



Press Release

Issued on behalf of Visit Kent

VISIT KENT CONGRATULATES SOUTHEASTERN ON LAUNCH OF HIGH SPEED SERVICES New high-speed rail link set to boost Kent visitor economy

Visit Kent today joins Southeastern in celebrating the launch of the new high-speed rail service linking London to Kent.

The new route will drastically cut travelling times to and from Kent, meaning journeys from St Pancras International to Ashford will now take just 37 minutes and a trip to Dover will take just 69 minutes.

Working in partnership with Southeastern, Visit Kent is predicting the new service will significantly boost local tourism. With the popular tourist destination of Canterbury now just an hour away from London, this city and other areas of Kent will become easily accessible for a day trip or a short break.

Sandra Matthews-Marsh, Chief Executive of Visit Kent said: “We are really thrilled the full high-speed service is now operating, and we will support it in all our activities. This opens up a huge number of possibilities for the region, and we’re really excited about welcoming the increased number of tourists to Kent and showing off all the fabulous attractions our county has to offer. Our Visit Kent partners are already reporting a surge in leisure and corporate business related to this new service.”

Together with Southeastern, Visit Kent also runs a highly successful marketing campaign, currently in its third year – with 2FOR1 offers designed to encourage Londoners, and visitors to London, to visit Kent for a daytrip or short break.

-ENDS-

Visit Kent would be delighted to arrange travel and accommodation for journalists wishing to travel on the high speed services into Kent for an overnight stay, or day visit.

For enquiries please contact Sarah Whelband on 01732 779087 or sarahw@westgatecomms.com

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.

Visit Kent and Southeastern are currently running a 2FOR1 campaign. Aimed particularly at the London market, the campaign aims to get people out of London on the train to experience the best of what Kent has to offer.

Attractions participating in the campaign include Canterbury Cathedral, Leeds Castle and Dover Castle. For more information see www.visitkentbytrain.co.uk or contact lynette.clark@visitkent.co.uk