

Richborough Lodges
Richborough Road
Sandwich
Kent
CT139JG

6th June 2022

Dear Lauren,

I am writing to present the support of Visit Kent in respect of your plans to build 22 high end holiday lodges in Richborough near Sandwich.

Visit Kent is the official Destination Management Organisation for Kent championing the county's tourism industry which was worth £4.1bn and supported more than 81,000 jobs prior to the pandemic. As part of our work, we monitor the trends in the visitor economy to support a sustainable recovery for the sector and in our opinion this development would enhance the tourism offering that the county has for visitors. This development aligns with our objectives to increase overnight stays and attract out of season visits to the county.

A study into the supply and demand of accommodation stock conducted by Canterbury Christchurch University in 2019 showed a gap in accommodation provision across the county, but in Dover District there was a specific need identified for executive glamping and high-end boutique accommodation in coastal and rural areas. As a result of Covid-19 there is an increased demand for luxury self-catering accommodation which provides privacy and a connection to nature. This is evidenced through VisitBritain consumer sentiment research which shows a rented holiday cottage or lodge is the accommodation of choice for 36% of domestic visitors planning a trip this summer.

Having the right type of accommodation on offer will also help attract more visitors to the County who are choosing between multiple UK destinations. Recent Visit Kent perception research showed that for 30% of visitors the accommodation was the main reason for deciding to visit a particular location and a further 19% stated that it had a significant influence on their destination choice. As Destination Development Director for Visit Kent I believe that the development at Richborough Lodges will drive off-season visits and economic benefits by creating more opportunities for visitors to stay longer and as a result, spend more money in the area.

We hope that your application is successful, and we are happy for our views to be presented in support of this application.

Yours sincerely,

Hollie Du Preez
Destination Development Director
Visit Kent