



The 149th Open, Royal St George's

Get your business ready



*an amazing
opportunity*

SHINING A SPOTLIGHT ON KENT

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ARE YOU READY FOR THE 149TH OPEN?

Kent is set to come alive from 11-18 July 2021 when The Open returns to Royal St George's Golf Club, Sandwich.

Following the UK Government's announcement to delay the planned easing of restrictions, The R&A are now actively working with the government and public health authorities, including those in Kent, in the next phase of the Events Research Programme, which will enable a number of events to take place with higher capacities than the current Step 3 guidance.

As a result, it has been confirmed that up to 32,000 fans will attend each Championship day of The 149th Open at Royal St George's and that this will include those existing ticketholders and hospitality guests who have already purchased tickets.

After what has been a difficult year for businesses, The 149th Open provides Kent with an enviable opportunity to showcase our destination to a global audience, whether they visit as spectators or watch from their own homes.

This toolkit will provide you with tips and the information you need to help your business make the most of this event and provide a warm welcome to the visitors expected to attend. We've updated it with new information and guidance to support you during the Covid-19 pandemic.

The 149th Open brings excitement and great opportunities for Sandwich, including:

- An unprecedented media focus
- An estimated global TV audience of 125 million
- A terrific atmosphere of celebration
- Up to 6,000 staff working prior to, during and after the Championship
- Over 200 volunteers will be in the area to greet and provide assistance



Royal St George's Golf Club

ABOUT THE EVENT

Practice Days

Sunday 11 July
Monday 12 July
Tuesday 13 July
Wednesday 14 July

Championship Days

Thursday 15 July
Friday 16 July
Saturday 17 July
Sunday 18 July

DID YOU KNOW?

The 149th Open will be the 15th time Royal St George's Golf Club has hosted the Championship

Hours of play: TBC, estimated ranging between 6.35am - 9.25pm
You'll find the tee times at www.TheOpen.com closer to the event.

Transport

A comprehensive transport plan has been created to allow both spectators and local residents to travel to and around the event safely and with ease.

- **Sandwich railway station**
 - Improvements have been made to the railway station including a platform extension to allow for 12 car trains.
 - A dedicated walking route from the station will lead spectators to the course.
- **Spectator parking**
 - Park & Ride sites located in the areas surrounding Sandwich will be clearly signposted.
- **Cycling**
 - The course is easy to access by bike and a dedicated cycle park will be located close to the venue entrance.
- **Resident parking**
 - Temporary parking changes will be made to support local traffic flow.
- **Infrastructure deliveries**
 - Management plans for delivery vehicles will be in place throughout event set up. HGVs will report outside of the town before being called forward via dedicated routes.

For more details and to stay up to date with the latest spectator travel advice at www.TheOpen.com.

Accommodation

- It is expected that all accommodation within an hour of Sandwich will be fully booked
- If you would like advice on letting your property during the event, contact Enquiries@VisitKent.co.uk or Golf@Dover.gov.uk.
- You may also wish to refer to The Open Accommodation Bureau website at www.StayAtTheOpen.com.

Tip 1

KNOW ALL ABOUT IT

Stay up to date with the championship

- Visit www.TheOpen.com for up-to-date spectator advice, guidance and travel updates.
- Join The One Club to get even closer to The Open and receive exclusive content - www.TheOpen.com/The-One-Club.
- Download The Open mobile app for live video and radio broadcasts.

Information for local residents and businesses

Visit www.Dover.gov.uk/Open-Golf/Community-engagement.aspx for more information including:

- Resident access permits
- Displaced parking permits
- Arrangements for taxis
- DDC car parks in Sandwich
- Public footpaths

Spectator Advice - Covid-19

The 149th Open is part of the UK Government's Events Research Programme (ERP), and as such, there are specific requirements for those attending the event. To see the spectator checklist, and more information on pre-event protocols, visit www.TheOpen.com/Covid-19

Talk to your Staff

- Newsletters: Circulate The Open newsletters around your team or print a copy and put it on your staff noticeboard.
- Team Meetings: It's not just about you being Open literate, make sure the staff around you are just as aware by hosting meetings where The Open is on the agenda.
- Open Champion: One person can take responsibility for being the champion so other staff members know who to come to for information.
- Plan what you want your staff to tell your customers and have a list of the key points which might be: How far away Royal St George's Golf Club is from your business. What your opening days / times will be during The Open. Where they can find more information.

Online Community Exhibition

For more information on the preparations for The 149th Open, click on the link below to view the online community exhibition www.dover.gov.uk/Open-Golf/See-our-Online-Community-Exhibition-about-preparations-for-The-149th-Open.pdf

Tip 2

BE FLEXIBLE & COVID SAFE

As we have all come to learn from the Covid-19 pandemic, it's important that we can be flexible when planning and making decisions.

