

# 2020

#KentyTwenty  
A big year for Kent



BUSINESS TOOLKIT



**Interreg**   
EUROPEAN UNION  
**2 Seas Mers Zeeën**  
**PROFIT**

European Regional Development Fund

KENT GARDEN *of* ENGLAND 

# Introduction

The 149th Open, the 150th anniversary of Charles Dickens' death, the 850th anniversary of the murder of Thomas Becket; these are just a handful of the major events and anniversaries that will make 2020 a significant year for Kent.

In fact, 2020 is such a big year for Kent that we've renamed it #KentyTwenty! And we want you to be part of it!

By drawing together all the major events and anniversaries into one joined up message, we give visitors real reasons to come and explore the county in 2020, and businesses an easy way to maximise the opportunities presented by such a wealth of activity right on your doorstep.

This toolkit will provide you with shared messaging and resources to get involved and make #KentyTwenty a year to remember, as we celebrate the new and the not so new across the county.

The key messages behind #KentyTwenty support our Visitor First strategy, which encourages visitors to invest a little more of their time in Kent, explore a little further and yes, book an overnight stay.



# Putting the Visitor First

Visitors spend money, but time is what they invest. Within the context of a visit, even if the visitor's main aim is to experience a single attraction or event, it does not happen in isolation. Visitors must travel, they will eat, drink, they may visit shops, explore destinations and visit nearby businesses.

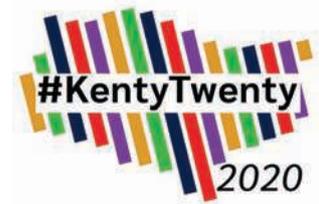
Our Our Visitor Strategy, - that has been developed through a shared and tested innovative service design approach developed with Visit Kent's European partners in the INTERREG 2 Seas PROFIT project - encourages them to go deeper and explore further, enticing them with rewarding experiences which inspire and engage. The North, West and East regions present easy to navigate clusters that each possess a unique personality and align with key themes that the visitor can relate to.

Building upon the PROFIT service design action plans, we have developed the #KentyTwenty concept, this approach encourages visitors coming to experience major events and anniversaries to explore further, spend more time in our destination and return again in the future.

You can find more details about the Visitor First strategy along with practical resources on our marketing hub ([hub.visitkent.co.uk](http://hub.visitkent.co.uk))



