

From: [REDACTED]
To: [Manston Airport: Manston Airport](#)
Cc: [Iain Livingstone](#)
Subject: Late Submission - Evidence for consideration prior to drafting 4th Written Questions
Date: 19 June 2019 23:05:00
Attachments: [Manston DL8+ re Thanet Tourism WithAppendix.pdf](#)

Dear Sirs

Please find attached an Additional Submission with accompanying evidence for immediate consideration by the ExA. Given what we feel is important new evidence that answers one of the questions put to Thanet District Council at S.E. 2.14 - we would like to respectfully request that the ExA takes this submission into account prior to finalising the drafting of fourth written questions.

Please note I am also copying in Iain Livingstone of Thanet District Council.

Cheers Samara and Jason

**MANSTON AIRPORT DEVELOPMENT CONSENT ORDER EXAMINATION
ADDITIONAL SUBMISSION IN ADVANCE OF ExA's FOURTH WRITTEN QUESTIONS
SUBMITTED BY LOCAL BUSINESS AND INTERESTED PARTY, FIVE10TWELVE LTD**

1. At deadline 6, Thanet District Council, ("TDC"), submitted its responses to the ExA's second written questions, [REP6-058].

2. Within TDC's submission they respond to question SE.2.14:

"You note in your LIR [REP3-010] that the proposal may adversely affect tourism in Ramsgate. Do you consider the proposal would have other effects, positive, or negative, on the tourism industry in the wider Thanet area?"

3. At the date of TDC's submission, TDC stated that it had no further comments to make on effects on tourism in the wider Thanet area.

4. Since this submission, and in June 2019, research commissioned by TDC and delivered by Visit Kent, in partnership with Destination Research, evidenced **significant interdependencies between Ramsgate, Broadstairs and Margate**, as illustrated in the Visitor Flow in Thanet section. ¹

5. The infographic provided also shows the importance of **Ramsgate as a key part of a touring itinerary for the wider tourism industry in Kent**, with the statistics for Day Visitors (Touring) higher than any other destination in Thanet at 20%.

6. This research further shows that **coastline/beach and recreational activities - predominantly outdoors - accounts for 83% of all key influencers** for visitors to Thanet and the biggest triggers for visitors to Ramsgate. These will be the activities most likely to be adversely impacted in the event that the Applicant's proposed development is granted.

7. The infographic provided to illustrate this research also provided a single quote for each of these three destinations that best summarises public perceptions and responses to the visitor offer.

¹ Appendix 01: Thanet Visitor Study 2018 Infographic

8. Ramsgate's visitor offer was summarised thus:

“Lovely harbour, watching boats, cafes under the arch. Good architecture, clean sandy beach”.²

² *ibid*

Appendix 01

Thanet Visitor Study 2018 - Infographic

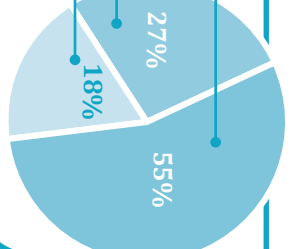
THANET VISITOR STUDY 2018

KEY INFLUENCERS



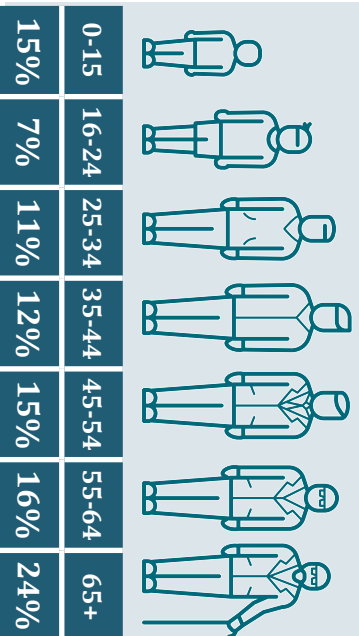
TYPE OF TRIP

Day visitors from home
Staying visitors
Day visitors (touring)



