



*in Kent*

2025  
PARTNERSHIP  
CAMPAIGN  
OPPORTUNITIES

KENT  
GARDEN *of* ENGLAND

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# *It's in our Nature...*

## The top successes of 2024's *It's in our Nature...* campaign

- **Five** new and updated content features for partners for the domestic market, promoted via digital paid promo
- **Six** new itineraries for the French market, promoted via digital paid promo
- Domestic competition with **12,357** entries, and **242k** impressions with a reach of **98,891** on the paid promotion
- International competition with **355** entries, and **159k** impressions with a reach of **67,378** on the paid promotion
- A digital campaign which began on the 9th August and that is still running, achieving so far:
  - **1.23 million** impressions
  - **19,953** link clicks
  - A reach of **494,000**
  - A link **CTR of 1.63%** - the average CTR for travel campaigns is 0.90%
- International influencer trip with The French Wanderers, producing 24 Story screens averaging **2000** views and 3 Reels which were viewed **46,326** times
- A **new suite of photography** for Stagecoach

*\*Interim results, as campaign ongoing through to February 2025*



Visit Kent

Sponsored ·

×

⋮

With medieval fun and games, pirates and knights, summer quests, and Roman history, it's in English Heritage's nature to host ...see more



visitkent.co.uk

It's in our Nature...summer fun with English Heritage

Learn more

Like

Comment

Share



Contact Us

Visit Kent Business

Sign up to our newsletter

KENT GARDEN of ENGLAND

Experiences

See and Do

Stay and Eat


What's On

Destinations

Inspiration

Getting Here


Home



C'est dans notre nature...


Avec 560 kilomètres de côtes magnifiques, des hectares de paysages vallonnés à apprécier, des siècles d'histoire à découvrir et de nombreux produits locaux frais à servir, il est tout simplement dans notre nature d'ouvrir grand les portes et de partager avec nos visiteurs tout ce que nous aimons dans le Kent, région du sud-est de l'Angleterre.

Réputé pour être le jardin de l'Angleterre, le Kent offre de nombreuses possibilités de séjour. De l'accueil des gourmets aux récits historiques passionnants, en passant par les paysages les plus spectaculaires aux portes du jardin, ces joyaux du Kent figurent naturellement parmi les meilleures destinations du pays. Admirez des perspectives à perte de vue à partir des emblématiques falaises blanches de Douvres à **Douvres**, **Deal** et **Sandwich**, découvrez de charmants jardins anglais et des manoirs historiques à **Sevenoaks**, et goûtez aux meilleurs produits du Kent à **Tunbridge Wells**. Quel que soit le chemin que vous souhaitez emprunter, il ne fait aucun doute que le Kent est la destination qui s'impose pour une escapade.




Histoire et patrimoine à Sevenoaks

À Sevenoaks, vous pouvez vous plonger dans tout cela. Des paysages vallonnés luxuriants couverts de...




Histoire et patrimoine à Tunbridge Wells

La magnifique ville de Tunbridge Wells constitue un écrin pour de nombreuses demeures majestueuses et...




Histoire et patrimoine au pays des White Cliffs

Nous vous invitons à découvrir quelque-une de nos lieux préférés qui racontent ces histoires...




Les merveilles de la nature au pays des White Cliffs

Connue pour ses célèbres falaises de craie de Douvres, qui ont inspiré de nombreuses chansons et sont devenues...



Les merveilles de la nature à Tunbridge Wells

Avec ses forêts accidentées, ses sentiers de randonnée, ses beaux villages et sa vaste campagne, le Kent est nature...




Les merveilles de la nature à Sevenoaks

Réputée pour ses vues pittoresques de rivières, ses magnifiques manoirs, ses nombreux sites du National...

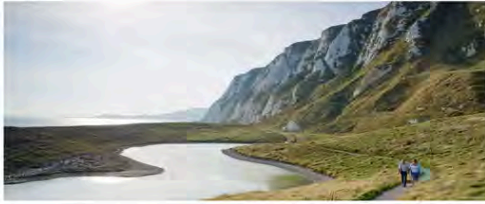
C'est dans notre nature...de raconter une bonne histoire

Les récits historiques sont nombreux ici dans le Kent et nous sommes sûrs que vous avez entendu parler de certains d'entre eux. Des tunnels construits dans les falaises, des forteresses et de la découverte d'un bateau de 3 500 ans datant de l'Âge de bronze à Douvres, à la demeure de Winston Churchill à Sevenoaks et au château féérique de Scotney à Tunbridge Wells, laissez-nous vous emmener dans un voyage épique à travers le passé du Kent.



