kent since May 2017, the total equates to 302,075 day trips taken.

$30,824 \text{ people} \times 2.8 \text{ day trips taken} = 86,307 \text{ trips}$

$86,307 \text{ trips} \times 3.5 \text{ people per visiting group} = 302,075 \text{ day trips}$

The next stage is to apply a campaign weighting for the varying levels of trip influence and the average expenditure per night. Finally we apply a ratio (0.77) for response bias. Please see overleaf.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Day trips taken

302,075 = Total day trips taken

Ratio campaign influence	Proportion trips	Influenced trips	Ratio	Weighted Influenced trips
No Influence / weak influence	54%	163,121	0%	0
Moderate influence	24%	72,498	20%	14,500
Strong influence	16%	48,332	50%	24,166
Very strong influence	7%	21,145	100%	21,145

Source: see page 25

Total number day trips influenced by the campaign: 59,811

Applying the additionality ratios to the day trips taken leads to an estimate of 59,811 additional day trips. After making adjustments to the figures for non-response bias (0.77 ratio), it is estimated that 46,054 day trips were spent in Kent as a direct results of the Kent Contemporary campaign. Using the estimated average expenditure per visitor and per night (£33.62), the estimated additional expenditure was **£1,548,335**

Additional expenditure generated by day trips taken since May 2017: £1,548,335



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Day trips booked

Analysis of the actions taken following the Kent Contemporary campaign activity show that 1% of all respondents booked one or more day trips to Kent since May 2017 (see page 20). When we apply this percentage to the eligible population we are able to estimate the number of people that booked one or more day trips since July 2016 ($342,494 \times 1\% = 3,425$)

Our results indicate that respondents booked an average of 2.0 day trips with 3.5 people included in the visiting party (See page 21). When applying these figures to the total visitors who booked a day trip to Kent since May 2017, the total equates to 23,975 day trips taken:

$$3,425 \text{ people} \times 2.0 \text{ day trips booked} = 6,850 \text{ trips}$$

$$6,850 \text{ trips} \times 3.5 \text{ people per visiting group} = 23,975 \text{ day trips}$$

The next stage is to apply a campaign weighting for the varying levels of trip influence and the average expenditure per night. Finally we apply a ratio (0.77) for response bias. Please see overleaf.



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Day trips booked

23,975 = Total day trips booked

Ratio campaign influence	Proportion trips	Influenced trips	Ratio	Weighted Influenced trips
No Influence / weak influence	54%	12,947	0%	0
Moderate influence	24%	5,754	20%	1,151
Strong influence	16%	3,826	50%	1,918
Very strong influence	7%	1,678	100%	1,678

Source: see page 25

Total number day trips influenced by the campaign: **4,747**

Applying the additionality ratios to the day trips booked leads to an estimate of 4,474 additional day trips. After making adjustments to the figures for non-response bias (0.77 ratio), it is estimated that 3,655 day trips were booked to visit Kent as a direct results of the Kent Contemporary campaign. Using the estimated average expenditure per visitor and per night (£33.62), the estimated additional expenditure was **£122,881**

Additional expenditure generated by day trips booked since May 2017: £122,881



Kent Contemporary Campaign – Impact Assessment – Final Results

Part 4 – Campaign evaluation

Incremental spend: Overall visitor expenditure generated by all trips influenced by the campaign is therefore estimated to be in the region of **£3,959,684**

Incremental spend: £3,959,684 **(£4,223,484 in 2016)**



Kent Contemporary Campaign – Impact Assessment – Final Results

Notes

- (1) **About Norstat** – Norstat supplies online survey solutions via proprietary survey panels – For more information, visit <https://norstatgroup.com/>
- (2) **Cambridge Model - Economic Impact of Tourism – Kent, 2015**. We ROI calculations assume expenditure of £43.56 per person per night and 2.8 nights per trip as an average of those visiting Kent and staying overnight for either holiday or VFR purposes (pp.11). The average expenditure per day trip is the total value of day trips divided by the total volume of trips.
- (3) **Population estimates** – Mid-2016 ["Population Estimates for UK, England and Wales, Scotland and Northern Ireland"](#). [ONS](#). 23 June 2016.
- (4) **The London Travel Demand Survey (LTDS)** is a continuous household survey of the London area, covering all London boroughs and the City of London. The LTDS has an annual sample of around 8,000 households and captures information on households, people, trips and vehicles. All results in this report are therefore for London residents only and exclude trips made by people who are not residents of Greater London (e.g. commuters). For more information see: <https://tfl.gov.uk/corporate/publications-and-reports/london-travel-demand-survey>
- (5) **Essex Transport Strategy – The Local Transport Plan for Essex (2011)** is long-term plan covering 15 years which sets out our aspirations for improving travel in the county, demonstrating the importance of our transport network to achieving sustainable long-term economic growth and enriching the lives of our residents. http://www.essexhighways.org/uploads/files/essex_ltp.pdf
- (6) **Response bias**. The methodology used in this report follows the evaluation guidelines from VisitBritain which states that an adjustment would be made to all evaluation results to take account of non-response bias as identified by Luton University in its Non-Response Report commissioned by VisitBritain. The aim of the study was to investigate a suitable non-response factor and to investigate the effects of certain proposed changes agreed with the National Audit Office and DCMS. The study identified a built-in 'wish to please' bias in self-completion surveys and concluded that a figure of -23% for non-response bias should be used to reduce domestic incremental spend. With this in mind we have used the VisitBritain non-response bias figure of –23% for the Kent Contemporary evaluation on this occasion.



THANK YOU!

Thank you for working with us on this campaign, and for helping to make it the success it was. We look forward to making it even bigger and better in 2018.

Visit Kent team

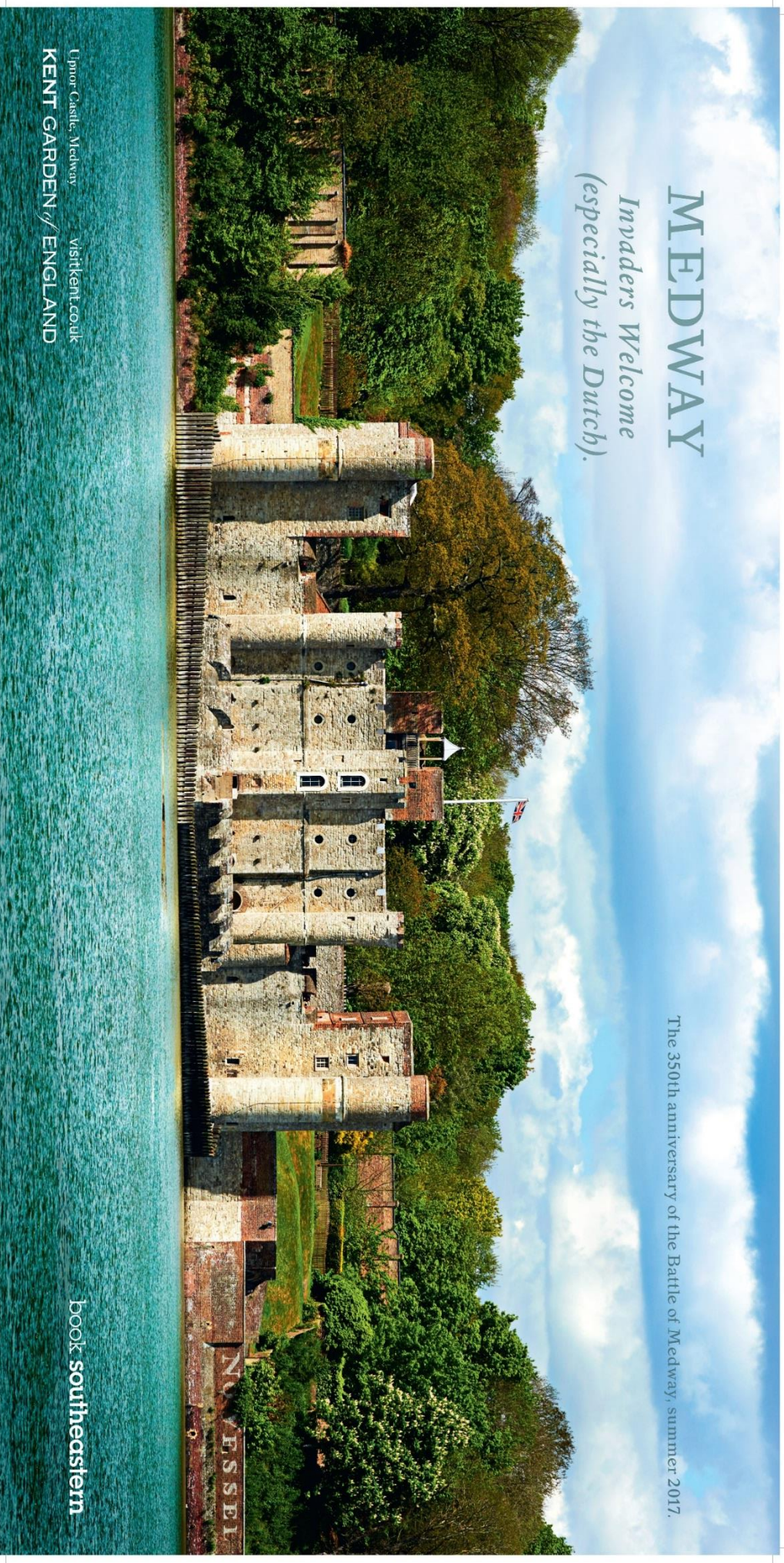
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(especially the Dutch).*

The 350th anniversary of the Battle of Medway, summer 2017.

