

DRAFT Faversham Tourism Marketing Strategy

Objective

Increase visitor numbers and boost the local economy by promoting Faversham's rich heritage, cultural events, and natural beauty. The strategy will focus on positioning Faversham as a must-visit destination in Kent, blending historical charm with modern experiences.

Target Audience

1. **Families** – Promote family-friendly events, outdoor activities, and festivals.
2. **History Enthusiasts** – Emphasize Faversham's medieval roots, the Faversham Charters, and historic buildings.
3. **Arts & Culture Lovers** – Highlight live music, theatre, art galleries, and creative workshops.
4. **Food & Drink Enthusiasts** – Feature Shepherd Neame, food festivals, and independent restaurants.
5. **Eco-Tourists** – Promote walking and cycling routes, the Creek, and local nature reserves.
6. **Geographically** – Down from London – within one hour travel time in and across Kent.

Key Initiatives

1. Digital Presence

- **Website Enhancement:**
 - Improve the Visit Faversham website's search engine ranking, work with Visit Kent to improve Search Engine Optimisation SEO.
 - Develop a standalone visitfaversham.org micro-site as part of Visit Kent suite of websites – to benefit from shared Content Management System with Visit Swale and Visit Kent.
 - An interactive map of local attractions is on the website – Promote search feature.
 - Add a streamlined booking system for events and accommodation? Create a one stop shop page for booking events and accommodation – listing booking links.
- **Social Media:**

- Use Instagram and Facebook to showcase local events and “behind-the-scenes” content.
- Develop hashtag campaigns like #VisitFaversham #ExperienceKent #favershamoriginal #favershamflavour
- Share user-generated content to increase engagement.
- Social media advertising budget – to boost posts and create targeted adverts.

2. Content Creation

- **Storytelling:** Develop blog posts about Faversham’s history, local businesses, and cultural events.
- **Video & Photography:** Commission professional photos and short videos showcasing local events and landmarks.
- **Seasonal Guides:** Create quarterly guides with tailored itineraries for different audiences (families, couples, solo travellers).

3. Partnerships and Collaborations

- **Local Businesses:**
 - Create package deals combining accommodation, dining, and experiences. Other attractions collaborating with Shepherd Neame Brewery for brewery tours and tastings events for example.
 - Continue to work with the Faversham Destination Marketing Group to develop regular copy and content for the Visit Faversham newsletters and social media.
 - Visit Faversham competition prizes – ideally accommodation provided by local businesses.
- **Tourism Boards and Travel Media:**
 - Partner with Kent tourism boards to feature Faversham in broader Kent campaigns. Visit Kent membership, to link and feed into county wide campaigns.
 - Work with travel influencers and bloggers to provide press trips. Become a member of TravMedia to share PR and engage with the travel industry directly
- **Transportation Providers:**
 - Promote easy access via Southeastern Railway.
 - Offer discounts for visitors arriving by train or public transport.

- Identify and create new and sufficient coach parking to attract groups and tours, working with Swale Borough Council and other potential partners such as Macknade. This would enable us to apply

4. Event Promotion

- **Key Annual Events:**
 - Market the Faversham Hop Festival, Faversham Transport Weekend, and Open Faversham.
 - Continue to produce a branded events calendar available online and in print.
 - Refresh car park and town centre visitor information and notice boards on a regular basis to reflect current Faversham offer and events.
- **Themed Experiences:**
 - Highlight medieval history walks, brewery tours, and food tasting events.
 - Introduce music nights and theatre performances in collaboration with local venues.
 - Creation of bookable tourism Faversham product, through the Visitor Information Centre.

5. Sustainability and Eco-Tourism

- **Eco-Friendly Initiatives:**
 - Highlight existing walking and cycling maps and develop other routes if possible – refresh every couple of years.
 - Encourage eco-friendly transport options.
- **Green Tourism Certification:**
 - Partner with Green Tourism UK to establish Faversham as an eco-friendly destination. Highlighting Oare Gunpowder Works Country Park and Faversham Recreation Ground

Promotional Channels

- **Digital:** Google Ads, TripAdvisor listings, and targeted social media ads.
- **Print:** Travel magazines, Kent visitor guides, and local newspapers.
- **Influencers & Bloggers:** Partner with lifestyle and travel influencers for social media campaigns.
- **PR:** Issue press releases about major events and new tourism initiatives.

Measurement & Evaluation

- **Website Traffic:** Monitor increases in visits, search rankings, and engagement.
- **Social Media Metrics:** Track likes, shares, comments, and reach.
- **Event Attendance:** Measure ticket sales and visitor numbers (footfall count)
- **Visitor Feedback:** Conduct surveys and monitor online reviews.
- **Economic Impact:** Track increased spending in local businesses and accommodation occupancy rates.

Positioning Statement

"Faversham – Where History, Culture, and Community Come Together."