C'est dans notre Nature...d'aimer les grands espaces

Avec deux sites figurant sur la liste des National Landscapes et six plages labellisées pavillon bleu, sans oublier le titre de "Jardin de l'Angleterre", nous ne doutons certainement pas que nous rêvions nous dans le



frenchwanderers and 2 others

Art Music · Hug Me

frenchwanderers

Nos meilleurs endroits pour un week-end au Royaume-Uni en automne.

Et pour cette série de reels d'idées week-end, on t'emmène dans la région du Kent située à environ 1 h de Londres et 35 minutes de la France en prenant @leshuttle à Calais.

Pour ce premier épisode, on te partage nos meilleurs spots dans le coin de Douvres :

📍 Les falaises blanches de Douvres : tu peux venir te balader sur les hauteurs des falaises et faire une petite randonnée du visitor center jusqu'au phare de south Foreland. @nationaltrust

📍 Sandwich : on a eu un coup de cœur pour ce village médiéval situé à seulement 20 minutes de Douvres, on te conseille vraiment de venir découvrir cet endroit où le sandwich est né grâce au comte de Sandwich.

📍 Crabble Corn Mill : il s'agit du moulin toujours en activité dont on te parle dans la vidéo, il est situé à Douvres, tu peux le visiter tous les jours sauf le vendredi et samedi et tu pourras même repartir avec ton paquet de farine. @crabblecornmillofficial

📍 Château de Douvres : si le temps te le permet, on te conseille également de visiter le château de Douvres situé sur les hauteurs des falaises.

📍 The Marquis of Granby : non loin du moulin, tu trouveras ce restaurant avec l'ambiance parfaite pour un délicieux repas dans une atmosphère chaleureuse. Typiquement le genre de lieu que l'on venait chercher ici à l'automne, un coup de cœur pour nous ! @themarkisofgranby

📍 Wheeler's Fish & Chips : pour un fish & chips de compétition à Douvres, on te recommande ce lieu. Tu pourras choisir la taille, le poisson et même la façon de le préparer. @wheelers\_fishandchips

📍 Best Western Premier Dover Marina Hôtel & spa : pour passer une nuit à Douvres, on te recommande cet hôtel avec ses chambres vue mer. Tu pourras aussi profiter de son restaurant, bar et de son spa. @dovermarinahotel

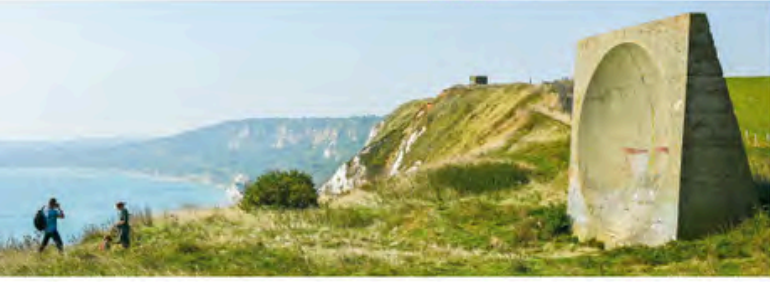
Enregistre ce reel pour retrouver facilement ces endroits et abonne toi pour ne pas manquer la 2ème partie avec des lieux juste incroyables pour des idées de week-end dans le Kent.

Collaboration commerciale  
#visitkent #visitdover #lovegreatbritain


11 w · See Translation

keeperscottages How lovely

11 w · 3 likes · Reply



Delicious food & drink, a wonderful natural environment, a warm welcome ... are all part of Kent's Nature...



