



Media release

AMANDA INVITED TO SIT AT TOURISM'S TOP TABLE

Amanda Cottrell, Chairman of Visit Kent, has been appointed to the board of VisitEngland by John Penrose, the Minister for Tourism and Heritage.

Mrs Cottrell, who lives in Challock, near Ashford, will help deliver Government plans to grow the tourism industry in England drawing on her experiences with Visit Kent – an award-winning, public/private destination management organisation.

“It is a great honour to have been have been appointed to the VisitEngland Board and support this important industry which contributes so much to our economy, our heritage, our environment and our quality of life from the national level.

“I shall, of course, continue in my role with Visit Kent and I fully intend to be flying the flag for Kent at every opportunity.

“The work of VisitEngland is key at this time as individual areas of the country are now facing significant reductions in their public funding and are aiming to develop new partnerships across the industry and sustainable destination management organisations.”

Mrs Cottrell, a former High Sheriff of Kent, was awarded an OBE in the New Year Honours for her outstanding service to Kent.

In addition to her work for Visit Kent, supporting the county's £3.2 billion tourism industry, Mrs Cottrell is Patron of Produced in Kent, a Kent Ambassador, a trustee of Canterbury Cathedral, the Avante Partnership (formerly Kent Community Housing Trust), Godington House Preservation Trust, Kent Wildlife Trust and the Fairbridge Trust, which supports young people across Kent and Medway.

Mrs Cottrell has served as a magistrate for more than 20 years, been a member and chairman of her local parish council, a school governor, county president of the Kent Girl Guides, and president of the NSPCC in Kent.

In early May, Mrs Cottrell was named in the Independent on Sunday Happy List recognising 100 people who do something special to make Britain a happier place to live. She was described as: "The Big Society in one person."

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For images of Kent, go to <http://www.flickr.com/photos/visitkent/>

- Visit Kent Limited is a public/private sector partnership supported by Kent County Council, Medway Council, district and borough councils, Tourism South East and the leading sector tourism businesses in Kent. Visit Kent champions Kent's £3.2 billion tourism industry by targeting UK and overseas markets, improving quality and skills and growing investment in

the tourism product. For further information visit www.visitkent.co.uk or www.visitkentbusiness.co.uk

- VisitEngland was created in April 2009 as the National Tourist Board for England. Supporting the tourism industry across the country, as the lead body for tourism in England, it is the trusted adviser to Government and the champion of the sector. Its role is to lead and drive forward the quality, competitiveness and sustainable growth of England's Visitor Economy by providing strategic direction, intelligence and coordinated marketing for the sector. Through partnership and collaborative activities it supports its partners at national and local levels to deliver excellent visitor experiences, achieve economic growth and increase investment and employment.