



Media release

26 July 2011

with pic

VISIT KENT OFFERS CUT THE COST OF SUMMER HOLIDAY FUN

Visit Kent has the perfect recipe to keep all the family entertained during the summer holidays without even the hassle of driving and finding a parking place at the county's many tourism honeypots.

Thanks to Visit Kent, top attractions, restaurants, shopping centres, luxury cottages and more are offering a whole selection of 2FOR1 offers and special discounts for people taking advantage of Southeastern trains, and Stagecoach and Arriva buses.

"It is the third year we have run campaign to make summer go with a swing in Kent and encourage people to use public transport," said Lynnette Crisp, head of marketing at Visit Kent.

"This is our biggest and best campaign so far and ideal for local residents and visitors on a budget to discover the wealth of destinations in Kent – from iconic castles and historic houses to designer shopping and high quality restaurants. We even have 2FOR1 on accommodation.

“Summer is also when Kent’s magnificent, varied coastline comes into its own from our golden sands to our internationally significant nature reserves.

“This year’s offers will see visitors riding the waves at the Joss Bay Surf School, enjoying a one-hour Horizon Sea Safari seeking out the seals, visiting Deal and Dover Castles, exploring the fairytale landscapes of Hever Castle, sampling the local ales on a Shepherd Neame Brewery Tour and capturing our Roman past at Richborough fort.”

To find more about the wide range of 2FOR1 offers in Kent this summer with valid Southeastern train and Stagecoach and Arriva bus tickets, go to www.visitkent.co.uk/offers where you can download your campaign vouchers. Details are also available in the special 2FOR1 Offers in Your Garden brochure available at rail stations in London and Kent and at other outlets across the county.

Ends

Caption: Dover Castle – one of the many destinations with special offers for bus and train passengers this summer

For further media information, please contact Delphine Houlton, Andrew Metcalf or Andy Rayfield, 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/>

- 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

- 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



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