If you are an accommodation provider, you might find that your customers are forced to cancel their trip, if they are unwell or unable to meet the spectator requirements. If you find yourself in this situation:

- Encourage visitors to re-book for another time - this toolkit provides guidance for promoting the local area and providing visitors with reasons to return to the area.
- Offer refunds if you can - although your visitors may have to cancel, other spectators will be booking their accommodation. On top of this, we are expecting 2021 to be popular year for the domestic staycation market, so look out for opportunities to resell your accommodation.

You can stay up to date with most recent government guidance. FAQs and links to the support available for your business by visiting the Visit Kent B2B website:

www.VisitKentBusiness.co.uk/covid-19-business-support/

Make sure your business is "Good to Go"

The 'We're Good To Go' COVID-19 industry standard and consumer mark is available to provide a nation-wide 'ring of confidence' for businesses, attractions and destinations as well as reassurance to local residents and visitors that clear processes are in place and that as a business you are good to go. All businesses that complete the free online self-assessment will receive a certification and the 'We're Good To Go' mark to display on your premises and online.

Business certified as "we're Good to Go" will also be able to make use of the World Travel & Tourism Council's Safe Travel stamp. The WTTC stamp enables travellers to recognise destinations around the world which have adopted global standardised protocols - so they can experience "Safe Travels".

For more information, and to apply for the We're Good to Go industry standard, visit: <https://goodtogo.visitbritain.com/>



Tip 3

BE OPEN READY

Plan your sales and logistics

- How will you get customers in and out?:
 - Look at the tee off times: There are early starts - look to take advantage by opening early to catch the early risers heading to the course.
 - Plan to open later: Visitors will head into the town after the days' play ends. This is an opportunity to capture additional spend and show that we are open for business.
- Many visitors will leave early in the morning during The Open to catch their favourite players' early tee-off. If you offer breakfasts, open early or you could offer a cold breakfast that can be pre-ordered the day before.
- With play expected to finish around 9.35pm, depending on how the action unfolds that day, spectators will return late from the course. Consider extending your food service hours or provide your guests with information on where they can find food served late.
- Will you need extra staff to be working during the Championship 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?
- Do you know when the anticipated surges in interest around The Open are likely to be?
- If you're going to offer a specific package, have you worked out all the details of what you want to offer?
 - Is there a minimum spend or booking period? What will customers get for their money?
 - How does what you're offering compare with the competition's packages?
- Look at upselling / increasing your sales
- Don't overcharge! Visitors may not return or recommend the area if they feel they have not received value for money and you may receive negative PR.



Royal St George's Golf Club, 18th

Tip 4

GET LICENSED

Licensable activity includes:

- Selling alcohol
- Providing entertainment, such as music, dancing or indoor sporting events
- Serving hot food or drink between 11pm and 5am

If you want to do any of the above and do not have a licence you can apply to your local Council for a 'Temporary Event Notice' (TEN).

To apply you must be at least 18 and your event must:

- Have fewer than 500 people at all times – including staff running the event
- Last no more than 168 hours (7 days)

You need a Temporary Event Notice (TEN) for each event you hold on the same premises and you can get up to 5 TENs a year. If you already have a personal licence to sell alcohol, you can be given up to 50 TENs a year.

For more information, contact your local Council.
Dover District Council: Licensing@Dover.gov.uk



Prince's Golf Club, Bloody Point - 5th of the Himalayas

Tip 5

REACH OUT TO GOLFERS

The Open naturally attracts golfers in large numbers to follow the competition. Has your business the potential to become more golf friendly?

Some ways to welcome golfers are:

- Providing useful information, including:
 - Emergency telephone numbers
 - Championship information such as tee times, leader boards, etc.
 - Display daily weather forecasts clearly for all guests
- Prepare a packed breakfast or lunch at unsociable hours to cater for those who are out all day.
- Provide laundry facilities or a drying room for wet clothes.
- Factor the Championship Practice days into your planning, there's a whole week (and possibly more) of business opportunities.
- Consider working with complementary businesses to offer golf related packages.

Top Tips for Spectators from www.TheOpen.com/Spectator-Advice-2020 :

- Download the mobile app and bring your headphones for the live video and radio broadcasts.
- The Spectator Village will feature locally-sourced and healthy food options, giant screens showing all the action as well as a dedicated kids play area.
- Complimentary left luggage facilities will be available in the Spectator Village.
- Dedicated 149th Open Accessibility Guides will be available for spectators, contact Tickets@TheOpen.com for more information.
- Don't forget sunscreen and an umbrella!

