

Welcome to the third edition of the White Cliffs Country Newsletter. Included in this edition is information on the 2010 White Cliffs Country Marketing Campaign, details on Dover 2009, news on the recent travel exhibitions plus much more...

### Anchor's Ostend Exhibition

Tourism in White Cliffs Country was recently given a big boost at the annual Anchors travel exhibition in Ostend thanks to White Cliffs Country Tourism Association (WCCTA).

Visitor numbers to the exhibition were in excess of 260,000 over the weekend of the 29th May to the 1st June.

Members of The White Cliffs Country Tourism Association (WCCTA) voted unanimously to fund and support this

important initiative, along with delivering a newly produced multi-lingual Attractions leaflet to French and Belgium coastal Visitor Information Centres.

French and Flemish speaker Horace Holyer - who also provides a Welcome service in the Market Square during the cruise season, represented WCCTA and the district at the Ostend exhibition and delivered around 15,000 leaflets to Information Centres in France and Belgium for the start of the tourist season.

### Marketing for 2010

The way we inform you about your marketing package is set to change!

Over the next couple of weeks, you will be sent your 2010 marketing package information as a downloadable PDF.

We are aware we have some businesses without computer access, so hard copies will be sent.

### Savings

We will be once again be producing The Visitor Guide, Days Out and Accommodation leaflet, which continue to give excellent coverage of the district. Brochure requests have bucked the trend this year and have increased by 33%.

We will once again be offering a discount for early subscribers and for 2010, will be offering all Visit Britain and AA accredited serviced, self catering and camping providers, **FREE**, marketing on the White Cliffs Country website. We recognise that we are all operating in tough times and hope that this will help businesses that can't stretch to the full marketing package. This represents a saving of £250 for those who just wish to advertise via the website.



In addition to a free website entry, we will once again be offering the £120 + VAT, basic marketing package for small establishments, which will also include the website in 2010.

### Attraction Providers

We will continue to offer 2 options for marketing your attraction, although both options are now subject to new policy issued by Visit England.

Inline with all other accreditation standards, it is now Visit England's policy to **only** list those



attraction providers on their website that have signed up to the **Code of Practice** or are **VAQAS** accredited.

The Code of Practice is free and once signed, is valid until further notice. Dover District Council fully endorse these new terms and from 2010, will only advertise those attractions that have VAQAS or Code of Practice accreditation.

For further information –

[http://www.whitecliffscountry.org.uk/local\\_industry/accreditation.aspx](http://www.whitecliffscountry.org.uk/local_industry/accreditation.aspx)

## Website Update

Utilising the internet to obtain information and book accommodation continues to grow for consumers. Following on from the recent redesign of the WCC site, we have now funded translation of the site into French, German and Italian. The German microsite – <http://www.whitecliffscountry.org.uk/Deutsch.aspx> is nearly ready to be launched with the French and Italian sites following later this summer.

## Local Industry Section

The Local Industry section is your section. Information includes Research, DMS and Guestlink, Marketing and How to start a new Business etc. As new and relevant information becomes available, we will update the site.

Any facts, figures, language downloads held on this site, can be utilised in any promotional material you wish to produce.

Please contact Debbie Dainton – [debbiedainton@dover.gov.uk](mailto:debbiedainton@dover.gov.uk) if you have any questions or comments about the section.

## WCC Visitor Guide Survey

For the first time we have included a Visitor Survey in our current marketing campaign. Seafrance, P&O, Norfolkline and Dunkerley's Restaurant & Hotel all kindly offered prize incentives which have resulted in over 200 forms returned to date.

Feedback from the survey reveals:

- 54% ordered the brochure via our brochure line, followed by 36% via the VIC
- 92% stated that they intended to visit because of the guide

- 23% expected to stay for a minimum of 2 nights; 22% for a week; 23% for a day and 22% overnight
- 32% are between 56 – 65 years old, followed by 21% aged from 46 – 55.
- 21% are influenced by History and Heritage; 15% by the countryside; 15% Attractions with 13% each for gardens and walking.

The Visitor Survey will be repeated for the 2010 campaign. If you would like to be involved in offering incentives for this please contact Debbie Dainton – [debbiedainton@dover.gov.uk](mailto:debbiedainton@dover.gov.uk)

## Brown Signs

Kent County Council has introduced a policy for assessing tourist signing schemes following consultation with other Councils and tourist industry representatives.