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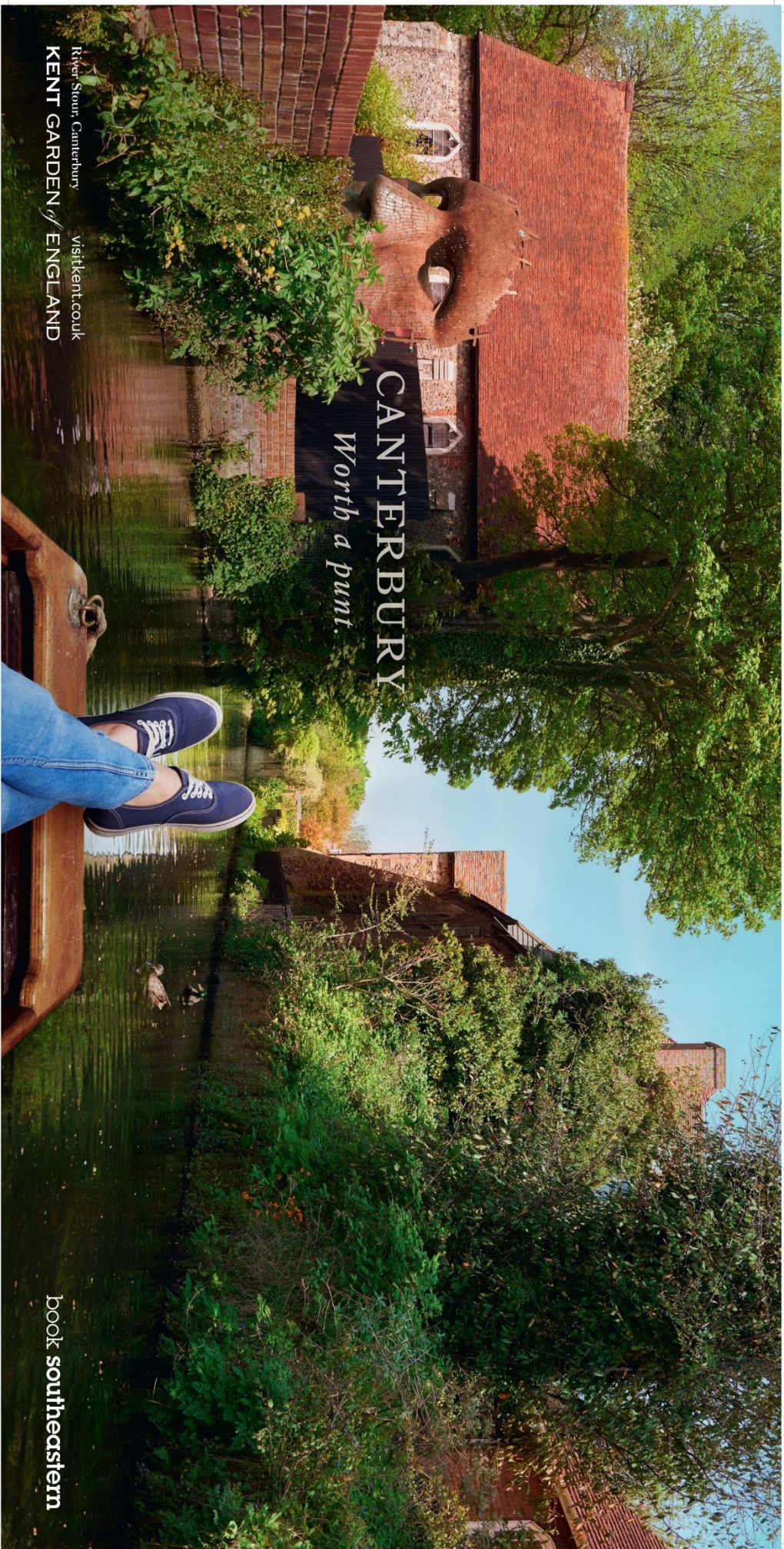
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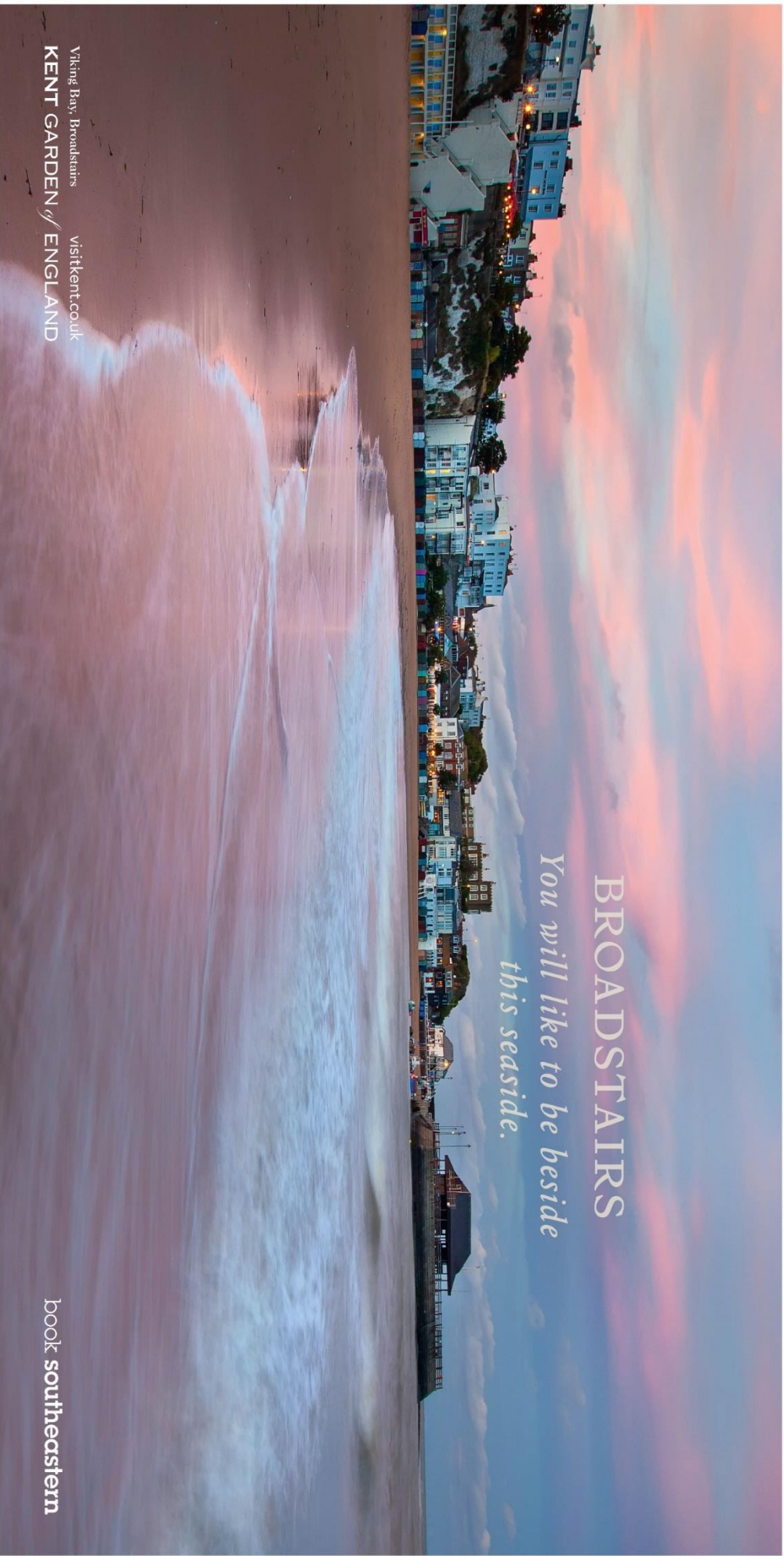
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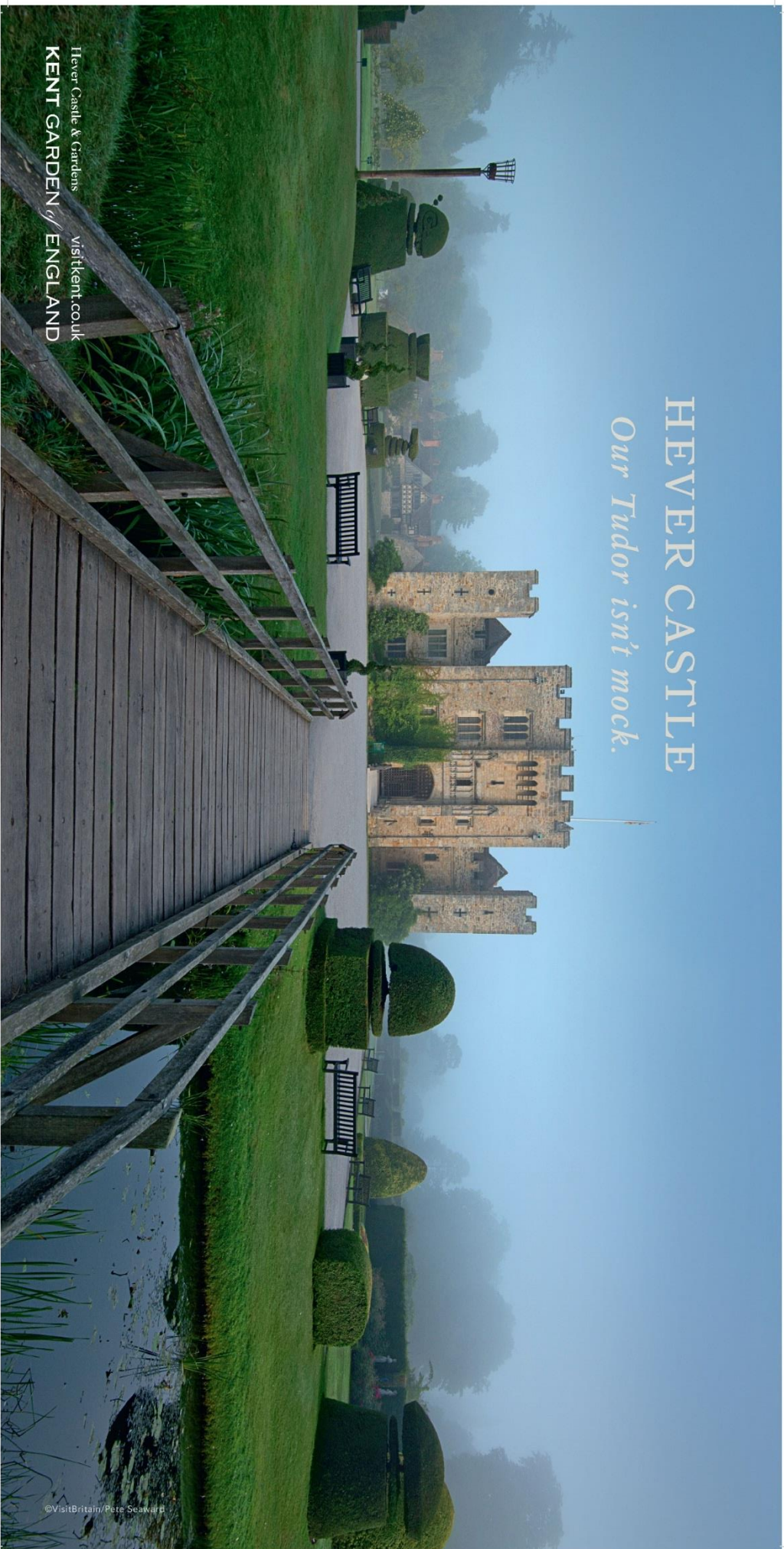
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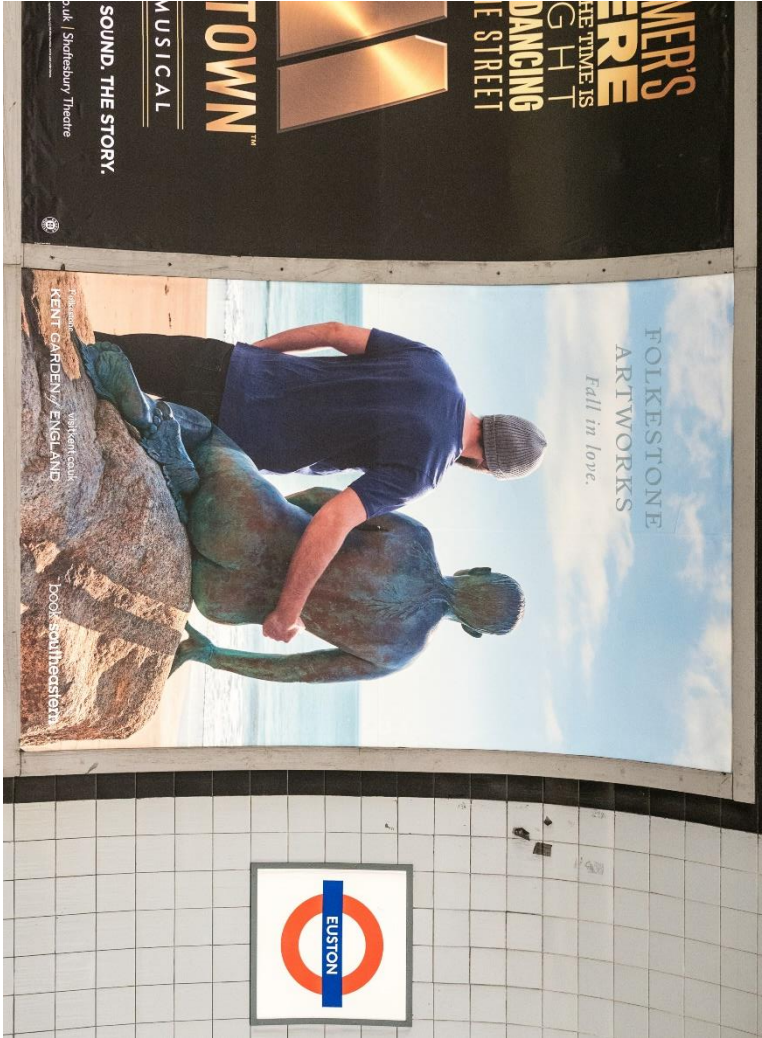
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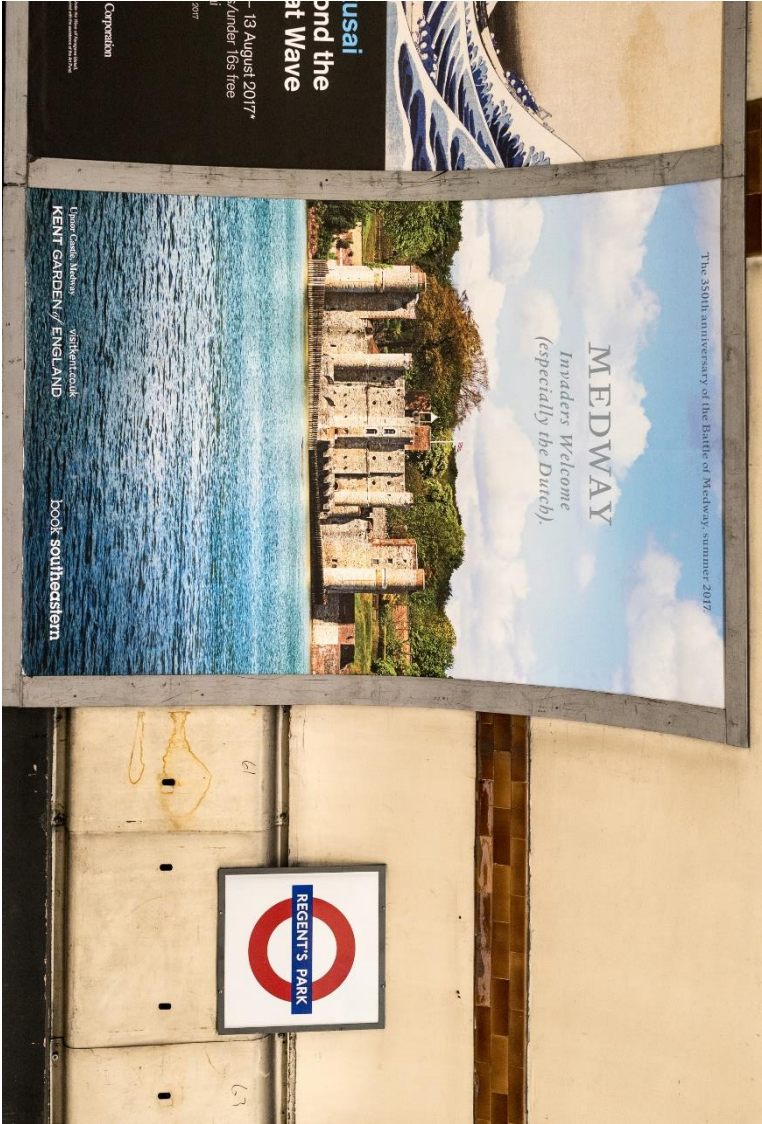


