

Canterbury



# **Kent Contemporary 2016 Campaign Report**

**In partnership with AKA and Destination Research**

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# Introduction & Summary

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Since 2010, Visit Kent has run an annual outdoor advertising campaign - the Kent Contemporary campaign – with key partners to reposition the destination as the Garden of England for the 21<sup>st</sup> century, building on awareness of what the county has to offer whilst being able to surprise and delight in new ways.

Working with leading creative agency, M&C Saatchi, the campaign features striking imagery with the Visit Kent branding on London outdoor and digital media, targeting London audiences to inspire them to take more day trips and short breaks to Kent.

The campaign allows partners to use media that they could not afford on their own, and also gain extra opportunities for exposure and access further distributions channels. Traditionally the campaign has run over a two week period during the summer, though this lengthened in 2015.

## **2015 in review**

The 2015 objective shifted to include more digital outdoor media options, and to include a call to action to drive audiences online to access current offers (e.g. 2FOR1 offers with Southeastern). The media switched from 48 sheets to digitised outdoor formats such as escalator panels, digital 6 sheets and a transvision panel at London Waterloo. Although overall results from 2015 were positive, Google Analytics showed that there was not a significant uplift in the uptake of the offers. But there was an increase in awareness of Kent, demonstrated in an increase of web traffic to the Visit Kent website.

Following partner feedback on the 2015 results and a review of the strategy, the campaign was refreshed and developed in the following ways:

- Refreshed creatives – 7 new images, a new tone of voice and headlines on all creatives and a new logo lock-up
- Increased digital presence across a longer timeframe
- New, improved research methodology and improved metrics from media
- A new media buying agency, AKA
- A dedicated landing page for the campaign on the Visit Kent website
- A greater focus on creative content – e.g. user generated, sharable, competitions etc
- Increased communications between Visit Kent and campaign partners throughout the campaign

## **2016 partners**

1. Southeastern
2. Thanet District Council (2 x creatives)
3. The Historic Dockyard Chatham\*
4. Medway Council\*
5. Hever Castle
6. Dreamland
7. English Heritage (Dover Castle)
8. Canterbury Business Improvement District (BID)\*\*
9. Shepherd Neame
10. Turner Contemporary

*\*Joint partnership, one creative*

*\*\* In partnership with Canterbury City Council, Whitefriars Canterbury and The Canterbury Tales, one creative*

In June 2016 Visit Kent won government funding from the Department for Transport to deliver a campaign promoting Kent's Heritage Railways, which allowed us to add a new partner to the campaign, bringing the total number of creative designs to 10.

## 2016 activity at a glance

### 20<sup>th</sup> June to 30<sup>th</sup> September

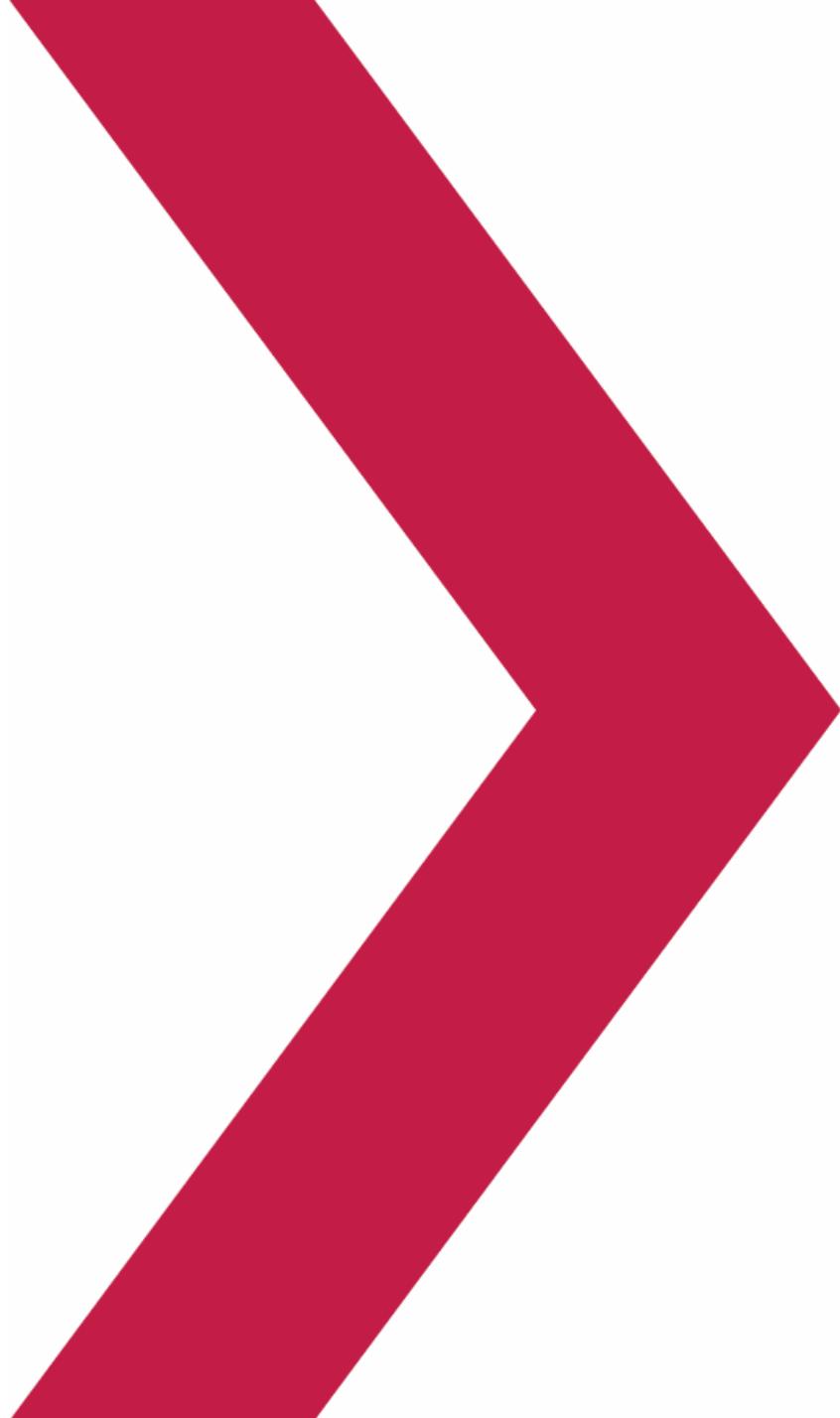
<b>Outdoor</b>	<ul style="list-style-type: none"><li>○ 2 x London Victoria transvision screens (20 second spots on rotation, 6am to 10am)</li><li>○ 100 x 16 sheets underground &amp; overground</li><li>○ 64 x Adrail Illuminated 6 sheets underground &amp; overground</li></ul>
<b>Digital</b>	MPUs featured on: <ul style="list-style-type: none"><li>○ Transport for London</li><li>○ National Rail</li><li>○ TripAdvisor</li><li>○ Quantcast</li></ul>
<b>Social media</b>	<ul style="list-style-type: none"><li>○ Facebook, Twitter and Instagram link adverts driving website traffic</li><li>○ Facebook and Instagram carousel/link adverts for partner creatives</li><li>○ Paid promotion of 3 x competitions</li><li>○ Organic Visit Kent social media posts for each partner &amp; rebranding of channels with new imagery</li></ul>
<b>Web</b>	<ul style="list-style-type: none"><li>○ Dedicated campaign webpage on <a href="http://www.visitkent.co.uk">www.visitkent.co.uk</a> with partner profiles</li><li>○ PPC and Google Adwords</li></ul>
<b>Content</b>	<ul style="list-style-type: none"><li>○ 3 x competitions to encourage User Generated Content</li><li>○ #KissesFromKent media stunt at London St Pancras</li></ul>
<b>PR &amp; E-comms</b>	<ul style="list-style-type: none"><li>○ Dedicated PR activity</li><li>○ Campaign images used across B2C and B2B newsletters</li></ul>

## 2016 results summary

- The transvision, outdoor and digital media panels delivered 26.5million impressions
- Digital promotions received 77,800 clicks
- Paid and organic social media promotions reached 3million people
- More than 612,000 visits to [www.visitkent.co.uk](http://www.visitkent.co.uk) during the campaign
- 62,000 visits to the campaign page, 2nd most visited page on the website during campaign
- Over 90,000 visits to partners' pages via campaign webpage
- 5,000 entries to three competitions
- 85% increase in press coverage value and 6.7m reach
- 24% of people surveyed have visited or plan to visit Kent as a result of the campaign

**Watch the campaign film with our partners for a summary of our activity in action:**

<https://youtu.be/JIO1zAKfCVc>



# VISIT KENT

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**VISIT KENT SUMMER 2016**

Marketing and Advertising Campaign Report  
17 October 2016

Prepared by AKA



# STRATEGY

Raise awareness of Kent as a key destination for domestic tourists from London during the summer

To profile all participating partners and their offering

To deliver maximum value for participating partners  
by combining media spend

## Progressive Middle-Agers

ABC1 35+ with children

An all-round passion for arts and culture

Index highly for an interest in nature and spending leisure time outdoors.

Potential for intergenerational groups including grandparents.

## Culture Vultures

ABC1 25-35 independent adults

Travelling as a couple or as a group of the same demographic profile.

Socially active and heavily reliant on visuals and word of mouth when deciding what to consume or engage with.

## OUTDOOR

- Create broad awareness via high footfall overground and underground travel routes
- Deliver maximum reach and impacts for a general London audience, connecting with both commuters and weekend travellers

## DIGITAL DISPLAY

- Target in-market day trip planners via site direct buys based on user behaviour and content consumption
- Use look-a-like data modelling of existing traffic to Visit Kent to drive new, relevant traffic to the Visit Kent site in a cost-effective manner

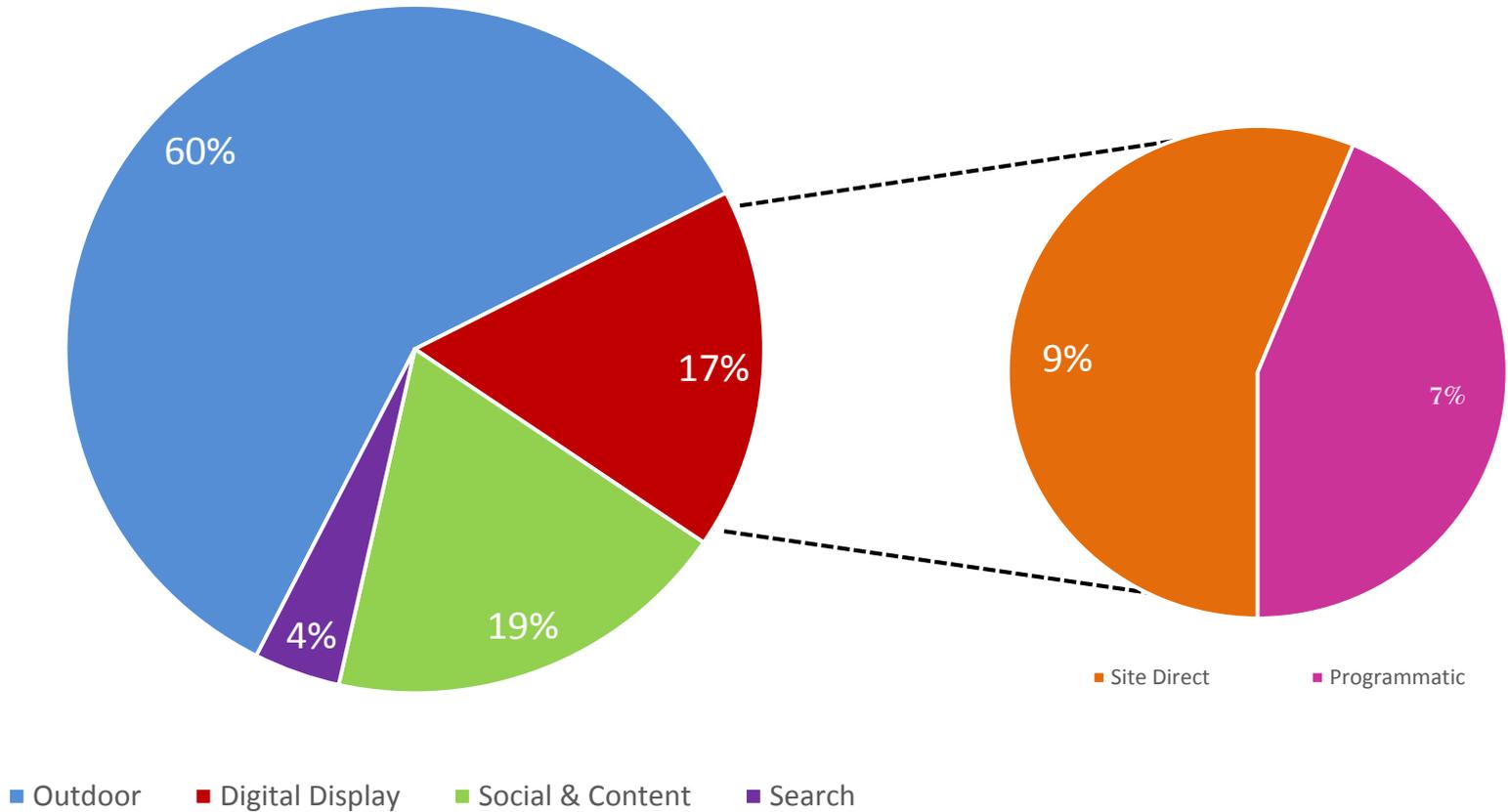
## SOCIAL & CONTENT

- Capitalise on stunning visuals from the campaign and user generated content to drive engagement and traffic to the Visit Kent website
- Encourage a direct response from audiences via competition mechanics, thereby boosting the organic reach of the campaign at no cost.

## SEARCH

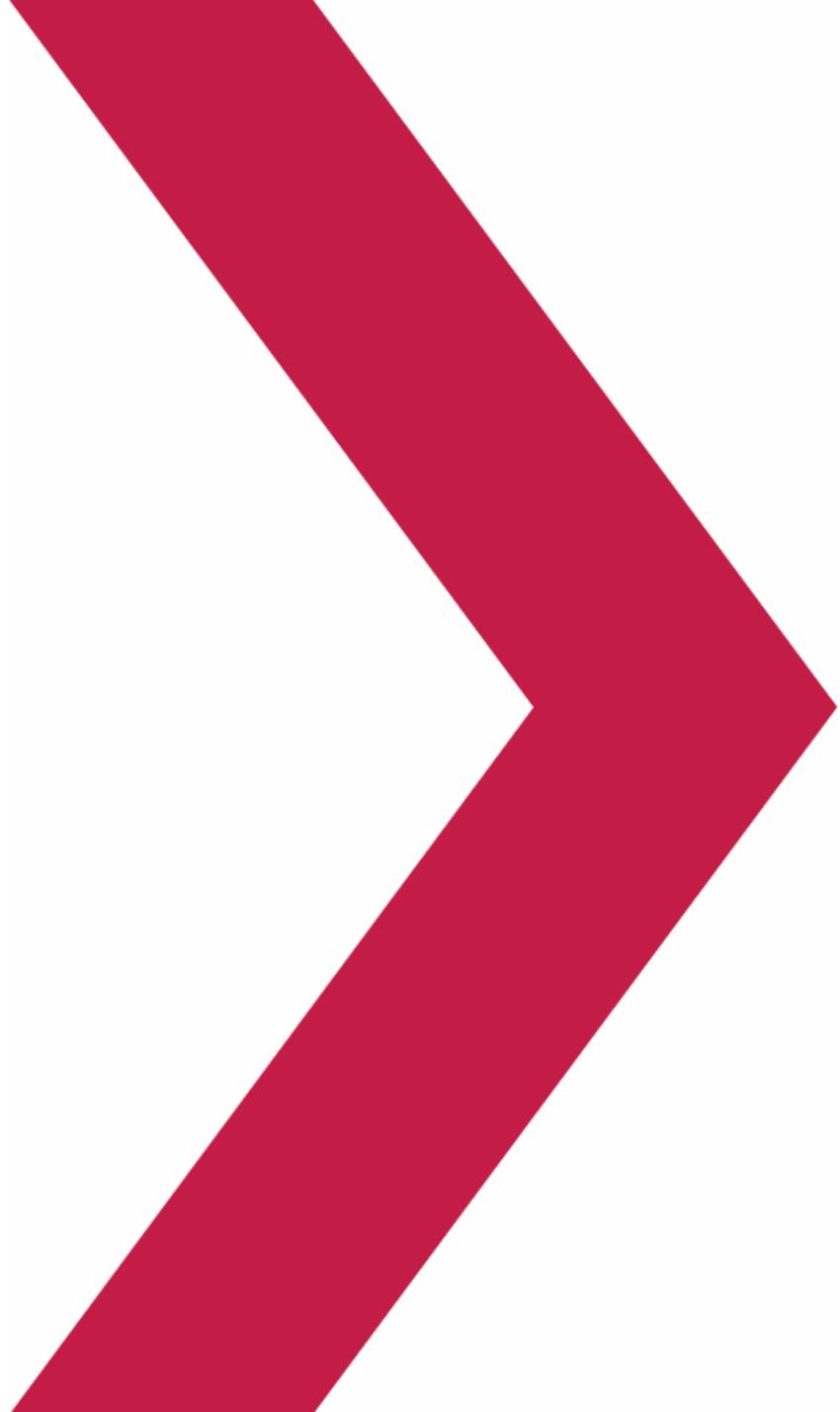
- Match keywords to key landing pages to drive best quality score and click through rates
- Prospect for audiences who are in-market for domestic visits via terms such as “days out in kent

## Campaign Media Spend Breakdown





# MEDIA PERFORMANCE



**OUTDOOR**

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# ➤ MEDIA PERFORMANCE OUTDOOR

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## HIGHLIGHTS

***16.4 million impacts delivered***

***Broad combination of above ground and underground coverage, ensuring multiple opportunities to reach audiences during their daily commute or weekend journeys.***

## INSIGHTS

- Transvision screens at Victoria station displayed between 27 June to 11 July during peak commuter hours from 6am-10am
- The position of these screens next to departure and information screens ensured we were attracting both audiences coming in to central London and departing to the wider capital and the home counties.
- Several locations were considered for this display; Victoria was chosen as it serves routes into Kent, Hampshire, Surrey, Essex and Sussex as well as South East London, resulting in overall reach and impacts being second only to Waterloo.
- 125 large format 16 sheets in zones 1-3 and 64 illuminated Adrail 6s across London termini and major stations were planned from 4-17 July
- Delivered fantastic impact and high frequency ensuring that potential visitors had the opportunity to see multiple creatives
- An illuminated 6 sheet at Waterloo East featuring a Canterbury creative was spotted by an AKA member of staff as late as 20th August – 5 weeks after the booked cycle was planned to come down.