Know your golf

Did you know that Kent is home to over 100 golf courses? Find out more about your local courses here:

- www.WhiteCliffsCountry.org.uk/Golf/The-Open.aspx
- www.GolfinKent.co.uk
- www.KentGolf.org,

Other championship events taking place in the local area

26 & 27 June: The Open Regional Qualifying - Prince's Golf Club, Sandwich

29 June: The Open Final Qualifying - Prince's Golf Club, Sandwich

10-15 August: R&A Boys Amateur Championship - Royal Cinque Ports Golf Club, Deal & Prince's Golf Club, Sandwich

These events will not be open for spectators, however you can follow all the action on www.Twitter.com/RandA

Tip 5

INTERNATIONAL THINKING

Although we may see less international visitors in person in 2021, The 149th Open does give your business a platform to engage with an international audience whether in person or through online marketing.

Golf is particularly popular in the USA, UK, Ireland and a host of European countries including France, Germany, Spain and Sweden, so use the increased interest in this area to engage with a wider audience.

If you are welcoming international visitors, here are some tips:

- 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.
- Remember that your visitors may not be aware of, or remember, all the Covid-19 guidance and restrictions for the local area so be sure to provide clear information, as well as extra hand sanitiser and disposable face-coverings.

For information on international travel restrictions and quarantining requirements visit: www.Gov.uk/uk-border-control



Walmer & Kingsdown Golf Club

DID YOU KNOW?

In 1894, Royal St George's Golf Club was the first venue outside of Scotland to host The Open

Tip 6

GO THE EXTRA MILE

Most businesses offer good customer service. What can you do to make it great and help people leave with fantastic memories, recommend your business to friends and family and return again?

- Provide your team with the resources necessary to answer customer queries effectively. This could range from bus and train timetables, where to eat to other local information.
- Encourage and gather feedback- listen to what your customers have to say and act on it!
- Encourage your staff to be your customers' problem solvers and to go the extra mile to make their day run smoothly.
- Be proactive - anticipate your guests' needs before they ask you.
- Consider customer service training - great customer service is achieved by investing in your staff. Free England's Coast Ambassador Training for Kent's Coast (in association with England's Coast) is available on the www.EnglandsCoastAmbassador.co.uk website. If you would like more information on local customer service training courses email Enquiries@VisitKent.co.uk.
- Provide additional links through your website that may be of interest to your customers, for example a hyperlink to the 'Visit White Cliffs Country' website (www.WhiteCliffsCountry.org.uk) and 'Visit Kent' website (www.VisitKent.co.uk).
- Due to the pandemic, we don't recommend leaving paper leaflets for your guests. Digital welcome book apps such as, Touch Stay (www.touchstay.com) provide a good alternative solution.

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.

Are you a homeowner letting your property as a short-stay holiday let for The Open?

A helpful toolkit has been developed for the Art Homes pilot, as part of the England's Creative Coast project, in this document you will find useful tips and advice on how to develop a successful short-stay holiday property. To access the toolkit, visit:

www.VisitKent.co.uk/media/64378/art-homes-toolkit-final.pdf

Event Makers

During The 149th Open there will be a number of volunteer 'Event Makers' in the area to welcome and help visitors and to circulate important information. Some will be in our towns to welcome global visitors, others will be on hand to help local businesses.

More information about our 'Event Makers' programme will be available at www.EventMakersKent.co.uk

Tip 7

WORK TOGETHER

Two heads are better than one!

Working together, either business to business or as a group/community, can encourage everyone to aim for the same goal and yield far greater results.

How will you encourage visitors to engage with The Open, engage with you, and ultimately spend money in your businesses?

Are there complementary businesses/events nearby that could enhance your own to provide a superior package for your customers?

For example:

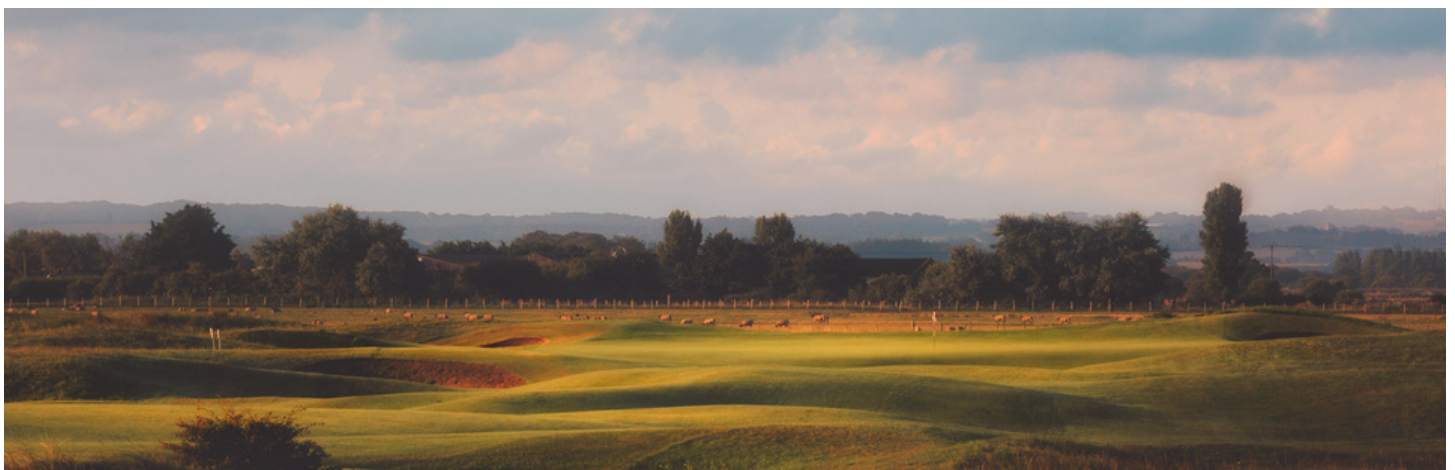
- Could you offer evening meals/packed lunches for nearby accommodation that cannot offer their own, such as local campsites?
- Get involved and work with your local Chamber of Commerce.
 - Sandwich Chamber of Commerce: www.SandwichChamberofCommerce.co.uk
 - Deal and Walmer Chamber of Trade: www.DWChamber.co.uk.
 - Dover District Chamber of Commerce: www.DoverChamber.co.uk.
 - Thanet and East Kent Chamber: www.TEKC.co.uk.
 - Kent Invicta Chamber of Commerce: www.KentInvictaChamber.co.uk.
- You'll find additional business support information at www.VisitKentBusiness.co.uk
- Support your local community groups and feedback ideas for possible ways to increase tourism and economic benefit for your area.

Work with your local tourism teams

Find out how you can work with other tourism businesses and the platforms available to you for promoting your business at:

- Visit White Cliffs Country (Dover, Deal, Sandwich): www.WhiteCliffsCountry.org.uk
- Visit Kent: www.VisitKent.co.uk

More information is available from page 16 in this toolkit.



Royal St. George's Golf Club, 17th

Tip 8

SHOUT ABOUT YOURSELF

There will be worldwide media attention on Sandwich, Dover District and Kent. Use this opportunity to promote your business.

Your website

Making sure that your website is user friendly will improve your chances of taking bookings and reaching a wider audience. Make it easy to find for those looking for information on where to stay and what to do when visiting The Open.

- Think about the audience that might be visiting your site and make sure it will answer any questions they might have. Be clear about the services you offer.
- If you are having themed packages or events around the week of The Open, make sure these are listed on your site.
- On top of this, there is likely to be an increase in international traffic to your website too, so you might want to think about having a multi-lingual site. Google Translate have a really simple, free plugin that you can install on your website that will make your site available in lots of different languages.

Your email newsletters

If you send regular emails out to your database, you can include some factual information about The Open as a secondary message.

Your branded goods

You may wish to offer goods branded up with your company's logo for your customers to take away with them - reminding them of you and encouraging them to return. See the marketing protocol section on pg 18 to ensure you follow The R&A's copyright rules.

DID YOU KNOW?

The 149th Open will be broadcast in over 150 countries worldwide



Royal Cinque Ports Golf Club, 6th

Your social media

Use Social Media to highlight all that your business is doing around The Open.

- You might want to share some images that you have taken of the surrounding area - pictures are always popular with consumers on Facebook and Instagram in particular, photos really stand out in a user's timeline.
- Create content that is varied and interesting, not just a stream of sales messages.
- Work together with other local businesses, to spread the word online about what is going on that will be of interest to potential visitors

Examples of local information you might want to share:

- Special events that are going on in your town around The Open
- Themed menus from local restaurants
- The nearest golf courses to your property

If you show through your social media that the location of your business is a real hive of activity for The 149th Open, then you will attract more people to your business.