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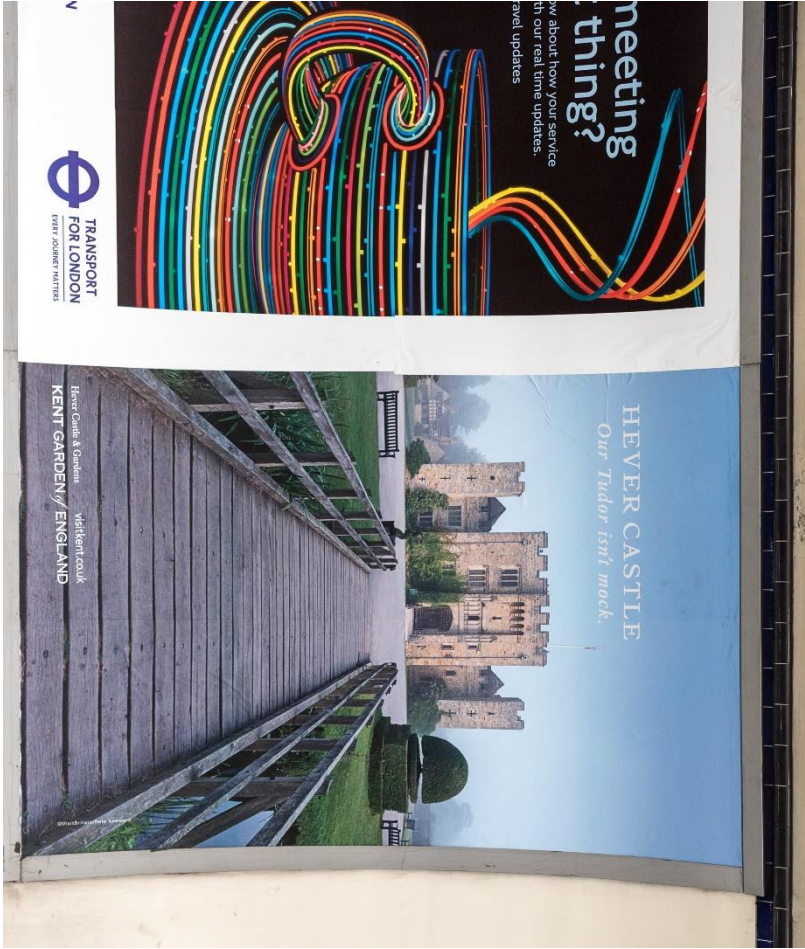


