

Welcome to the first White Cliffs Country Newsletter. Information highlighted in this newsletter ranges from the results of our White Cliffs Country Visitor Survey to the latest figures in the Cambridge Model Report, news on the recent Travel Exhibition, Kent Fam Trips and information on our Business Barometer (Tourism Monitor).

### **DDC Marketing Campaign**

The White Cliffs Country marketing campaign was successfully launched at Walmer Castle earlier this year. This year the Visitor Guide has been complemented by the reintroduction of the Days Out, Accommodation leaflets and the Small Museum leaflet.



A print run of 80,000 Visitor Guides, 100,000 accommodation leaflets and 30,000 days out were produced and are distributed across the UK and cross channel operators via brochure fulfilment companies and volunteers from the accommodation sector who kindly distribute to the Eastern Docks and Seafrance.

In addition to our more established style of marketing, we recently worked with a professional company called 'Dynamic Video' and had some inspirational, moving footage produced of the district.

The White Cliffs Country Tourism Association (WCCTA) funded the production as their project for 2007/08 and the footage can now be viewed on the WCC website and in the very near future, also on KentTV. The video footage received 1900 hits on the White Cliffs Country website in its first month. To maximise full potential, the footage, will be shown on a newly installed TV screen within the Dover Visitor Information Centre. The DVD will also be available free to prospective media and trade enquiries about the district. For more information please visit

[www.whitecliffscountry.org.uk/videos/home.asp](http://www.whitecliffscountry.org.uk/videos/home.asp)

### **Tourism expenditure in White Cliffs Country supports 10% of local employment!**

Latest figures from the recent Value and Volume of Tourism Study (Cambridge Study) reports a 6% increase to just under £200 million based upon the income generated for local businesses. The report is funded by Dover District Council and carried out every 3 years by Tourism South East.

The report identified that around £165.5 million directly benefited local businesses from hotels, restaurants, shops and attractions within the district.

The latest figures in the 2006 Cambridge Model Report, in comparison to 2003 (**which was the year of the Open Golf**) show the number of estimated staying trips to Dover increased by 0.31%. 84% of the staying trips in 2006 were made up of domestic visitors and 16% were from overseas, compared to 83% and 17% respectively in 2003.

Below are the headline figures from this report.

	2006	2003	% change
Number of staying trips	424,335	423,000	0.31
Number of tourism day trips	3,257,419	3,400,000	-4.19
Spend by staying visitors	£70,474,881	£64,250,000	9.68
Spend by tourism day visitors	£96,647,613	£91,000,000	6.20

The income from expenditure supported 3,036 FTE jobs in 2006 and 2,960 in 2003.

For a full copy of the report, please contact Sandra Killick – [sandrakillick@dover.gov.uk](mailto:sandrakillick@dover.gov.uk).



### Website News

Recent feedback from VisitBritain state that around 80% of trips to Britain now involve using the internet of which 20% would like the facility to book accommodation and services online. Last year the White Cliffs Country website received in excess of 1 million hits again.

A growing number of accommodation providers are utilising a product called 'Guestlink' to update and manage availability, prices and special offers. This information is pushed to the White Cliffs, Visit Kent and Enjoy England websites to give accurate up to date detail to enquirers. Availability information is also pushed to other interoperable Destination Management Systems (DMS) enabling UK

wide VIC's to be able to book direct with providers.

*If you would like to know more about Guestlink, please visit - [www.guestlink.co.uk](http://www.guestlink.co.uk) for more information.*

In addition to the established White Cliffs Country website, three new micro sites have been recently created. The three towns that represent White Cliffs Country will now have improved representation of their own uniqueness and individuality.

For more information about the new microsites please visit:

[www.visitdeal.org](http://www.visitdeal.org)  
[www.visitdover.org](http://www.visitdover.org)  
[www.visitsandwich.org](http://www.visitsandwich.org)

### Destination Survey

In conjunction with district accommodation providers, a Destination Survey of staying visitors was carried out throughout 2007. Questions asked ranged from 'purpose of visit, how did they travel, to how they obtained information prior to stay'. The results from this type of information enable us to monitor our marketing methods, distribution and fulfilment on your behalf.