All applications for tourist signage, must now be approved by the Local Traffic Authority.

A range of attractions, accommodation providers and places to eat may be considered for signs on local roads. All applications will be assessed for eligibility and against an agreed set of criteria. This will ensure that only genuine tourist facilities can obtain signage.

## Costs

Tourist signing is not funded by the County Council. Application fees of £155 + Vat are charged to the operators of the businesses which have requested signage. Further costs vary according to the roads and locations, but typically range from £150 for a sign on a rural lane to £7,500 for a sign on a dual carriageway.

For information about Brown Signs visit –

<http://www.whitecliffscountry.org.uk/PDF/Brown%20Signs.pdf>

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## Walkers are Welcome

Deal has been granted the official status of 'Walkers are Welcome', an honour very few destinations ever achieve. Obtaining the status brings a number of benefits.

It can strengthen a town's reputation as a place for visitors to come to enjoy the outdoors, therefore adding to the local economy with the added benefit of ensuring that footpaths and facilities for walkers are maintained to a good standard.

For further information about Walkers are Welcome –

<http://www.walkersarewelcome.org.uk/towns/deal.html>

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## New WCC multi lingual leaflet

A new multilingual leaflet, produced for use in France and Belgium has just been successfully received at the recent travel exhibition in Ostend and has also been delivered to Visitor Information Centres along the French and Belgium coast. The print run of 30,000, will also be used at The Port of Dover and new ferry company LD lines.

A German/Italian version is also available via our website.

[http://www.whitecliffscountry.org.uk/see\\_and\\_do/days\\_out.aspx](http://www.whitecliffscountry.org.uk/see_and_do/days_out.aspx)

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## Barometers

Dover District Council, Visit Kent (for attractions) and Tourism South East (for accommodation providers) have historically separately contacted to obtain your visitor levels on a monthly basis. To streamline the way you submit your occupancy and visitor information, we are working towards you only having to complete and submit one form in the future. In order to achieve this Visit Kent will in future collate the visitor data from individual attractions and Tourism South East will collate the occupancy data from individual establishments via an online form, your details will then be added to their

respective databases and you will be contacted monthly to complete your figures

To enable us as a District to view the data you submit to Visit Kent and Tourism South East, we need permission from you to participate in the barometer. This ensures that we will be able to continue sharing accurate district wide figures with the tourism industry.

Please visit our website - download and complete the agreements.

[http://www.whitecliffscountry.org.uk/local\\_industry/research.aspx](http://www.whitecliffscountry.org.uk/local_industry/research.aspx)

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## VIC snapshot

From January to the end of May this year, Dover Visitor Information Centre dealt with 59,000 enquiries. This represents a 7% increase on 2008.

Footfall at both Deal and Sandwich VIC's has also been very good, particularly in Sandwich which has seen an increase of 23% over the first 2 months of opening this year.

Around 50% of Dover's total footfall, were from overseas destinations like France, Germany and Holland.

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VIC sales of **The Great British Heritage Pass** have increased by over 300%. The pass is only available to overseas visitors and gives good indication that overseas visitors are taking advantage of the low pound and coming to the UK.

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## Dover 2009



When Louis Blériot became the first person to fly the English Channel in an aeroplane, few then would have imagined the developments that were to take place in the succeeding 100 years and which were to transform the world we live in.

Nonetheless, flying his remarkable Blériot XI aeroplane powered only by a 25HP engine designed and built by the legendary Italian engineer Alessandro Anzani, and fuelled by Shell Spirit, Louis Blériot was successfully to cover a distance of some 27 miles in 37 minutes before arriving at Northfall Meadow near Dover Castle on the morning of 25 July 1909. Notions of England's isolation from the continent of Europe were at that point dispelled once and for all.

## The Event - July 25th and 26th

Dover Seafront will be transformed to become a truly international location for the weekend and will include British, Anglo-French and Anglo-Italian events.

A wide programme of events, musical entertainment reflecting the Edwardian period will take place from **Saturday at 10.00 until 22.30** - Saturday evening will conclude with a **Fireworks Spectacular** over Dover Harbour taking place after sunset and on **Sunday from 10.00 until 18.00** when the Dover 2009 celebrations will draw to a close. Check out [www.dover2009.com](http://www.dover2009.com) for up to the minute details.

