



PRESS RELEASE

Visit Kent launches 'Greet the World' in Lille

Visit Kent Chairman, Amanda Cottrell, joined dignitaries from the tourist boards of the Nord-Pas de Calais at the Tourissima expo in Lille last weekend to officially launch 'Greet the World', a project for which almost €4.5 million, spread over three years, has been secured from the European Union under the EU IVA '2 Seas' Programme.

'Greet the World' capitalises on major cultural and sporting developments and signature events over the next three years by engaging with businesses and residents to prepare to 'Greet the World'. Some of the joint activities planned with French partners include a new 'best of breed website', brochure highlighting major events in the run up to 2012 and a campaign to welcome the Olympic torch.

In her speech at the launch Amanda, who was educated in France, commented on the strong working relationship Visit Kent and Kent County Council has with French partners, built up over some 20 years, and extended an invitation to press and travel trade, many of whom were sipping a celebratory glass of sparkling Kentish wine, to come and further sample the delights Kent has to offer in April, when there will be a joint English launch of 'Greet the World' at Kent 2020.

After the launch Amanda briefly joined Visit Kent team members and Kent Greeters on their stand to help promote Kent to some of the 40,000 visitors attending the travel and tourism expo over its three days.

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Press enquiries

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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