KENT GARDEN of ENGLAND

www.VisitKent.co.uk

# KEY TRENDS FOR 2025

1



## Sustainable Tourism

Increasing awareness of the importance of sustainability

Increasing appetite for sustainable and eco-friendly options

2



## Pursuit of value

Consumers have become more cautious with spending and are seeking value for money

Prioritising affordable luxury on a budget, balancing financial constraints with the need to prioritise experiences

3



## Culinary Experiences

Desire to sample local produce

Booking.com's research shows that half of travellers planned their trips around specific restaurants or dishes

4



## Rest & Wellness

Travellers are looking to rest and recharge, for transformation and to connect with loved ones

With high-impact adventures and experiences to maximise their time and financial investment

5



## The Switch Off

Taking a break from daily life, embracing relaxation to improve wellbeing and mental health

6

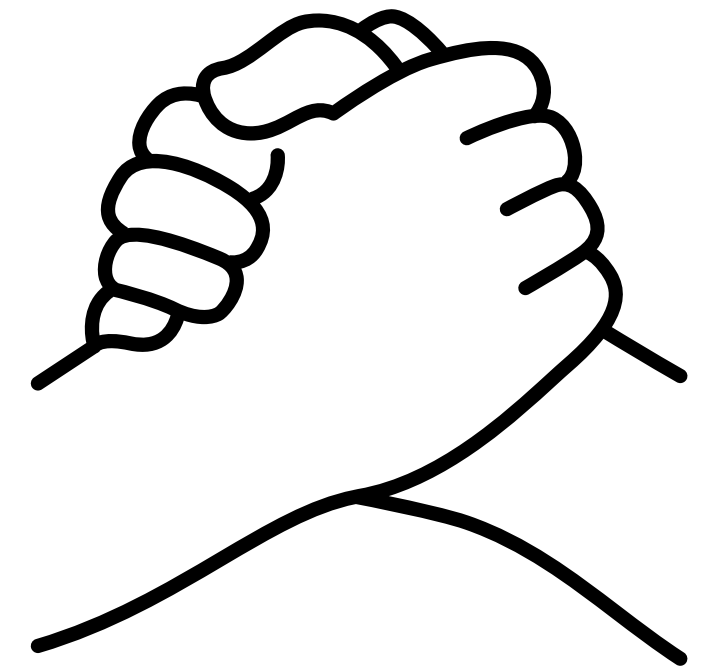


## Culture & Coast

For travellers looking to escape the crowds, natural landscapes and culture are the top experiences that determine their choice of destination

# WHY WORK WITH VISIT KENT AND BECOME A PARTNER IN A CAMPAIGN?

- Our expertise ensures a complete Kent message, one that showcases the wide ranging offer. It is not just about the coast, history, food and drink or countryside - we represent all of it, and visitors see that through our campaigns
- Our campaigns bring together partners from across the tourism spectrum, allowing them to access services which might not be available and/or affordable individually, delivering a strong and varied ROI
- Our activity is wide ranging and multi channel - encompassing targeted paid digital promotion, editorially rich inspirational content and email newsletters distributed to the Visit Kent consumer database, all delivered to an engaged audience who trust our voice



