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With pic and logo

TOURISM LEADERS LAUNCH CELEBRATING KENT CAMPAIGN

Tourism, leisure and hospitality industry experts and trainers have unveiled a new campaign to promote Kent and Medway in the run-up to the London Games in 2012.

The Celebrating Kent campaign brings together a growing range of initiatives launched by Visit Kent to promote customer service and raise quality standards across the sector.

Fran Warrington, head of Visit Kent at Kent County Council, said: "We are preparing to showcase our county to the world during 2012 and beyond.

"We are celebrating the success of our many businesses, attractions and destinations that entertain more than 45 million visitors and local residents each year. And we are building on their tremendous achievements."

Celebrating Kent plans already in the pipeline include expanding the volunteer Greeters programme launched in Thanet last year to cover the whole county, and widening the scope of the annual Kent Big Day Out to incorporate more attractions and leisure opportunities.

The campaign, part of the county council's Backing Kent Business programme, is also encouraging more businesses and companies to take advantage of Visit Kent's customer service training and free quality standards and business advice.

In addition, Visit Kent is working with local businesses to develop new projects and events to raise awareness of the importance of tourism to the economy of Kent and Medway.

Further information about Celebrating Kent and Visit Kent's business support services for the tourism, leisure and hospitality sector is available at www.visitkentbusiness.co.uk
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Caption: Marking the launch of the Celebrating Kent campaign at Kent 2020 Vision, from left, are Sandra Matthews-Marsh, chief executive of Visit Kent at Canterbury, Frazer Thompson, chairman of Kent Institute of Directors, Alistair McKean, Paralympic rowing bronze medallist, John Williams, of Tourism South East, John Warnett, of BBC Radio Kent, Fran Warrington, head of Visit Kent at Kent County Council, and Sue Smith, of the Learning and Skills Council

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