# Be part of something BIGGER

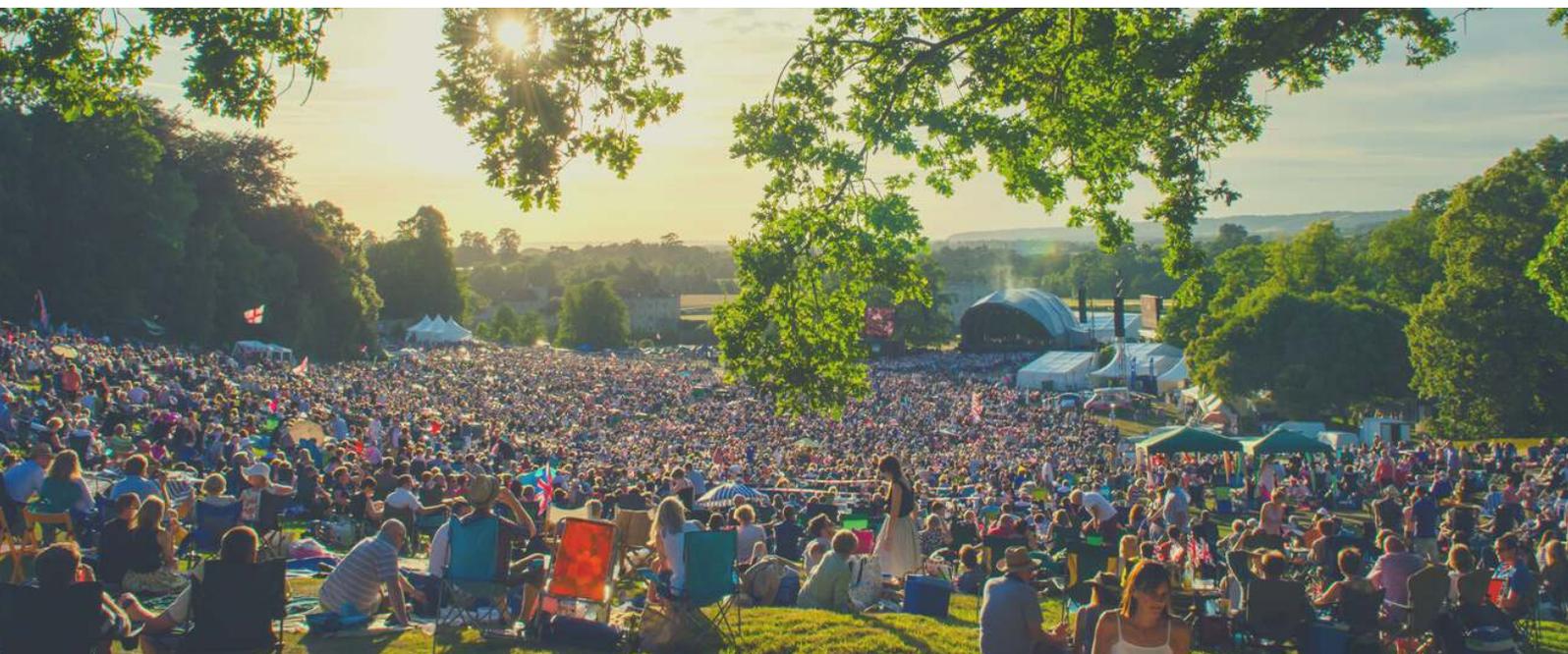


Whether you're a hotel, campsite, attraction, event organiser, transport provider, museum, theatre, shop, café or restaurant, you can all be part of #KentyTwenty. By working together and aligning your business with some of these major events and anniversaries, you can share in the celebrations and success that they bring to the area.

Our core aims of #KentyTwenty are to:

1. **Create reasons to visit NOW** by showing people why 2020 is the year to put Kent on their must visit list
2. **Spread the benefit across the county and throughout the year** by linking big events to the wider offer and giving reasons to return
3. **Raise the profile of our destinations** on a national and international stage by using these events as a platform
4. **Engage residents** and encourage them to celebrate everything that is going on in 2020 across Kent
5. **Increase collaboration between businesses** creating partnership and cross-sell opportunities

You can find more details about how to get involved and the shared resources later in the document.



# The approach

We've pulled together a comprehensive event calendar for 2020 and have identified 5 key themes into which all of the activity sits:

- Arts and culture
- Food and Drink
- History and heritage
- Active and outdoors
- Family fun

Under these thematic elements, we have selected one flagship event or anniversary which we will use as a hook to talk about all the other exciting events sitting under this theme. The five lead events are spread across the 3 regions of Kent: North, East and West.

Content creation and partnership development allows businesses and organisations to promote themselves by theme and/or location to potential visitors.

We have created an overarching visual identity with a specific colour for each theme, accompanied with a strapline developed in line with the Visitor First strategy. The following pages introduce you to each theme.



# Arts and Culture

**Strapline: CALLING ALL THE STORY SHARERS**

**Theme colour: Purple (#862fc3)**

**Target Audience: Traditionalists, Contemporary Cultured and Culture 360**

**Lead event: The 150th anniversary of Charles Dickens' death**

Charles Dickens is widely regarded as one of England's greatest writers. His early childhood was spent growing up in Chatham. Following the success of his novels he bought Gad's Hill Place in Higham where he lived and worked until his death in 1870.

