

KENT TOURISM INFORMATION CENTRE REVIEW

Location: Kent, United Kingdom

Client: Kent County Council

Services: Development Plan



Review of the tourism information centre network in Kent to recommend a sustainable future

Project Objectives:

- The way in which Tourism Information Centres (TIC) have been traditionally operated has, in recent years, been challenged. Changes in technology have led to more effective ways of both collecting and disseminating information, and this in turn has led to higher consumer expectations. Also, a general trend in reduced funding has forced TICs to be more commercially focussed.
- These changes and challenges prompted Kent Tourism to commission this study to review the current situation of TICs nationally, regionally, and in Kent, and to recommend how the future operations of Kent TICs should evolve to meet the needs of its customers.

Our Recommendations:

- Following a thorough review of previous studies and a brainstorming session with staff from all of Kent's tourism information centres, we recommended that three key areas be focussed on: development of a central database, development of a cohesive and structured approach to TIC provision, and more focussed marketing of the services of the TICs.
- The key recommendation was the development of a central database. The unique selling point of the Kent TICs is information, and it was therefore recommended that they should enhance this information and make it more saleable, and identify who will value it and base their key revenue streams on it.
- An agreement between all the TICs to develop basic minimum standards for their centres was also recommended, as well as to seize every opportunity to promote the TIC network in Kent.