



## **Press Release**

Issued on behalf of Visit Kent

### **Visit Kent Announces Plans to Greet The World**

Visit Kent has announced further details for its Greet The World project at the Kent 2020 Vision Business Expo, which took last week at the Kent County Showground.

Recently Visit Kent, in partnership with Kent County Council, successfully secured almost three million Euros for the region's tourism industry from the European Union. Working closely with the French, Belgian and Dutch, Visit Kent aims to drive the tourism industry forward over the next three years with the funding of three projects, one of which is entitled 'Greet The World'.

Greet The World will capitalise on major sporting and cultural events over the next three years such as the 2012 Olympic and Paralympic games, Margate's Turner Contemporary Gallery launch, and the new No.1 Smithery at The Historic Dockyard, Chatham.

The project aims to develop a common identity for Nord-Pas de Calais and Kent as a single tourism destination where visitors can easily get to one area from the other, offering visitors two cultures, languages and experiences.

Visit Kent and Kent County Council are working in partnership with Comité Régional de Tourisme Nord-Pas de Calais (Comité Départemental du Tourisme du Nord, Comité Départemental de Tourisme du Pas-de-Calais) on the project.

Activities include:

- A new 'best of breed' website linking the Cross-Channel website and the partners' own marketing website.
- PR campaign around major cultural and sporting events.
- Joint support of a campaign to welcome the Olympic torch.
- Training for tourism industry professionals to improve their product knowledge, customer care skills and green credentials.
- Kent Greeters network whereby local residents engage directly with visitors about the area they live in.
- A 'Welcome the World' hospitality guide for tourism businesses.

- The 'Big Day Out' encouraging local residents to explore the area they live in.

Amanda Cottrell, chairman of Visit Kent said, "The Visit Kent team has worked hard over the last few years to gain the support of the industry in Kent. We are delighted that after two years in the making, the Greet the World project has finally come to fruition. We are proud of the achievements of all our industry partners and look forward to putting our plans into action."

Kevin Lynes, Kent County Council Cabinet Member for Regeneration and Economic Development said, "Through cross-Channel partnership, we're now looking to capitalise further on the exciting cultural and sporting developments over the next three years and we'll achieve this through a range of actions, including tourism campaigns, and a new, more interactive tourism website. We will ensure we bring local people on board as champions for their community, showcase events benefiting residents and enlist the help of local people – often the most passionate about their area – to promote their local attractions and the coast to visitors."

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About Visit Kent:

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 visit [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk).