The Rochester Dickens Festival will be held on the 10th - 14th July, and before that the Broadstairs Dickens Festival will be taking place in June. The programme of events to celebrate Dickens life includes guided walks, exhibitions and theatrical performances across Gravesham, Medway, Swale and Thanet.

Other Arts and Culture highlights for 2020 include:

- New artworks for the England's Creative Coast project (TBC)
- The Chiddingstone Book Festival (May)
- The arts festival, Estuary 2020, in Gravesend (Sept-Oct)
- The Folkestone Triennial (Sept-Nov)



# History and Heritage

**Strapline: CALLING ALL THE HISTORY HEROES**

**Theme colour: Mustard (#e09d0c)**

**Target audience: Traditionalists and Contemporary Cultured**

**Lead event: The 850th anniversary of the murder of Thomas Becket**

Thomas Becket's murder in 1170 at the hands of Henry II's knights is a hugely significant episode in English history. After his death, he was made a saint and Canterbury Cathedral became one of the most important sites for pilgrims within Europe.

Throughout 2020 a number of events to mark the anniversary will be taking place in Canterbury as well as nationally, including the Becket 2020 conference in November and a major exhibition at the end of the year.

Other History and Heritage highlights for 2020 include:

- The 500th anniversary of the Field of the Cloth of Gold at Leeds Castle (April)
- 80th anniversary of the Dunkirk Rescue (May)
- The Lambeth Conference (July-Aug)
- Canterbury Medieval Pageant (July)
- 125th anniversary of the National Trust (Ongoing)



# Food and Drink

**Strapline: CALLING ALL THE TASTE MAKERS**

**Theme colour: Green (#2fc339)**

**Target Audience: Traditionalists and Culture 360**

**Lead event: The Wine Garden of England**

#KentyTwenty is not just about celebrating what's old but also what's emerging in the county. Kent's vineyards are developing rapidly, English still and sparkling wine is really beginning to make an impact on the global viticulture landscape.

Other Food and Drink highlights for 2020 include:

- The Whitstable Oyster Festival (July)
- Faversham Hop Festival (Sept)
- Canterbury Food and Drink Festival (Sept)
- Green Hop Beer Fortnight (Sept)
- Kent Wine Festival (Nov)
- Rochester Food and Drink Festival (Nov)



# Active and Outdoors

**Strapline: CALLING ALL THE OUTDOOR CHAMPIONS**

**Theme colour: Blue (#132f5c)**

**Target audience: Traditionalists and Green Spacers**

**Lead event: The 149th Open at Royal St George's**

The return of the UK's only Major Golf tournament to Kent in July is a huge opportunity, placing the county well and truly in the global spotlight. Not only will it allow us to welcome an unprecedented number of visitors but it provides businesses with a platform to demonstrate why people should come back and explore all that Kent has to offer. In addition to The 149th Open, the Junior Open will be held at Littlestone Golf Club and the Senior Amateur Championship at Royal Cinque Ports.

Other Active and Outdoors highlights for 2020 include:

- 150th birthday of Kent County Cricket Club (Ongoing)
- Hever Castle Snowdrop Festival (Feb)
- Heart of Kent Walking Festival (April)
- White Cliffs Walking Festival (August)
- Leeds Castle Flower Festival (Sept)



# Family Fun

**Strapline: CALLING ALL THE MEMORY MAKERS**

**Theme colour: Red (#fe0002)**

**Target Audience: Traditionalists and Contemporary Cultured**

**Lead event: Dreamland 100**

People have been having fun in Kent for a very long time and we are in no doubt they will for many years to come. The Scenic Railway at Dreamland is the oldest roller coaster in the UK and now, fully restored to its former glory, nothing represents family fun quite like the thrill of this iconic ride.

Other Family Fun highlights for 2020 include:

- 20th anniversary of the McArthur Glen Designer Outlet (Ongoing)
- Rochester Sweeps' festival (May)
- Dover Regatta (June)
- The Kent County Show (July)
- Leeds Castle's annual Firework Spectacular (Nov)



# What will we be doing?

You will see the #KentyTwenty themes running across all of the Visit Kent channels, campaigns and activity throughout the year.

