



Six top tips for tourism business resilience

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Visit Kent





1

Respond To Emerging Travel Trends

Increased engagement with the countryside

Local and authentic experiences

Transformative travel and wellbeing

Low-impact and eco-tourism away from hotspots

Interreg



France (Channel
Manche) England

EXPERIENCE

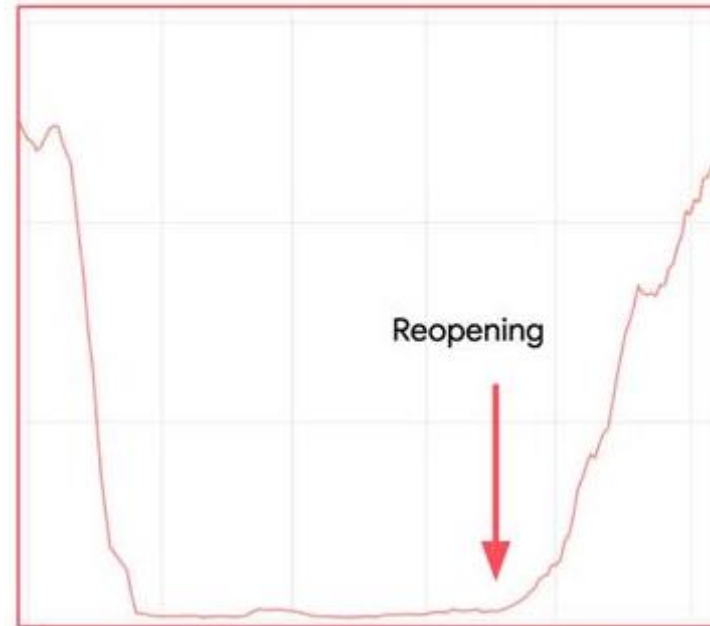
European Regional Development Fund

2

Add A New Unique Experience

Summer 2020 on Airbnb

Booking trends from March to August 2020 across Great Britain



★ 4.97 (39) - East Sussex
Forest Bathing / Shinrin-Yoku
Wellness class - 4 hours
From £40/person

Forest Bathing



Dover
Walking Tour - The White Cliffs of Dover
Guided hike - 3 hours
From £35/person



★ 5.0 (6) - Canterbury
Guided Walking Tour of Canterbury
History walk - 1.5 hours
From £11/person

Walking Tour



★ 5.0 (20) - Severn-oaks
Groom and walk miniature ponies
Animal care - 1.5 hours
From £45/person

Animals



★ 4.83 (47) - Bodiam
Wine tasting and vineyard tour
Wine tasting - 2 hours
From £20/person

Wine Tasting



★ 5.0 (20) - East Sussex
Afternoon Tea and meet the alpacas
Farm visit - 2 hours
From £35/person

And Alpacas!

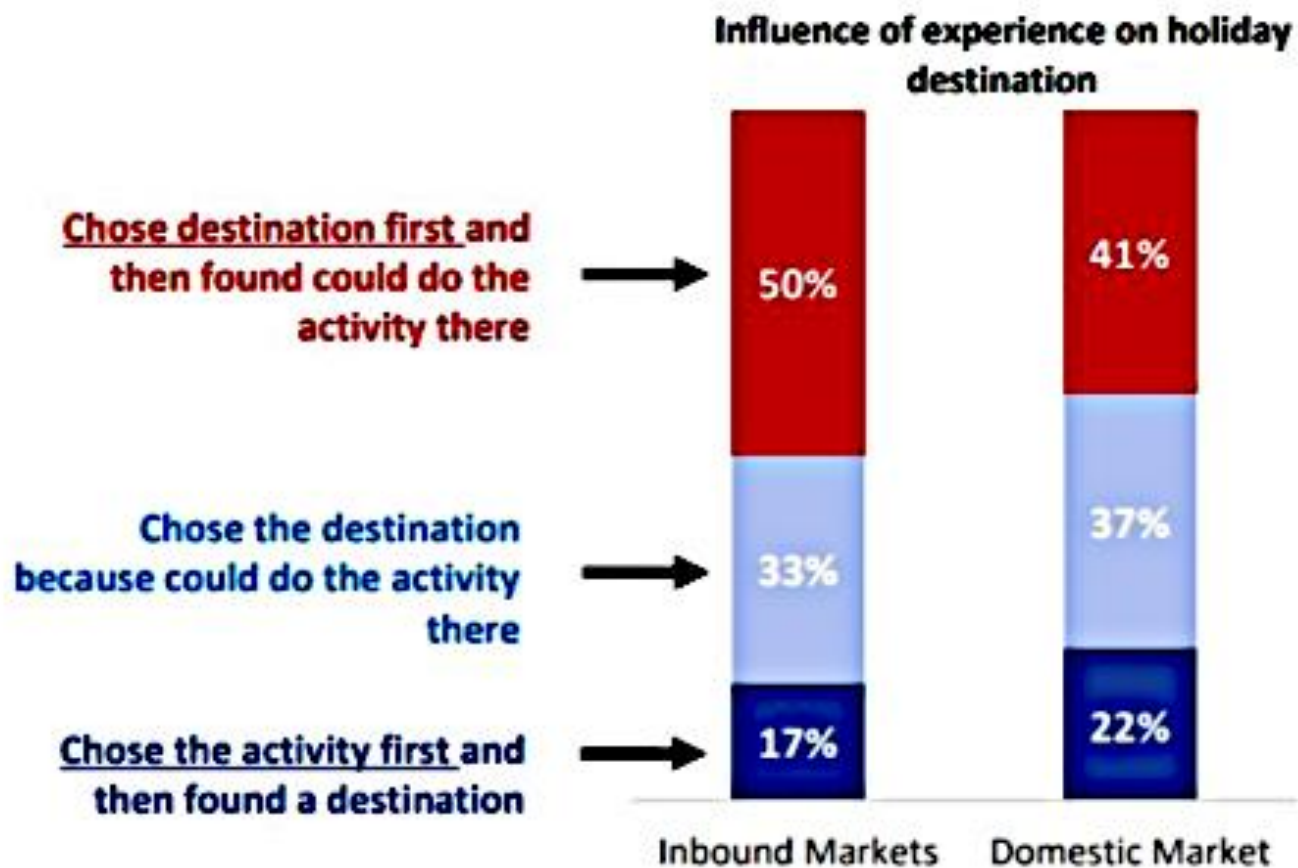
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EXPERIENCE