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## Europe for All

There are around 45 million people in Europe with a wide range of disabilities. There is a common misconception that disability is restricted to those suffering from reduced physical mobility. Disability is actually defined as anybody with a condition which impacts on their normal day-to-day activities. Some examples include Diabetes, Arthritis, MS etc.

Europe for All is a European funded project aimed at empowering people with access needs to find reliable information in their own language and to be able to find accommodation, attractions and events that meet their requirements.

Accessible Tourism can bring great business potential – it is estimated that around 2.7 million disabled visitors in the UK alone regularly travel, often with carers.

Self-assessment forms were sent to all accredited accommodation and attraction providers within the district and an encouraging number have now been returned. This information is being added to the DMS and when entered, will show on the bottom of your details on our website.

We still need more self-assessment forms so if you have not yet completed one, please visit [http://www.whitecliffscountry.org.uk/local\\_industry/questlink\\_and\\_dms.aspx](http://www.whitecliffscountry.org.uk/local_industry/questlink_and_dms.aspx)

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## Destination Management System (DMS) and Guestlink

New Vision has launched new services aimed at enabling destination partners and their stakeholders to gain global online visibility and additional revenues through online distribution.

Commercial channel sites like Late Rooms, Bookings.com and Superbreaks can be integrated into the destination website to allow the provider to only update once and populate more channels.

Visit Kent and East Kent authorities will be looking at how we will fund this option with Tourism South East to enable this to go forward. We'll keep you posted.

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## Guestlink

Following on from last months Guestlink training, there has been more funding identified by TSE and New Vision to run 2 more hands on sessions per district.

Along with other East Kent local authorities we will be looking at identifying further dates for later on this year.

Guestlink online is a website for businesses operating in the tourism industry. Once registered, logging onto the website allows you to update your details, availability and prices and check online adverts you currently have.

For further details about Guestlink please visit [www.guestlink.co.uk](http://www.guestlink.co.uk)

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## Sea Change Dover

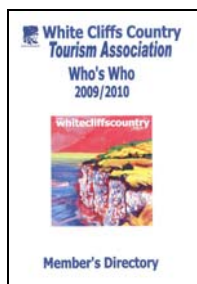
Sea Change is a funding program from CABA (the Commission for Architecture and the Built Environment). CABA is a government funded organisation whose aim through the Sea Change program is to drive cultural and creative regeneration and economic growth in seaside towns by funding inspiring, creative and innovative projects, bringing a sense of pride, enjoyment and celebration.

Sea Change for Dover means connecting Dover Castle to a regenerated and revived Esplanade so that visitors to the Castle can be immediately aware of the important attractions of the Town, users to the Port can be easily transported to the Castle and residents can take pride in a major amenity – their own town.

For more information about Sea Change Dover – [www.seachangedover.co.uk](http://www.seachangedover.co.uk)

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## WCCTA Background



The White Cliffs Country Tourism Association (WCCTA) is a membership organisation, founded in 1989 with over 30 members from both voluntary and commercial sectors, with the aim of encouraging and developing tourism to the district.

### Membership and Projects

#### What has your membership been spent on?

The average annual membership of £40 has helped support a wide range of excellent projects and initiatives and has benefited all tourism related businesses throughout the district.

### Snapshot of more recent initiatives:

- Filming the attractions, assets and events within the district. Following on from the successful first stage of filming in the district, a second stage of filming is currently underway. This will include the majority of the districts attractions, regardless of membership. This film footage will be used for the White Cliffs Country website, Kent TV and media / group enquiries.
- Attendance at Exhibitions. District wide tourism businesses were funded and represented at The Kent Travel Show in March and more recently at Anchors at Ostend. More than 7,000 brochures and information were given out to visitors at the Kent Travel show. See separate information on the front page regarding Ostend.
- Delivery of a newly produced French/Flemish brochure. In conjunction with attendance at Anchors, leaflets were delivered to Tourist Information Centres across Pas de Calais and Belgium.
- Partnership working. A WCCTA project, which has now been funded by Dover Town Council for the last 3 years, provides an information service for cruise passengers in the Market Square on Port of Call cruise days.
- White Cliffs Greeters. Along with Dover and Sandwich Town Councils and Dover District Council, WCCTA contributed £500 towards the new White Cliffs Greeter volunteer project.

To find out more about WCCTA or how to become a member please contact Sandra Killick – [sandrakillick@dover.gov.uk](mailto:sandrakillick@dover.gov.uk) or [www.wccta.org.uk](http://www.wccta.org.uk)

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