INTRODUCING

*in Kent*

## A FRESH NEW CAMPAIGN - FOR EVERYONE IN KENT

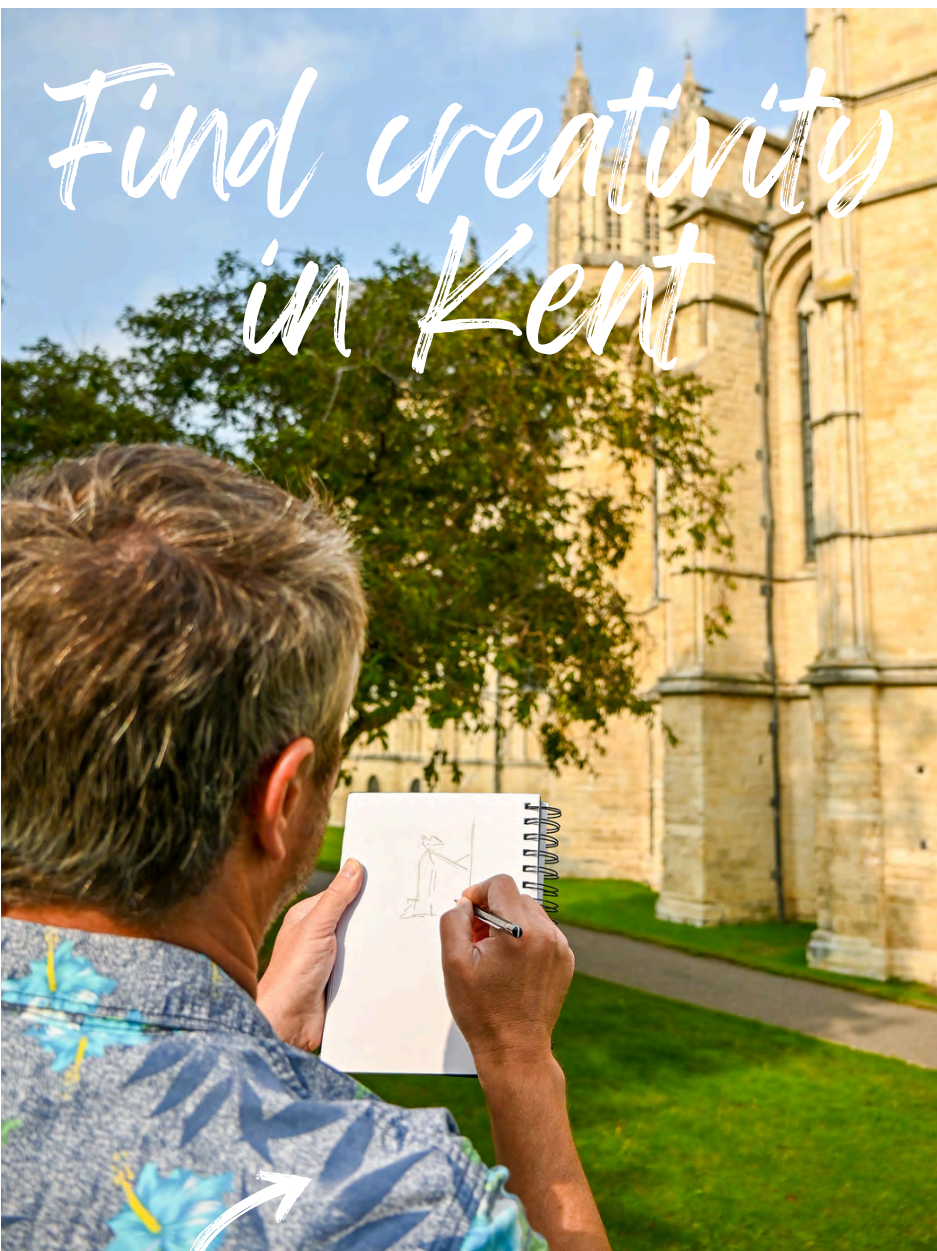
We've had a successful two years of running *It's in our Nature...*, but felt that to avoid creative fatigue and bring together new audiences we have refreshed the campaign messaging and focus.

Our broad campaign approach allows collaboration with a wide range of product - whether a castle, coastal district or a food and drink provider. At the core of the deliverables, we will showcase that Kent has so much to offer. Our creative can very much fit within any business or areas objectives, and this is demonstrated overleaf.

Our previous years' campaigns were divided into European and Domestic packages. As they proved equally popular with some partners wishing to target both, we have incorporated some international elements such as VisitBritain collaboration and Out of Home, with the primary domestic activity so everyone can benefit via two comprehensive packages.