# **DIGITAL DISPLAY**

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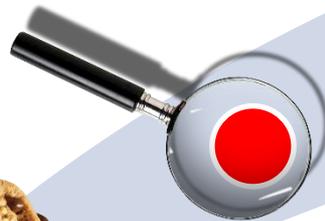
# › MEDIA PERFORMANCE HOW DOES QUANTCAST WORK?



User visits  
visitkent.com



Quantcast drops  
a cookie on the  
user



Quantcast follows the  
user around the web and  
learns their online  
behaviour...

- SITES VISITED
- GEO-LOCATION
- TIME OF DAY
- DEVICE
- PRODUCTS PURCHASED



Quantcast looks  
through its data for  
look-a-like users  
who display the  
same behavior



Quantcast  
serves the  
look-a-like  
our advert



### HIGHLIGHTS

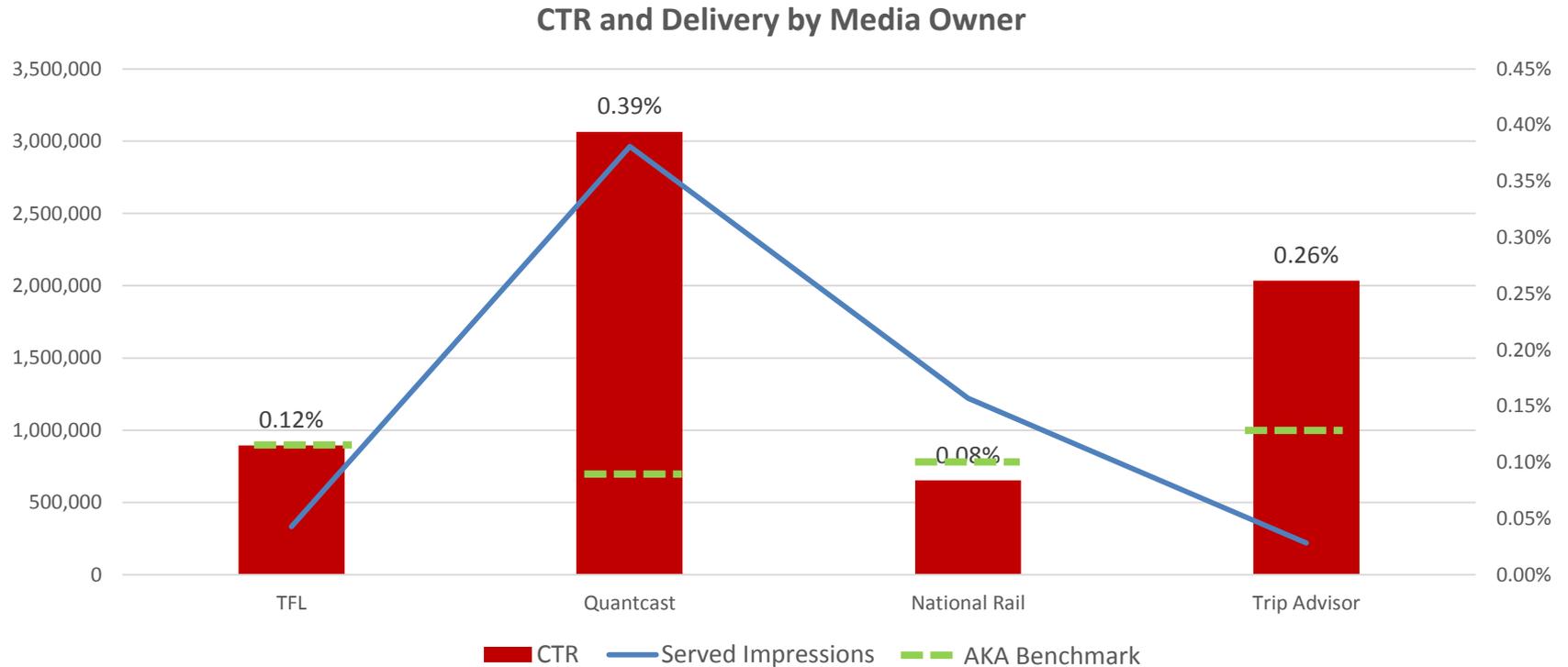
***4,736,671 impressions and 13,661 clicks to the Visit Kent website delivered***

***Strategic combination of site direct bookings in environments where audiences are planning journeys and holidays, plus programmatic display targeting users who displayed the same behaviour as those who visit visitkent.co.uk***

### INSIGHTS

- Quantcast allowed us to specifically target in-market audiences and deliver our highest CTR of 0.36% on average across all MPUs.
- TripAdvisor also delivered an excellent CTR of 0.26%. The AKA benchmark of 0.12% is based on a larger volume of comparable campaigns which are focused on awareness, but again we have seen a significantly better result for the Visit Kent adverts.
- With TFL and National Rail we layered data about what stations and locations users were searching for to ensure our ads were being shown to those who were likely to be in-market for a trip to Kent.
- As users of TFL and National Rail visit these sites with a goal in mind we usually see lower click through rates than in environments where audiences are browsing. The AKA benchmark for TFL is 0.12% and National Rail is 0.09% - in line with the results we have seen for this campaign.

# › MEDIA PERFORMANCE DIGITAL DISPLAY



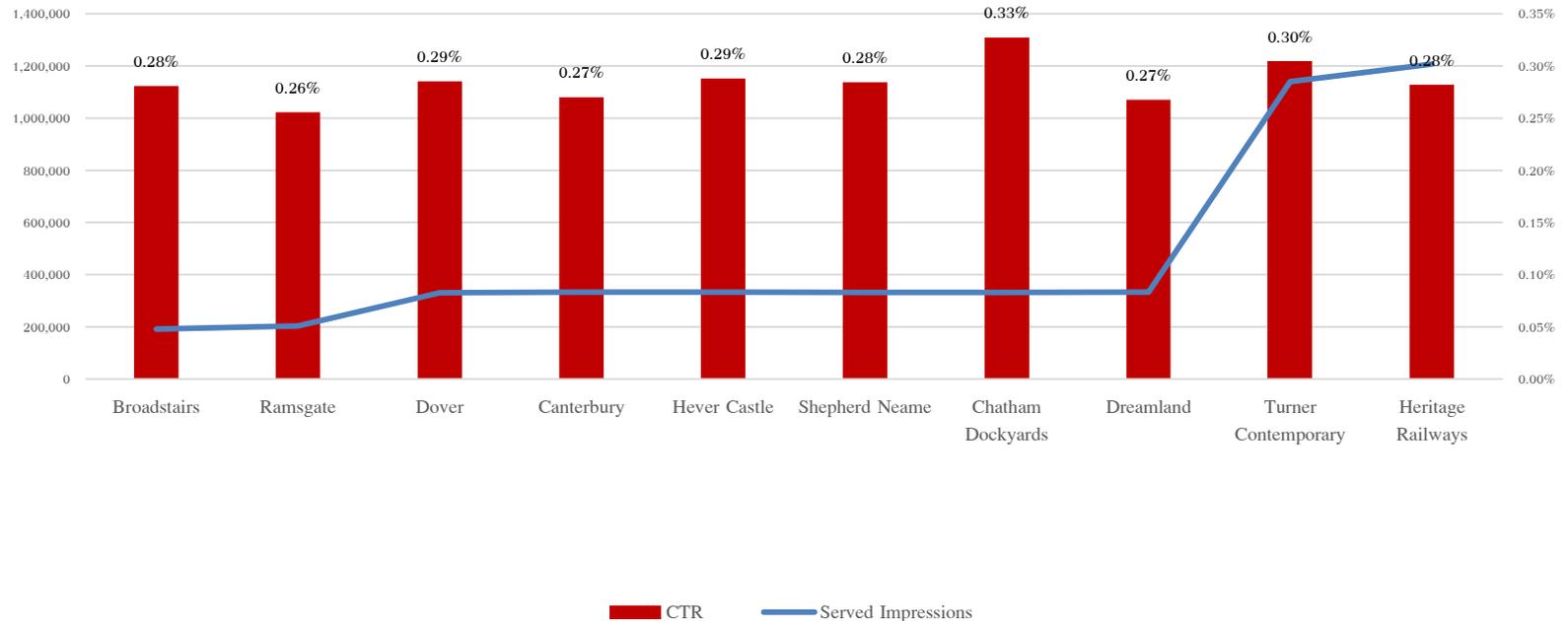
## WHAT DOES THIS SHOW US?

- As can be seen from the AKA benchmark line, the results were very positive and demonstrated that we were connecting with in-market audiences who were attracted by our creative and subsequently were driven to find out more.



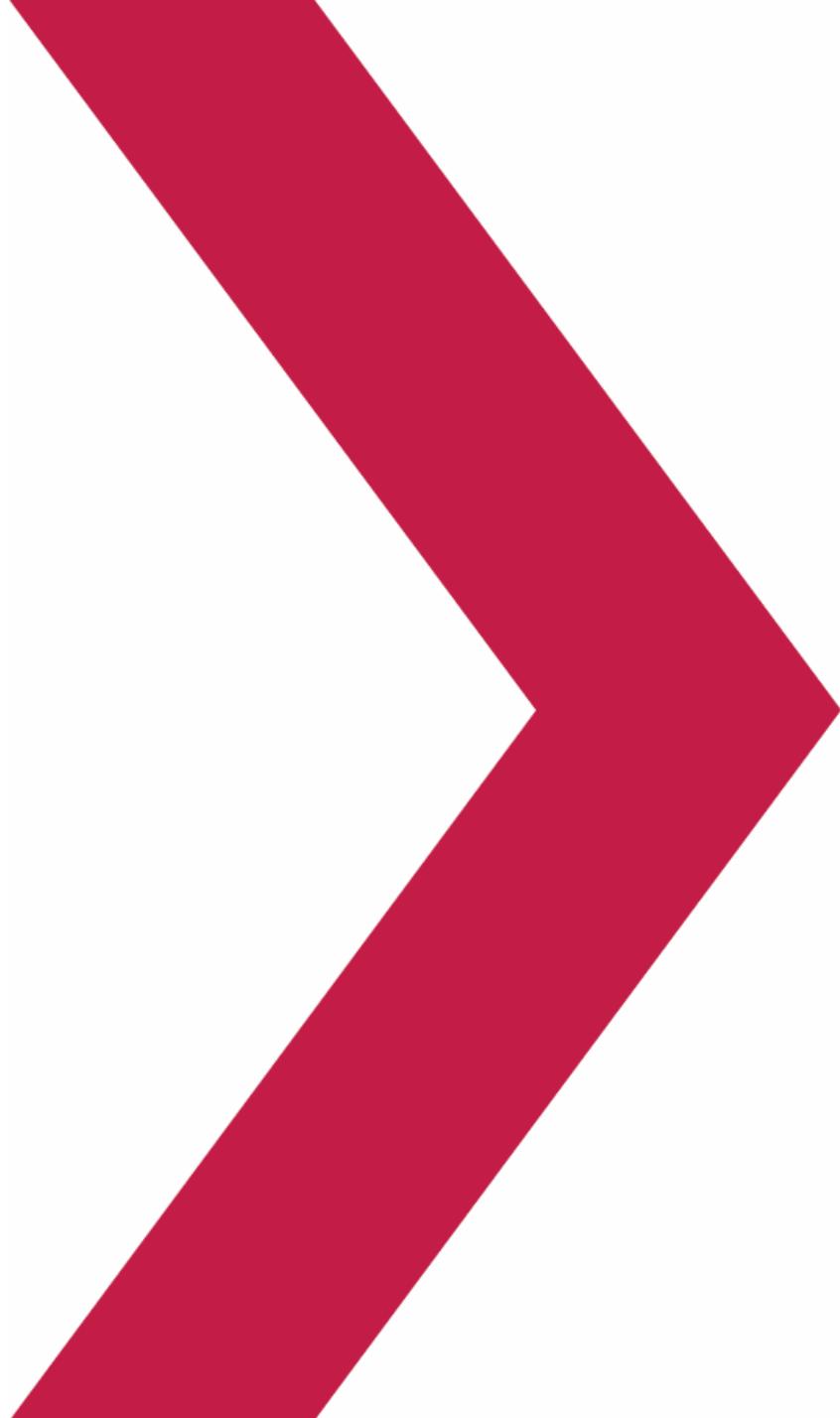
## DISPLAY

### CTR and Delivery by Partner



### WHAT DOES THIS SHOW US?

- Although on average Chatham Dockyard and Turner Contemporary have shown the highest CTR across all media owners combined, it is worth noting that all adverts performed to a very similar level, with excellent engagement rates across the board.
- Interestingly, Canterbury emerged as one of the most popular images from the audience research but did not rank highest for digital display CTR.



