

# MID KENT DOWNS VISITOR SURVEY

**Location:** Mid Kent Downs, United Kingdom

**Client:** Mid Kent Downs AONB Unit

**Services:** Visitor Survey



## Visitor survey to understand the area's potential and development needs

### Project Objectives:

- The Kent Downs AONB Unit required a visitor survey to provide up to date information on current visitors to the Mid Kent Downs and feedback on the area's visitor potential and development needs.
- The key aim of the survey was to determine future potential of sustainable tourism in the Downs and investigate how more visitors could be attracted to visit the area in a responsible way, e.g. by leaving the car at home and taking public transport, walking, cycling, riding, supporting local produce and using independent accommodation providers, pubs etc.

### Our Recommendations:

- In order to complete this study we undertook a product audit in the area (of hotels, restaurants, and attractions), carried out trade consultations, and undertook three surveys - an email survey of consumers who had shown a previous interest in the area, a web-based survey, and a self-completion survey in accommodation establishments, pubs and restaurants.
- We found that the main strengths of the Mid Kent Downs were its walking and cycling opportunities, and its proximity to other popular attractions in Kent. However, both the awareness and perception of the area is poor. Awareness of visitor attractions is also very low.
- Whilst the Mid Kent Downs has considerable strengths, the development of some carefully selected new products and services were recommended to enhance the appeal of the area, in particular a summer bus service, developing and improving the food product, and encouraging accommodation establishments to join the Green Accreditation scheme.