## Website features

To kick-start #KentyTwenty we will be producing a series of features for our website. The first, an overview of the year and then five features highlighting each of the main themes.

## Campaigns

All of our 2020 campaigns, will have a #KentyTwenty twist and there will be a consistent focus across our core activity. New opportunities such as our Kent is Calling campaigns in the spring, summer and winter can give you an enhanced presence.

## Raising the profile of the destination

The spotlight will be on Kent throughout the year so we will work hard to maximise the press opportunities and amplify the message through partners such as VisitBritain.

## Travel Trade

The travel trade team have already been busy selling the 2020 events and anniversaries to international and domestic trade partners. We have a number of #Kentytwenty fam trips planned to showcase our destinations and secure new business for the future.



# Kent is Calling

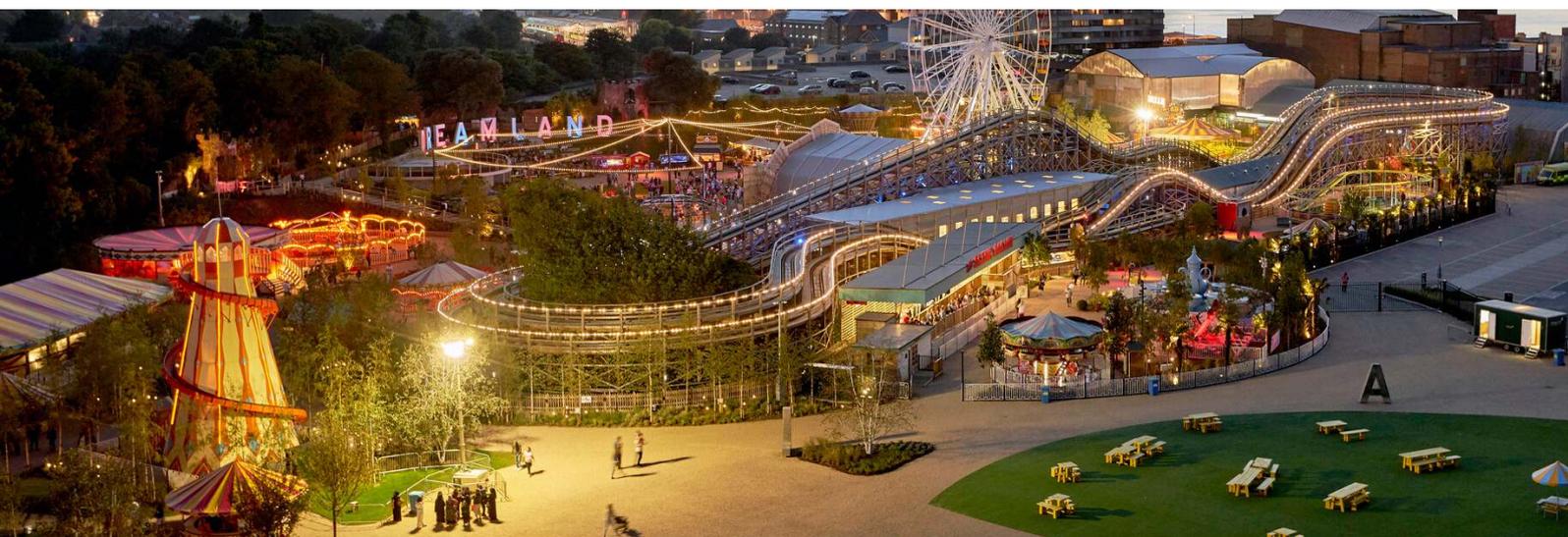
Building on the success of 2019's Summer in Kent and Winter in Kent we will be delivering three multi channel campaigns in 2020 that present opportunities for you to get involved at a time that's right for you.