# **SOCIAL & CONTENT**

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## › MEDIA PERFORMANCE SOCIAL & CONTENT

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### HIGHLIGHTS

***923,188 impressions, 50,824 clicks to the Visit Kent website and 29,632 social engagements delivered***

***Interest and audience targeting focussed on our core audiences via brand affinity and interests within London and the South East. We refined this to London and a 50km radius for subsequent bursts.***

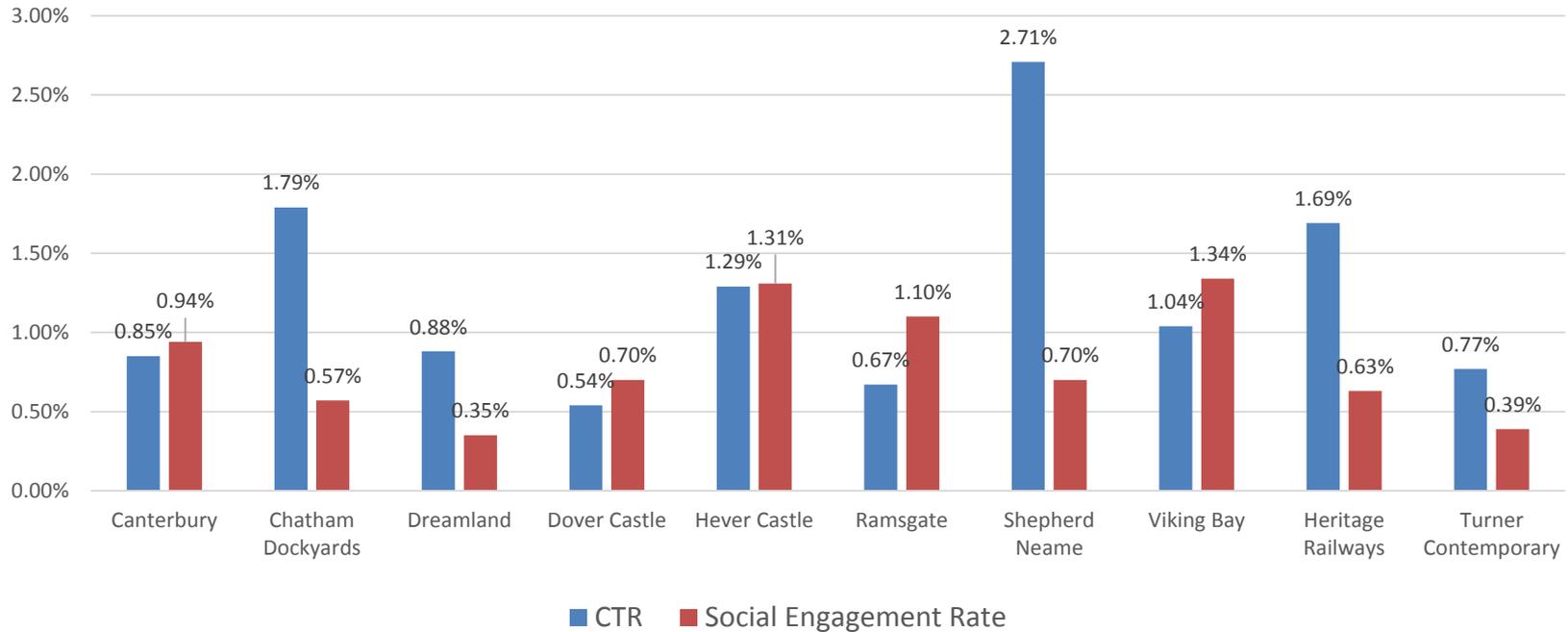
### INSIGHTS

- Shepherd Neame, Chatham Dockyard and Heritage Railways results delivered highest CTRs. Chatham and Heritage Railways could arguably be related through “super-fan” interests
- The ads that drove the highest social engagement (likes, reactions, shares, comments) were Viking Bay, Hever Castle, and Ramsgate. These three images clearly communicated their offering as visually stunning locations to visit
- Our third burst of Facebook ads saw an increase in clicks but a drop in social engagement which is not an unusual pattern
- Facebook drove a significantly higher CTR than Instagram or Twitter, whereas Instagram delivered our highest social engagement rate.



# › MEDIA PERFORMANCE SOCIAL & CONTENT

Social Results by Partner



## WHAT DOES THIS SHOW US?

- There was a higher variance in CTR than social engagement rate, suggesting that ads need to work harder to drive a click than a social response. In support of this data, we know that social media channels are increasingly working to keep audiences within their environments.



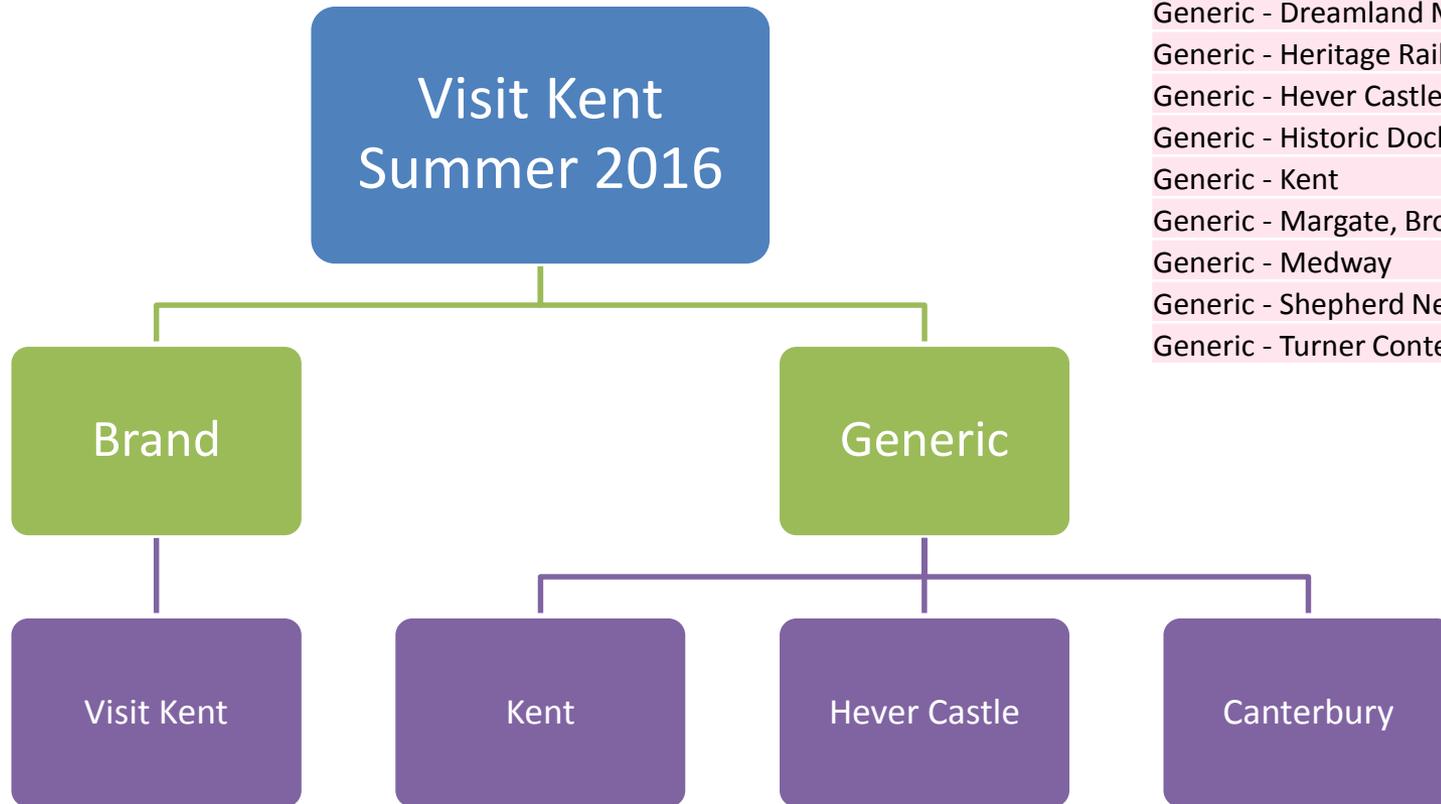


# SEARCH

# > MEDIA PERFORMANCE SEARCH

## ALL CAMPAIGNS

- Brand - Visit Kent
- Generic - Canterbury
- Generic - Dover
- Generic - Dreamland Margate
- Generic - Heritage Railways
- Generic - Hever Castle
- Generic - Historic Dockyard
- Generic - Kent
- Generic - Margate, Broadstairs and Ramsgate
- Generic - Medway
- Generic - Shepherd Neame
- Generic - Turner Contemporary



# › MEDIA PERFORMANCE SEARCH

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## HIGHLIGHTS

***92,554 impressions and 14,891 clicks to the Visit Kent website delivered***

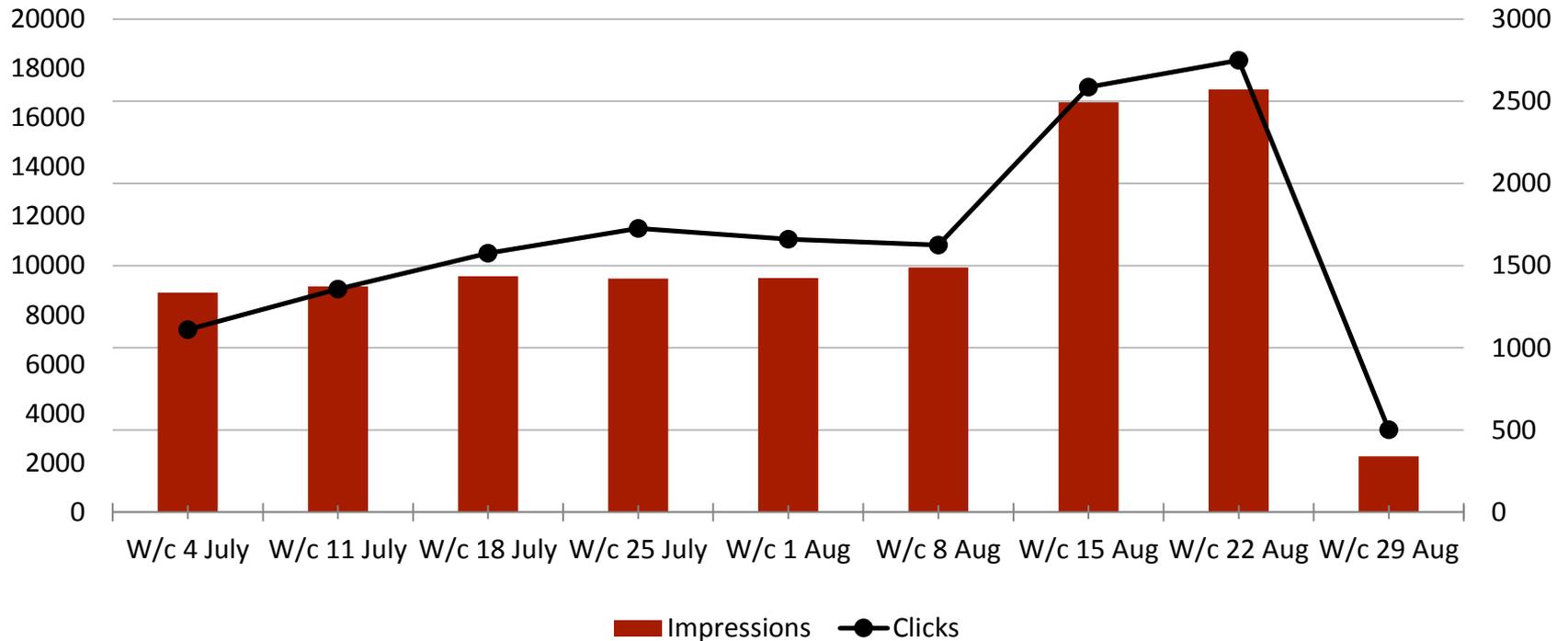
***Patterns of behaviour matched organic traffic to the Visit Kent website, with a significant peak in the morning hours and a large increase in volume of traffic leading up to the August Bank Holiday***

## INSIGHTS

- Activity was split between brand (e.g. “visit kent”) and generic (e.g. “things to do in Kent” and partner terms) targeting
- We directed generic terms to pages on the Visit Kent website that had a strong representation of these keywords, e.g. Hever Castle ads went to the Hever Castle & Gardens page
- Generic campaigns delivered a CTR of 14.92%. AKA benchmark is between 5-8%.
- Ongoing optimisation ensured best value and saw our average CPC drop over time
- Majority of searches were conducted on mobile, reflecting industry trends
- August bank holiday weekend saw the best CTR of the campaign at 22.17%
- We saw a very clear surge of interest during commuter hours, a common pattern across the leisure and entertainment industry



## › MEDIA PERFORMANCE SEARCH



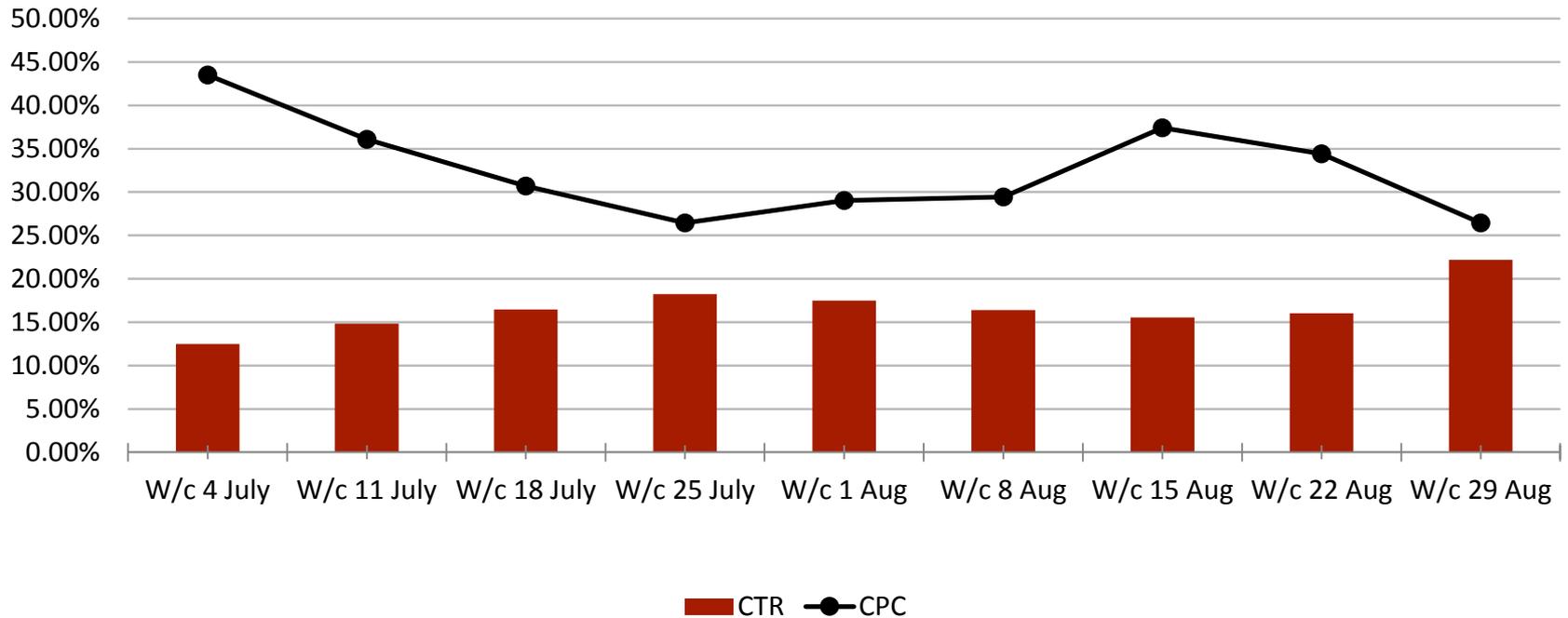
### WHAT DOES THIS SHOW US?

- Our volume of delivered impressions increased over time as the campaign was optimised for best performing search terms and ads. The significant uplift in late August was driven by the approaching bank holiday - we saw a similar pattern with all traffic to [visitkent.co.uk](http://visitkent.co.uk) at this time
- NB – Adwords finished on Monday 29 August, so the bar for this week only represents one day of activity



## › MEDIA PERFORMANCE SEARCH

CTR & CPC



### WHAT DOES THIS SHOW US?

- The start of the campaign had a lower average CTR and higher CPC than the end of the campaign, showing how AKA optimised our ads and keywords by reducing budget or removing content which was not driving site traffic

An aerial photograph of a vast, misty landscape. The foreground is dominated by a dense forest of green trees. Beyond the forest, there are several large, open fields, some of which are golden-brown, suggesting they are harvested. The fields are separated by stone walls and hedgerows. In the distance, the landscape is shrouded in a thick layer of mist or fog, creating a sense of depth and atmosphere. The sky is a pale, hazy blue, and the overall lighting is soft and diffused, typical of an early morning or late afternoon setting.

# RECOMMENDATIONS

## > RECOMMENDATIONS

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### OUTDOOR

- Broader mix of formats - large format moving into high frequency and closing the campaign with another large format
- Digital outdoor allows us to be tactical and match to existing data

### DIGITAL DISPLAY

- Increased spend on programmatic media
- Consider an “always on” approach
- Tactical high impact site direct display at key moments



## ➤ RECOMMENDATIONS

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### SOCIAL & CONTENT

- Maintain or increase investment as the highest driver of traffic
- Consider custom audience modelling using site tracking or email data

### SEARCH

- Use goals in analytics to measure the quality of traffic.
- Discuss how we set a “conversion” metric

# Visit Kent Digital, PR and Content Report

## Website performance

Throughout the campaign (20th June – 30th September), all partner images were used as homepage banners on [www.visitkent.co.uk](http://www.visitkent.co.uk) along with consistent messaging and call to actions. Destination partners were also featured as ‘destination of the month’ on the Mega Menu, which was in addition to their usual investor benefits.

