



PRESS RELEASE

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Visit Kent celebrates people and partnerships

Visit Kent Chairman, Amanda Cottrell, hosted her fourth annual garden party for tourism partners at her home in Challock last week.

The garden party is one of Visit Kent's key networking occasions and a highlight of the summer tourism industry calendar in the county. As such attendance is always good and this year was no exception with over 100 guests enjoying the chance to catch up with colleagues, make new acquaintances and enjoy some great Kentish refreshments in quintessential Garden of England surroundings.

In her speech Amanda focussed on people and funds and the importance of partnership working, "At a time when the economic climate is uncertain, life is full of uncertainties and we do not know yet how the emergency budget will affect us all – there is one certainty. That whilst there is breath in our body we (Visit Kent) will work to support you and your businesses by bringing more visitors to Kent, by raising funds to do our work, making the most of all opportunities in the year ahead and most importantly by harnessing the power of our partnership to benefit us all.

It is our partnership which makes us stand out and I hope that whatever the coming year brings we can firmly say that Visit Kent is here to stay and will work alongside you to help Kent prosper."

Amanda also drew attention to three stunning Kent images, part of the new Kent Contemporary campaign, which is being financially supported by Kent County Council and delivered by Visit Kent and award winning agency M&C Saatchi and outlined the next step of the campaign – a brand new user-generated content site on which Kent residents will have the opportunity to showcase everything they love about the county to potential visitors and other Kent residents.

For the second year, 'people power' was recognised when Amanda handed out her own awards to individuals for their outstanding contributions to the Kent tourism industry.

Surprised recipients included Julian Barnes, Biddenden Vineyards; John Meardon, Canterbury Cathedral; Dominic di Cara, Ramada Maidstone; Barbara Thomas, Southeastern; Andrew Gostelow, Tourism South East; Julie Adams, P&O Ferries; Gravesham Tourism Team, Gravesham Council; Duncan Leslie, Hever Castle; Sarah Sturt, Kent Life magazine and the Marketing Team, English Heritage.

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Visit Kent Limited is a public/private sector partnership supported by Kent County Council, Medway Council, the district and borough councils, Tourism South East and the leading sector tourism businesses in Kent. Visit Kent champions Kent's £2.5 billion tourism industry by targeting UK and overseas markets. For further information go to www.visitkentbusiness.co.uk