**Spring in Kent** will run through April-May. Targeting families it will draw attention to events and experiences taking place during the spring and over Easter, with a key message encouraging families to plan a summer visit.

**Summer in Kent** will take place August-September. This campaign will target empty nesters and young professionals. It will present Kent's summer offering with a focus on encouraging a visit during the autumn shoulder season.

**Winter in Kent** is scheduled to run from mid November - January 2021. Targetted to a wide demographic it will showcase winter and Christmas experiences with a prominent call to book an overnight stay.

Further details can be found in our [investor benefits pack](#).



# What you can do

Whether you're a hotel looking for new ways to inspire more bookings out of season, a small gallery wondering how you could get more visits off the back of the Folkestone Triennial or you run a small food festival that you want to shout about more, then #KentyTwenty could be the answer.

Simple things like using our shared messaging and content on your channels, giving a small twist to an existing event to link in with one of the major anniversaries or running a special offer during an event are some of the ways that you can easily benefit from everything going on across the county.

We've put together some Top Tips below to help you get the most out of #KentyTwenty along with a whole resource hub where you can access a full event calendar, content and logos for your channels. There is the overarching #KentyTwenty logo and then corresponding variants for each location and them. You can access the hub at: [hub.visitkent.co.uk](http://hub.visitkent.co.uk)

We are happy to provide support and advice to any business that wants to get involved with #KentyTwenty. Please contact us if you have any questions.



## Tip 1

# Use our resources

We've put together a series of tools on the Visit Kent Marketing Hub to make it easy to plan in your own activity around key events and sample content that you can just pick up and use on your own channels.

To access the hub you will just need to register a username and password at [hub.visitkent.co.uk](http://hub.visitkent.co.uk)

On the hub you'll find:

- "Vanilla" versions of each feature available for you to adapt for your own purposes
- Logos and straplines to use on your channels
- Hashtags and sample social posts for each theme
- A full event calendar detailing all of the events taking place across the county
- Links to more information about some of the major events
- [The 149th Open business toolkit](#)

We've tried our best to create a comprehensive list of events but if you think there's something missing from the calendar then please let us know so we can add it in.

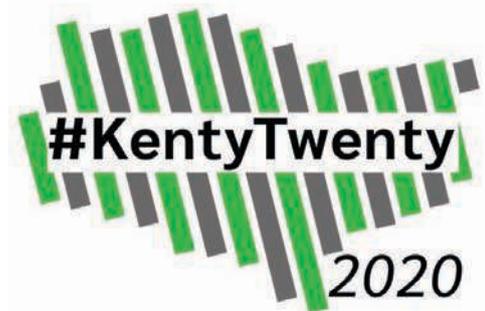


# Using the branding

There is an overarching #KentyTwenty logo. It contains the five colours which represent the main themes. You can include this logo in email signatures, on your website, on your social media channels as well as other marketing materials. You are also encouraged to use the appropriate theme colour where possible. Don't forget to use the hashtag #KentyTwenty.

In addition you will find thematic variants on the [marketing hub](#). These can be used when promoting specific events or activities.

For example, if you are hosting a Food and Drink event in North Kent there is a #KentyTwenty logo variant (right) which features the thematic colour (green) and the North Kent colour (slate). Use the variants on your email newsletters, web pages and any printed material that supports your event.



## Tip 2

# Join in the celebrations

Get involved with #KentyTwenty by being creative and planning something special at your business:

1. When planning your event programme for the year why not align your own activity with one of the #KentyTwenty themes or anniversaries. How about putting on crazy golf for the 149th Open or displaying an exhibition from a local artist as part of England's Creative Coast?
2. For existing events or products you could just add a #KentyTwenty twist for next year. You could offer a special VE day themed afternoon tea to celebrate or make Dickens the theme of your annual literary festival.
3. Providing a special offer or package related to one of these events is another simple way to capitalise on the wider events taking place around the county.

