



Press Release

Issued on behalf of Visit Kent

Visit Kent and Tourism South East Launch Details of Partnership To Champion Tourism in Kent

Visit Kent and Tourism South East have announced plans to work in partnership to support and offer enhanced opportunities for tourism businesses across Kent.

Details of this year's partnership and investor benefits were launched at the Kent 2020 Vision Business Expo, which took place at the Kent County Showground yesterday.

The strategic alliance allows Visit Kent and Tourism South East to work together to promote the county as an attractive destination for holidays, short breaks and events. Tourism businesses will be able to tap into a huge support network and benefit from ongoing marketing and PR campaigns.

Partner benefits include:

Staff training: Highly subsidised training opportunities

Quality: Discounted participation in the National Quality Assurance schemes

Networking: Invitations to networking events throughout the year and the opportunity to meet like-minded tourism professionals across the county

Marketing: A series of masterclasses on making the most out of PR

Campaigns: Opportunity to take part in several marketing campaigns run by Visit Kent and Tourism South East

Market Intelligence: Access to the latest market intelligence including regional and national tourism reports, research and visitor profiling

Business Support: Professional advice and practical support from specialist teams

Sandra Matthews-Marsh, Chief Executive of Visit Kent comments, "At Visit Kent, partnership working is key. Always striving to improve and offer greater value, we are pleased to be working with Tourism South East on our revised package of membership and investor benefits. This year we aim to support and enhance each partner's own activities with even greater networking opportunities."

Mike Bedingfield, Chief Executive of Tourism South East comments, "As the official tourist board for the South East of England, Tourism South East is

delighted to bring additional benefits and business opportunities to Kent businesses through our partnership with Visit Kent. Working together as key business support partners, will help develop and grow Kent's £2.5 billion contribution to the South East economy.”

For more information on the partnership packages available please visit www.visitkentbusiness.co.uk or www.tourismsoutheast.com

-ENDS-

For enquiries please contact Sarah Whelband on 01732 779087 or sarahw@westgatecomms.com

About Visit Kent:

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.

For further information visit www.visitkentbusiness.co.uk.

Note to Editors:

Tourism South East is the official tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.