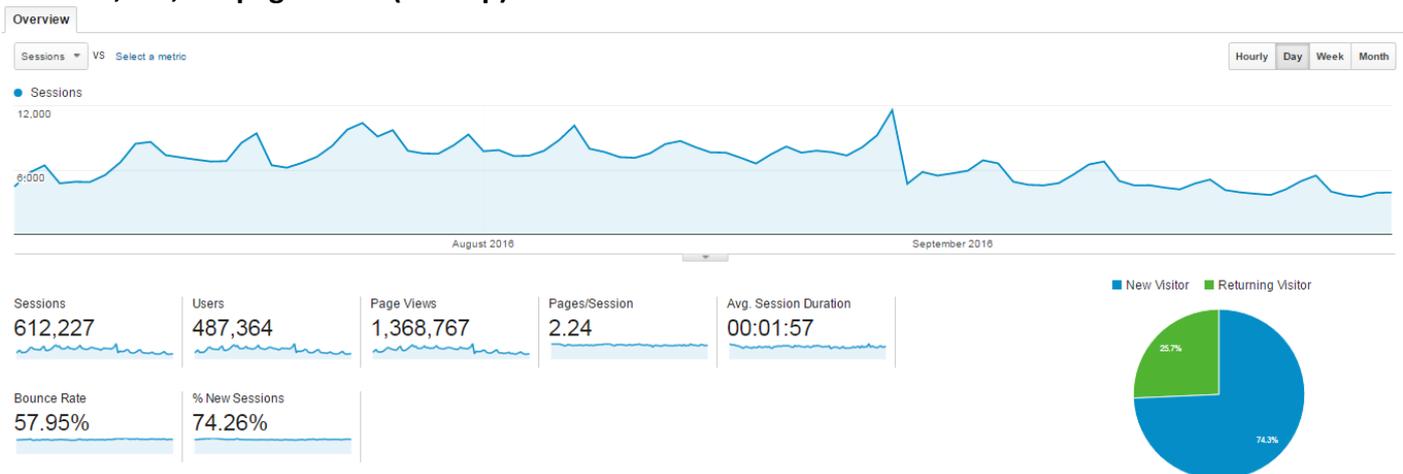
We also ensured the Southeastern logos and integrated booking tool were included prominently on the homepage and the main destination page.

During this time of the campaign the website received over 600,000 visits (up 28% compared to the same period in 2015) and more than 1.3million page views (up 16%).

The top 3 sources for website visits were organic, direct and social – the direct searches in particular demonstrate familiarity with the product.

### Key results

- **612,227 visits (28.4% up)**
- **1,168,464 page views (16% up)**



## Kent Contemporary Page

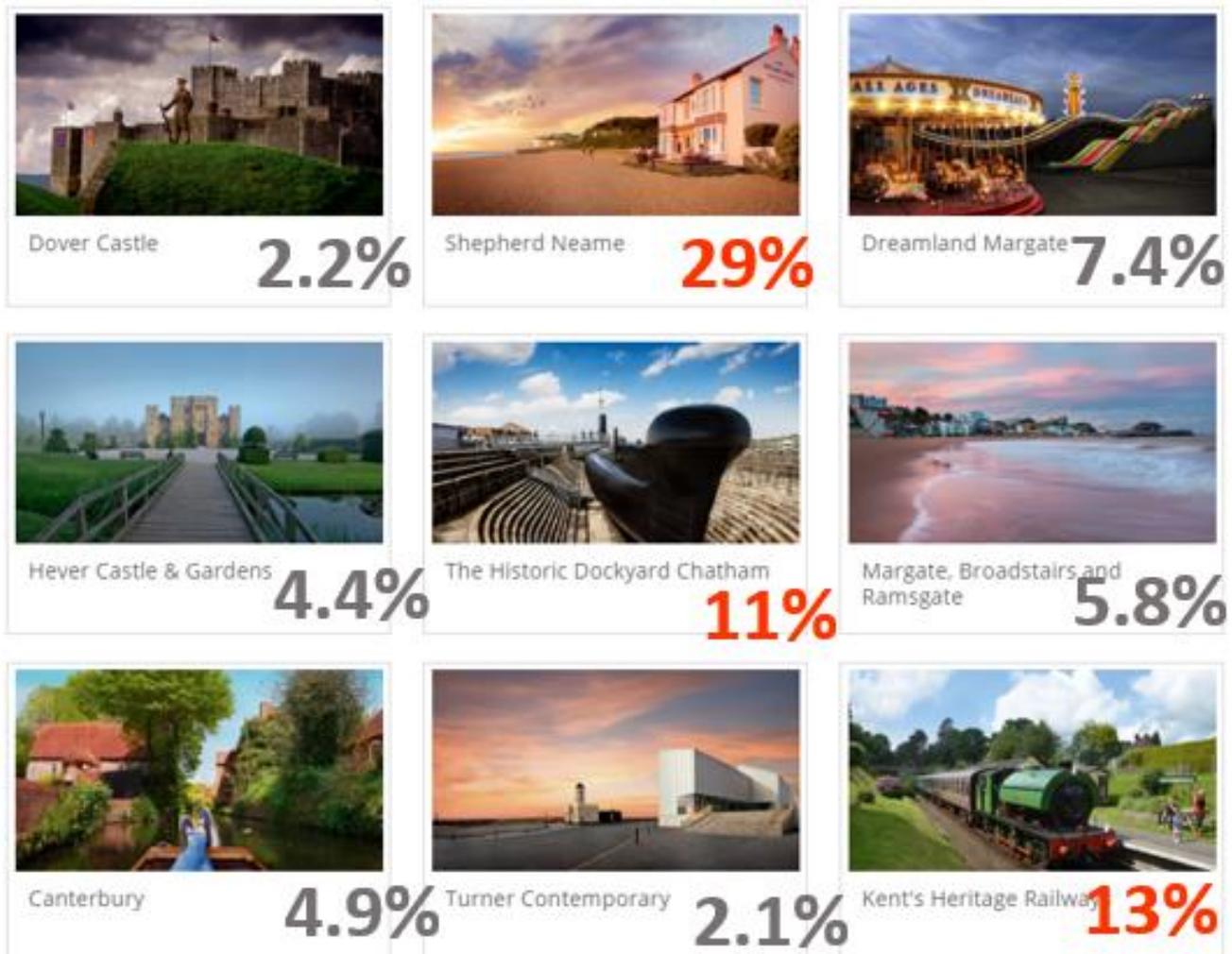
For the first time this year, Visit Kent created a bespoke campaign webpage to ensure a more cohesive campaign strategy, and to give the consumer a trackable destination for information after they had been exposed to other campaign promotions. The dedicated Kent Contemporary page being the second most visited page following our What’s On pages.

The campaign page was the main call to action for the majority of paid and organic promotions, including website, social and paid advertising; and was linked to from the main homepage.

### Key results

- **62,937 page views from organic searches, social media and PPC**
- **92,049 visits to destination pages**

# southeastern **8.4%**



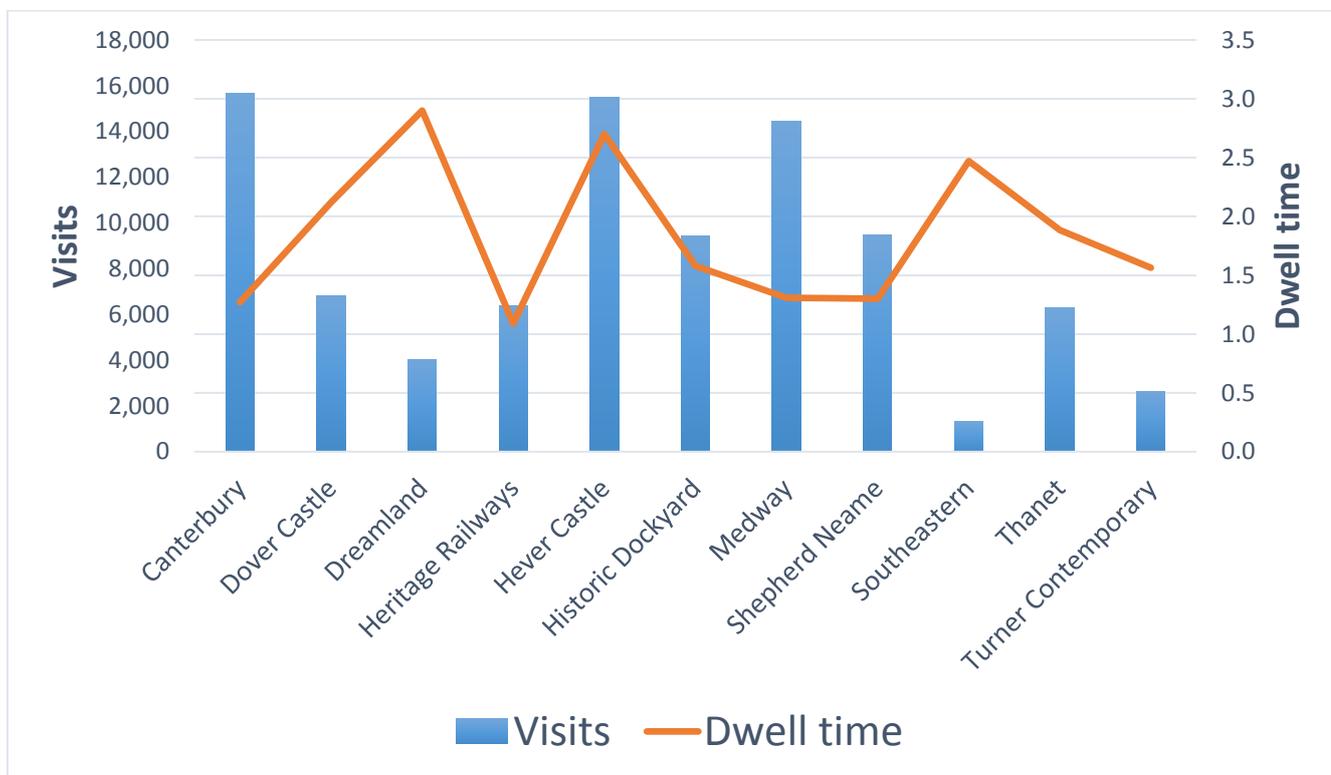
The percentages demonstrate the number of click-thoughts from the landing page to partners' features - those in red had the highest number of clicks.

## Pages visited after the 'Kent Contemporary' Page

Next Page Path		Page Views	% Page Views
<a href="/attractions/shepherd-neame/221786">/attractions/shepherd-neame/221786</a>		8,423	31.05%
<a href="/attractions/heritage-railways/221807">/attractions/heritage-railways/221807</a>		3,790	13.97%
<a href="/attractions/the-historic-dockyard-chatham/8085">/attractions/the-historic-dockyard-chatham/8085</a>		3,265	12.04%
<a href="/attractions/dreamland/212101">/attractions/dreamland/212101</a>		2,189	8.07%
<a href="/attractions/thanet/221802">/attractions/thanet/221802</a>		1,634	6.02%
<a href="/attractions/canterbury/221767">/attractions/canterbury/221767</a>		1,424	5.25%
<a href="/attractions/hever-castle/8332">/attractions/hever-castle/8332</a>		1,292	4.76%
<a href="/things-to-do">/things-to-do</a>		746	2.75%
<a href="/attractions/dover-castle/9149">/attractions/dover-castle/9149</a>		622	2.29%
<a href="/attractions/turner-contemporary/8329">/attractions/turner-contemporary/8329</a>		599	2.21%

## Partner pages

When assessing the number of page visits at partners' pages on the Visit Kent website, we measured the number of visits to attraction pages as well as dwell time. The two metrics were used to evaluate the attractiveness of the page as well as users' engagement with content. Some attractions such as Dover Castle, Dreamland and Thanet had a smaller number of visitors but a significantly higher length of stay, which demonstrates that the content on the page was engaging.



	Visits	Unique page views	Dwell time	Bounce rate
Canterbury*	15,662	13,235	1.3	62.70%
Dover Castle	6,806	6,083	2.2	64.40%
Dreamland	4,045	3,806	2.9	83.50%
Heritage Railways	6,370	5,670	1.1	81.08%
Hever Castle	15,488	13,611	2.7	66.70%
Historic Dockyard	9,456	8,536	1.6	68.01%
Medway	14,464	11,405	1.3	54.89%
Shepherd Neame	9,473	8,805	1.3	80.32%
Southeastern (main page)	737	645	2.5	86.70%
Southeastern (special offers)	598	563	1.3	73.90%
Thanet*	6,303	5,432	1.2	70.57%
Turner Contemporary	2,647	2,416	1.6	71.78%
<b>Total</b>	<b>92,049</b>	<b>80,207</b>	-	-
<b>Average</b>	<b>7,671</b>	<b>6,684</b>	1.7	72%

\*Numbers include campaign specific pages and previously existing pages. Shaded area show the most popular pages for visit, dwell time and low bounce rates

## Social Media

We ran a number of organic and paid promotions through our main social media channels (Facebook, Twitter and Instagram) in partnership with AKA. AKA’s paid social media activity for the partners delivered a total of 3,923,188 impressions, 50,824 clicks to the Visit Kent website and 29,632 social engagements. Their targeting focussed on the campaign core audiences via brand affinity and interests within London and the South East. This was refined to London and a 50km radius for subsequent bursts.

To compliment the targeted paid promotions, all partners’ images were shared across Visit Kent’s social media channels in dedicated posts consistent with campaign look and feel and tone of voice, and were all used as header images for our Facebook and Twitter pages to increase exposure.

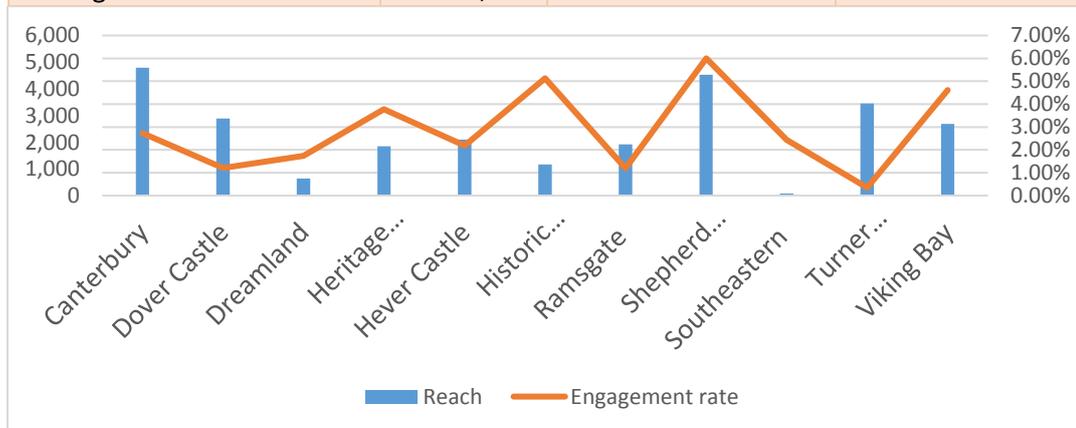
During the campaign period, Facebook saw a 47% increase in page likes following active paid and unpaid promotions, bringing overall likes to over 10,000. The page also received over 626,622 impressions.