### Remember to upload your events!

All #KentyTwenty events will be featured on the Visit Kent website, tagged with relevant terms and using the branding where appropriate.

[www.visitkent.co.uk/event-submissions/](http://www.visitkent.co.uk/event-submissions/)



## Tip 3

# Get involved in our campaigns

All of the Visit Kent campaigns that you know and love will have a #KentyTwenty twist for 2020 so signing your business up to these campaigns is an easy way to get involved. In addition to our three Kent is Calling campaigns you may also be interested in:

### 2 for 1

[www.VisitKentOffers.co.uk](http://www.VisitKentOffers.co.uk)

This campaign will allow you to promote yourself directly to visitors with train tickets. In association with leading travel companies, consumers are able to download vouchers that allow 2 for 1 entry to a wide range of attractions when they travel by public transport. New businesses can sign up to be involved and reach new audiences.

### Kent Big Weekend 2020

[www.KentBigWeekend.co.uk](http://www.KentBigWeekend.co.uk)

Become a local Ambassador by joining the Kent Big Weekend. It encourages Kent residents to explore all the great attractions on their doorstep by giving them the opportunity to win experiences or tickets.

You can find out more about working with Visit Kent and opportunities for businesses in our [investor benefits pack](#)



## Tip 4

# Shout about it

Make sure your audience knows about everything that's happening by shouting about #KentyTwenty on your own channels.

### Your website

Include a page on your website telling people about everything taking place next year and link to the Visit Kent website for more information.

### Your email newsletters

If you send regular emails out to your database, you can include additional information about #KentyTwenty events.

### Social Media

Use the hashtag #KentyTwenty whenever you post and plan a social media calendar to schedule posts at key times.

We've made this easy for you with 'vanilla' content you can adapt, the #KentyTwenty branding and straplines which are free for you to use and a comprehensive events calendar all available on the Visit Kent Marketing hub



## Tip 5

# Know all about it

Make sure you and your team are all well informed about the major events and anniversaries going on throughout the year so you can plan accordingly and talk to your customers about it.

### **Newsletters**

Circulate The Visit Kent newsletters around your team or print a copy and put it on your staff noticeboard, we'll be including frequent updates on events throughout the year.

### **Team Meetings**

Put 2020 events on the agenda at team meetings and nominate a #KentyTwenty champion who can take responsibility for sharing information about events with the wider team.

### **Fact Sheets**

Plan what you want your staff to tell your customers and have a list of the key points and frequently asked questions available for the front of house team.



## Tip 6

# Get ready

For some of the events taking place in 2020, in particular the 149th Open, it will benefit you enormously if you are aware of the timings around the event. What's happening where and on what days.

- Will you need extra staff to be working during busy periods and if so how will you manage this?
- Will you need to increase orders and deliveries to cater for greater numbers?
- With extra traffic in the area, will you need to adjust your delivery times?
- If you're going to offer specific packages, have you worked out all the details of what you want to offer?
- How does what you're offering compare with the competition's packages?
- Look for opportunities to upsell and increase your sales.

For more information on the 149th Open, we have produced a dedicated business toolkit which is [available here](#).



## Tip 7

# International Thinking

Many of the events taking place in 2020 will be attracting international visitors, so your business may have the opportunity to welcome more international visitors than in an average year.

### Make international visitors feel at home

- International guests are less likely to be familiar with the surrounding area, if you are a tourism, hospitality or leisure provider make sure you are fully stocked with visitor guides and other literature.
- On your web and social media sites make sure good, clear directions are available for international guests with distances in kilometres as well as miles.
- Although some international guests will be able to speak English fluently, others may not. It could be useful if there were some staff that could speak the basics of different languages.
- Have universal chargers available for international guests to borrow.
- Although international guests will come to Kent to experience our local food, it may be good for cafés, restaurants and bars to also offer a variety of options and highlight fantastic local produce.