Accounts to follow:



The Open	The-Open-Championship	@TheOpen	@TheOpen
The R&A	RandAGolf	@RandA	@TheRandAGolf
Visit Kent	VisitKent	@VisitKent	@VisitKent
White Cliffs Country	WhiteCliffsCountry	@VisitDover	@VisitDover
Royal St George's Golf Club	RoyalStGeorgesGolfClub	@RoyalStGeorges1	@RoyalSt.Georges
Golf in Kent		@GolfInKent	
Visit Kent B2B		@VisitKentBiz	
Sandwich	WhiteCliffsCountry	@VisitSandwich	@VisitSandwich
Dover District Council	DoverDC	@DoverDC	@DoverDC

Hashtags to use:

#TheOpen	#WhiteCliffsCountry	#VisitKent	#GolfInKent
#SummerinKent	#OpenforTheOpen	#VisitSandwich	#RoyalStGeorges

make sure you are listed on

VISIT KENT'S CHANNELS

www.VisitKent.co.uk

Any business in Kent that serves the visitor economy is eligible to be listed on the Visit Kent website. Note that accommodation providers must have valid accreditation.

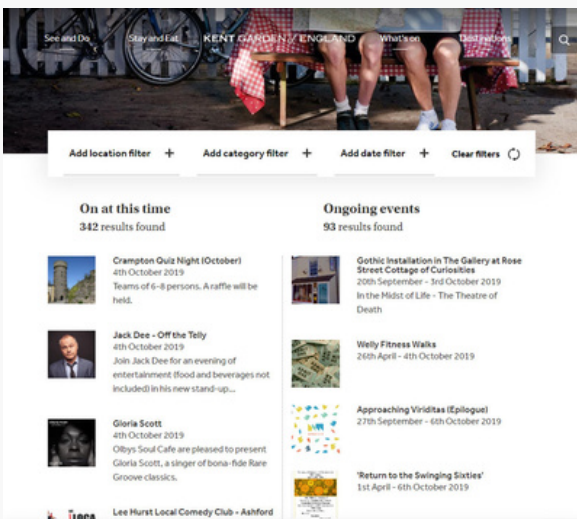
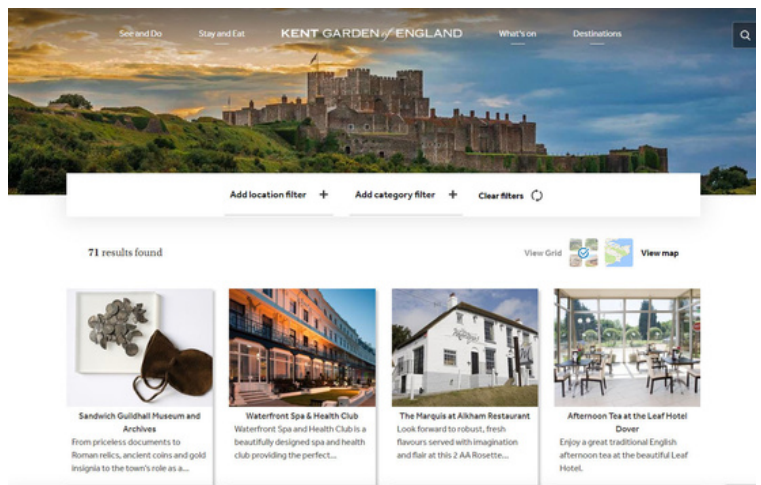
If you are listed already please check your details are up to date. If you are not listed email: Enquiries@VisitKent.co.uk.

830,000+

website users

29.8K

Instagram followers



Events

Submit your event information now using our simple online form VisitKent.co.uk/Event-Submissions.

Events related to The 149th Open will be tagged appropriately to allow additional prominence.

other opportunities

TO GET INVOLVED

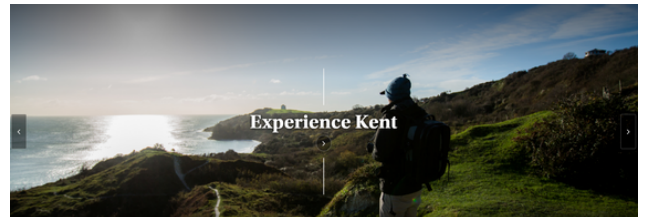
As well as taking advantage of the website listings for businesses and events on the website. Visit Kent delivers campaigns and initiatives that you can get involved in.

DID YOU KNOW?

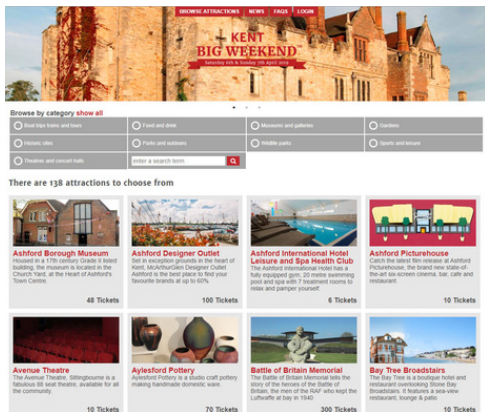
1,500 broadcasting staff will deliver worldwide coverage of The Open

Experience Kent

All eyes will be on Kent during The 149th Open and our dedicated campaign will encourage people to explore our world-class golf courses and beyond. This will position Kent as not only as a desirable golfing destination, but a location with wider appeal for day trips and short breaks. The campaign will include press activity as well as targeted digital marketing. A separate toolkit with guidance on how you can get involved will be available for all businesses to access.