# in Kent

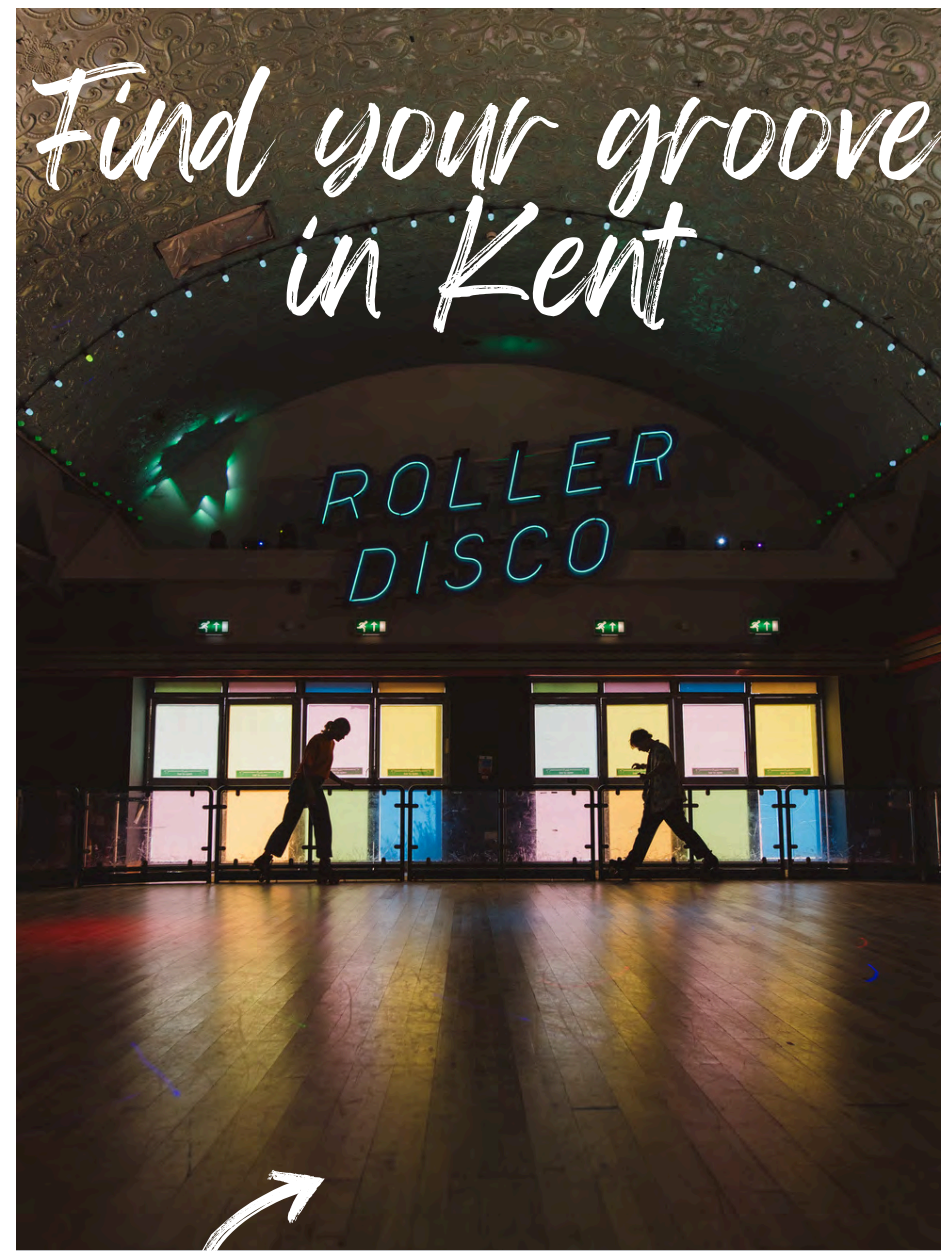
## CREATIVE EXAMPLES



Find creativity  
in Kent

Canterbury  
Cathedral

VISITKENT.CO.UK  
GARDEN of ENGLAND



Find your groove  
in Kent

ROLLER  
DISCO

Dreamland

VISITKENT.CO.UK  
GARDEN of ENGLAND



Find yourself  
in Kent

White Cliffs  
of Dover

VISITKENT.CO.UK  
GARDEN of ENGLAND



Find yourself  
in Kent

Whitstable


VISITKENT.CO.UK  
GARDEN of ENGLAND

# CAMPAIGN AIMS

Our aims for the headline campaign of the year are consistently driven by the key trends we have seen, and what our businesses and districts want to achieve for the year ahead and beyond. Our campaign aims for this year combine those, as below.

- To continue to raise awareness of the county of Kent as a whole, inspiring an increase in consumer footfall, length of stay and spend
- Tying in with the pursuit of value trend, we need to ensure that Kent is able to compete with other UK destinations, and so *in Kent* will showcase a wide range of businesses and areas for any budget, all year round
- With our wide range of product, we want to show Kent as a destination where people can escape the crowds and can take a break from the likes of work or city life, embracing culture to landscapes. Equally, we will weave sustainable messaging throughout to showcase that Kent's businesses are reducing their carbon footprint
- As we have seen, the desire to sample local produce and eat sustainably is strong, so we need to ensure that the campaign portrays positive perceptions of our wide breadth of wine to seafood
- To present Kent's high-quality experiences as a great way to spend valuable time together and make memories with family and friends

# AUDIENCE TARGETS



### 01 Social Contemporary Seekers


Predominantly the millennial market aged 18-35, comprising of couples and small groups of friends pre-children. Likely to be from London and the Southeast.

As the most likely audience to share their experiences on social media, decision-making and inspiration will be significantly driven by digital content, influencer activity and PPC advertising.

Accommodation choices may include unique self-catering accommodation, Airbnb, and mid-range hotels in more urban and city settings.

