



10 December 2010

NEW KENT CONTEMPORARY IMAGES UNVEILED

Visit Kent has unveiled a second series of five striking Kent Contemporary images presenting a dramatic new twist on the theme of the Garden of England.

The stunning pictures designed to encourage everyone to take a fresh look at the county are being captured by top photographer Jean Luc Benard working with M&C Saatchi.

The images are being used in campaigns and on posters to promote the county and capture the imagination of visitors from London and beyond.

The £400,000 Kent Contemporary campaign will run for three years and has been masterminded by award-winning Visit Kent, the county's private/public partnership championing the tourism industry for Kent and Medway. In the past year, Visit Kent has been recognised with two key destination marketing awards – from UKInbound and Tourism South East.

The Kent Contemporary campaign is funded by Kent County Council to support the industry's 3,000 tourism, leisure and hospitality businesses whose visitors contribute more than £2.5 billion to the local economy each year.

The second series of Kent Contemporary photographs are: Kite Surfers at Greatstone; Chapel Down Winery at Tenterden Vineyard; The Historic Dockyard Chatham; TeePee at Wallett's Court Country House Hotel, Dover; and Shepherd Neame's The Plough Inn, near Faversham.

ENDS

Note to editors: If you would like to receive higher resolution Kent Contemporary campaign images, please contact Delphine Houlton or Victoria Grigg, at Maxim, tel: 01892 513033

- 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.