Become a local Ambassador! Why not get involved in Kent Bigger Weekend?
www.KentBigWeekend.co.uk



Pre-pandemic, the Big Weekend had been running in Kent for over 10 years and this year we will relaunch with an even bigger campaign! The event will run throughout the month of June and be open to residents across the South East region, including Essex and Sussex. The campaign encourages Kent residents to explore all the great attractions on their doorstep by giving them the opportunity to win experiences or tickets. To find out how can get tickets or get your business involved, contact Enquiries@VisitKent.co.uk.

Golf in Kent Magazine

A dedicated glossy magazine filled with engaging content about Kent and highlights on some of the finest courses across the county. The magazine will be distributed to spectators and at over 350 locations across Kent and South London in summer 2021.

To find out how you can advertise your business in the publication or to stock it in your accommodation, contact Adam@SidewaysMedia.co.uk.

GOLF IN KENT



make sure you are listed on

WHITE CLIFFS COUNTRY'S CHANNELS

www.WhiteCliffsCountry.org.uk

Any business in the Dover District that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website. Note that accommodation providers must have valid accreditation or sign up to the District Accommodation Charter.

If you are listed already please check your details are up to date. If you are not listed please email Golf@Dover.gov.uk.

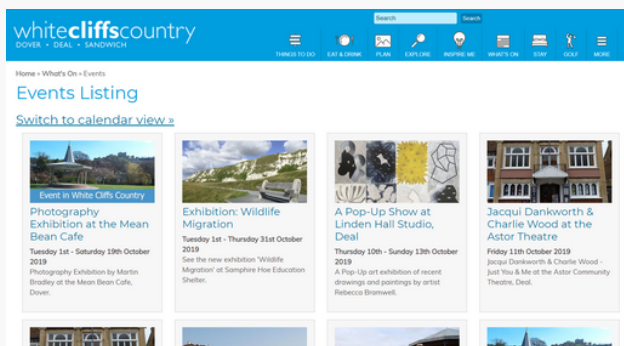
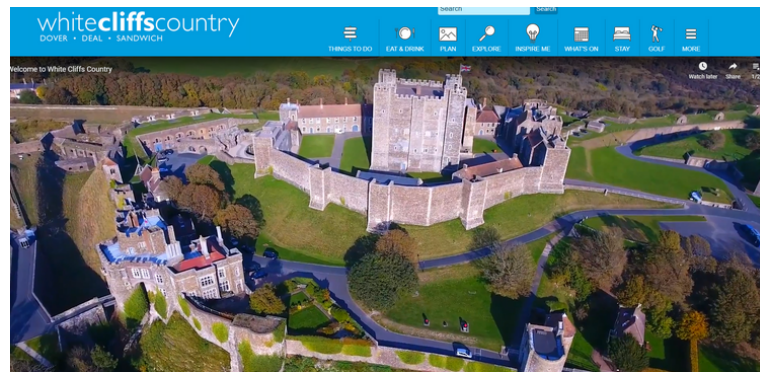
140,000+

website users

500,000+

page views

plus dedicated social media channels



Events

Any event in White Cliffs Country (Dover District) that serves the visitor economy and tourism is eligible to be listed on the White Cliffs Country website.

If you would like to submit your visitor event information please email Golf@Dover.gov.uk.

Tip 9

THE 149TH OPEN - BRAND GUIDELINES

Displays and promotions are a great way to show your support and we know that many of you will be thinking of how you can get the most out of the excitement and interest around this prestigious event.

To help you achieve this in the right way, follow our dos and don'ts to make sure you can be part of this great occasion and, crucially, stay on the right side of laws and rules that are in place.

Do

- Use general references to golf and factual statements relating to the event. For example, 'welcoming The 149th Open'
- Create displays and signage (in line with relevant consents) that have a general association with golf. For example, you could use golf balls or golf clubs and have some fun with it!
- Comply with any existing advertising consents and regulations.
- Make use of available resources and materials to show your support.
- Consider event-related promotions specifically for the duration of The 149th Open.

Don't

- Use any wording or undertake any activity that creates an impression of an official association with The Open or The R&A. For example, 'in association with', 'sponsored by', 'official'.
- Use any official trademark relating to The Open, or anything that could be mistaken for a trade-mark. This includes the use of words as well as logos or marks.
- Try to gain any commercial advantage by suggesting an association with The Open or any endorsement from The R&A – unless that exists.
- Display advertising that does not have the required consents.
- Mislead customers into creating an association with The Open or The R&A where none exists.



