



Press Release

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With pics: Lynnette Crisp, Visit Kent marketing manager

Visit Kent and Nord-Pas de Calais ready to greet visitors at Vakantiebeurs

ENTENTE CORDIALE PROVES A WINNER AT TRAVEL FAIRS

THE county's tourism champions at Visit Kent have been joining forces with their European partners as part of their new Greet the World initiative to wow thousands of visitors at two top travel fairs.

Kent and the Nord-Pas de Calais took a shared stand at the prestigious Vakantiebeurs event in The Netherlands, which attracted more than 122,000 visitors over five days in Utrecht.

Visit Kent investors and partners from Biddenden Vineyards, Mulberry Cottages, Freedom Holiday Homes and the University of Kent also welcomed visitors to the stand to promote the county.

Trade visitors and press representatives were treated to sparkling wine and apple juice from Biddenden Vineyards and a selection of Kent cheeses from the Cheesemakers of Canterbury, based at the Goods Shed.

Just a few days later Visit Kent and their French colleagues were working together again at Tourissima, at the Lille Grand Palais – one of the largest annual travel events in France regularly attracting 22,000 visitors and more than 400 exhibitors.

Kent partners and investors adding their voice to promoting the county included Mulberry Cottages, Leeds Castle and Cathy Dennison – a Kent Greeter.

Lynnette Crisp, marketing manager for Visit Kent, said: “Thanks to £4.2 million European Union Interreg IVA-funding, we can now actively work with our colleagues in the Nord-Pas de Calais promoting the two areas together in the run-up to the London Games in 2012 and create a lasting legacy for our tourism industry.

“Vakantiebeurs and Tourissima are among the first key events we have undertaken together since we launched our joint Greet the World programme in Brussels in November.

“Already the concept is attracting a great deal of interest from tour operators and group travel organisers as well as people seeking to book their own holidays and short breaks – particularly people seeking golf courses, camping, cycling and other outdoor activities.

“The campaign is giving us a great opportunity to promote our cross-Channel carriers and routes as well as individual attractions, hotels and restaurants demonstrating the added value a two-centre break can bring.

“For example, at both travel events we were able to run competitions offering accommodation in both Northern France and Kent as well as ferry crossings thanks to P&O and SeaFrance. Visit Kent investors and partners supporting our competitions included Rowhill Grange Hotel and Utopia Spa, Ashford International Hotel and the Association of Kent Tourist Attractions (ATAK).”

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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.
- Greet the World is part of the Kent Campaign for the 2012 Olympic Games, a partnership led and managed by Kent County Council to maximise the benefits and long term legacy to the County off the back of the 2012 Games. The award winning Campaign primarily works across eight sectors, including tourism, sport, the arts, and education. Further details can be found at www.kentsport.org/london2012
<<http://www.kentsport.org/london2012>>

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