

KENT Business GARDEN of ENGLAND

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Rebuilding Confidence and Demand in the Visitor Economy Workshops

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As tourism and hospitality businesses begin to open again, we are pleased to be hosting a series of virtual, interactive workshops to help you rebuild consumer confidence, increase demand in your business and drive the recovery of the sector.

Ahead of the 21st June, we will be running a total of four sessions based on different topics, identified through a survey that captured the needs of the visitor economy and the support businesses need to develop and adapt their product offering. The sessions will also be informed by insights set out in our [Rebuilding Confidence and Demand in the Visitor Economy report](#).

We would be delighted if you could join us and colleagues from across the South East region to find practical solutions to shared challenges and move forward positively.

During these sessions, we will be joined by an expert who will share best practice and case studies around each topic. There will also be an opportunity to collaborate with your peers and learn from other businesses during the interactive section of the sessions.

Please find the details of each session below and the link to register. Should you have any questions about these workshops, [please contact us](#).



Rebuilding Confidence and Demand Workshop:

Rebuilding Consumer Confidence

With the successful rollout of the vaccine in the UK, consumers are starting to see the light at the end of the tunnel with 48% believing that the worst of the pandemic has now passed. However, confidence in visiting indoor attractions, attending events, travelling by public transport and visiting a busy town or city centre remains subdued. This session will discuss practical tips and best practice examples of how to encourage visitors back and help your customers feel comfortable.

Wednesday 23rd June 2021

2.00pm - 3.30pm

[Click here to register](#)

Co-produce marketing messages with your destination

With international travel restrictions in place, 2021 will see consumers looking at staycations to fulfil their travel needs, with many keen to explore new destinations within their home region or country. Having a cohesive destination message, developed in partnership with your Destination Management Organisation, will be key to ensure your voice is heard above the noise and that visitors are inspired to explore your local area. This session will discuss how to maximise tools and messages created by your DMO and how you can increase reach through collaboration with destination partners.

Wednesday 30th June 2021

10.00am - 11.30am

[Click here to register](#)

Adapt your business model to new trends

The pandemic has led to a seismic shift in consumer priorities leading to long-term changes in behaviour. Certain travel trends such as seeking authentic experiences and wellbeing activities have been accelerated, whilst others that had been gaining momentum have taken a step backwards, including visitors spending more time planning and increasingly booking last minute. This session will discuss how you can respond to these trends in your business to create new revenue streams or reach new audiences to support your recovery.

Wednesday 7th July 2021

2.00pm - 3.30pm

[Click here to register](#)

Design new packages in collaboration with other businesses

The pandemic has shown the incredible innovation in our sector and that collaboration between businesses has been crucial to survival. Consumers are looking for new ways to experience our destinations and they want them to be easy to find and book. This session will help channel this ingenuity to help you develop new products in partnership with other local businesses. This will include practical tips such as how to manage the partnership or price a product, with success stories from across the region.

Wednesday 14th July 2021

10.00am - 11.30am

[Click here to register](#)



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Read more about tourism businesses support and advice, Covid-19 updates, national tourism insights and resources and opportunities to get involved in our activity

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