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3

Give People A Reason To Travel



4

Be Bookable But Be Flexible



FLEXIBLE BOOKINGS
RESERVAS FLEXIBLES
FLEXIBEL BUCHEN



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Book with
confidence

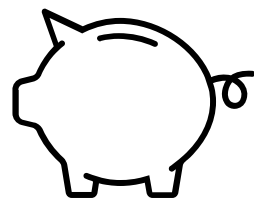
✓ Enhanced cleaning ✓ Lockdown cancellation policy

5

"Given that a third of customers are choosing to engage with brands they believe are environmentally sustainable, it is important that businesses look at ways to go greener"- Simply Business

2019

Get A Green Competitive Edge



Cost Savings



Positive Image



Business USP

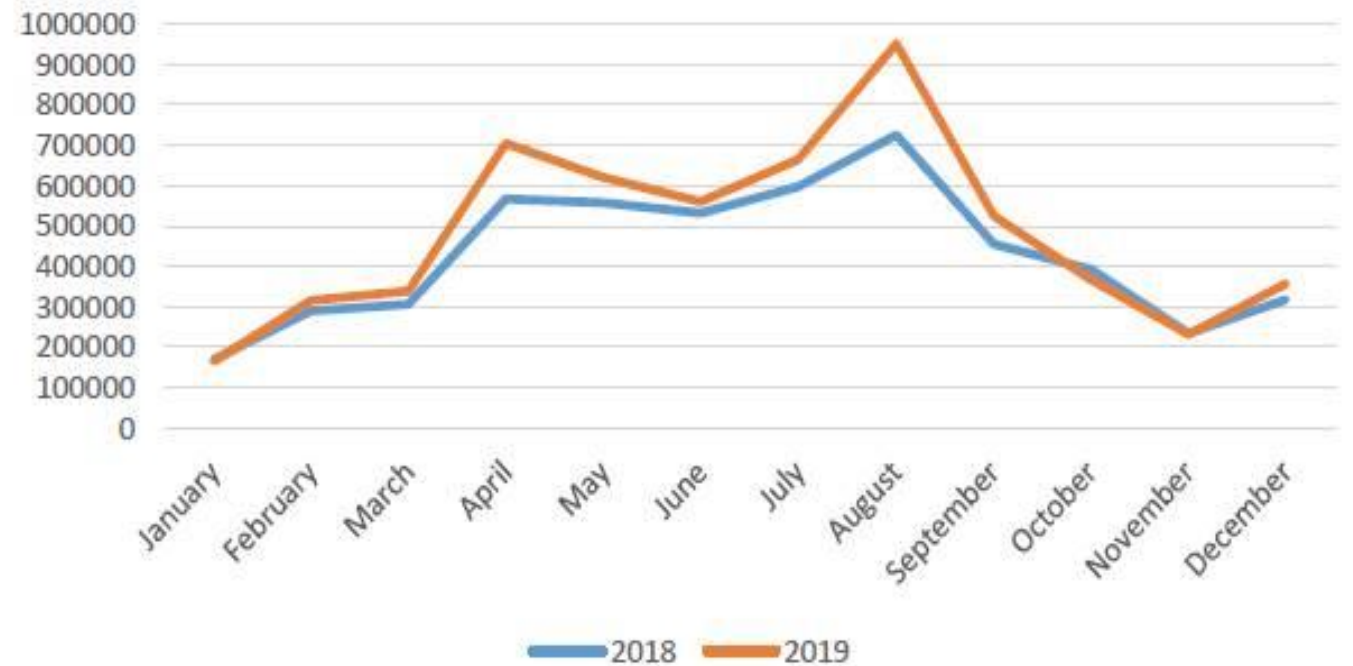


New Markets &
Increased loyalty

6

Extend Your Season To Build Resilience

Attraction footfall 2019 vs. 2018



Visit Kent Annual Business Barometer, 2019