



19 July 2011

MEDIA RELEASE

With pic:

Praise for myKent website showcasing local people and places

The myKent.co.uk website, developed by Visit Kent, where local people can share their favourite places to visit and experiences to be enjoyed in the county, has been highly commended in the prestigious TravelMole Web Awards UK.

The myKent site was pipped to first place by www.trekamericalive.com after reaching the final three in the 2011 TravelMole award category for best use of social media.

Mark Whitting, who is responsible for social media for the county's tourism champions, was delighted with the result which was announced at the Doubletree by Hilton, Southampton Row, London.

"It is the first time we have been entered in these awards and we were competing with top national and international websites and social media campaigns across the travel industry. The key criterion for judges was that the sites should reflect the style and image of what is being promoted.

“Reaching the final three means that mykent.co.uk has been recognised as a welcoming place for Kent people to demonstrate their passion for their county and share their photographs and their experiences, and is a glowing achievement for a website that is only just a year old,” he said.

The awards were judged by a panel of industry experts headed by Frank Orman, of Lead Generators.

Ends

Caption: The Visit Kent marketing team, from left, Julie Edwards, Stephanie Blackwell Graham, Mark Whitling, Rachel Wray and Lynnette Crisp

For further media information, please contact Delphine Houlton or Andrew Metcalf, at Maxim, tel: 01892 513033, email: Delphine@maxim-pr.co.uk; or Julie Edwards, at Visit Kent, tel: 01227 812900, email: Julie.edwards@visitkent.co.uk. For images of Kent, go to <http://www.flickr.com/photos/visitkent/>

Notes to Editors

- 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 £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, go to www.visitkent.co.uk or www.visitkentbusiness.co.uk.
- Interreg IVA is an EU funding programme which aims to promote joint working and cross-border co-operation between partner organisations on either side of a European land or maritime border. Interreg is part of the European Regional Development Fund.

The '2 Seas' Interreg IVA programme is one of two programmes involving Kent. European partners in this programme are France, Flanders and The Netherlands.

For further information, go to www.interreg4a-2mers.eu

