

## Appendix 2: Overview of Delivery for 2016/17.

Action	Target	Delivered
<b>Digital Marketing</b>		
Provision of dedicated pages on visitkent.co.uk	Tonbridge page: 18,489 visits.  Malling page: 10,078 visits.	Tonbridge page: 15,515 visits  Malling page: 9,674 visits
Tonbridge & Malling borough featured as 'Destination of the Month' on the Visit Kent website.	2 dates	2 dates – June 2016 and January 2017.
Tonbridge & Malling businesses featured on the 'Visit Kent Recommends' page	3 dates	4 dates – July 2016 (Buckmore Park); January 2017 (Tonbridge Castle); February 2017 (Ightham Mote); March 2017 (Buckmore Park)
<b>Press Releases</b>		
Inclusion of Tonbridge & Malling content in Press Releases	4 Press Releases	7 Press Releases:  April 2016 – Head to Kent for a Bank Holiday bonanza (Ightham Mote)  October 2016 – Half Term & Halloween Haunts in the Ghoulish Garden of England (Ightham Mote)  November 2016 – Kent Visitor Numbers Soar to Over 60 million a year (T&M)  November 2016 – Experience Kent's Seasonal Sparkle this Christmas

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		<p>(Tonbridge Christmas Festival and Tonbridge Castle)</p> <p>February 2017 – Registration Now Open for Kent’s Big Weekend! (Tonbridge Castle)</p> <p>February 2017 – Last Chance to Bid for Kent’s Big Weekend Tickets (Tonbridge Castle)</p> <p>March 2017 – Mother’s Day in the Garden of England (Ightham Mote)</p>
<b>Travel Trade</b>		
Tonbridge & Malling featured on a dedicated trade website, trade newsletter and news story.	3 features	<p>3 features:</p> <p>Hotel of the Month – Bridgewood Manor</p> <p>Travel GBI – Kent Events on Key Anniversaries – Tonbridge and Jane Austen.</p> <p>2017 Group Travel Guide – featuring Bridgewood Manor; Ightham Mote; Great Comp Gardens and Buckmore Park</p>
Familiarisation visits for travel trade operators within Tonbridge & Malling Borough	1	0
<b>Marketing Campaigns</b>		
Encourage Tonbridge & Malling Borough businesses to take part in Kent’s Big Weekend	5 businesses	7 businesses – Hop Farm Family Park; Great Comp Gardens; Nemes Diving & Water Sports Academy; Tonbridge Castle; Tonbridge River Trips; Ightham Mote; Buckmore Park Kart Circuit

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Encourage Tonbridge & Malling Borough businesses to take part in 2for1 promotion	2 businesses	3 businesses – Ightham Mote; Great Comp Gardens; Nemes Diving & Water Sports Academy
<b>Business Support</b>		
Tonbridge & Malling Borough businesses to receive face to face business advice through the Business Advisory Service	6 businesses supported	0 – The allocation of six appointments with the Tourism Business Advisory Service consultant will be carried in to 2017/18.