

HEART OF KENT MARKETING OBJECTIVES – PROGRESS AS AT 31 MARCH 2008

	Objective	Three Year Target	Year 1 - Outturn
1.	To increase the number of visitors (136,028 in 2006) of the Heart of Kent website by 50% in three years.	204,042	209,864
2.	To reduce the cost per response (CPR) of advertising by the Consortium by 3% over three years from £1.13 to £1.10	£1.10	£0.87
3.	To increase the value of tourism in the Heart of Kent by 15% over six years from £917M (2003) to £1,055M by 2009.	£1,055 M (2009)	£962.2M (2006)
4.	To increase the market share of the Heart of Kent (value) by 5% over three years from 51% (2006) to 53% within Kent and from 31% (2006) to 33% (value) within the South East (eastern region) by 2010.	53% and 33% (2010)	37% (Kent 2006) SE n/a
5.	To increase the number of staying trips in the Heart of Kent region from 1.59M (in 2003) to 1.64M in 2009, an increase of 3%.	1.64M (2009)	1.585M (2006)
6.	To increase the income from the Heart of Kent Guide by 3% over three years from £44,999 – 2007 Guide to £46,350 – 2010 Guide.	£46,350	£49,215
7.	To increase the number of accommodation providers participating in online booking to 100 in three years.	100	73
8.	To increase the number of annual online bookings to 200 in three years and to maintain the value of bookings made by the Heart of Kent TICs over the next three years (2006 = £141,504).	200	115
9.	To achieve £24,000 worth of PR coverage per year.	£24,000	£30,000