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## **SURVEY REVEALS KENT'S TOP ATTRACTIONS FOR LOCALS**

Kent has more coastline than any other county and that's just as well since a survey has revealed that Kent residents pick the seaside as their favourite of the county's many attractions.

In the survey of 632 Kent residents, run by independent market research agency Local Opinion, 24.6% of residents polled said they would choose a day in one of Kent's seaside resorts as their first choice for a day out.

The most popular individual attractions included Leeds Castle (12.9%), Bluewater (7.2%), Bedgebury National Pinetum (6.7%), Howletts Wild Animal Park (6.2%) and Port Lymne Wild Animal Park (5.5%).

A visit to one of Kent's National Trust houses, such as Chartwell or Ightham Mote, was the first choice of 6.5% of respondents, 3% chose Dover Castle, 2.2% Bewl Water, 2% Chatham Historic Dockyard, and 2% picked Wildwood.

Amazingly, Canterbury Cathedral, Kent's only World Heritage site, and one of the UK's top 10 tourism destinations, is the first choice of just 1.7% of Kent residents.

Days out are chosen for a variety of reasons – 25% said price was important, 40% sought lots of facilities, 43% looked for a place with lots for children to do and 46% wanted a venue suitable for all ages. Nearly 9% would visit attractions because they were recommended by a friend but 65% liked to return to places they had visited before.

When deciding where to go, residents mostly rely on newspapers (74%) and internet sites (54%). More than half of respondents expected to travel between an hour and 90 minutes to a destination where the majority (50.9%) would expect to pay an admission fee of £6 to £10.

Local Opinion research covers current and topical issues relevant to local residents such as local problems, shopping, eating out, local services, government, transport, parking, education, current affairs, arts and culture . Those taking part are invited to suggest their own questions for inclusion in future surveys.

Surveys run every two to three months and can be completed online, by phone or by post and the results will appear on the Local Opinion website.

To register:

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## **ENDS**

### **Notes to editors:**

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

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