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With pic: Sandra Matthews-Marsh

### **TWO NEW INVESTORS TO SHARE IN VISIT KENT SUCCESS**

Visit Kent, the innovative public and private partnership promoting Kent and Medway to potential visitors across the UK and overseas, has welcomed two new investors.

They are Foodari Ltd, the locally produced food specialists, at Aldington, near Ashford, and the Village Hotel, at Sandling, near Maidstone.

Sandra Matthews-Marsh, Chief Executive of Visit Kent, said: "We are delighted to welcome Foodari and the Village Hotel. We now have more than 80 investors in Visit Kent representing more than 80 per cent of tourism jobs and income in Kent and Medway.

"With private investors and local authorities working together we are adding tremendous value to our tourism, hospitality and leisure industry which contributes more than £2.5 billion to the local economy and supports 5,600 jobs."

Jonathan Parker, managing director of Foodari, said:" Promoting and selling Kentish food to restaurants and hotels as well as home consumers is at the heart of what we do.

“We are passionate about what Kent has to offer so it makes a natural fit for us to be working with Visit Kent. We are excited to help elevate Kent as a food destination to our customers outside the county and also to promote the benefits of eating local food to Kentish businesses and residents.”

In February, Visit Kent was named Destination Marketing Organisation of the Year by UKInbound tour operators – beating off strong opposition from such high-profile competitors as Visit London.

Visit Kent brings investors together to develop eye-catching marketing campaigns, most recently the dramatic imagery supporting its Kent Contemporary initiative and the interactive MyKent campaign focusing on local people’s passion and pride for their county.

Visit Kent also helps investors and partners join forces to attend travel and tourism trade fairs and exhibitions which few businesses or organizations could afford to do in their own right.

For further information about support for Kent and Medway tourism, leisure and hospitality businesses available through Visit Kent, go to [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk)

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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, improving quality and skills and growing investment in the tourism product.

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