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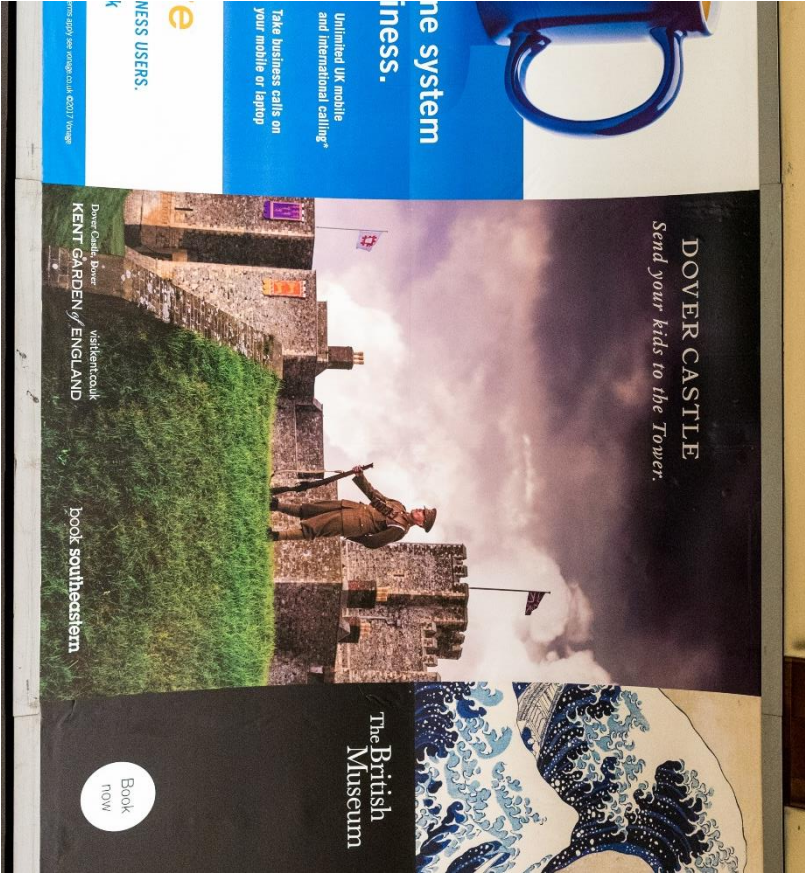


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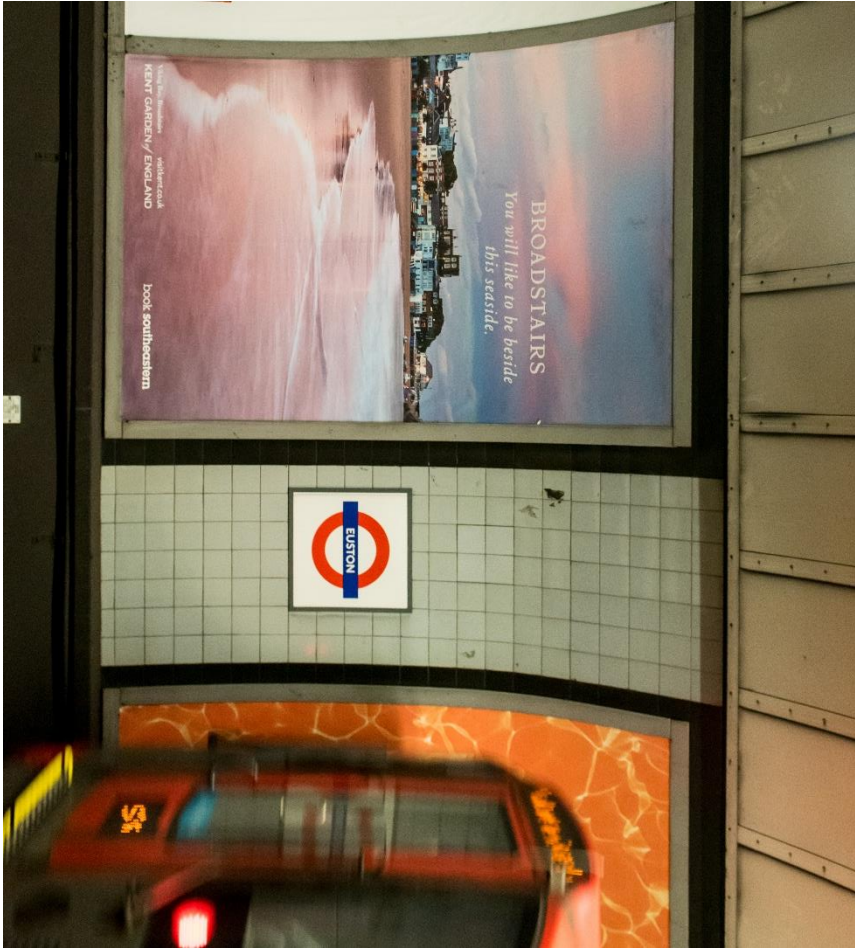