## Facebook

- 47% increase in likes during campaign period
- 626,622 impressions during the campaign period
- All campaign images used as Facebook Banners

### Dedicated posts for each investor

	Reach	Engagements	Engagement rate (%)
Canterbury	4,795	131	2.73%
Dover Castle	2,892	35	1.21%
Dreamland	635	11	1.73%
Heritage Railways	1,852	70	3.78%
Hever Castle	2,101	46	2.19%
Historic Dockyard	1,171	60	5.12%
Ramsgate	1,920	23	1.20%
Shepherd Neame	4,532	272	6.00%
Southeastern	82	2	2.44%
Turner Contemporary	3,455	12	0.35%
Viking Bay	2,689	124	4.61%
<b>Total</b>	<b>26,124</b>	<b>786</b>	<b>-</b>
<b>Average</b>	<b>2,375</b>	<b>71</b>	<b>2.85</b>



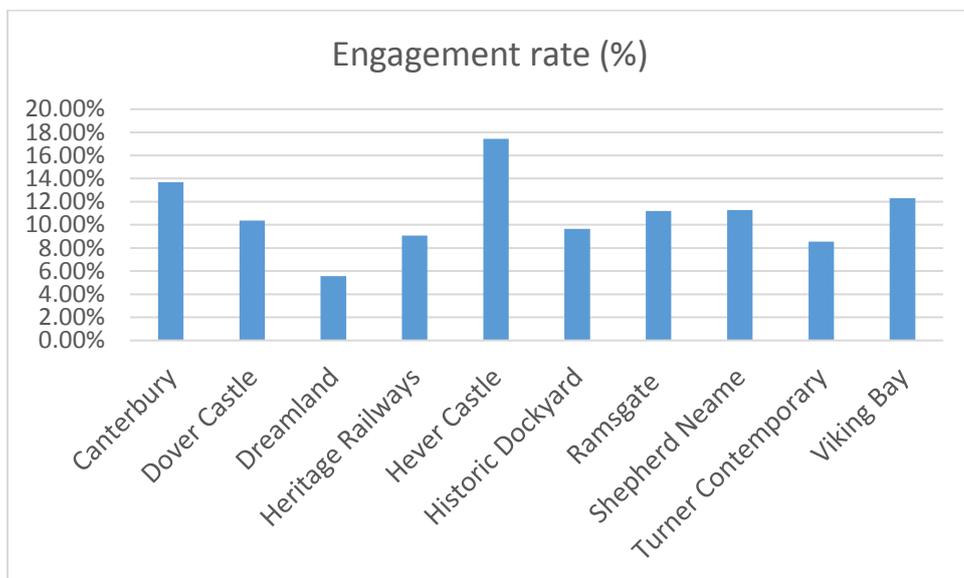
## Instagram

Instagram is our highest engaging platform and best performing for images. All partner’s images were shared throughout the campaign with suitable messaging ensuring consistency with the campaign’s tone of voice and overall look and feel. Instagram was also used to encourage user generated content through promotions of the #ColoursOfKent competition.

- Estimated impressions: 130,000
- 7,631 followers
- 67% increase in followers during campaign period
- 10% average engagement rate
- Used to gather user generated content
- Dedicated post for each partner

	Engagements	Engagement rate (%)*
Canterbury	285	13.69%
Dover Castle	216	10.37%
Dreamland	116	5.57%
Heritage Railways	189	9.08%
Hever Castle	363	17.44%
Historic Dockyard	201	9.65%
Ramsgate	233	11.19%
Shepherd Neame	235	11.29%
Turner Contemporary	178	8.55%
<b>Total</b>	<b>2,272</b>	<b>-</b>
<b>Average</b>	<b>220</b>	<b>10.91%</b>

*\*Estimated reach was used calculated based on more recent content after Instagram has enabled impressions tracking. Shaded areas to posts with the most engagements on this channel*



## Twitter

Twitter is Visit Kent's biggest channel in terms of following and has been more powerful when used as a broadcasting tool. This is why our strategy focused on more topical content – such as #KissesFromKent, competitions and Southeastern's promotions. Spikes were identified during paid promotions run by AKA and around the #KissesFromKent, as well as Southeastern posts featuring their summer campaign and special offers.

- 30,000 followers
- Over 1,000,000 impressions
- All campaign images used as Twitter Banners
- Southeastern posts reached 6,000 visitors and 2% engagement rate

## Content

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Creating inspiring content across our digital platforms to support the campaign was a vital part of our work this year, to ensure that we maximised opportunities to both incentivise visits to Kent but also encourage people to spread the word amongst their peers.

We were able to do this through a series of competitions linked to the campaign – while we have run competitions linked to Kent Contemporary before, this year we wanted to focus on the quality of promotional content and opportunities for engagement. For this, we created opportunities for User Generated Content and provided shareable content for engagement to increase the lifetime of the campaign, and to further convey the sense that Kent is an exciting, interesting place to visit.

We ran three high profile competitions over the summer, each of which received high profile coverage across all of our social media channels, our website and in our PR activity. In addition to the organic social media activity, we also supported the competitions with paid promos run by AKA. Average CTR for the paid promotions was 1.52%, with 6,702 link clicks.

Data capture from the competitions resulted in 2,374 people opting-in to receive more information from Visit Kent.

### **#ColoursOfKent**

This was our longest running competition and focused on user generated and sharable content, running over 12 weeks. People were challenged to share images showing off the Colours of Kent on our special competition page (run by AKA through Offerpop) and the public could vote for their favourite image every week. Entries could be uploaded or pulled through Facebook or Instagram using the hashtag. The public voted every week for a weekly winner, and Kent Contemporary partners generously donated prizes for these weekly winners. At the end of the competition, the 12 weekly winners were put into a Facebook album and the public could vote for the overall winner, increasing the engagement and sharing opportunities. All those who took part in the competition, or who voted, would effectively be Kent advocates, sharing their experiences and driving awareness of Kent through easily shareable visual content.

**Total entries:** 899 (704 Instagram, 60 Twitter, 135 direct upload)

**Total votes:** 1659

**Most engaged week:** week ending 29th July (Turner Contemporary & afternoon tea prize)

**Total reach of paid social promo (competition only):** Instagram - 591,685, Facebook - 280,958

**Total likes on all photos in the winners' album:** 1,391

**Winning photo:** Gravesend, 474 likes

### **Whitstable Barge Competition**

As part of our partnership with Shepherd Neame in Kent Contemporary, Visit Kent launched the Ultimate Barge Trip as a high end social media prize. The data capture competition (with a dedicated competition webpage) gave people the chance to win a trip to Whitstable for up to 10 people, with a trip on the Greta barge to and from Faversham, a tour and lunch at the Shepherd Neame Brewery, dinner and accommodation at the Marine Hotel, Whitstable.

The quality of the prize provided by Neame made this an extremely popular competition, and it encouraged people to share it when entering.

**Total entries:** 3,332

**VK opt-ins:** 1,926

**Shepherd Neame opt-ins:** 1,474

**Competition page visits:** 6,503

**Social media:**

- Twitter – 16,589 reach (2.1% engagement)
- Facebook – 10,374 reach (2.3% engagement)

Social Media Paid	Impressions	Reach	Clicks	CTR	Engagements	Engagement rate
Facebook	189,766	109,855	3,136	1.65%	817	0.43%

## **Beer for a Year**

The Beer for a Year competition ran in September, at the end of the summer campaign, and gave people the chance to win a year’s supply of beer. Given the high value of the prize, yet feeling of accessibility, this was again, easily shareable content.

**Total entries:** 759

**VK opt-ins:** 450

**Shepherd Neame opt-ins:** 478

**Competition page visits:** 2,320

**Social media:**

- Twitter – 19,661 reach (1.74% engagement)
- Facebook – 7,211 reach (2.7% engagement)

## **#KissesFromKent**

Our #KissesFromKent campaign was launched post Brexit as a way of extending a welcoming and friendly arm from Kent to visitors following the vote. We decided to build on the very positive pick up of this campaign for KC partners. The campaign generated 845 social media posts over the summer, received 5.5m impressions and reached 1.3m people.

The campaign culminated on 2nd September with a troop of characters who were representing the Kent Contemporary campaign, giving out kisses and goodies from Kent at St Pancras station during a Friday commute.

AKA also supported the activity with paid Facebook promotions for the KissesFromKent video, with 1,577 video views.

[\*\*Watch our #KissesFromKent film\*\*](#)

# PR & E-comms

Kent Contemporary campaign was supported by PR activity in order to spread the word and ensure the images were shared through traditional online and print media. We received nearly double the number of articles the campaign received in 2015, and an 85% increase in AVE and significant leap in reach.

- Four dedicated press releases
- Campaign included in all media briefings for Visit Kent interviews and promotions
- 26 articles worth £31,000 AVE
- Reached 6.7m people
- Interviews with BBC Radio Kent and ITV Meridian

**WISBECH STANDARD**  
LATEST 'Cities chosen direct to your email inbox!'  
CAMPAIGN CAPTURES COUNTY'S BEAUTY  
A collection of photographs capturing the 'unique identity' of our beautiful home county forms the basis of our advertising campaign launched across London this week to drive up visitor numbers...  
By Chris Proppell  
Advertising giant Saatchi and Saatchi has been hired to promote Canterbury in London...  
"What is really going to make a difference" she asks are all here in that combination of city and country.  
"London is full-on. The view that you can get from a train and come here to just chill for a bit, that's a real thing."  
Saatchi and Saatchi's poster features a goat on the Stone and Stone the north 'Canterbury' worth a goat.  
The poster has been recognised by tourism promoter Visit Kent as part of its Kent Creative Strategy campaign.  
Canterbury and other towns including Whitstable, Chatham and Swale have been all over the county's marketing.  
According to Alan Lane, the campaign manager for Visit Kent, "Stop off the road, it's not just a town, it's a place."  
"Kent is the perfect destination for a summer break, offering the best mix of...

**PR**

**'Come and chill for a bit' says poster campaign to London**  
By Chris Proppell  
Advertising giant Saatchi and Saatchi has been hired to promote Canterbury in London...  
"What is really going to make a difference" she asks are all here in that combination of city and country.  
"London is full-on. The view that you can get from a train and come here to just chill for a bit, that's a real thing."  
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"Kent is the perfect destination for a summer break, offering the best mix of...

**Free beer? I'll drink to that!**  
How do you fancy winning a beer for a year?  
Visit Kent and brewers Shepherd Neame have teamed up to give away a year's supply of beer for every one for every Whitstable Bay Pale Ale, Red I one for every...  
The prize inc Whitstable Bay Pale Ale, Red I one for every...  
Photographers are invited to capture the colours of Kent this summer and take part in a photo competition. From now until September 30, Visit Kent is asking residents to share their images of the county to be in with a chance to win a prize every week. To enter, upload a new picture to the Visit Kent Facebook page, share the image on Twitter and Instagram using #ColoursOfKent or visit post/ColoursOfKent.

**SHARE YOUR FANTASTIC #COLOURSOFKENT**  
White cliffs, and more, golden beaches, and our most beautiful towns...  
Photographers are invited to capture the colours of Kent this summer and take part in a photo competition. From now until September 30, Visit Kent is asking residents to share their images of the county to be in with a chance to win a prize every week. To enter, upload a new picture to the Visit Kent Facebook page, share the image on Twitter and Instagram using #ColoursOfKent or visit post/ColoursOfKent.

**Prizes for pics**  
Photographers are invited to capture the colours of Kent this summer and take part in a photo competition. From now until September 30, Visit Kent is asking residents to share their images of the county to be in with a chance to win a prize every week. To enter, upload a new picture to the Visit Kent Facebook page, share the image on Twitter and Instagram using #ColoursOfKent or visit post/ColoursOfKent.

**BBC RADIO KENT**

**ITV MERIDIAN**

**KENT GARDEN of ENGLAND** visitkent.co.uk

## E-newsletters

The campaign images were also incorporated in Visit Kent's newsletters, sent to our UK consumer database of 60,000 users. The newsletters enjoy figures above the industry average, with 20% open rates and 3% average click-through rate.

## Partner Communications

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Visit Kent took extra steps in 2016 to ensure all Kent Contemporary partners received regular updates on the progress and success of the campaign.

- Following the 2015 feedback meeting in Jan and the 1<sup>st</sup> 2016 partnership meeting in March, Visit Kent sent out partner comms approx. once a week from May to Oct, starting with the media plan.
- In addition to regular communications, the Kent Contemporary campaign was detailed on the Visit Kent Business website, featured in 8 B2B newsletters, profiled at two VK investor events.
- We also highlighted opportunities where partners could get more involved in the campaign and to share data.

Fri 6th May	Media Plan
Tue 24 May	Social Media Strategy overview
Wed 25th May	Invoicing
Wed 1st June	Kent Contemporary Press release
Wed 22 June	Landing Page
Mon 27th June	Final Campaign Plan & PPC
Wed 29th June	Colours of Kent competition plan
Mon 5th Jul	Site visit
Thu 6th July	Update on Colours of Kent and digital displays
Wed 12th July	Colours of Kent final update
Mon 25th Jul	Competitions update and research update
Mon 15th Aug	Kisses From Kent PR stunt - partners callout
Fri 19th Aug	Update on PR Stunt for Kisses From Kent campaign
Thurs 1st Sept	Confirmation of PR Stunt for Kisses From Kent campaign
Tue 13th Sep	Campaign performance to date
Wed 21st Sep	End of campaign meeting
Fri 23rd Sep	Detailed campaign performance
Fri 7th Oct	Meeting agenda and partner's stats
Mon 17th	Meeting with partners



destination**research**  
delivering results : measuring what matters



# Kent Contemporary Campaign 2016 Impact Assessment Research

Interim Report  
October 2016

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## TO REVIEW

- ❖ **Background**
- ❖ **Research objectives**
- ❖ **Methodology**
  
- ❖ **Results:**

**PART 1 – SURVEY FINDINGS: VISITOR**

**PART 2 - SURVEY FINDINGS: PROMOTIONAL MATERIALS**

**PART 3 – VISITS TO KENT**



# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Background

### ABOUT THE KENT CONTEMPORARY CAMPAIGN

The Kent Contemporary campaign aims to reposition the destination as the Garden of England for the 21st century. Specific aims for 2016 are:

- ❖ Driving awareness of Kent
- ❖ Targeting those with intent to travel to Kent

### RESEARCH OBJECTIVES

The research brief identified a set of objectives listed below.

- ❖ Visitor/respondent profile
- ❖ Campaign reach
- ❖ Image recall and perception
- ❖ Visuals' performance
- ❖ Call to action success
- ❖ Additional day and overnight visits generated
- ❖ ROI (Return on Investment) and overall impact



# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Previous Methodology

The campaign was previously assessed through a conversion research study. This involved the following:

- ❖ Surveying a sample of individuals who registered on the Visit Kent website during a campaign period
- ❖ Using total number of website visitors as a proxy for the total number of individuals exposed to a given campaign.
- ❖ A return on investment (ROI) figures of the order of 50 or 60 to 1 have been estimated and attributed to past Visit Kent marketing campaigns.

The agreed methodology is based on a set assumptions:

- ❖ Campaign activity may not be the only, or the most significant influence that Visit Kent has on decisions to visit during campaign periods
- ❖ Actual visits and visit intent cannot be solely attributable to campaign advertising
- ❖ The reality is that campaign advertising and web activity can influence decisions to visit independently, but are more likely to do so in combination with each other or other non-Visit Kent information sources.



# Kent Contemporary Campaign – Impact Assessment – Interim Results

## New Methodology

### HOW?

- ❖ An external online panel survey collecting information about Kent and Visit Kent Contemporary campaign.
- ❖ Data collection split into two waves, with interviews taking place in July and October 2016

### HOW MANY?

- ❖ Wave 1 is based on responses from 314 individuals

### WHO?

- ❖ Quotas were implemented to provide a mix of different kinds of respondents to include couples and families.

### WHEN?

- ❖ Fieldwork was conducted during July and early August 2016

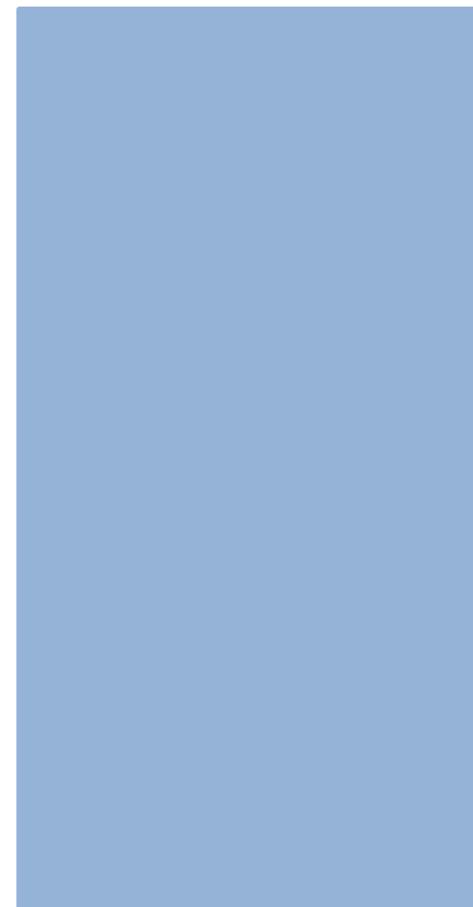
### WHERE?

