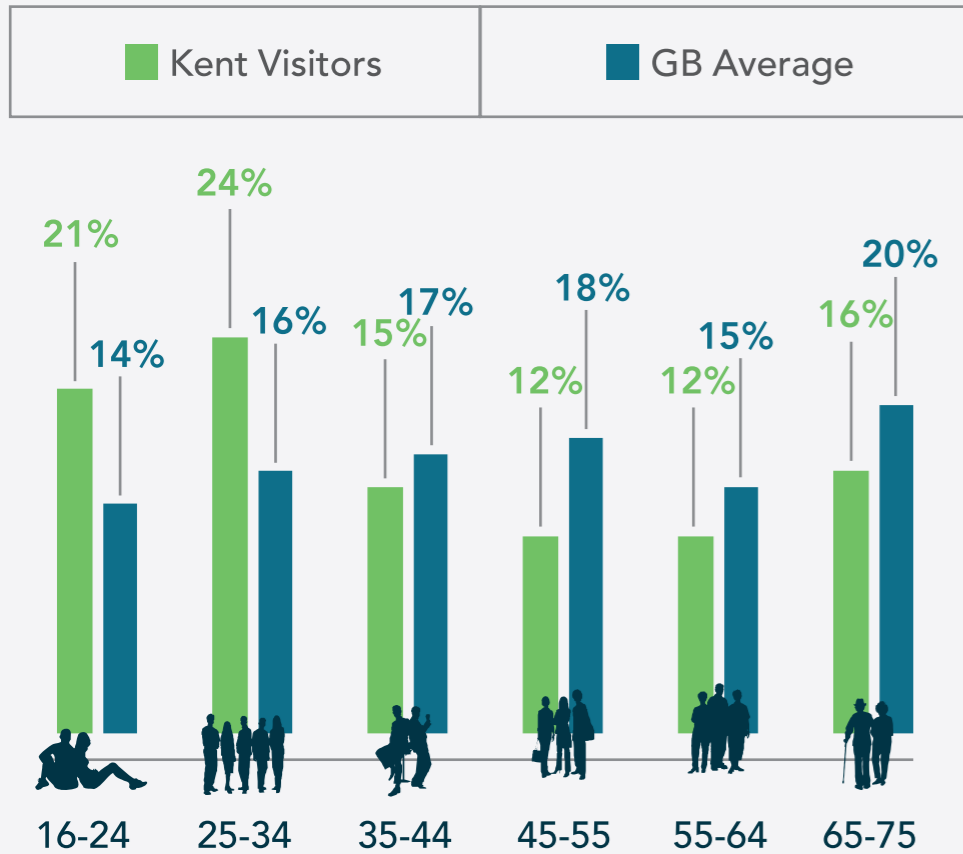
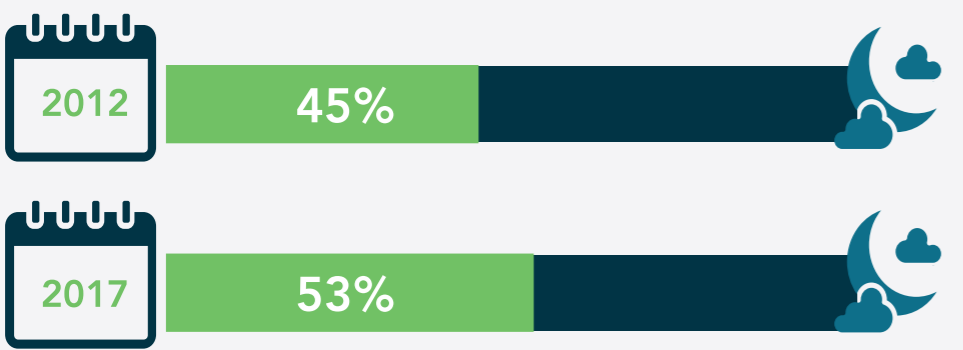


Kent attracts a **younger visitor mix** than the average for **Great Britain\***

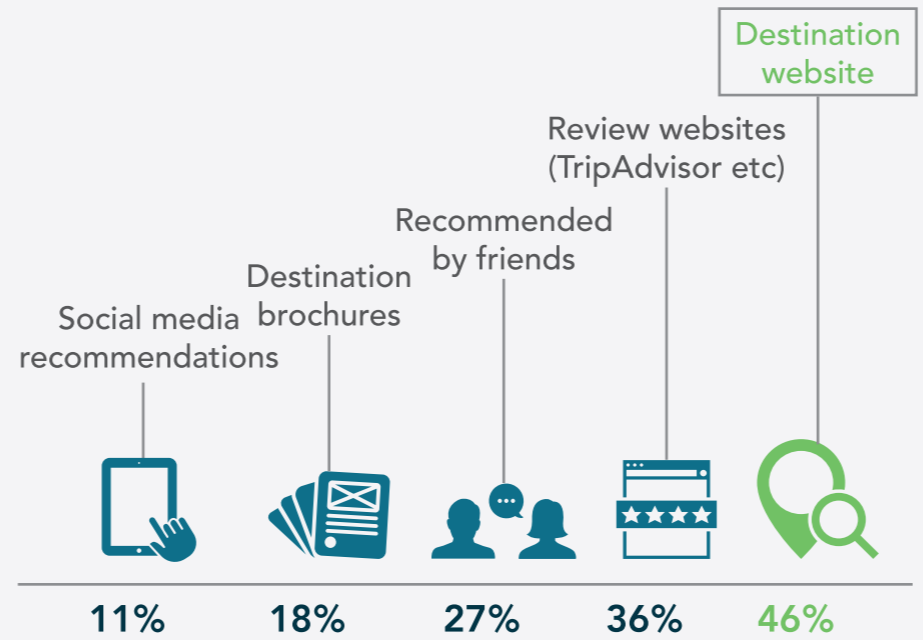


And **under 34** year-olds are increasingly likely to stay for **1-3 nights**



\*Age profile taken from VisitEngland national research

Visitors are using a broad mix of **online & offline** as well as **B2C** and **C2C** information sources



What **attracts visitors to Kent?**



The **Kent** difference – **spontaneous mentions**

"There's more variety in one county than in most others: castles, cathedrals, seaside, countryside"



**History and culture** - Historic houses, castles churches are mentioned

**Beaches, seaside and coastline** - The variety of beaches and pleasant seaside towns

"Most of Kent is reasonably near coast, so wherever you visit you can fit a coastal trip in"

**The countryside** - The variety of scenery, quiet countryside, orchards, hops, oast houses

"I think the countryside in Kent is very picturesque and no wonder its called the Garden of England"

**Weather** - Comparably better weather and warmer climate

**Ease of access** - Good transport links, high-speed trains and cheap rail fares

"Proximity to London and high-speed trains"

**Food and wine** - Mentioned often with references to food festivals, vineyards and wine producing

**Festivals** - Dickens Festival in Rochester, Oyster Festival in Whitstable, Hop Festival in Faversham

# TOP 3 PERCEPTIONS PER DESTINATION

-  Ease of getting to and around the destination
-  Beautiful countryside
-  Quality of food & drink
-  Range of attractions & things to do
-  Having beautiful beaches
-  Opportunities for cultural activities
-  Shopping opportunities