They look for unique experiences and can be active and adventurous. Experiences around learning and self-improvement will appeal strongly, alongside shared, creative, and cultural activities.

They also look for locally sourced produce, food festivals, street food, microbreweries, and shared space venues.



### 02 The Changing Family Dynamic


Families with children of different ages, moving away from the traditional nuclear family composition to include more intergenerational members and single-parent families, which should be reflected in messaging and marketing content.

This segment also ties in with trends around multi-family travelling, which is likely to see an increase.

They look for child-friendly activities, that are educational and hands-on. Likely to look for day trips alongside 3 nights or more, in self-catering accommodation, potentially close to nature and nearby to planned activities.

**Fun-seekers** – Families looking for value for money, perhaps with smaller children, and more social and value accommodation options including self-catering and caravans.

**Aspirational Family Fun** - Higher earning families which look for active child-friendly activities which centre around the outdoors and local culture. May also have older children and look for quality self-catering accommodation.



### 03 Green Spacers

#### Traditional vs. Cultural

Likely to be older couples and empty nesters.


Split by those interested more in the traditional outdoor offering and those slightly younger motivated by cultural activities alongside the outdoors.

High interest in the outdoors and local heritage, are active and look for attractions such as parks and gardens, National Trust properties and walking.

Activities such as head gardener tours, foraging, vineyard visits and local produce will appeal strongly.

Although they can go for the more luxury end, they will also be conscious of wanting to get value for money and added elements.

This segment will also be the most conscious of safety following the pandemic and therefore will be cautious and increasing confidence and instilling a sense of reassurance will be essential.



### 04 Hyper Local

This includes residents and the VFR market

Likely to be for a day trip or short break

Messaging should be centred around rediscovering local hidden gems and to discover places that they may not have known existed and supporting local businesses.

Likely to look for unique and one-off accommodation options, including tree houses, cosy cabin lodges and shepherd's huts close to nature.

These four segments are our key audiences. We will primarily use these to guide our paid promotion through to the content we write, however we will be able to tailor to your exact needs - whether you want to reach a family who are based in London, or an SCS audience who are keen on weekend breaks - we can make it work for you.

*in Kent*

# PARTNER BUY-IN PACKAGES

*Including  
bolt-ons for packages*



KENT FALCONRY CENTRE WITH JOE'S BOWS

# *in Kent*

## CONTENT PACKAGE

**£3,250 + VAT**



- Dedicated content feature hosted on the campaign landing page and [www.visitkent.co.uk](http://www.visitkent.co.uk)
- Inclusion in exclusive, targeted domestic summer competition including access to valuable GDPR-compliant opt-in data.  
The competition will also have paid digital activity behind it for promotion
- Dedicated section in consumer campaign newsletters, with a minimum of two inclusions
- Enhanced exposure on the campaign landing page with links to your feature and imagery
- Dedicated homepage banner (limited time) and on campaign landing page (for duration of campaign)
- Promotion on Visit Kent social channels including a dedicated Instagram Story, which will permanently sit on the Visit Kent Instagram 'Highlights' section

