



# **Sandra Matthews-Marsh**

## **Chief Executive**

### **Visit Kent**



# CAST

(Coastal Actions for Sustainable Tourism)



# KENTS COAST

- Greatest natural asset
- 350 miles of varied coastline
- Iconic White Cliffs of Dover
- Rarest natural habitat in the world
- World renowned attractions Dover Castle
- New investment – Turner contemporary
- Beaches and bays (Blue flag)
- Mysterious landscapes

# VISITOR PERCEPTIONS

- 2007 Research
- Coastline in decline
- Viewed as old fashioned
- Low awareness levels
- Programme of change through CAST
- Development of the waterfront
- Changing perceptions

# OBJECTIVES

- To change perceptions of the coast
- To strengthen image
- To launch a range of new and innovative products and campaigns
- To generate increased spend
- To involve local people as champions

# CHANGING PERCEPTIONS

- New Branding strategy
- Major marketing campaign
- Joint marketing with CAST partners
- Lonely Planet (Global Brand)
- Product development
- Iconic imagery



Lonely Planet guides







# WALKING & CYCLING

- Target interventions to increase sustainable tourism in natural environment
- 2.7bn visits
- Countryside 52%
- Green spaces within towns and cities 38%
- Coastal locations 10%
- Walking is the most popular activity (78% of all visits to the natural environment)





# RESULTS – CHANGING PERCEPTIONS

- 2012 Research
- Recognition of Kent having a ‘stunning coastline’
- Increased by 16% points to 52%
- Beaches has risen 16% points to 47%
- Gardens has seen a 12% rise to 49%

# WHAT NEXT? SEACONOMICS

- Continue to raise awareness
- Attract new business development
- Ensure long term sustainability of the coast
- Support existing and new businesses
- Address quality issues
- Develop knowledge and share experiences

**Thank you**  
Q&A's will now be answered

