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VISIT KENT IN RUNNING FOR TOP DESTINATION HONOUR – AGAIN

Visit Kent, the private/public partnership championing the county's tourism industry, has been short-listed for the Destination of the Year Award by UKinbound for the second year running.

Visit Kent, which took the 2009 top award for excellence from the trade association dedicated to working with businesses and organisations attracting visitors to the UK, is competing against Ireland, Yorkshire and London for the 2010 honour.

English Heritage's Dover Castle has been short-listed in the Attraction of the Year category alongside Madame Tussauds, St Paul's Cathedral and Warwick Castle. Meanwhile, Eurostar is up against The Big Bus Company, The Original London Sightseeing Tour and City Cruises for the Transport Provider of the Year honour.

Therese Heslop, Visitor Services Manager at Canterbury Cathedral, and her team of Welcome Shepherds have been picked out for the Customer Welcome of the Year Award short-listed with representatives of Encore Tickets, Bateaux in London, and the retail ticket office of The Original London Sightseeing Tour.

Lynnette Crisp, marketing manager at Visit Kent, said: “To be in the running for this award again is recognition of the hard work carried out by all our partners and investors across the county.

“Visit Kent is committed to encouraging tour operators to feature Kent in their programmes, which is increasingly challenging in a highly competitive market. This could not be achieved without the support of our industry partners who give up their valuable time to host visiting operators and showcase their venues.

“The more tour operators choose to feature Kent, the more visitors we will welcome to the county.”

Tourism contributes more than £2.5 billion to the Kent and Medway economy every year and supports 3,000 businesses.

The UKinbound 2010 award winners will be announced on February 10, at the UKinbound Annual Convention, at Alton Towers Resort.