



## **Visit Kent 2FOR1 London Campaign**

### **Family Case Study**

London family, the Kelletts, spent a sunny Sunday in June on a Kent day trip, using the Visit Kent and Southeastern 2FOR1 London offer. Lucy and Clyde Kellett and their two boys, Ben, seven and George, six, enjoyed travel with Southeastern from London to Chatham before spending the morning at Dickens World and the afternoon at The Historic Dockyard Chatham.

Having never previously been to Kent, the Kellett family had no idea what to expect from their day trip. The first thing that surprised them was just how quick the smooth, scenic train journey into Kent was. The family was delighted to learn the journey was just 45 minutes and with both attractions just a short complimentary bus ride from Chatham Station, they were at Dickens World, their first stop, in no time at all!

Highlights at Dickens World included a caricaturist and the water ride for the children while the 4D cinema experience wowed the adults. Lunch at The Historic Dockyard Chatham was followed by the whole family exploring the tall boats and the submarine. Lucy commented that the Dockyard had a particular resonance with the family given the children's grandfather served in the Navy.

Lucy also talked about why she thought the day was such a success. "The day worked perfectly, especially as the attractions were so close to each other. And everywhere we went, including the train station, the staff were so friendly and couldn't do enough to help us!

"The whole day made me realise that as family we are guilty of not spending enough time discovering new and interesting things together. We had such a fantastic day and it was wonderful watching the children laughing and enjoying themselves.

“Typically, as working parents, by the weekend we just go for the easy option – staying in the City, but what this trip has showed us is that a day out in Kent is still an easy option. A short train journey took us to beautiful countryside, fantastic attractions and a memorable day out.

“With the 2FOR1 London offer it also proved to be extremely reasonable and has encouraged us to think about planning some more trips to Kent over the Summer. Quite often you forget just how much there is to do in our own country and looking through the list of attractions in the Visit Kent voucher book, it just goes to show how much we don’t know about a county so close to our home. We may even consider turning it into a weekend away as I doubt we will want to go abroad this year, given the credit crunch.

“Ultimately, we had an extremely varied and thrilling day out and we will definitely be coming back!”

## **ENDS**

**For further information please contact Alexandra Hill or Laura Swann at Hamilton PR on 01892 546599 or email [alex@hamiltonpr.co.uk](mailto:alex@hamiltonpr.co.uk); [laura@hamiltonpr.co.uk](mailto:laura@hamiltonpr.co.uk)**

### **Notes to Editors:**

- The Kellett Family travelled from London Victoria to Chatham Station, Kent, which cost £\*\*\*\*
- Dickens World is located at Chatham Maritime, open Monday to Friday, 10am – 4:30pm and Saturday to Sunday, 10am – 5:30pm. Using the 2FOR1 offer, this cost the family £17.50
- The Historic Dockyard Chatham is also situated at Chatham Maritime, open Monday to Sunday 10am – 6pm. Using the 2FOR1 offer, this cost the family £23.50
- **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](http://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](http://visitkentbytrain.co.uk)
- There are 182 Southeastern stations on the Kent rail network