



# Canterbury

A first class cultural heritage destination

## Where we want to go: 2018 - 2024

To position Canterbury as a first class cultural heritage destination

The core objectives are:

**INCREASING DAY VISITOR SPEND**

- High spend groups market
- Nurturing the student and schools market
- Supporting the city's attractions
- Improving the welcome

**CREATING A HEALTHY TRADING ENVIRONMENT**

- Supporting events
- Enhancing the visitor environment
- Encouraging great partnership working

**TELLING FRESH STORIES**

- Real stories
- A reason to visit 'now'
- Live like a local

**GROWING THE OVERNIGHT MARKET**

- Promoting the right product
- Championing the evening experience
- Encouraging VFR travel

**DELIVERING A DISTINCTIVE BRAND**

- Bold images
- Engaging content
- Targeted and inspiring delivery

### We need to:

- Broaden awareness of what the city has to offer.
- Deliver quality information and inspiring content to inform decision making and encourage overnight and repeat travel.
- Explore new opportunities to work in partnership across the city and with the tourism industry.

## What are the next steps

2017 set a record for inbound tourism to the UK, with 39.2 million visitors spending £24.5 billion.

The focus for the next 5 years is to increase market share of overnight and international trips.

## How?

Create a Destination Management Plan Steering Group to focus on:

1. Brand, Product, Channel
2. The Customer Experience
3. Industry, Trade and Media Partnerships

To bring **your** destination management plan to life.



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A destination management plan for our city **2018 - 2024**



**7.2 million**

Day and overnight trips -  
no.1 destination in Kent

Overnight: **9%**  
Day: **91%**

**£450 million**

Day and overnight  
visitor generated value  
(indirect + actual spend)

**9,378 jobs**

Visitor economy  
= 15% of all  
employment

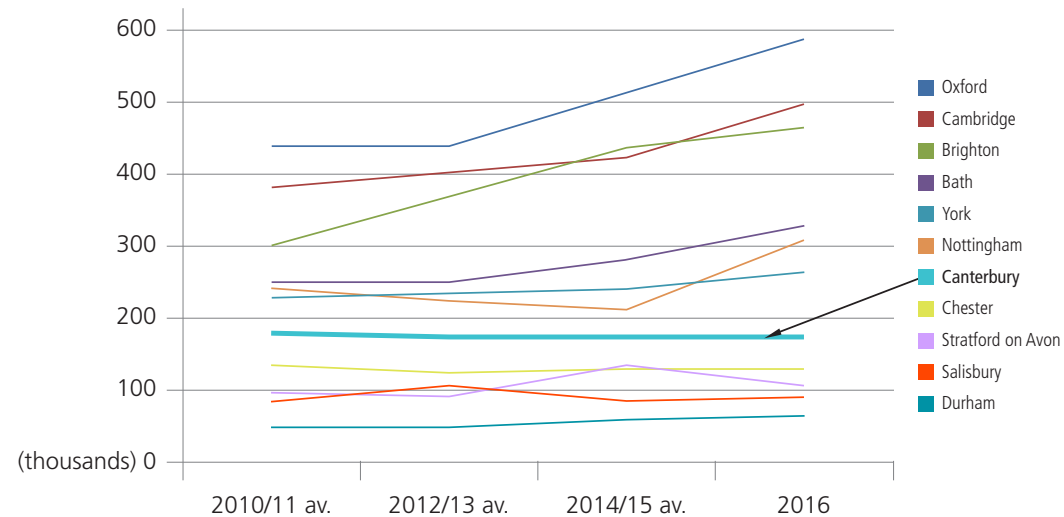


## Where are we now?

- Dominated by day visitors. We need them to stay longer and spend more.
- Staying visitors spend more, but international visitors spend the most.
- Potential to grow overnight trips by capitalising on the visiting friends and relatives market through university travel.
- Consumers needs are changing. They don't want to see a destination, they want to experience it.

## How do we compare nationally?

National growth trend (International visitors)



Source: International passenger survey 2010-2016.

## What we've achieved so far: 2013 - 2018

Working together in partnership across the city we have:

- Built a shared story
- Ensured Canterbury looks its best all year round
  - ◆ 1 million flowers in 370 hanging baskets
  - ◆ Gold award winning bloom campaign
  - ◆ 5 miles of Christmas lighting
  - ◆ 13 miles of streets deep cleaned
- Established a joined-up Christmas Marketing campaign, reaching 2 million people across Kent.
- Built a brand image library on the Canterbury Connected Flickr account.
- Taken part in Visit Kent's annual summer campaign in London, which provided Canterbury with 29 million digital impressions in 2017.
- Strengthened Canterbury's status nationally and internationally by becoming part of the England's Historic Cities Partnership.
- Supported city centre events ensuring our city remains a vibrant and creative destination for visitors and locals. Each year our city's events receive over 105,000 visitors.
- Visitors to the city are welcomed by our award-winning Ambassadors, on duty 7 days a week, throughout the year.

## What we have to offer