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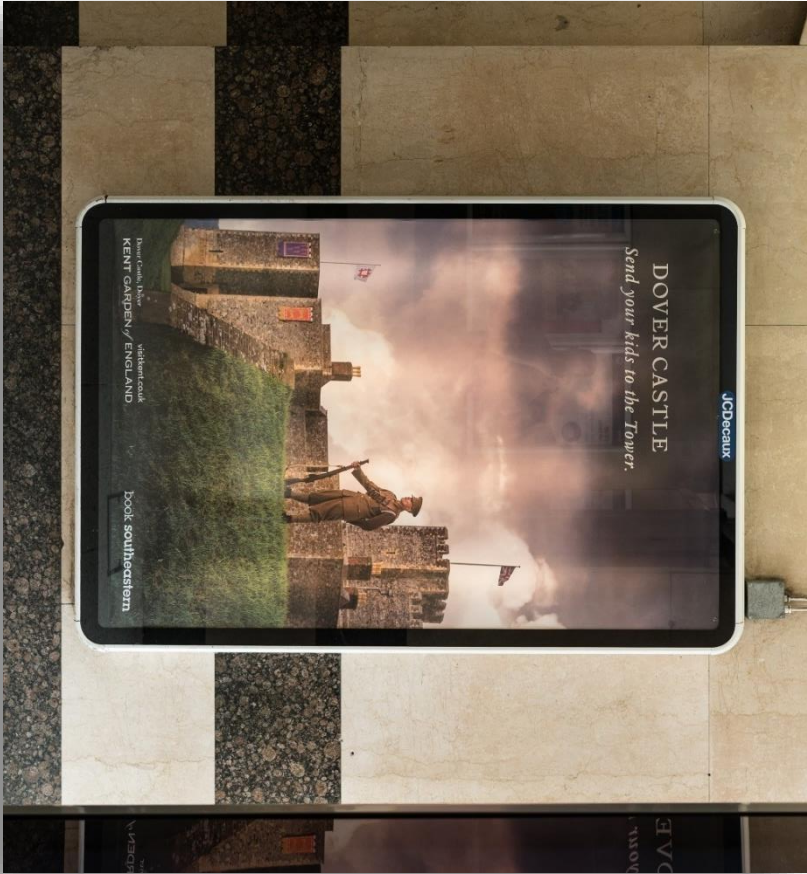


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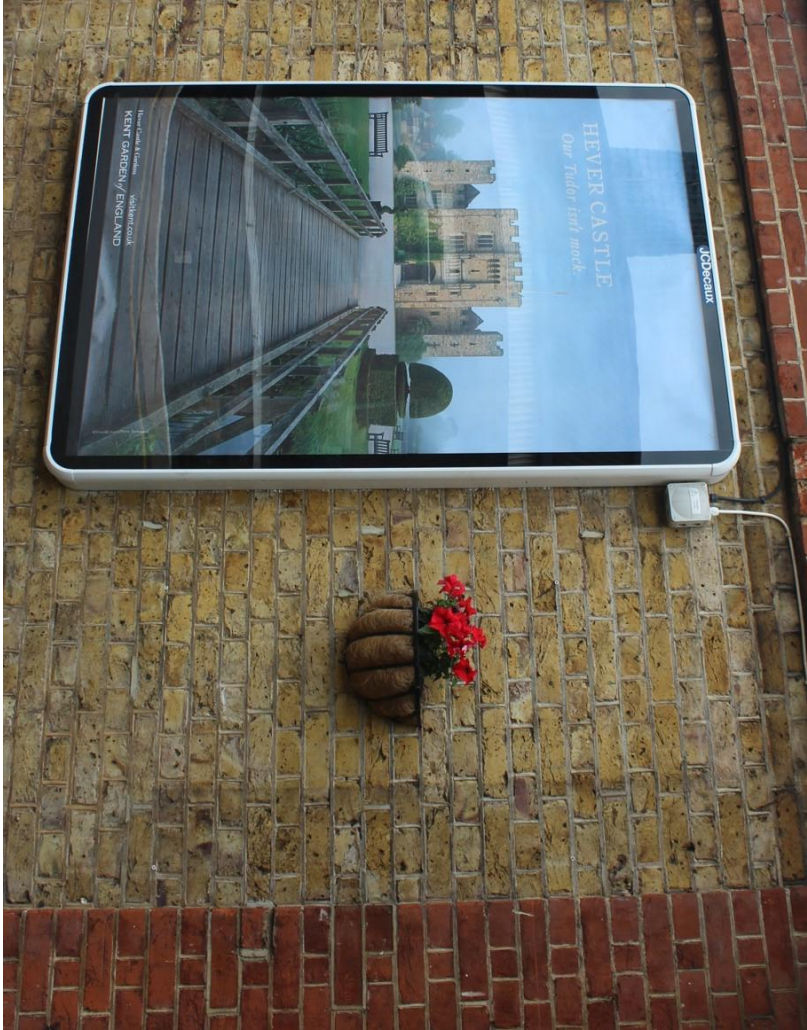
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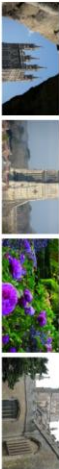
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Types of Attractions

- ☐ Signs & Landmarks (114)
- ☐ Nature & Parks (88)
- ☐ Museums (63)
- ☐ Outdoor Activities (88)
- ☐ Tours (77)
- ☐ Zoos & Aquariums (3)
- ☐ Shopping (138)

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Gloucester Cathedral
(4.5/5) 2,338 Reviews
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Pushkin Church of St John
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St James' Castle
(4.5/5) 1,118 Reviews
Castles, Sacred & Religious...



St James' Church
(4.5/5) 179 Reviews
Sacred & Religious Sites

Day Trips & Excursions



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from £68.00*



Small Group Day Trip to Gloucester
(4.5/5) 1,118 Reviews
from £139.00*



Downton Abbey Village
(4.5/5) 1,118 Reviews
from £78.00*



Bathurst Palace Tour and Gardens
(4.5/5) 1,118 Reviews
from £58.00*

Historic Sites



The Church of St John
(4.5/5) 1,280 Reviews
Ancient Sites, Historic Sites



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Woodchester Mansion
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(4.5/5) 884 Reviews
Dairies



Cotswold Wildlife Park
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Zoos



Gloucestershire Wildlife
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Zoos

Gardens



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(4.5/5) 1,118 Reviews
Gardens



Hagrove Gardens
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Bosworth Battlefield
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Things to Do in Ramsgate



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- ☐ Museums (63)
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St James' Castle
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Castles, Sacred & Religious...



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Sacred & Religious Sites

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Points of Interest & Landmarks in York

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- ☐ Parks & Gardens & Landmarks

Signs & Landmarks

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- ☐ Historic Sites (29)
- ☐ Street & Highway Signs (22)
- ☒ Parks & Gardens & Landmarks (26)
- ☐ Churches & Cathedrals (6)
- ☐ Museums (1)
- ☐ Observations Check & Trips (3)

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York weather essentials:

	January	February
Highest Temp.	7°C	7°C
Avg Temp.	-1°C	-1°C
Lowest Temp.	-7°C	-7°C
Rainfall	67mm	57mm
Sunlight	4hrs	5 hrs
Hours daylight	8hrs	9 hrs
Hours nighttime	16 hrs	16 hrs

Source: The Met Office
Forecast Time: 12pm

The Shambles

5/57 reviews
#1 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

York City Walls

5/89 reviews
#7 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

Castle Howard

2/57 reviews
#12 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

Clifford's Tower

5/89 reviews
#12 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

The Rose Window

7/9 reviews
#13 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

Hogarth Windmill

8/1 reviews
#15 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

Yorksire's Winter Wonderland

2/4 reviews
#16 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

The Roman Column

5/6 reviews
#27 of 80 Signs & Landmarks in York
Match: Points of Interest & Landmarks

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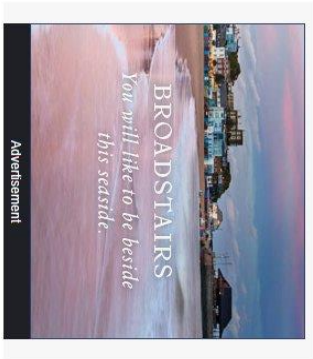
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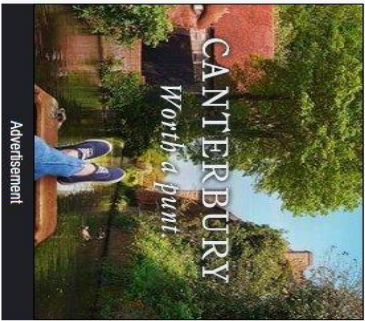
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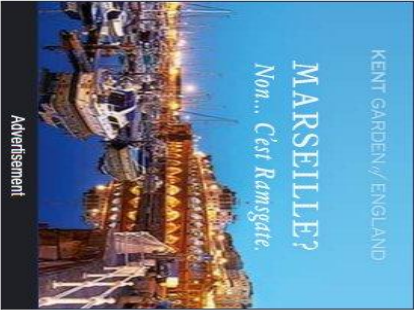
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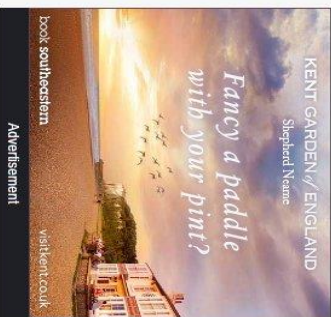
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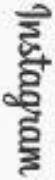
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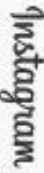
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



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9 reasons to choose Kent this summer

Why the Garden of England is the perfect place for your summer staycation.

