



Press Release

Issued on behalf of Visit Kent

Visit Kent Launches Preview of Kent Contemporary Campaign

Visit Kent, in conjunction with Kent County Council has announced further details of its Kent Contemporary marketing campaign at this year's Kent 2020 Business Breakfast sponsored by Visit Kent.

Kent Contemporary is a revolutionary new campaign for Kent, taking tourism marketing in a new direction. Visit Kent will be using social media, press and digital marketing in conjunction with stunning photography to lure more people to the county. Thanks to a £400,000 investment from Kent County Council, the campaign, designed by M&C Saatchi, aims to boost tourism in the county which is currently worth £2.5 billion to the local economy and employs 50,000 people.

Kevin Lynes, Kent County Council Cabinet Member for Regeneration and Economic Development unveiled the first two images, capturing unique and powerful representations of local residents showcasing their corner of the county.

The campaign presents a contemporary take on 'the Garden of England', with images telling the stories behind the 'faces and places of Kent'. For the first time, residents will be asked to inspire Kent's tourism marketing by nominating locations and local people to feature in campaigns. The first visuals from the three-year campaign can be seen in newspapers and on billboards at key locations from the last week in May.

Visit Kent also announced a new website, www.visitkent.co.uk/faces, which allows Kent residents to upload their own unique images and stories linked to the striking landscapes of the county. This resource will allow people to post videos, insider tips, audio files and photos on their favourite corners of the county.

Kevin Lynes comments, "Kent has a wealth of jewels to discover, from beautiful scenery and castles to stunning countryside and coastline, and there's also a tremendous amount to do once you're here. It's great that so many people come to visit. Our challenge now is to get people to stay longer. These stunning Kent Contemporary images will show our county in a totally new and refreshing light."

Visit Kent chairman Amanda Cottrell comments, “We’re so excited about this fresh approach to our marketing - and of course it’s more important than ever that we stay innovative and creative, and keep ahead of the competition. Kent County Council’s investment, plus business buy-in, will mean we can show Kent in a contemporary light using the latest marketing techniques. More than sixty Kent marketers and visitor businesses have contributed to the thinking behind Kent Contemporary, so I’m very confident that we’re on track to deliver for our industry.”

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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.