# *in Kent*

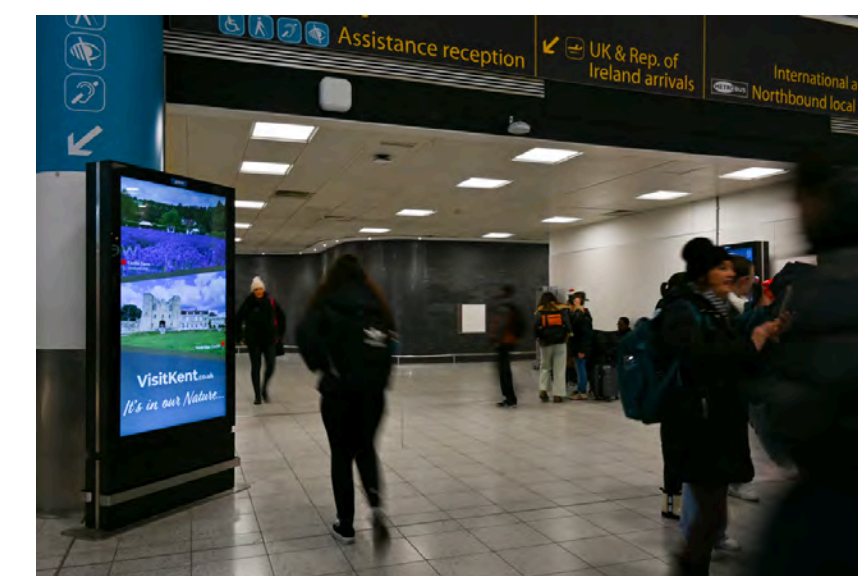
**£5,549 + VAT**

## PRIMARY PACKAGE

- Dedicated content feature hosted on the campaign landing page and [www.visitkent.co.uk](http://www.visitkent.co.uk)
- Paid promotion of dedicated feature content for two months to the audience of your choice
- Inclusion in exclusive, targeted domestic summer competition including access to valuable GDPR-compliant opt-in data. The competition will also have paid digital activity behind it for promotion
- Out of Home advertising in your choice of a mainline station such as Waterloo, or international airport such as London Gatwick Airport for approx. two weeks
- Dedicated section in consumer campaign newsletter, minimum two per partner
- Inclusion on the *in Kent* campaign landing page
- Dedicated homepage banner (limited time) and on campaign landing page (for duration of campaign)
- Enhanced promotion on Visit Kent social channels including dedicated Instagram story and feature on Visit Kent Instagram 'Highlights' section

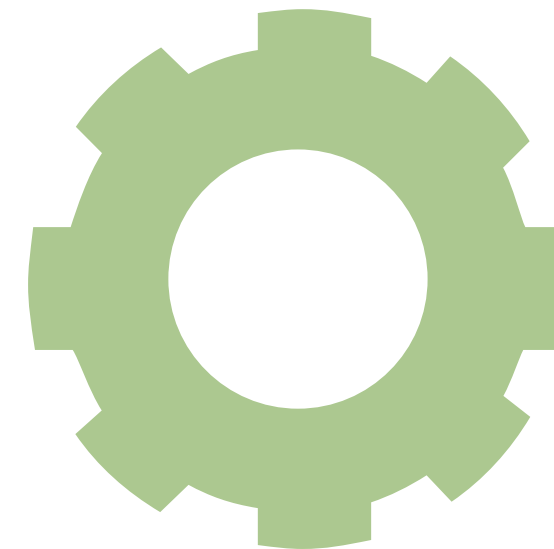


***New for 2025***  
**Out of Home!**



# in Kent

## BOLT-ONS



Add additional bolt-ons to complement package activity - from additional content features on the website, to a day of on-site photography or social media coverage.

Pick and mix your '*bolt-ons*', with as few or as many as you wish! Please note, these prices do not include VAT.

Influencer trip with an influencer of approximately 70,000 followers and good engagement  
(an example - @Dejashu)

**£3,500**

Influencer trip with an influencer of approximately 23,500 followers and good engagement (example - @TheNomadsYouKnow)

**£2,750**

Instagram Reel created and shared on our channels, royalty free for you to use

**£650**

Additional digital spend for your campaign

**£300+, customisable**

A day of photography

**£750**

Additional feature on the VK campaign landing page, to direct digital campaign to

**£750**

Additional OOH screens, such as adding a further screen at a station or airport

**TBC - prices upon request and availability**

Inclusion and presentation in international VisitBritain trade newsletter (*Market TBC*)

**£150**

Short form advert filmed and edited to use with your digital paid promotion

**£1350**

# MEASUREMENT



This is an opportunity for us to continue to measure more, build on our data and continue to deliver the best campaigns for our wide array of partners.

Throughout the campaign we'll continuously monitor the data and promotion we are doing, providing updates through partner meetings and interim results, ensuring that we stay adaptive to the potential of creative fatigue or changing trends.

As with all of our campaigns, all buy-in partners will receive individual campaign activity reports upon completion of the campaign.

*In addition to the direct return that you'll receive for taking part in the campaign, by supporting Visit Kent, you'll also indirectly benefit from the overall growth and recovery of Kent's visitor economy.*

# NEXT STEPS

**Get in touch with the team as soon as possible to discuss how you'd like to get involved.**

***Details on the next page.***

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Opportunities launched

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Discussion meetings and 1to1 consultations available for questions and consideration

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Activity kick off meetings with partners

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Campaign activity delivered throughout 2025

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**WE THANK YOU FOR  
YOUR CONTINUED  
SUPPORT OF KENT'S  
VISITOR ECONOMY**

**KENT**  
**GARDEN *of* ENGLAND**

[visitkent.co.uk](https://visitkent.co.uk)

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