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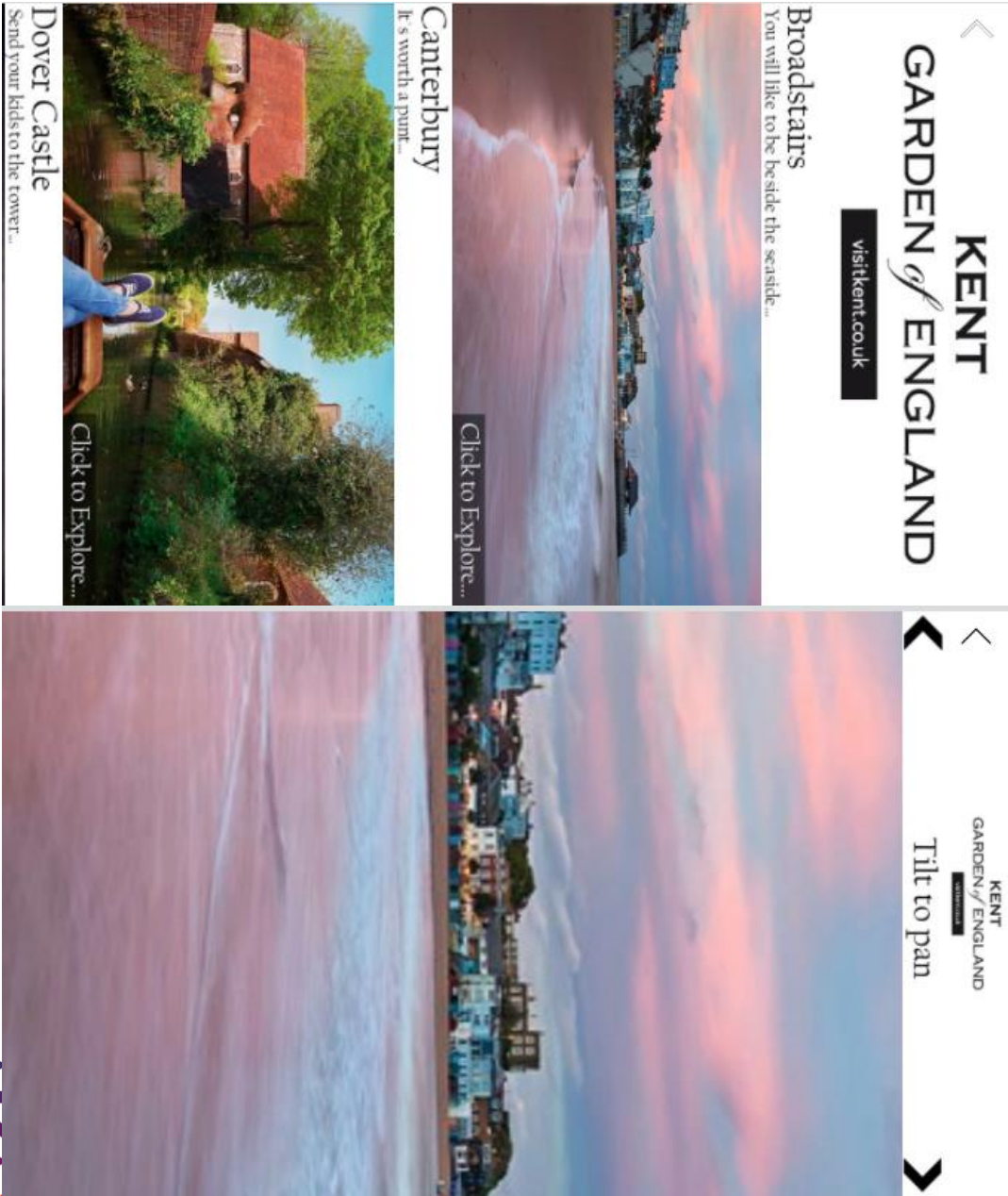
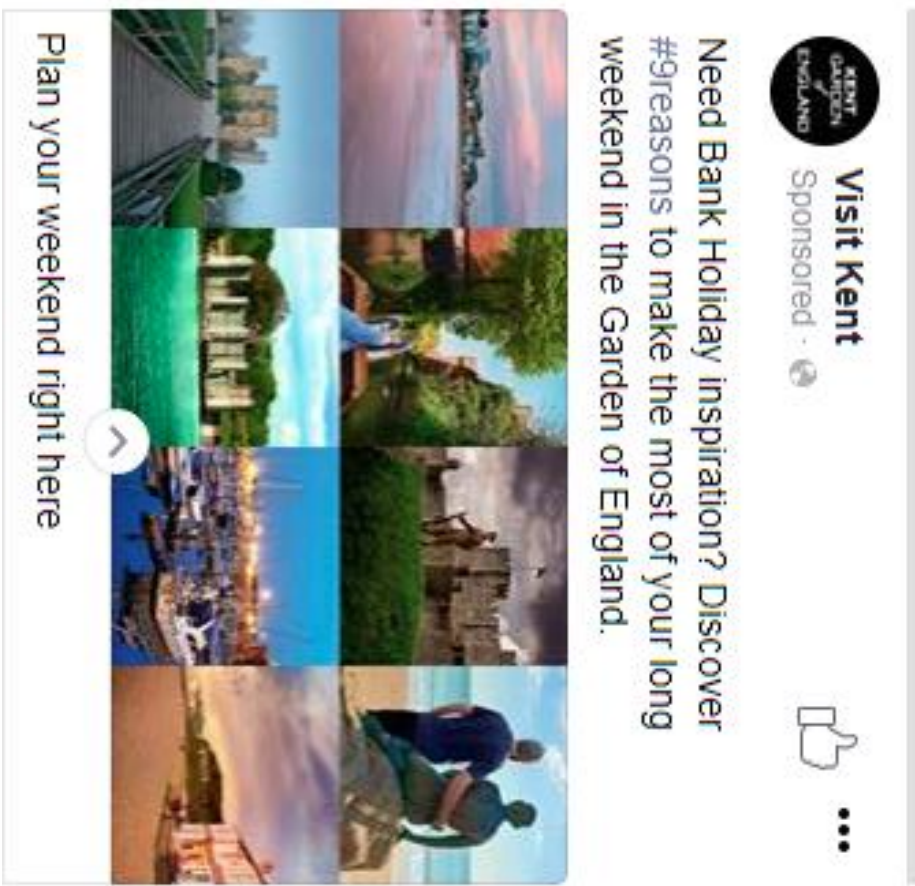
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9 reasons to choose Kent for your summer staycation.

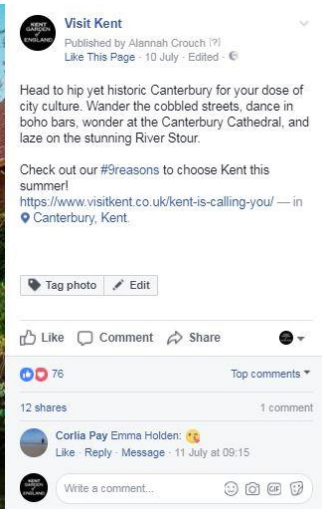
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Visit Kent
 Published by Alannah Crouch 191
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Uncover ancient stories, take in breath-taking sea views, and let the little ones run wild and free with an epic trip back in time at Dover Castle.

Check out our #9reasons to choose Kent.
<https://www.visitkent.co.uk/kent-is-calling-you/> — at
 Dover Castle.

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Kizzy Viggers Definitely well worth a visit. We were there in June 2017. Fantastic
 Like · Reply · Message · 2 · 3 July at 13:57

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 Dover Castle

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visitkent Uncover ancient stories, take in breath-taking sea views, and let the little ones run wild and free with an epic trip back in time at Dover Castle. For more inspiration click the link in our bio and check out our #9reasons to choose Kent this summer!