## Tip 8

# Go The Extra Mile

Most businesses offer good customer service; but are there things that you can do to make it great and make sure people leave with fantastic memories, recommend your business to friends and family and return again?

1. Provide your team with the resources necessary to answer customer queries effectively. This could range from bus timetables, recommendations for places to eat and other events and activities.
2. Encourage and gather feedback - listen to what your customers have to say and act on it!
3. Encourage your staff to be your customers' problem solvers and to go the extra mile to make their day run smoothly.
4. Be proactive - anticipate your guests' needs before they ask you.
5. Consider customer service training - great customer service is achieved by investing in your staff. If you would like more information on local customer service training courses email [enquiries@visitkent.co.uk](mailto:enquiries@visitkent.co.uk)

Other creative ways you can delight your customers include:

- Allowing guests to pre-order food deliveries prior to their arrival if using self-catering accommodation.
- Give your customers a simple locally sourced gift to remind them of their visit.



## Tip 9

# Work Together

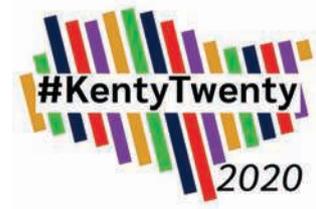
Two heads are better than one! Working together can encourage everyone to aim for the same goal and yield far greater results.

Lots of people are promoting events, work with your existing network to recommend each other and extend it where you can by forming new partnerships. We can help to connect you with potential partners.

Are there complementary businesses/events nearby that could enhance your own to provide a superior package for your customers? For example, could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?

Remember to get involved and work with your local tourism team too. They will have their own local networks where you can connect with others and initiatives going on throughout 2020 for you to engage with. If you don't know who your local tourism officer is, contact us and we can put you in touch.





# Example posts - Art and culture

The examples below offer some suggestion as to the type of messaging that you can employ to embrace #KentyTwenty

## Twitter

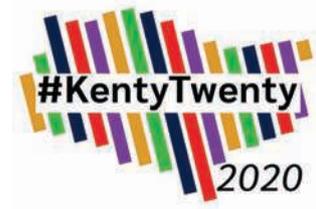
#DYK 2020 marks 150 years since the death of Charles Dickens? Find out why he, and many others, have been so inspired by our little corner of the UK when you take a cultural adventure in the Garden of England this year... [LINK](#)  
#KentyTwenty

Calling all the Story Sharers! Allow us to write you a story packed with plenty of cultural adventures taking place across Kent this year... [LINK](#)  
#KentyTwenty

## Facebook

Discover world-class galleries, towns peppered with independent shops and studios, and a jam-packed cultural events calendar on a visit to Kent this year. Calling all the Story Sharers... [LINK](#) #KentyTwenty

Our little corner of the UK can be found within some of the world's greatest works of art and literature, and (if we do say so ourselves) with our beautiful landscapes and fascinating history, it's not hard to see why. Story Sharers, allow us to craft you your very own 2020 Kent biopic... [LINK](#)  
#KentyTwenty



# Example posts - Food and Drink

## Twitter

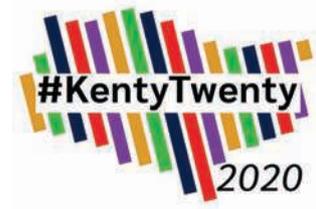
The year 2020 is upon us, and with all the milestone events happening in Kent this year, the food and drink scene is of course getting involved! Local and far flung food festivals are arriving in Kent that are sure to tantalise your taste buds [LINK](#) #KentyTwenty

Taste Kent's treats – from oysters to beers and wines. Across the county there's sensational fare ready for you try at some of our top foodie festivals. [LINK](#) #KentyTwenty

## Facebook

Calling all of those foodies and taste makers – we've got more than a drizzle or pinch of food and drink festivals this 2020. Discover your favourite new cuisine this year – [LINK](#) #KentyTwenty

