



NEWS RELEASE

DATE:

STEP OUT OF LONDON AND GET ACTIVE IN KENT FOR HALF THE PRICE

AS THE credit crunch continues to bite, more and more people are replacing the traditional 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, those 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 iconic leisure attractions throughout the county, including a further 10% off shopping at the Ashford Designer Outlet, 2 tickets for the price of 1 at the Buckmore Park Karting Circuit and at the Big Blue Rock Climbing Wall at Bluewater Shopping Centre. Cultural leisure activities like the Sarah Thorne Theatre Club are also offering 2 tickets for the price of 1 so there is plenty to fill an active break in Kent. Perhaps a trip to the traditional Kent seaside is in order? Again there is plenty to do along the coast, with 2FOR1 offers at the Shell Grotto in Margate and on surf lessons at Joss Bay.

For those that really want to make a weekend of it, many restaurants and hotels are also taking part in the campaign, for example overnight stays at flagship hotels such as Hotel Du Vin, Tunbridge Wells and The Hythe Imperial are all 2FOR1, which means an entire trip can be arranged from offers, resulting in an extremely reasonably-priced break.

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 Presenter Fiona Phillips remembers many an active day out in Kent as a child, "I was born in Canterbury, which remains my favourite place in Kent, as I think it is such a beautiful city. I have fond memories of days out all over the county, particularly along the coast from Whitstable to Margate and all the seaside resorts in between. Plus there always seems to be so much to do in Kent. I am looking forward to bringing the whole family back down for the weekend sometime soon – with two young children I will be looking for things to keep them occupied and I am certain we will find them all over Kent."

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