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JULY 4

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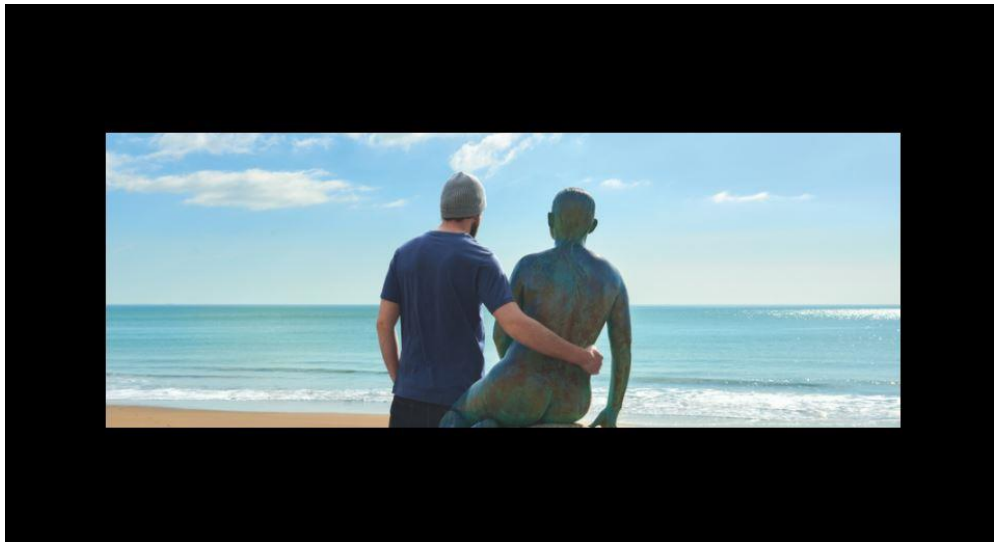
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Known as the Key to England, @EHdovercastle is a fantastic & great value day out for the whole family to enjoy!
ow.ly/zEjx30dqKmg


5:45 AM · 8 Jul 2017



8 Retweets
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8
 18





Visit Kent
Published by Visit Kent · 71
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This summer forget your passport and book yourself a spectacular staycation in Kent. For a multitude of inspiration, and to discover our fantastic #9reasons to fall in love with the Garden of England this season head to <http://www.visitkent.co.uk/kent-is-calling-you> — in  Folkestone, Kent.






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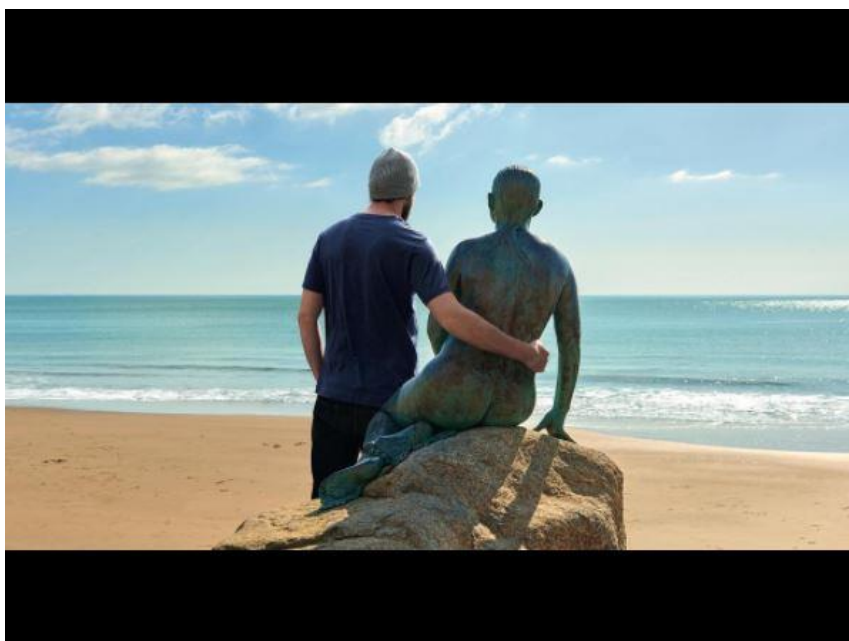
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Rosa Martínez I'd love to be back in Folkestone. Wonderful place by the sea... the park along the beach is sooo beautiful!!!!
Like · Reply · Message · 18 July at 13:17




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MAY 22

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This #TravelTuesday we're transported back to a sunnier day with this beautiful view of #Folkestone! @FolkArtworks #9reasons

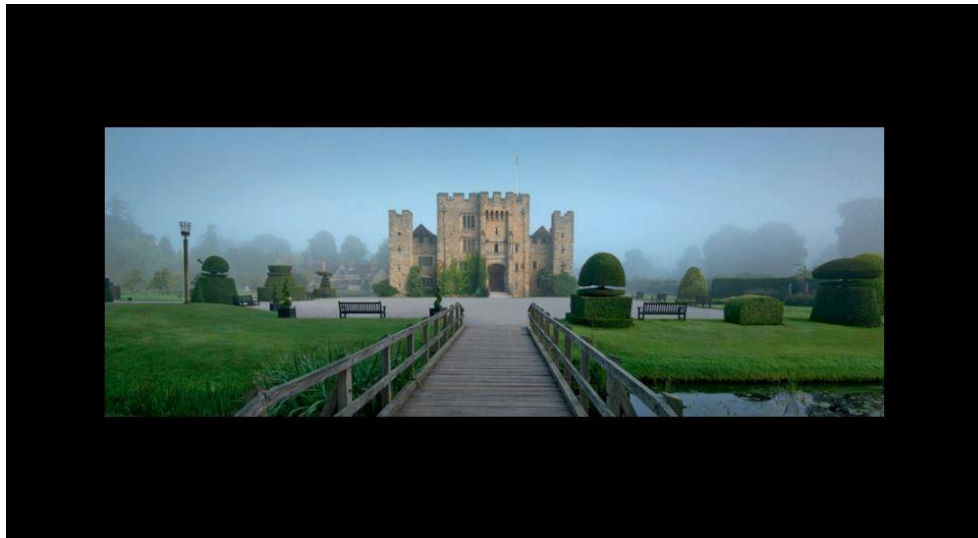


1:00 AM · 15 Aug 2017

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👤 Brie Blackstone beautiful
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👤 Algidija Buginaite Juani JF
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Hever Castle & Gardens

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visitkent Over the next few weeks we will be sharing our top #9reasons to enjoy a summer staycation in Kent this season. This week, explore the beautiful childhood home of Anne Boleyn at Hever Castle. We're sure you'll 'lose your head' when you venture out into the castle's glorious gardens. For more inspiration click the link in our bio!

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349 likes

JUNE 25

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Visit @hevercastle this #Summerholidays by @Se_Railway & receive 2for1 entry with our fantastic #KENT2FOR1 offers!
ow.ly/ut1J30dX2PO



5:15 AM · 27 Jul 2017

6 Retweets 13 Likes



🗨 6 📷 13 ✉



Visit Kent
Published by Visit Kent · 71
Like This Page · 5 June · Edited · ©

Over the next few weeks we'll be sharing #9reasons to choose Kent for a spectacular staycation this summer. This week be enticed by the drama, dockyards and Dutch courage of marvelous Medway. <https://www.visitkent.co.uk/kent-is-calling-you/> — at [Enjoy Medway](#).

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2 shares 4 comments

Antony Gledhill Look at the blue waters of the Medway, beautiful!
Like · Reply · Message · 1 · 5 June at 21:28
 1 Reply

Old Chalk New Downs Don't forget the beautiful



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visitkent Over the next few weeks we'll be sharing #9reasons to choose Kent for a spectacular staycation this summer. This week be enticed by the drama, dockyards and Dutch courage of marvelous Medway as celebrations for the 350th anniversary of the Battle of Medway commence.

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JUNE 9

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#DYK the Battle of Medway took place in & around @UpnorCastle, learn more today with their fantastic #BOM Exhibition ow.ly/A7kd30dlqIt

4:10 AM · 5 Jul 2017

6 Retweets 11 Likes




Visit Kent
Published by Visit Kent (?)
Like This Page · 26 June · Edited ·

Marseille? Non, c'est Ramsgate. Arty, boho, beautiful, this little slice of Thanet coastline is a joy to behold.

Check out our #9reasons to choose Kent this summer!
<https://www.visitkent.co.uk/kent-is-calling-you/> — at Port of Ramsgate.

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75 Top comments


 Ralph Lombart I was in Ramsgate Riviera this morning and took a few pictures, including this one.