Headline figures are:

- *The purpose of visit:* 39% for the Ferry, 16% were visiting friends/relatives, 8% visiting Kent and 7% visiting White Cliffs Country
- *Age group:* 32% were aged 56-65, with 21% aged 46-55, 16% 36-45 and 12% aged 26-35

- *Number of nights:* 62% stayed for 1 night, with 19% staying for 2, 8% 3 nights and 3% staying for 7+ nights
- *Travel to WCC:* 81% of visitors travelled to the area by car and 7% by train
- *Obtaining Information:* 57% via a website. Websites included White Cliffs Country, accommodation providers own website, Google and through B&B/Hotel search. 15% of visitors received a copy of the WCC guide to find out where to stay and 8% visited the local VIC

### **Travel & Leisure Show 2008**

On Sunday 16<sup>th</sup> March 2008 a Travel and Leisure Show was held at Dover Cruise Terminal. This show was organised by Kosmedia and WCCTA sponsored a stand at this event on behalf of all their members. Members of Dover VIC staff attended the event on behalf of WCCTA to promote the whole of the district. Over 80 companies representing tourist attractions, hotels, cruises, cross channel ferries plus many more attended. Next years event will be held on Sunday 29<sup>th</sup> March 2009.

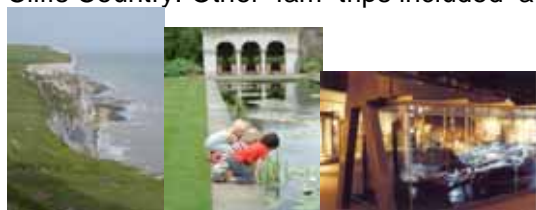
### **Big Day Out**

Kent Tourism again held the Big Day Out on 29<sup>th</sup> March 2008. The first one held in March 2007 was a great success and 82% of local residents who participated in it rated it as excellent, with 73% saying they would visit the attraction again and 93% said they would recommend it to Friends and Family. This event was open to all attractions and was a chance for them to get involved in an opportunity to promote themselves to county residents.

The date for 2009 is to be confirmed.

### **Kent Familiarisation Trips**

In conjunction with Visit Kent we recently organised a familiarisation trip for a group to White Cliffs Country. Other fam trips included a day in Canterbury and Swale. These subsidised trips were available to all frontline tourism providers in Kent, with the intention of raising awareness and instilling pride in the County in the run up to the 2012 Olympics. The group tour of Dover comprised of a visit to Dover Museum, Roman Painted House, The White Cliffs and Walmer Castle and Gardens.



### **Business Barometers (Tourism Monitors)**

Your participation and return of Barometer information enables us to benchmark and monitor district performance and identify influencing changes. Thank you to all who take part in the White Cliffs Country Tourism Monitor, but we would welcome more participation to give a more robust example of business within the district. We are also aware that you have similar requests from both Tourism South East and Kent Tourism, but we are working with them to resolve this, so that in future you will only have to complete one form.

### **Access Statements**

Following an extensive review, all accommodation providers who are part of the VisitBritain Quality Assessment Scheme are now required to provide an Access Statement. An Access Statement is a written, clear and accurate description of your current facilities and services, which will enable potential visitors to make an informed decision of whether your business meets their particular access needs. The statement also has the ability to enhance potential and quality service you offer for all your customers. Completing the Statements is simple and more information about this and to view sample Access Statements can be found on [www.visitbritain.com/accessstatements](http://www.visitbritain.com/accessstatements). If you require paper versions of the access statements, please contact Sandra Killick.

## ***Dover VIC Awarded Visit Britain's Quality Partner Status***

Dover Visitor Information Centre was recently named as an Official Partner by Visit Britain, the national tourist board for Britain. Dover was one of only 4 in Kent to be accredited with the new status which recognises quality and level of service provided to visitors and local tourism businesses.

Cllr Frederick Scales, Cabinet Member for Economy commented that 'this is great news and is an important recognition of the work carried out by the VIC staff, and of the importance of Dover as a key tourism location'.

Visitor Information Centre's encourage visitors to explore the wider area, extending the benefits of tourism beyond the usual honey-pots and increase understanding and spend. It is estimated that around £7.7 million is generated annually by VIC's within the South East alone!

Within White Cliffs Country, Dover, Deal and Sandwich Visitor Information Centres dealt with around 200,000 enquiries throughout 2007, which was a 6% increase against the previous year. Between the 3 offices a total of £60K was also recorded as being generated to the accommodation sector within the district.

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## ***Tourism ExSEllence Awards 2008***

The Tourism ExSEllence Awards recognise excellence, quality and innovation, achieved over the last 18 months, across all sectors of the tourism industry.

The honours bring great marketing and PR benefits, and have proved to be a real source of pride and motivation for winners and their teams.

White Cliffs Country were delighted to have 2 finalists listed in the 2007 awards. The successful Market Square Welcome Service staffed by Horace Holyer and funded by Dover Town Council was the runner up in the customer service category and The Gardeners Rest accommodation in Kingsdown were highly recommended in the Guest Accommodation section.

For more information about the 2008 awards please visit [www.getdiscovered2008.co.uk](http://www.getdiscovered2008.co.uk) and download the form.

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