Royal St George's Golf Club, 18th Hole

THE 149TH OPEN - BRAND GUIDELINES

- Enforcement action will be taken to remove any advertising, display or marketing materials that breach existing legislation and regulations, or that do not have the required consents.
- Through a registered trade mark, businesses can protect their brand - or 'mark' - by restricting other people from using its name or logo.
- As organiser of The Open, The R&A exclusively holds all the rights for the event and The R&A group companies exclusively hold the rights of The 'Open', 'Claret Jug' and 'The R&A' trademarks.
- Use of these marks by a third party, even if only in reference, is only possible with the express consent of The R&A who grants such a use to its partners subject to certain conditions.
- The R&A strictly prohibits the marketing in any way of products bearing all or some of these trademarks. The marketing of products bearing these trademarks is strictly reserved for The R&A Group Companies and its licensees.
- This means that only official licensed partners - who have been given consent to do so - can make use of these trademarks to reference their association with The Open or The R&A.

In other words...

You can't suggest that you, your business, your association or any other body is linked to The Open, unless you are an officially licensed partner.

You can, however, show your support for The Open in lots of other ways, making sure you create a positive impression and a very warm welcome that will be seen right across the world.

Don't get caught out with unofficial hospitality packages!

The only official hospitality packages available to purchase, that are situated within the venue, are offered by The Open or its official Authorised Providers. Those who purchase unofficial hospitality packages may find that, on arrival, they are not provided with tickets or the tickets they are provided with have been cancelled.

Fans should look out for:

- Unexpected call from agents selling a "special" offer for hospitality at The Open due to a cancellation
- The use of aggressive sales techniques
- The Open Authorised Provider logo not shown on the agents' website
- Refusal to provide proof in writing that they are permitted to provide entry tickets as part of a package

To purchase a package from the dedicated sales team or for more information, please contact The Open Hospitality on +44 1334 460010 or by emailing Hospitality@TheOpen.com.

Tip 10

PROMOTE THE LOCAL AREA

Even if some spectators are unable to travel for the event, golf fans across the world will be watching from the comfort of their own homes.

Telling your guests about all the great local businesses and attractions also helps to enhance their stay and encourages them to return, and encourage those who didn't make it over, to visit when they can.

DID YOU KNOW?

Research shows that over two-thirds of those who attend The Open are likely to return to the destination within a year

Visit Kent Marketing Hub

Our marketing hub (Hub.VisitKent.co.uk) provides access to guidance and resources that businesses can use in line with our Visitor First strategy. The hub will provide you with:

- help creating content for your channels
- local images
- inspiring itineraries

The strategy promotes a joined up approach to working which will attract visitors across the county and throughout the year.

White Cliffs Country Website

Fantastic inspiration, information and itineraries are available at www.WhiteCliffsCountry.org.uk:

- Download guides on the destination, days out (including maps), walking and cycling routes (including maps) and events. Printed copies are available from the District Visitor Information Centre, based in Dover, or email Golf@Dover.gov.uk.
- Download the 'Produced in White Cliffs Country' product list. Help visitors uncover our local, culinary gems so that first-time visitors feel a connection to the area and want to return for second helpings. You can also find more information at www.ProducedinKent.co.uk.



Fact File: Dover District

WHITE CLIFFS COUNTRY

White Cliffs Country is a unique place where coast meets country, beauty meets history, tranquil meets active and England meets Europe.

Nationally and internationally significant, the area is home to:

- over 100 recognised visitor attractions
- 57 conservation areas
- 48 ancient monuments
- 30 walking routes
- 9 cycle trails
- over 200 parks and open spaces

One of the most climatically-continental places in the UK, the district covers 123 square miles with 20 miles of coastline and beaches.

21% of the entire region is designated as an 'Area of Outstanding Natural Beauty (AONB)' and 3% of this is designated as Heritage Coast.

'Character Towns' include:

Deal - 'A quaint, quirky and quintessentially English seaside town'

Dover - 'An active, adventurous and authentic English historic town'

Sandwich - 'A relaxed, romantic and rustic English medieval town'

The area also boasts three iconic castles, four historic forts, three piers and three golf courses that have all hosted 'The Open' championship. The birthplace of 'Rallycross' motor racing, the world's oldest-known sea-going vessel, an original Magna Carta and Charter of the Forest. The national memorial to Churchill's famous 'Few', a Roman Painted House, a winning 'high street of the year'. A Victorian Timeball Tower, Kent's fastest growing zoo, England's second busiest cruise port, Europe's busiest international ferry port and the world-famous White Cliffs of Dover.

