



NEWS RELEASE

DATE:

STEP OUT OF LONDON WITH YOUR FAMILY AND INTO KENT

FOR HALF THE PRICE

AS THE credit crunch continues to bite, more and more people are replacing the traditional family fortnight abroad with a mini-break or 'Staycation' in the UK. In light of this Visit Kent, which represents the tourism industry in Kent, has teamed up with Southeastern, Kent's rail provider, to make a day out or short break to the county even better value for money when you go by train.

This summer, families travelling to Kent by train from London can take advantage of fantastic 2FOR1 offers on a huge number of top attractions throughout the county. On presentation of a voucher and a valid train ticket, Londoners can get fantastic offers at famous family attractions around the county, including entry for 2 for the price of 1 at Dickens World, Chatham, Dover Castle and The Rupert Bear Museum, Canterbury. For families that fancy a seaside break, there's plenty to do along the coast, with 2FOR1 offers on seal trips and the Shell Grotto in Margate and the Crampton Tower Museum in Broadstairs, all catering for children.

For those that really want to make a weekend of it, many restaurants and hotels are also taking part in the campaign, for example Hotel Du Vin, Tunbridge Wells, The Ashford International Hotel and The Hythe Imperial, which all have 2FOR1 offers on either meals or overnight stays, which means an entire trip can be arranged from offers.

The campaign has been launched to encourage families from the capital and those visiting London not only to experience the abundance of attractions that Kent has to offer, but to do so by train. The obvious benefits to the environment aside, this means no stressful driving in hot traffic jams and no worries about parking. And with travel times from London to all over Kent averaging under an hour, it is not only a great price, but hassle free too!

In order to take advantage of the offer, pick up a Visit Kent book of vouchers which can be found at all large Southeastern stations or print vouchers from the campaign website visitkentbytrain.co.uk

TV personality, Cheryl Baker explains why she loves the county, "All of Kent is lovely! I am lucky to live just a stone's throw away from Ightham Mote, which I still think has to be my favourite place in Kent. Well it would be between there and Leeds Castle – as both are breathtakingly beautiful; stunning architecture and fantastic views. I enjoy regular family days out at these and the many other attractions Kent has to offer, for instance the Castles at Hever and Tonbridge. There are always plenty of organised activities that are fun and educational – and that's for the whole family, not just the kids!"

Amanda Cottrell, Chairman of Visit Kent said, "We are delighted to be working with Southeastern on this campaign as it enables us to promote an entire package – travel, accommodation, food and drink and of course Kent's spectacular attractions, all with huge discounts. It is great for families who still want to have fun despite the credit crunch."

Vince Lucas, Managing Director at Southeastern said, "Travelling to Kent by train is the quickest, most economic and environmentally friendly way to see the county, so we are really pleased to be backing a campaign that encourages people to do so."

ENDS

For further information please contact Alexandra Hill or Laura Swann at Hamilton PR on 01892 546599 or email alex@hamiltonpr.co.uk; laura@hamiltonpr.co.uk

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 £2.5 billion tourism industry by targeting UK and overseas markets. For further information visit www.visitkent.co.uk/business
- Visit Kent is working with Southeastern on the 2FOR1 London campaign throughout the Summer months

- A large selection of Kent attractions/accommodation/restaurants/retail outlets have supplied 2FOR1 tickets. A full list can be found on the website visitkentbytrain.co.uk
- There are 182 Southeastern stations on the Kent rail network