



Canterbury Connected

BUSINESS **I**MPROVEMENT **D**ISTRICT

**The Value of Heritage to the Local
Economy**

The Local Economy

- Total value: £3.2b
- HE value £909m (28%)
- Visitor Economy £453m (14%)
- Visitor numbers 7.2m, 6.6m day visitors
- Spend per head:

Overnight stays: £225 per visit (£54.65 per night)

Day visitors: £32.75

- Key influence for visit (all): Heritage 83%

Our Destination Management Plan (DMP)

- The DMP was developed in 2013.
- The plan development was business led and funded by a partnership including CCC, CCCU, UoK, Whitefriars, Abode Hotel, Canterbury City Partnership (now BID), The Canterbury Tales, Canterbury Historic River Tours.

What is in the DMP?

- A statistical analysis
- Target market and customer segmentation
- Shared Story
- Implementation plan:

Collaborative Marketing

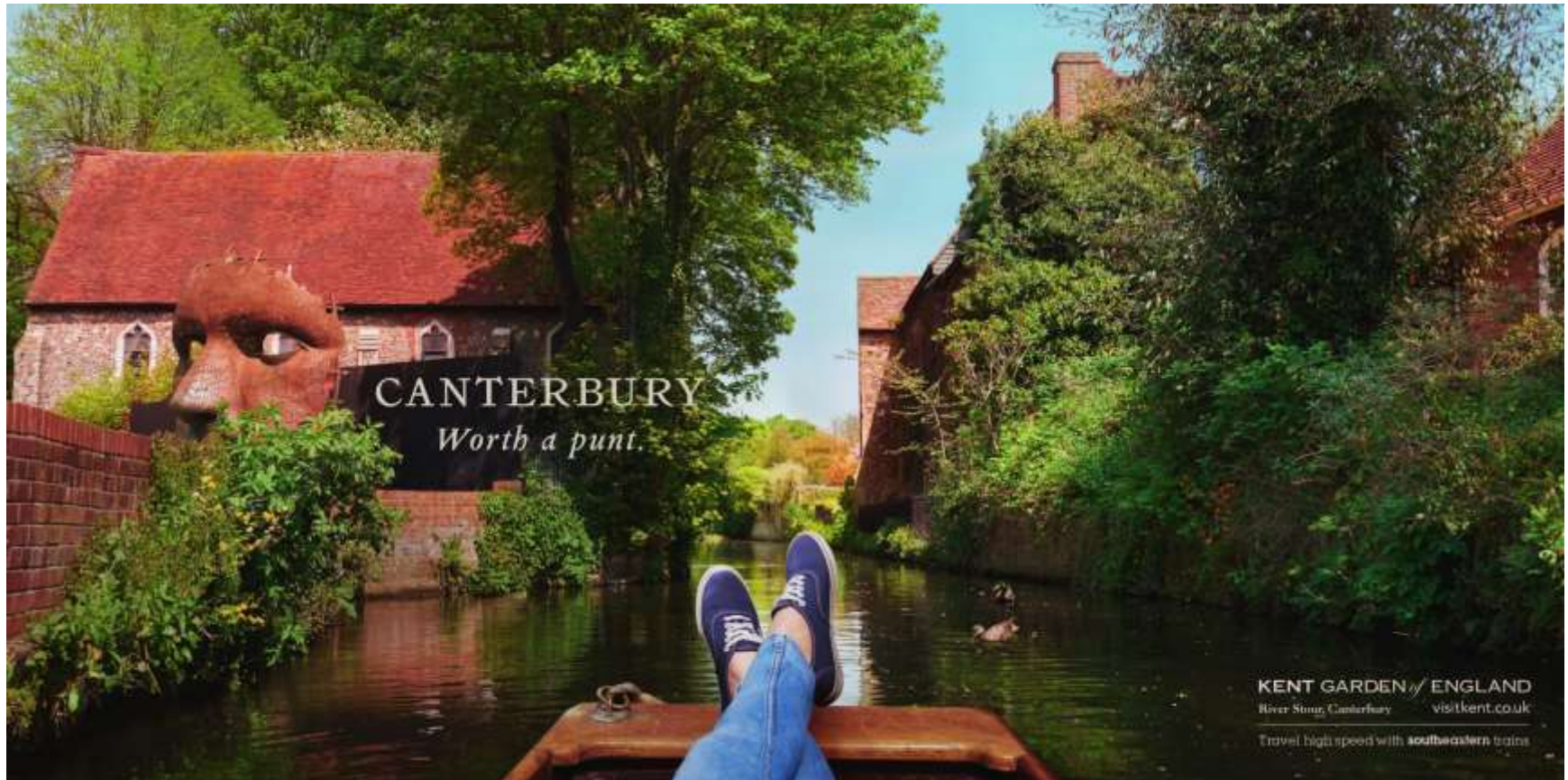
Place management

Cultural activities inc events and festivals

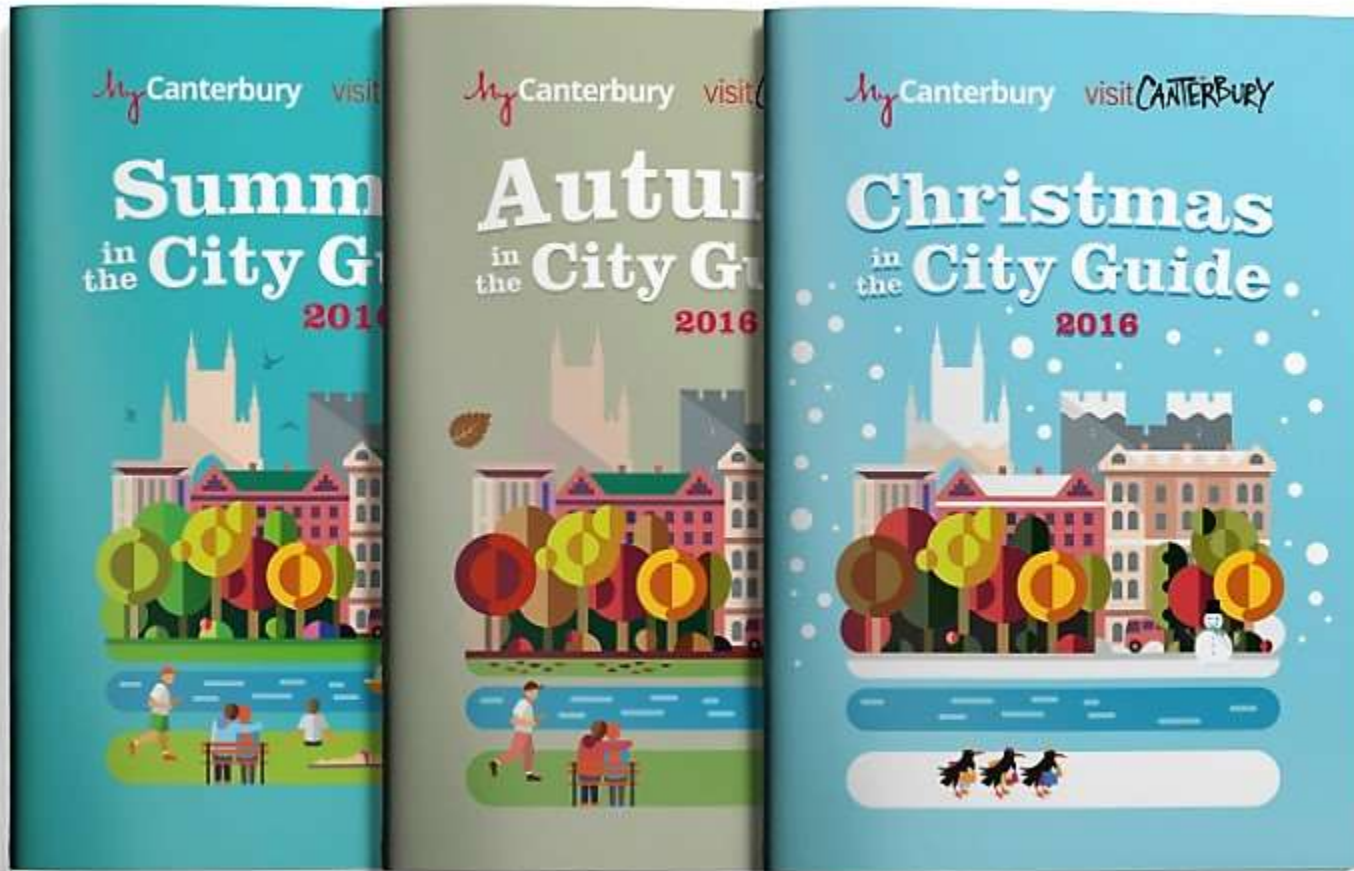
Our Shared Story

“Canterbury’s past is as rich as it comes” says the latest Lonely Planet guide to Britain. This world-famous cathedral city was one of medieval Europe’s great places of pilgrimage and knowledge. Today – with its international visitors and two Universities – it still has a distinctly cosmopolitan feel. Less than an hour from London, it’s in that corner of England that’s almost touching France.

Collaborative Marketing: Visit Kent London Campaign



Collaborative marketing: MyCanterbury



Place management: Christmas



Place management: Flowers



Place management: cleaning & Ambassadors



Cultural activities: Hop Pocket Race



Cultural activities: Medieval Pageant



Our opportunities...

- Canterbury has strong visitor numbers; **how do we grow the value of our visitors?**
- Canterbury's heritage landscape is under developed and in need of investment in some areas: **how do we innovate & invest to improve the product offer in the city?**
- Our knowledge sector is powerful; **how do we harness this potential partnership to develop the best heritage experience in Europe?**