- ❖ Greater London



## **PART 1 – SURVEY FINDINGS: VISITOR**

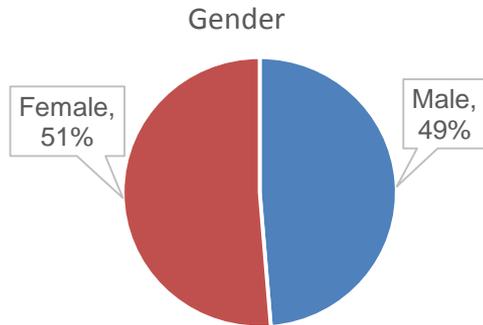
- ❖ Understanding visitor profiles
- ❖ Destination attributes



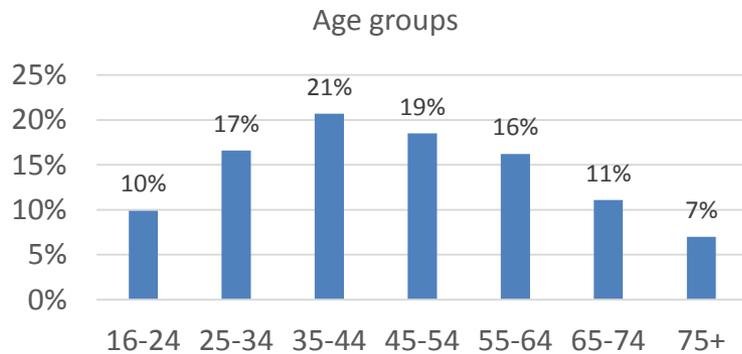
# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 1 – Survey of Finding: Respondent Profile

❖ A similar percentage of women and men took part in the survey



❖ A mixture of age groups was achieved.



❖ Respondents from all 32 London Boroughs

❖ Each Borough accounts for 5% or less of the total sample



Q19. Please indicate your age (Sample: 314)

Q20. Please indicate your gender (Sample: 314)

Q21. Please provide the first part of your postcode (Sample: 314)

Q22. Which London borough do you live in? (Sample: 314)

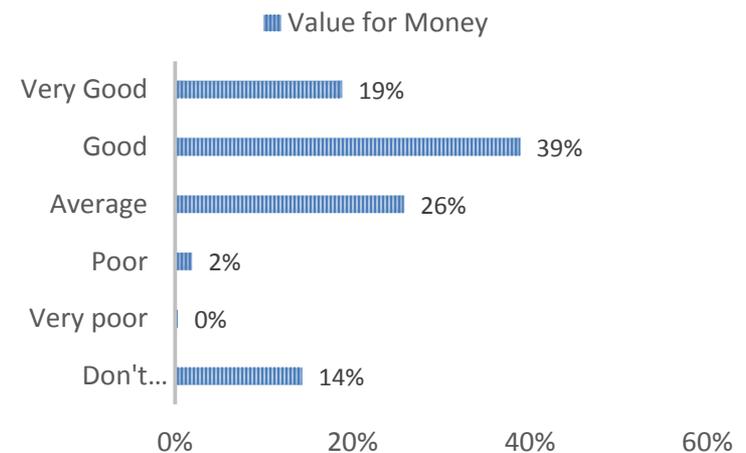
# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 1 – The Visitor – Destination attributes

- ❖ Attributes relating to open spaces are often associated with Kent - Attractive countryside, Seaside resorts, Farming & agriculture, Stunning coastline
- ❖ Historical aspects, heritage and castles are also strongly linked to Kent as well as providing a gateway to France and the rest of Europe.

Base	Percentage
Attractive countryside	28%
Historical/ Heritage	26%
Castles	19%
Seaside resorts	18%
The gateway to Europe	17%
Day trips to France	17%
Farming & agriculture	16%
Open space	15%
Stunning coastline	14%
Family friendly	14%

- ❖ The majority of respondents feel Kent offers ‘Good’ (39%) or ‘Very Good’ (19%) value for money
- ❖ A quarter (26%) believe Kent offers an ‘average’ level of value for money compared to other destinations
- ❖ Average score is 3.85 out of 5 (1= very poor / 5=very good)



Q1. Which of the following attributes do you associate with Kent? (Sample: 314)

Q2. Based on previous visits or from what you know about Kent as a holiday destination, how would you rate the county in terms of value for money. (Sample: 314)

## **PART 2 - SURVEY FINDINGS: PROMOTIONAL MATERIALS**

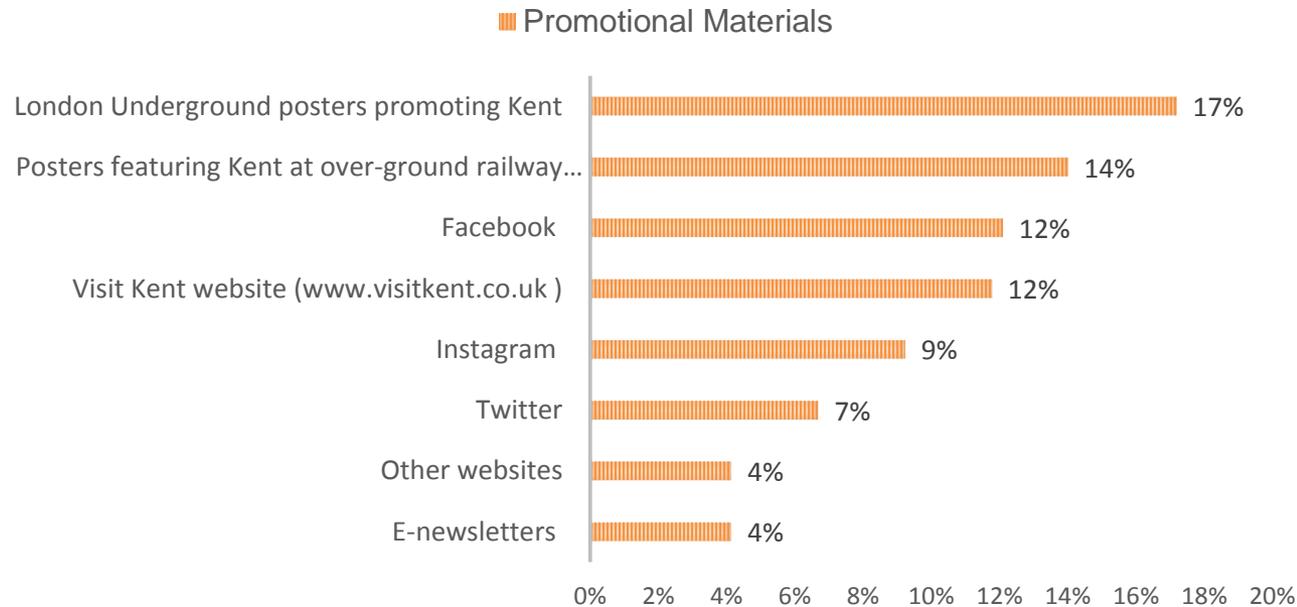
- ❖ Advertising – Promotional materials
- ❖ Advertising – Images seen
- ❖ Advertising – Image influence
- ❖ Advertising – Image association
- ❖ Kent attributes influenced by images



# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 2 – Promotional Materials

- ❖ *London Underground posters and Posters featuring Kent at over-ground railway stations* achieved the highest recall rates
- ❖ Online-based activity, specially Facebook and the Visit Kent website, were also mentioned by a significant proportion of respondents
- ❖ The average respondent came across **1.4** out of 9 different types of promotional materials

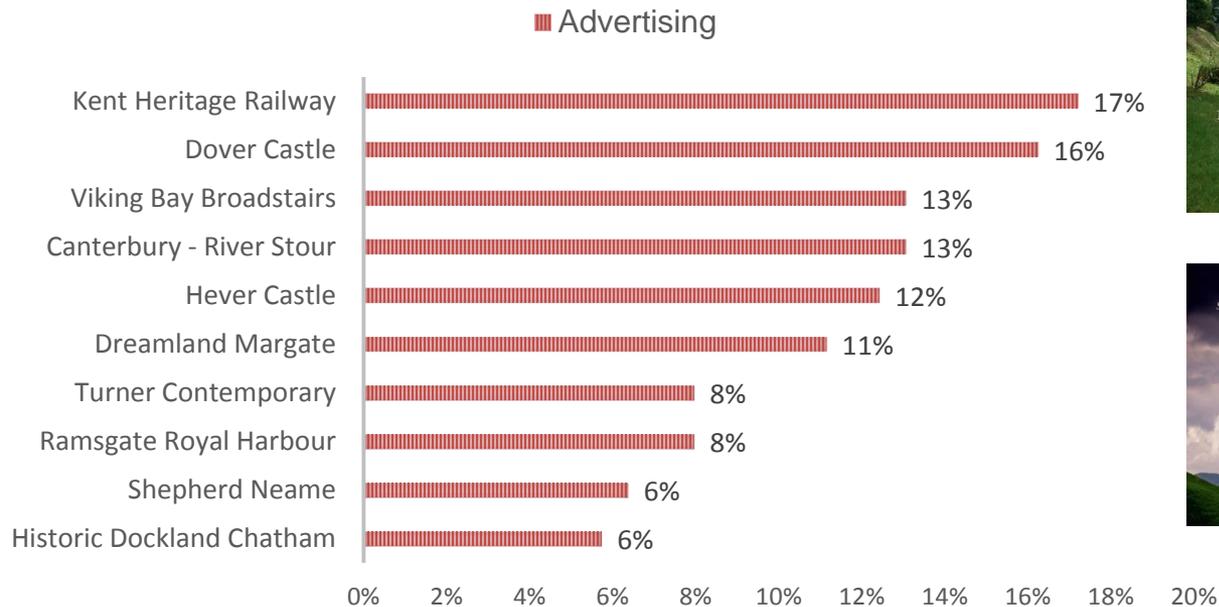


Q4. Can you recall coming across any of the following Kent promotional materials? (Sample: 314)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 2 – Advertising – Images seen

- ❖ *Kent Heritage Railway* and *Dover Castle* achieved the highest recall rates
- ❖ This was followed by *Viking Bay – Broadstairs* and *Canterbury – River Stour*
- ❖ The average respondent came across **1.7** out of 9 different types of promotional materials



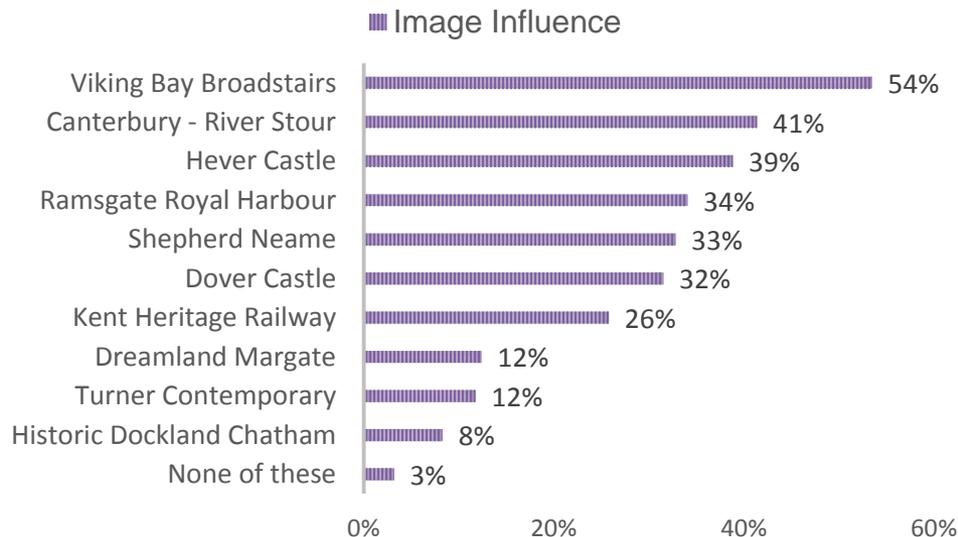
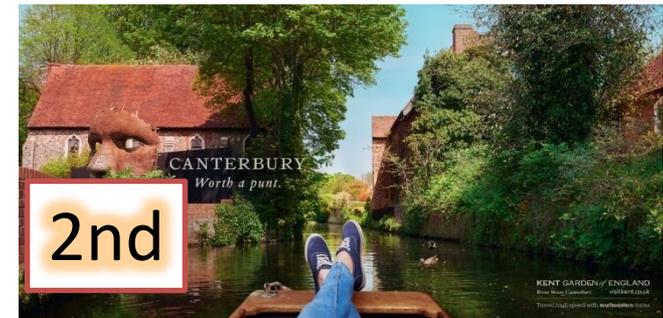
Q3. Which if the following recent advertisements have you seen for Visit Kent? (Sample: 314)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 2 – Advertising – Image influence

The top three images that are most likely to make people want to visit Kent are:

- ❖ Viking Bay Broadstairs
- ❖ Canterbury - River Stour
- ❖ Hever Castle

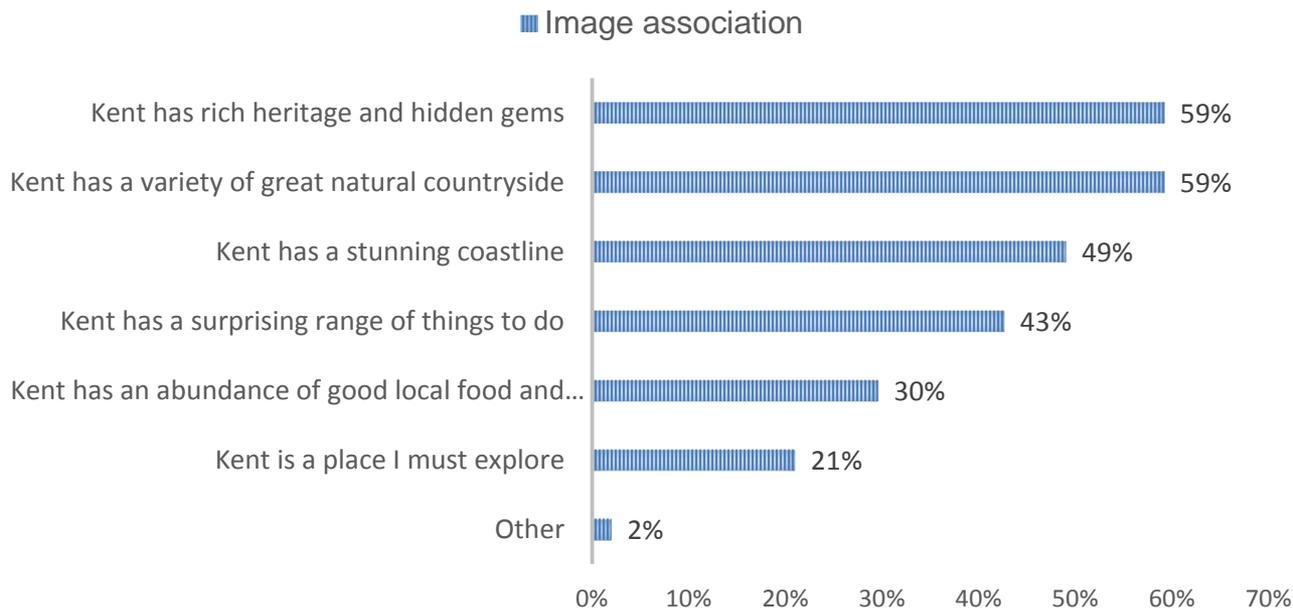


Q6. Please select the top three images that are most likely to make you want to visit Kent? (Sample: 314)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 2 – Advertising – Image association

❖ The images used in the campaign are mostly associated with HERITAGE, COUNTRISYDE and COAST



Q5. What do the images make you think about Kent? (Sample: 314)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 2 – The Visitor – Kent attributes influenced by images

- ❖ Historical, heritage and castle themes remain top of the list
- ❖ Attributes relating to the coastline and the beach experience the biggest improvement
- ❖ Countryside-related attributes lose momentum after respondents were exposed to the images used in the campaign.