Discover more and explore beyond the chalk.

Visit www.WhiteCliffsCountry.org.uk for more information.

DID YOU KNOW?

Ian Fleming, creator of James Bond, was a member of Royal St George's Golf Club



Destination Focus:

EAST KENT

Inspirational text for you to add to your own channels:

Spark your imagination with a trip to East Kent. Feel the sand between your toes, the wind in your hair and with an ice cream in hand, set out to explore the stunning East Kent coastline with its trendy seaside towns, incredible food and eclectic vibe. When you're ready for a change of scenery, head to Canterbury, and discover the stories and secrets of this incredible ancient city. With one foot in the past and one in the present, East Kent is an exciting and vibrant destination that everyone will enjoy.

Golf in East Kent:

Kent is probably best known for its east coast trail comprising some of the UK's top championship links. **Royal St George's**, **Royal Cinque Ports** and **Prince's**, located in Sandwich and Deal, and **Littlestone** in the Romney Marsh are recognised as leading links. **Walmer & Kingsdown** and **North Foreland** both with spectacular cliff top locations looking out over the English Channel. Together with the Harry Colt course, **Canterbury Golf Club** a little further inland, these courses can claim to be one of the finest golf tours in England.

Your local tourism websites have more information and opportunities for you to promote your business:

Canterbury, Whitstable & Herne Bay - www.Canterbury.co.uk

Margate, Ramsgate & Broadstairs - www.VisitThanet.co.uk

Dover, Deal & Sandwich - www.WhiteCliffsCountry.org.uk

Folkestone, Hythe & Romney Marsh - www.VisitFolkestoneandHythe.co.uk

IMAGINATION IS CALLING...

Whitstable • Herne Bay •
Canterbury • Margate • Broadstairs
• Ramsgate • Sandwich • Deal •
Dover • Folkestone • Hythe •
Romney Marsh



Destination Focus:

WEST KENT

Inspirational text for you to add to your own channels:

Fill your lungs with a deep breath of fresh air, feel your mind still in the lush countryside and wide-open spaces of West Kent and sink into the tranquility, calm and history of this beautiful part of the Garden of England.

Where rolling hills are lined by the sunset, where memories are made and where your new adventure begins...

Golf in West Kent:

The idyllic landscape of West Kent makes a spectacular setting for parkland golf. Just 20 miles from London, **London Golf Club** offers two courses with sleek, undulating fairways. **Leeds Castle** is a nine hole, par 34 course set in the grounds of the Leeds Castle Estate, home of "The Loveliest Castle in the World". While the 27 hole Championship course and unique Clubhouse at **Hever Castle** reside in a truly inspirational setting within 250 acres of the historic Hever Castle Estate.

Your local tourism websites have more information and opportunities for you to promote your business:

Ashford & Tenterden - www.VisitAshfordandTenterden.co.uk

Maidstone - www.VisitMaidstone.com

Tonbridge & Malling - www.tmbc.gov.uk/services/leisure-and-culture/tourism-and-travel

Tunbridge Wells - www.VisitTunbridgeWells.com

Sevenoaks - www.VisitSevenoaksDistrict.co.uk

FREEDOM IS CALLING...

Ashford • Tenterden •
Maidstone • Tonbridge •
West Malling • Tunbridge Wells •
Sevenoaks



Destination Focus:

NORTH KENT

Inspirational text for you to add to your own channels:

Spark your curiosity as you discover some of Kent's best-kept secrets and hidden gems in the North of the county.

Full of surprises at every turn, it's an exciting time to explore the area in a completely new light. Rich in river heritage, steeped in history and abundant with incredible local produce, the area is ripe for the taking...

Be bold, take a risk on the unknown, go on an adventure and make sure you're a part of this exciting transformation.

Golf in North Kent:

If all this talk of golf has inspired you to dust off your clubs or even pick up a club for the first time, then the North of Kent has many great courses for you to try out. If you're not ready for the full 18-holes, then you can start off hitting a few balls at the driving range at courses such as **Boughton at Cave Hotel & Golf Resort**. Or if you want to inspire the kids, adventure golf at **Pirate Cove, Bluewater** is a great place to start!

Your local tourism websites have more information and opportunities for you to promote your business:

Gravesend - www.VisitGravesend.co.uk

Rochester, Chatham & Gillingham - www.VisitMedway.org

Faversham, Sittingbourne & the Isle of Sheppey - www.VisitSwale.co.uk

CURIOSITY IS CALLING...

Rochester • Chatham • Gillingham
• Gravesend • Faversham •
Sittingbourne • Isle of Sheppey





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KENT GARDEN *of* ENGLAND visitkent.co.uk

