



## NEWS RELEASE

### DATE:

### STEP OUT OF LONDON AND INTO 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 2 tickets for the price of 1 at iconic historical attractions like Canterbury Cathedral and Leeds Castle, outdoor experiences like The Historic Dockyard Chatham and leisure venues like the Ashford Designer Outlet.

For those that really want to make a weekend of it, many restaurants and hotels are also taking part in the campaign, which means an entire trip can be arranged from 2FOR1 offers, resulting in an extremely reasonably-priced break, especially as customers can redeem as many offers as they want as long as they're in possession of a valid train ticket.

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!

GroupSave fares are also good value for money: four travel for the price of two adults and up to four additional children go for just £1 each. 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](http://visitkentbytrain.co.uk)

Other attractions also participating in the campaign include Dover Castle, Howletts Wild Animal Park, Bluewater Shopping Centre, Hever Castle, The Canterbury Tales, Dickens House Museum and Bewl Water.

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."

Kevin Lynes, Kent County Council's Cabinet Member for Regeneration said, "It is vital during these more difficult financial times that we support our own British tourist industry and this campaign is an excellent way of doing so. City families get to experience the beautiful Kent countryside, at a fraction of the usual prices, while at the same time giving something back to the local economy."

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](mailto:alex@hamiltonpr.co.uk); [laura@hamiltonpr.co.uk](mailto: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.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk)
- 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