Top 10	Percentage	Before	After
Historical/ Heritage	40%	2	1
Stunning coastline	32%	9	2
Castles	27%	3	3
<b>Beaches</b>	24%	11	4
Attractive countryside	23%	1	5
Seaside resorts	21%	4	6
The gateway to Europe	12%	5	7
<b>Touristy</b>	11%	14	8
Family friendly	11%	10	9
<b>A range of gardens to visit</b>	9%	13	10

**Bold:** previously not in the Top 10

### Gained influence

Historical/ Heritage  
Stunning coastline  
Beaches

### Lost influence

Day trips to France (was 6<sup>th</sup> – now 13<sup>th</sup>)  
Farming & agriculture (was 7<sup>th</sup> – now 22<sup>nd</sup>)  
Open space (was 8<sup>th</sup> – now 11<sup>th</sup>)



Q7. After seeing the images, what are the top three attributes you associate with Kent? (Sample: 314)

## **PART 3 – VISITS TO KENT**

- ❖ Action taken
- ❖ Action taken - trips taken or booked
- ❖ Action taken - won't visit Kent
- ❖ Trip influence
- ❖ Transport



# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 3 – Visits to Kent – Action taken (influenced by campaign activity)

- ❖ 15% claim to have visited Kent since the beginning of July 2016
- ❖ 9% of respondents have booked or plan to visit at some point

ACTION		Percentage
Have visited	I visited Kent, staying <b>overnight</b> for one or more short leisure breaks/ holidays	5%
	I visited Kent for one or more leisure <b>days out</b>	10%
Have booked	I have <b>booked</b> one or more leisure trips to Kent but haven't yet visited	2%
Plan to visit	I haven't visited or booked yet, but plan to do so before the <b>end of the year</b>	4%
	I haven't visited or booked yet, but plan to do so at <b>some point in the future</b>	3%
Won't visit	I haven't visited Kent for leisure recently and <b>don't plan to visit this year</b>	5%
Not influenced	<b>Not influenced by campaign activity</b>	72%



Q8 - Since the beginning of July which of these statements best describes your subsequent actions? (Sample: 314)  
 Filters: Came across Visit Kent activity and Visit Kent activity influenced decision / plan to visit Kent

# Kent Contemporary Campaign – Impact Assessment – Interim Results

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## HAVE VISITED OR BOOKED...

### Overnight visits

- ❖ 2.1 overnight trips **taken**
- ❖ 3.3 **nights** per trip
- ❖ 1.9 overnight trips **planned**

### Day trips

- ❖ 2.1 day trips **taken**
- ❖ 2.1 day trips **planned**

### Party composition

- ❖ Average visiting group = **3.1 people**
- ❖ **2.2 adults**
- ❖ 0.9 children



Q9. How many overnight trips have you made in Kent since July 2016? (Sample: 314)

Q10. How many nights did you spend in Kent since July 2016? (Sample: 45)

Q12B. Total number of staying trips planned? (Sample: 38)

Q11. How many day trips have you made in Kent since July 2016? (Sample: 81)

Q12A. Total number of day trips planned? (Sample: 54)

Q13. How many adults and children were in your party, including yourself, on your most recent trip? (Sample: 113)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 3 – Visits to Kent – Action taken (influenced by campaign activity)

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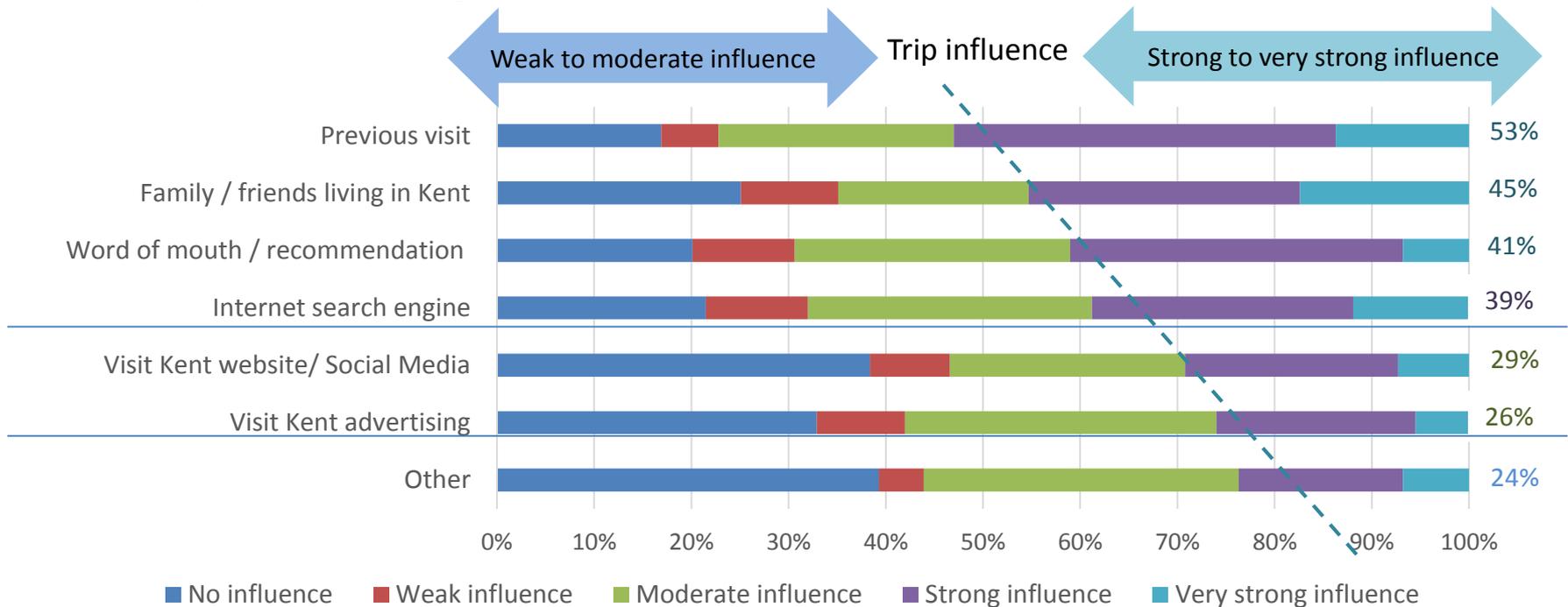


Q18. Is there any particular reason why you will not be visiting Kent this year (Sample: 114)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 3 – Visits to Kent – Trip influence

- ❖ Over half were strongly influenced by **previous visit** to Kent
- ❖ Visits to fiends and relatives (**VFR**) and **recommendations** from others were also strong influencers
- ❖ In terms of Visit Kent marketing activity, the **website and social media** activity were a strong influencers
- ❖ However, more people said **website and social media** had no influence in their decision to visit, compared to **advertising**.



Q14. What influence did the following have on your decision / plan to visit Kent? (Sample: 219)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Part 3 – Visits to Kent – Transport



About two thirds said a **discount or promotional offer on train travel** (e.g. 2FOR1, Kids travel free, etc.) would encourage them to travel to Kent by train

Very likely	25%
Quite likely	37%
Not Very Likely	14%
Not Likely at all	17%
Don't know	7%



Q17. How did you travel to Kent on your most recent trip? (Sample: 113)

Q17a. How likely is it that a discount or promotional offer on train travel (e.g. 2FOR1, Kids travel free, etc.) would encourage you to travel to Kent by train? (Sample: 314)

# Kent Contemporary Campaign – Impact Assessment – Interim Results

## Next Steps...

- ❖ Wave 2 online research to reach an overall sample of 600 interviews
- ❖ Full analysis of results
- ❖ Economic evaluation and Return on investment (ROI)



# THANK YOU!

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Thank you for working with us on this campaign, and for helping to make it the success it was. We look forward to making it even bigger and better in 2017.

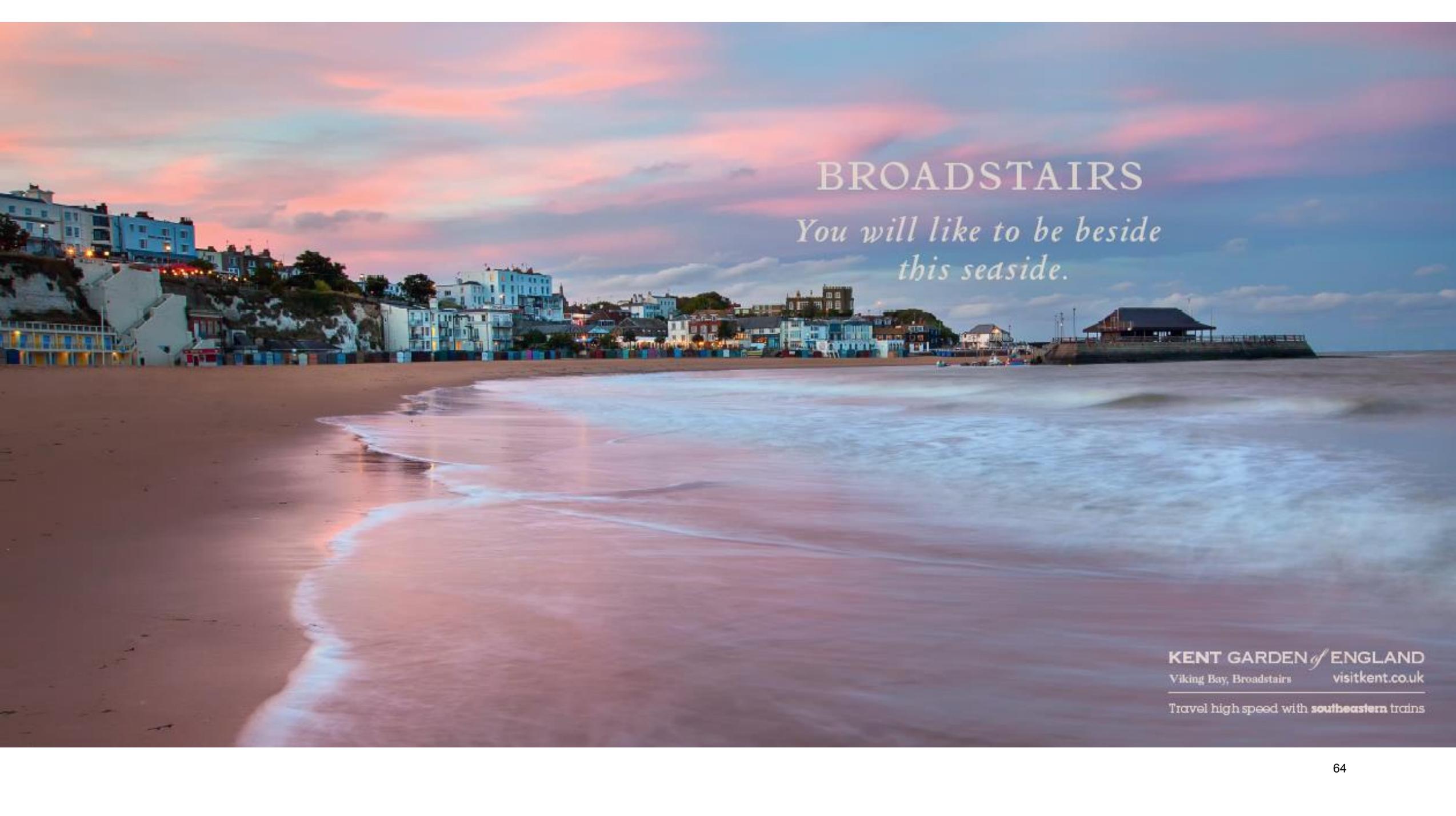
Visit Kent team



CANTERBURY  
*Worth a punt.*

KENT GARDEN *of* ENGLAND  
River Stour, Canterbury [visitkent.co.uk](http://visitkent.co.uk)

Travel high speed with **southeastern** trains



# BROADSTAIRS

*You will like to be beside  
this seaside.*

KENT GARDEN *of* ENGLAND  
Viking Bay, Broadstairs [visitkent.co.uk](http://visitkent.co.uk)

Travel high speed with **southeastern** trains



H.M. SUBMARINE OCELOT  
SEE IT CLOSE UP

*The Russians never did.*

KENT GARDEN *of* ENGLAND  
The Historic Dockyard Chatham [visitkent.co.uk](http://visitkent.co.uk)

Travel high speed with **southeastern** trains

# DOVER CASTLE

*Send your kids to the Tower.*



**KENT GARDEN of ENGLAND**  
Dover Castle, Dover [visitkent.co.uk](http://visitkent.co.uk)



DREAMLAND FOR  
A DREAM PRICE.

*Entry is now free.\**

\*pay to ride

KENT GARDEN *of* ENGLAND

Dreamland, Margate

[visitkent.co.uk](http://visitkent.co.uk)

Travel high speed with **southeastern** trains

A green steam locomotive, number 725, is pulling a train of vintage passenger cars on a railway track. The train is moving through a lush, green landscape with trees and a small building in the background. The locomotive is green with a black smokestack and a red front buffer. The passenger cars are maroon with green accents. The train is on a gravel track with a grassy embankment on the left and a paved platform on the right. The sky is blue and clear.

KENT'S HERITAGE  
RAILWAYS  
*All change for the 1950s.*

KENT GARDEN of ENGLAND  
Spa Valley Railway [visitkent.co.uk](http://visitkent.co.uk)

Travel to Kent with **southeastern** trains

*Our Tudor isn't mock.*



© VisitBritain/Pete Seaward

**KENT GARDEN of ENGLAND**

Haver Castle & Gardens

[visitkent.co.uk](http://visitkent.co.uk)

Travel Kent with **southeastern** trains

*Fancy a paddle with your pint?*

KENT GARDEN / ENGLAND

Shepherd Neame [visitskent.co.uk](http://visitskent.co.uk)

Travel Kent with **southeastern** trains

MARSEILLE?  
*Non... C'est Ramsgate.*

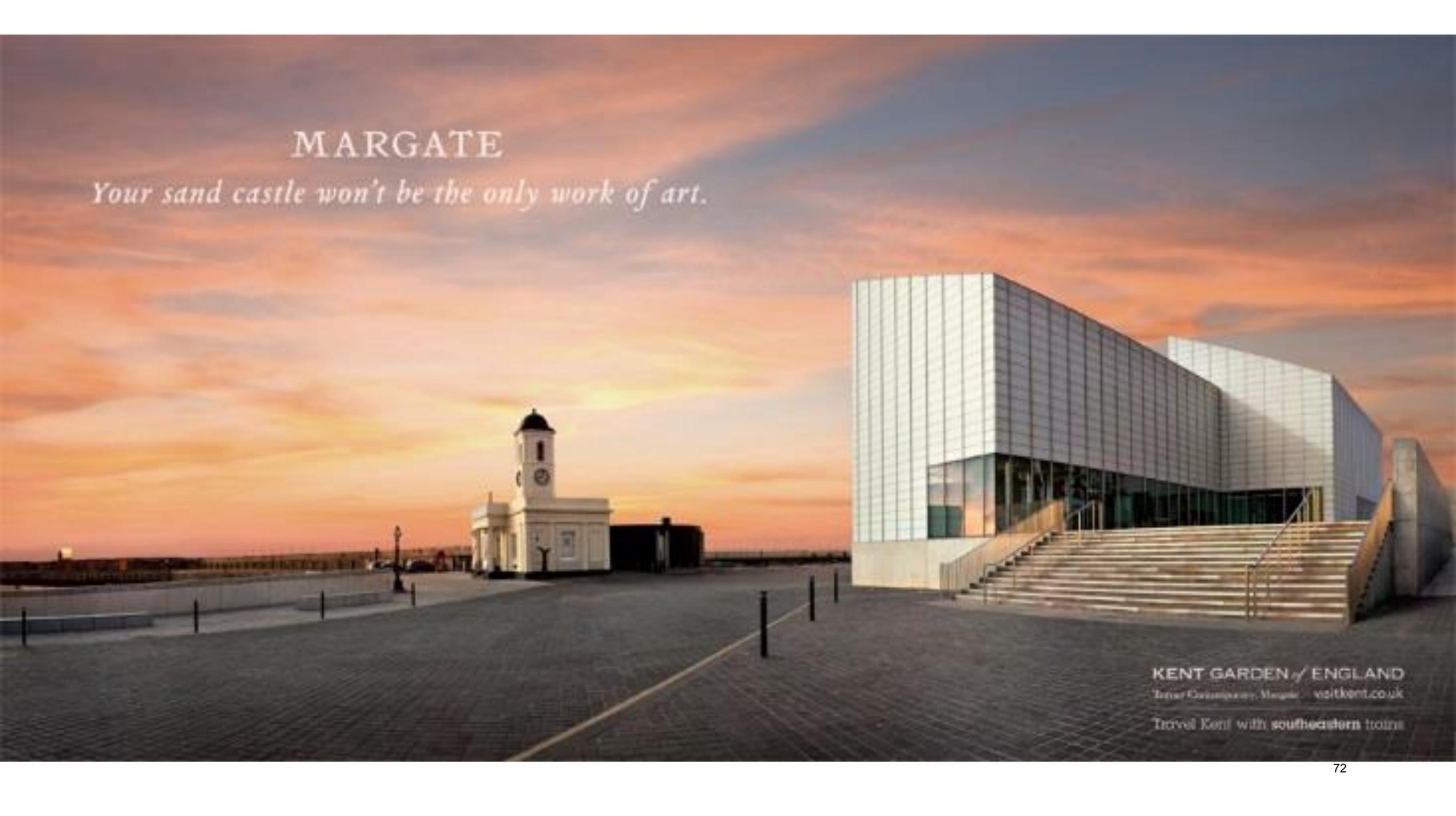
KENT GARDEN  ENGLAND

Royal Harbour, Ramsgate [visitkent.co.uk](http://visitkent.co.uk)