The average length stay for overnight visitors to Thanet was 4.4 nights

AGE GROUPS



GROUP COMPOSITION



LIKELIHOOD OF
RECOMMENDING
4.32 out of 5



ACCOMMODATION USED FOR THANET

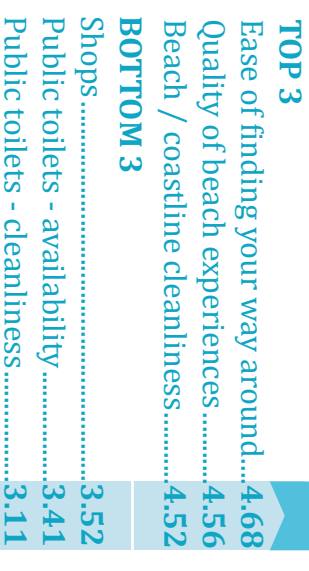
Hotel	26%
Bed and Breakfast/Guest house	7%
Rented Self-catering accommodation	14%
Touring caravan / Camping	6%
Friends and Relatives	29%
Airbnb	9%
Other	8%

3 KEY OVERSEAS MARKETS FOR THANET

Germany (24%) | France (14%) | Netherlands (11%)

SATISFACTION SCORES FOR THANET

(OUT OF 5)



TOP MAIN CHANGES FROM 2010

Significant increase in the number of visitors travelling to Margate by train since 2010 (11% up to 30%).

Expenditure levels have gone up since 2010 even when accounting for inflation.

Score for the overall enjoyment with visits was up from 3.77 in 2010 to 4.36 in 2018.

Combined, destination websites, search engine and review sites accounted for 25% of all marketing consumption in 2018, up from 7% in 2010.

MARGGATE

TYPE OF TRIP

Day visitors from home	55%
Day visitors (touring)	15%
Staying visitors	30%

Top 3 Transport Choices

Car / van/motorhome	54%
Train	30%
Coach	6%

MARGGATE - attracted the biggest proportion of young visitors, groups of friends and visitors travelling alone.

"Margate is unique. It has great skies, a beautiful beach and I like the arty shops and the gallery too"

BROADSTAIRS

TYPE OF TRIP

Day visitors from home	55%
Day visitors (touring)	19%
Staying visitors	26%

Top 3 Transport Choices

Car / van/motorhome	71%
Train	16%
Coach	6%

BROADSTAIRS -recorded the biggest proportion of children and families.

"Love it all. Nice atmosphere friendly, historic area, classy. Going back in time."

RAMSGATE

TYPE OF TRIP

Day visitors from home	54%
Day visitors (touring)	20%
Staying visitors	26%

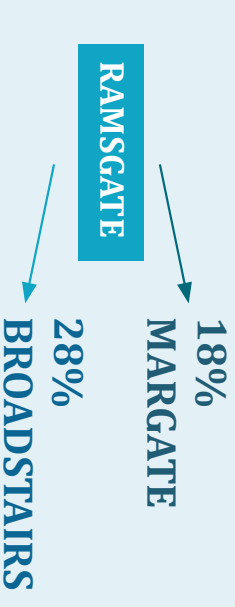
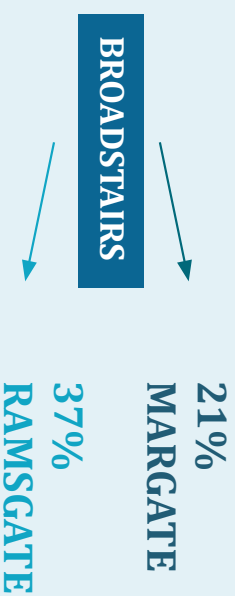
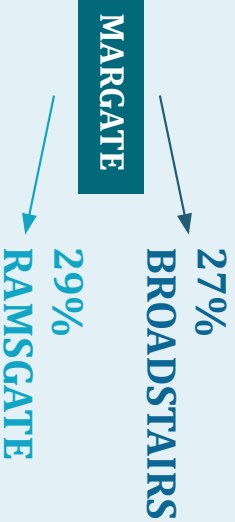
Top 3 Transport Choices

Car / van/motorhome	72%
Train	12%
Coach	6%

RAMSGATE -attracted the biggest proportion of older visitors and couples.

"Lovely harbour, watching boats, cafes under the arch. Good architecture, clean sandy beach."

VISITOR FLOW IN THANET



Have you visited or do you plan to visit the following destinations during this trip?