From live music to workshops, Kent's 2020 food festivals aren't just about our food and drink offering from the Garden of England! Listen, explore but also taste your way around the county [LINK](#) #KentyTwenty



# Example posts - Outdoor Champions

## Twitter

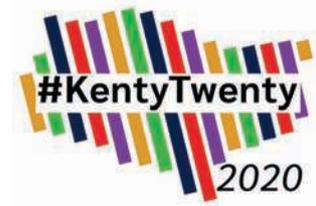
This year the 149th Open is coming to Sandwich! Feeling inspired? With so many exciting events going on it's time to take a swing at getting active in Kent! [LINK](#) #KentyTwenty

Surf our shores, walk our white cliffs and take a swing at our greens. Trust us, with so much going on this year, Kent is an outdoor lover's paradise. [LINK](#) #KentyTwenty

## Facebook

Gorgeous gardens, festivals and a little thing called the 149th Open...go on, check out Kent's sensational selection of outdoor events for 2020. Calling all the outdoor champions...[LINK](#) #KentyTwenty

Calling all the outdoor champions, this is your year in Kent! From festivals and floral celebrations, to the 149th Open in Sandwich coming up, it's time to start planning your year of adventure! [LINK](#) #KentyTwenty



# Example posts - History Heroes

## Twitter

Take a trip back in time at one of Kent's historic locations and uncover the ancient stories and fascinating secrets of the past... [LINK](#)

#KentyTwenty

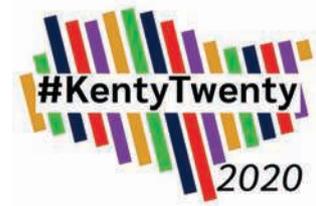
2020 marks a huge number of anniversaries and special events... Check out our historic highlights to help you plan your Kentish adventures...

[LINK](#) #KentyTwenty

## Facebook

Fairy-tale castles, insightful exhibitions, colourful carnival, ancient artefacts, stunning stately homes and family festivals... Kent's 2020 event roster is bursting at the seams with historic celebrations. Uncover the stories and secrets of years gone by. [LINK](#) #KentyTwenty

There couldn't be a more perfect time to plan your historic trip to Kent with 2020 marking a momentous anniversary for Canterbury Cathedral. Find out more about the activities and events on offer during 'Becket 2020', along with a whole host of other historic highlights happening in Kent. [LINK](#) #KentyTwenty



# Example posts - Memory Makers

## Twitter

There's so much to see and do in our charming county this year, from reaching new heights at adrenaline-fuelled theme parks to fun filled festivals surrounded by soot, you're sure to find something to bring the whole family together in Kent... [Link](#) #KentyTwenty

Isn't it hard finding a holiday destination that will have something for everyone to enjoy? Whether you're the family who enjoy chasing culture, tasting new cuisine or indulging in a little retail therapy, the Garden of England is the perfect place to make those lifelong memories. [Link](#) #KentyTwenty

## Facebook

Searching for your next family retreat? The Garden of England offers the perfect place to spend that all-important quality time with your nearest and dearest. From adrenaline fuelled fun to quintessentially Kentish days out, you can count on our charming county to add a few new additions to your memory box... [Link](#) #KentyTwenty

Kent is bursting at the seams with things to see and do this year, with sensational shopping to snap up a savvy saving, fantastic festivals that will sweep you off your feet and stomach-flipping nausea at one of the UK's oldest theme parks, the Garden of England will have something for every sized adventurer to enjoy... [Link](#) #KentyTwenty



# Calendars

There are so many events taking place in 2020 we have created two calendars for you to refer to, both are available at [hub.visitkent.co.uk](http://hub.visitkent.co.uk)

[A calendar of the major events taking place during #KentyTwenty](#)

[A clash calendar which details not only the major events but also other events taking place at the same time](#)



Framework conditions  
for innovation

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