Travel high speed with southeastern trains

# MARGATE

*Your sand castle won't be the only work of art.*



KENT GARDEN *of* ENGLAND

Tenby Castle, Margate [visitkent.co.uk](http://visitkent.co.uk)

Travel Kent with *southeastern* trains



# VISIT KENT

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## VISIT KENT SUMMER 2016

In Situ Advertising Report  
17 October 2016

Prepared by AKA



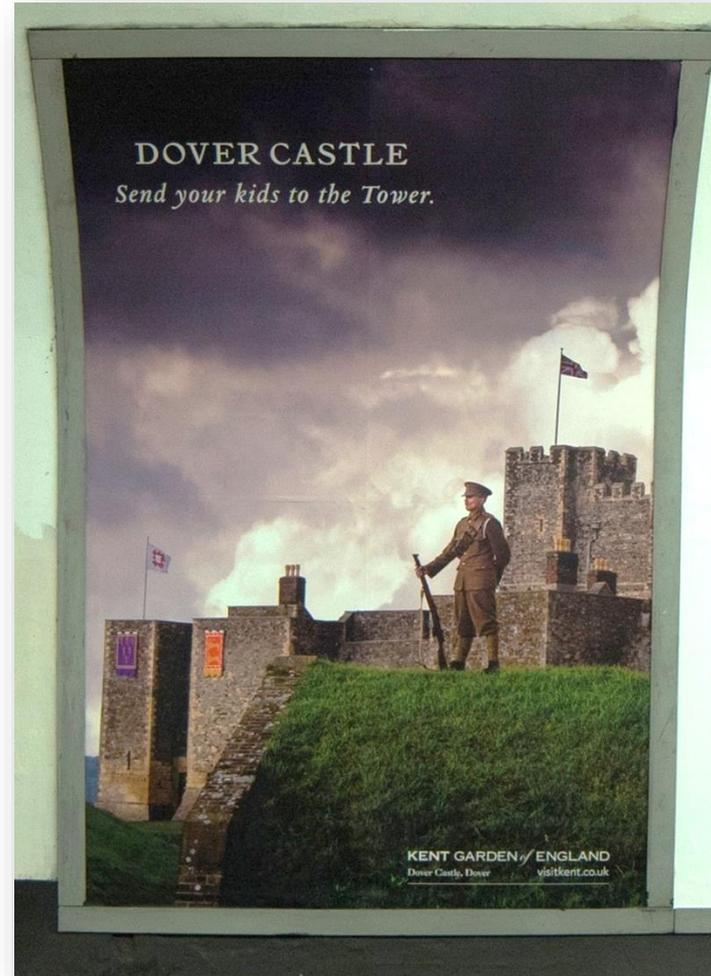
# MEDIA PERFORMANCE

## Victoria Transvision



# › IN SITU OUTDOOR

## Underground 16 Sheets



# > IN SITU OUTDOOR

## Underground 16 Sheets



# > IN SITU OUTDOOR

## Underground 16 Sheets



## Adrail 6 Sheets



Adrail 6 Sheets



# IN SITU DIGITAL DISPLAY

## TFL

The image displays several digital panels for Transport for London (TfL), arranged in a grid-like fashion. The panels are as follows:

- Top Left Panel:** A vertical menu with categories: Metropolitan (Minor delays), Victoria (Minor delays), Good service on all other lines, This weekend, and View all statuses. Below this is a list of services: Buses, Traffic, River, Emirates Air Line, and National Rail, each with a plus sign.
- Top Middle Panel:** A panel titled "Travel alerts on your phone" with a sub-heading "Get instant direct message notifications for Tube and rail on Twitter". Below it is a panel titled "Have your say on London's air quality" with a sub-heading "Share what you think of Sadiq Khan's plans to clean up London air pollution".
- Top Right Panel:** A panel titled "Cycle Skills" with a sub-heading "Discover London by bike. Book a free Cycle Skills session". It features an image of a bicycle.
- Middle Left Panel:** A panel titled "TfL Rail improvements" with a sub-heading "Find out more about our improvements to TfL Rail stations". Below it is an advertisement for "DOVER CASTLE" with the text "Send your kids to the Tower." and "Advertisement".
- Middle Right Panel:** A vertical menu with categories: London Overground part closure, Stations, stops & piers, Timetables, Visiting London, Transport accessibility, and TfL Digital Blog. Below this is a list of services: Buses, Traffic, River, Emirates Air Line, and National Rail, each with a plus sign.
- Bottom Left Panel:** A panel titled "Travel alerts on your phone" with a sub-heading "Get instant direct message notifications for Tube and rail on Twitter". Below it is a panel titled "Have your say on London's air quality" with a sub-heading "Share what you think of Sadiq Khan's plans to clean up London air pollution".
- Bottom Middle Panel:** A panel titled "TfL Rail improvements" with a sub-heading "Find out more about our improvements to TfL Rail stations". Below it is an advertisement for "DREAMLAND" with the text "DREAMLAND FOR A DREAM PRICE. Entry is now free." and "Advertisement".
- Bottom Right Panel:** A panel titled "Cycle Skills" with a sub-heading "Discover London by bike. Book a free Cycle Skills session". It features an image of a bicycle.

## National Rail

Sign in | Create Account | Like (81k) | Share | Search | Basket (0)

**National Rail Enquiries** | Home | Train times & tickets | Stations & on train | Changes to train times | Help

**Train times | Buy tickets**

From: London Charing Cross to: Sidcup

When: Leaving Today at 11:30

Return: Leaving Today at 13:30

More options, railcards & passengers | Fastest trains only | **Go**

**Recent** | **Favourites**

**Register now to:**

- View recent journeys
- Set up custom alerts
- Save favourite journeys

**Register now** or [sign in](#).

**PEAK DAY RETURN** (ETS). **st £16 for ults and £3 : kids.**

**PLUSBUS £2 ONLINE OFFER** Save up to 50% off bus travel.

**FUTURE ENGINEERING WORK** Major improvement works taking place in 2016

**KENT GARDEN OF ENGLAND** Spa Valley Railway **KENT'S HERITAGE RAILWAYS** All change for the 1950s.

**Live departures** | **Live arrivals**

From: Station name / code To: (optional) **Show**

See live departures & arrivals for your favourite stations here [Create an account](#) or [sign in](#)

**Special offers**

2FOR1 offers

**2FOR1 OFFERS** WHEN YOU GO BY TRAIN

Railcards

Sign in | Create Account | Like (81k) | Share | Search | Basket (0)

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**Summary** | [Edit journey](#) | [Print](#) | [Save journey](#)

Thank you for using National Rail Enquiries.

We've opened a new tab for you to complete your purchase with a train company. If for any reason you're unable to complete that transaction, just click back, choose another retailer and try again.

**Outward**

From: Salisbury  
To: Basingstoke  
When: Monday 11 July 2016 at 10:21

- Valid routes for this ticket
- Other trains this ticket is valid on

**CLAIM YOUR £10 BONUS FROM GUIDICO** **Quidco** Start earning cashback on everything you buy. [Join Quidco today](#)

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**Total**

1 x Adult [Anytime Day Single](#) £16.20

**Total** £16.20

Don't forget to complete your purchase with the ticket provider - we've opened a new window for you.

# IN SITU DIGITAL DISPLAY

## Trip Advisor

Find and book your ideal hotel on TripAdvisor — and get the lowest prices

tripadvisor  
Top Things to Do in Brighton, Brighton and Hove - Brighton Attractions

Find: Hotels, Restaurants, Things to Do Near: Brighton, England Search

Europe > United Kingdom (UK) > England > East Sussex > Brighton and Hove > Brighton > Things to do in Brighton

### Things to Do in Brighton

Walking & Biking Tours | See more

View Map

ATTRACTION TYPE:

- Sights & Landmarks (32)
- Nature & Parks (13)
- Water & Amusement Parks (2)
- Outdoor Activities (28)
- Nightlife (123)
- Shopping (67)
- Tours (35)
- Spas & Wellness (37)
- Concerts & Shows (17)
- More

**Cycling Tour of Brighton City** from **£19.50\***  
4 reviews [More info](#)

**Secrets of the Lanes Walking Tour in Brighton** **£30.00\***  
5 reviews [More info](#)

**Only in Brighton Walking Tour** from **£8.00\***  
5 reviews [More info](#)

#### Top Attractions in Brighton

Sort by: **Ranking** Book Online

**Royal Pavillion** [Historic Sites](#)  
#1 of 154 things to do in Brighton  
4.6/5 (4,692 reviews)  
"Royal Pavillion is impressive" 07/08/2016  
"Great place to visit and kids also..." 07/08/2016  
4 Tours Available  
from GBP **£8\***  
[More info](#)

**North Laine** [Neighbourhoods](#)  
#2 of 154 things to do in Brighton  
4.2/5 (1,863 reviews)  
"market area" 07/08/2016  
"Little lanes and so much gold" 07/08/2016  
2 Tours Available  
from GBP **£15\***  
[More info](#)

**The Lanes** [Historic Walking Areas](#)  
#3 of 154 things to do in Brighton  
4.3/5 (3,432 reviews)  
"Old narrow lanes in Brighton" 07/08/2016  
"Quirky shopping experience" 07/08/2016  
3 Tours Available  
from GBP **£20\***  
[More info](#)

**Devil's Dyke**  
#4 of 154 things to do in Brighton  
4.1/5 (610 reviews)  
"Worst Village Inn in the country?" 07/08/2016

Find and book your ideal hotel on TripAdvisor — and get the lowest prices

tripadvisor  
England Tourism: Best of England

Find: Hotels, Restaurants, Things to Do Near: England, United Kingdom Search

Europe > United Kingdom (UK) > England Tourism

### England

19,845,671 reviews and opinions

Travellers' top-rated places in England

**Top 25 Destinations — the World**  
London

**Top 25 Beaches — the United Kingdom**  
Walscombe Beach  
Weymouth Beach  
Portlmeor Beach

Overview Popular Destinations Location

Planning your England trip? We'll search 200+ sites to find the best hotel prices, so you don't have to. [Shop Hotels](#)

Popular Destinations in England

- London
- Manchester

KENT GARDEN OF ENGLAND  
Kent's Heritage Railways  
All change for the 1930s.



# IN SITU SOCIAL & CONTENT

Instagram

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BROADSTAIRS. You will like to be beside this seaside. Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent

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Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent.



CANTERBURY. Worth a punt.

[WWW.VISITKENT.CO.UK](http://WWW.VISITKENT.CO.UK) [Learn More](#)

Visit Kent @VisitKent - Jul 04

Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent.



MARSEILLE? Non... C'est Ramsgate.

[visitkent.co.uk](http://visitkent.co.uk)

Visit Kent @VisitKent - Jan 01

Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent.



H.M. SUBMARINE OCELOT.

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

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TURNER'S INSPIRATION FROM YOUR GARDEN

[WWW.VISITKENT.CO.UK](http://WWW.VISITKENT.CO.UK) [Learn More](#)

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♡ 🔍

DREAMLAND FOR A DREAM PRICE. Entry is now free - pay to ride. Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent

# IN SITU SOCIAL & CONTENT

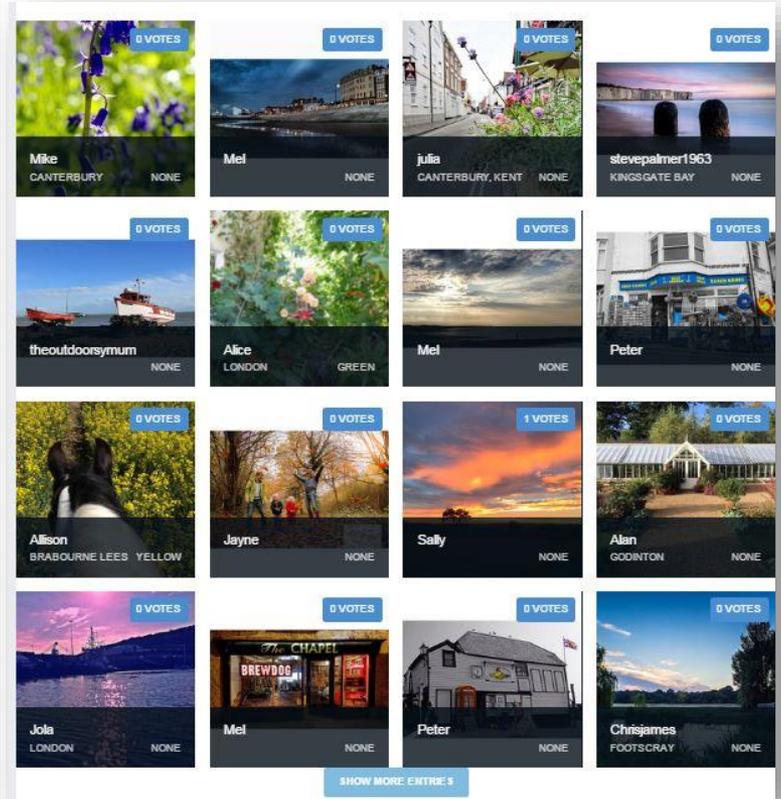


ABOUT THIS CONTEST [VIEW ENTRIES](#)

[SUBMIT AN ENTRY](#)

All votes are in!  
Thanks for your participation!

Facebook Friends only



# > IN SITU SOCIAL & CONTENT

Instagram

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Visit Kent

Written by AKA Promotions [?] · 11 July · ©

Celebrate the vibrant colours of Kent! Click below to enter or share your [#ColoursOfKent](#) photos on Twitter and Instagram to be in with a chance to win fantastic prizes every week!



[Learn More](#) ...and vibrant country gardens. [Learn More](#) Enter your #C

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# IN SITU SOCIAL & CONTENT

**Visit Kent**  
Written by AKA Promotions [?] · 29 July · €

We and our friends at Shepherd Neame are giving you the chance to win an incredible barge trip AND overnight break in Whitstable for you and up to NINE friends!



**WIN!**  
An exclusive barge sailing trip, brewery tour and hotel break in Whitstable for 10 people

VISITKENT.CO.UK [Learn More](#)

**Visit Kent**  
Written by AKA Promotions [?] · 9 September · €

Visit Kent and Shepherd Neame are giving one lucky person the chance to WIN a year's supply of beer!



[Learn More](#) [Learn More](#) [Learn More](#)

Win a whopping 37 cases of ale and lager

[Learn More](#)

Closes 12noon 9 September

**Visit Kent**  
Written by AKA Promotions [?] · 14 September · €

Share your #KissesFromKent and show the world just how wonderful The Garden of England is! See more #KissesFromKent and read the whole story here: [www.visitkent.co.uk/kisses-from-kent](http://www.visitkent.co.uk/kisses-from-kent)



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# CANTERBURY

Click here to view - [Transvision Animated](#) & [Animated MPU](#)



**Visit Kent** @VisitKent · Jul 04  
Step off the treadmill. Duck out of the rat race. Rediscover you. Within minutes you can, in Kent.



**CANTERBURY. Worth a punt.**  
[visitkent.co.uk](http://visitkent.co.uk)

**Visit Kent**

Discover the historic city of Canterbury this summer. With a stunning river, famous medieval tales and a world-renowned Cathedral, you'd be crazy not to give it a punt!

<http://www.visitkent.co.uk/attractions/canterbury/221767>

**4,795** People Reached

**131** Reactions, comments & shares

<b>109</b> Like	<b>72</b> On post
<b>5</b> Love	<b>3</b> On post
<b>4</b> Comments	<b>3</b> On Post
<b>13</b> Shares	<b>12</b> On Post
<b>141</b> Post Clicks	
<b>55</b> Photo views	<b>9</b> Link clicks

**NEGATIVE FEEDBACK**

0 Hide Post



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**285** likes 11w

visitkent Today's #MondayMotivation comes from the lovely city of Canterbury. Boasting a stunning river, famous medieval tales and everyone's favourite @canterbury\_cathedral, you'd be crazy not to give it a punt!

visitkent #lovegreatbritain #england #visitengland #kent #visitkent #rediscoverkent #summerinkent #canterbury #history #heritage #punting #river #rivertour #relax #travel #instatravel #travelnics

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