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visitkent


visitkent It's a chilly night this evening, but here's a #throwbackthursday to warm you up! Beautiful summer evenings by Ramsgate's Royal Harbour!

visitkent #harbour #kent #visitkent #lovegreatbritain #beautiful #instatravel #ramsgate #thanet #coast #kentcoast theangelroomsbroadstairs Beautiful photo they_lived_happily_ever_after Very cool!




290 likes

JANUARY 5

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Today's #MondayMotivation picture comes from the beautiful Ramsgate Royal Harbour, it's a perfect picture to start your productive week!

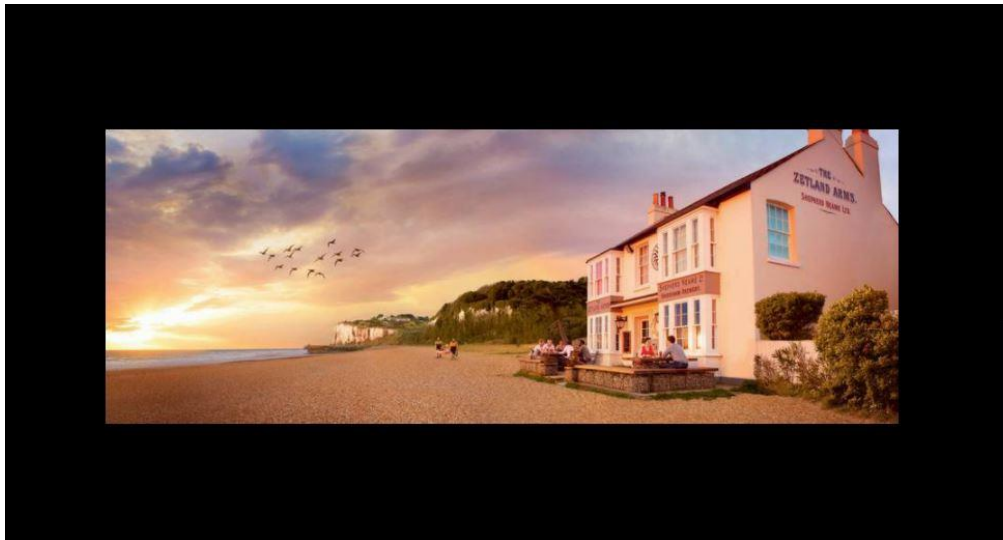


2:10 AM · 26 Jun 2017

24 Retweets
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 1
  24
  41
 



**Visit Kent**
Published by Alannah Crouch 191
Like This Page · 29 May · Edited · €

This summer, forget your passport and book yourself a spectacular staycation in the Garden of England. Head over to our website and discover nine first-rate reasons to choose Kent this summer, <https://www.visitkent.co.uk/kent-is-calling-you/> — at  The Zetland Arms.



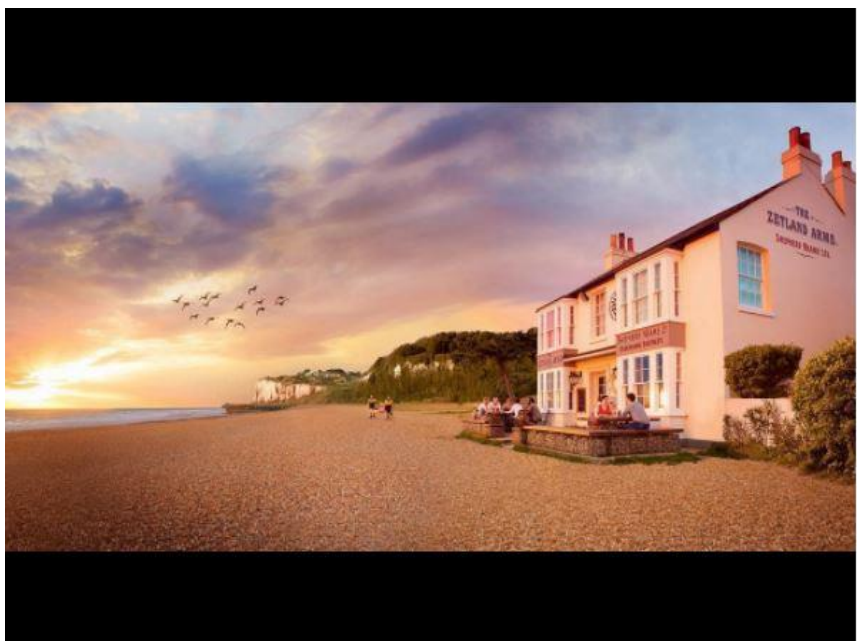
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12 shares 1 comment

 **Margaret Fay** Beautiful and  x
[Like](#) · [Reply](#) · [Message](#) ·  1 · 24 July at 11:32





**visitkent** Follow

visitkent It may be raining outside but this stunning photo of the Zetland Arms is brightening up our rainy day. To discover more great places to visit this summer check the link in our bio for our #9reasons to choose Kent!

visitkent #Kent #VisitKent #VisitEngland #England #kentiscalling #Broadstairs #Canterbury #DoverCastle #Folkestone #HeverCastle #Medway #Ramsgate #ShepherdNeame #Southeastern #traveltuesday

306 likes

JUNE 6

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@VisitKent Follow

It's #beerdaybritain! We couldn't think of anywhere better to enjoy a beer on this sunny day than down by the beach at @ShepherdNeame

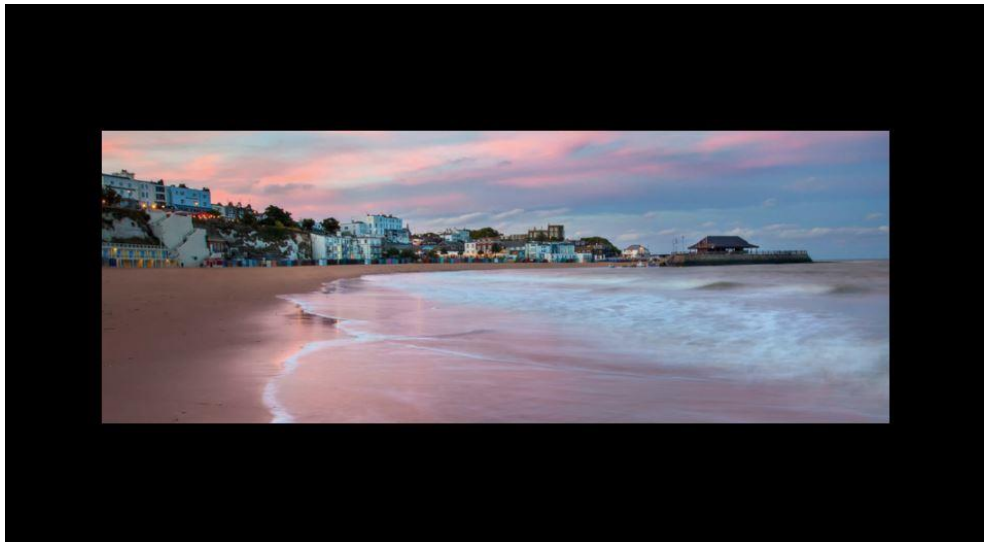


8:05 AM · 15 Jun 2017

8 Retweets 19 Likes



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Visit Kent
Published by Visit Kent 191
Like This Page · 12 June · Edited ·

Over the next few weeks we will be sharing our top #9reasons to enjoy a summer staycation in Kent this season. This week, enjoy sand, sea and sunshine, and sunsets to die for at Viking Bay, Broadstairs.

For more inspiration head to www.visitkent.co.uk/kent-is-calling-you — in [Broadstairs](#).

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 2 comments

Martin Allen Joanne fancy trip on Sunday
Like · Reply · Message · 12 June at 10:50

Rachelle Ann M. Todoc Jhay Todoc
Like · Reply · Message · 22 August at 22:35

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 Broadstairs

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visitkent Over the next few weeks we will be sharing our top #9reasons to enjoy a summer staycation in Kent this season. This week, enjoy sand, sea and sunshine, and sunsets to die for at Viking Bay, Broadstairs. Click the link in our bio to discover more!

oilens @sar_kj

visitkent #Kent #VisitKent #VisitEngland #England #kentiscalling #Broadstairs #Canterbury #DoverCastle #Folkestone #HeverCastle #Medway #Ramsgate

417 likes

JUNE 12

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Sea, sand & stunning sunsets at Viking Bay, Broadstairs... Just one of the #9reasons to visit Kent this summer ow.ly/CxHt30cwBWG



9:35 AM · 12 Jun 2017

14 Retweets
 28 Likes

1
 14
 28