

Press Information Pack 2020

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KENT
GARDEN *of* ENGLAND

Photo: Botany Bay © @mals6

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Photo: Dungeness Beach
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Why choose Kent in 2020?

Lined with charming coastal towns, flourishing rural beauty, steeped in rich history and infused with artistic creativity, The Garden of England will offer the perfect escape to any eager explorer.

Visit our beautiful county and discover iconic landmarks, captivating castles, unspoiled villages, vibrant vineyards and cities flooded in culture. Whether you're searching to tantalise taste buds with a new cuisine, spend some all important quality time on a fun filled family break or laze around on a luxurious retreat, Kent is sure to have something for you.

With only a 38 minute travel time from the Capital with Southeastern, Kent is also home to the fastest domestic and international rail links in England.

From glorious greenery and beautiful beaches, to military history and fascinating tales, with one foot in the past and the other in the future, start planning your escape to Kent today...



THE GARDEN OF ENGLAND

Wonderful walking and cycle trails
Glorious gardens and open spaces
Home to 90 Golf Courses and the
2020 Open
Areas of Outstanding natural beauty



ICONIC ATTRACTIONS

Leeds Castle
Dover Castle
Canterbury Cathedral
The White Cliffs
Turner Contemporary
National Trust and English Heritage
Rochester Castle

What's in Kent?

ART AND CULTURE

Turner Contemporary
Folkestone's Creative Quarter
Powell-Cotton Museum
Maidstone Museum
Marlowe and Gulbenkian Theatre
The Beaney House of Art & Knowledge

FAMOUS FACES

Charles Dickens
Charles Darwin
Jane Austen
Ian Fleming/James Bond
Geoffrey Chaucer
Tracey Emin
Henry VIII and Anne Boleyn



Photo: Botany Bay © jj.davies





HISTORY

The Historic Dockyard Chatham
Canterbury Tales
Dreamland Margate
The Battle of Britain Memorial
Captivating Castles
The Royal Engineers Museum

CHARMING COAST

The Isle of Thanet's 15 sandy shores
An abundance of Blue Flag beaches
The UK's only Desert, Dungeness
Water Sports
Boat Trips
Smuggler Tales in Delightful Deal



FOOD AND DRINK

Award winning Vineyards
Shepherd Neame, Britain's oldest Brewer
Michelin star dining
Brogdale Collections
Macnade Fine Foods
Copper Rivett Distillery



UNIQUE ACCOMMODATION

The Pig
Elmley National Nature Reserve
Leeds/Hever/Dover Castle
The Camping and Caravanning Club
Champneys' Eastwell Manor

Photo: Tankerton Beach © mals6

Calling all the Story Sharers...

Our little corner of the UK can be found within some of the world's greatest works of art and literature, and with our beautiful landscapes and fascinating history, it's not hard to see why. 2020 marks the 150 year anniversary of one of Kent's biggest fans, Charles Dickens, and this year we celebrate his life with 2 festivals and a 5 day celebration in his honour. But it doesn't end there! With world-class galleries, towns peppered with independent shops and studios, and a jam-packed events calendar, what are you waiting for? Let us craft you your very own 2020 story...

- Charles Dickens: 150 year anniversary ● Jazz on the Pantiles
- Deal Festival of Music & Arts ● Leeds Castle Classical Concert
- Broadstairs Folk Week ● Estuary 2020 & Whitstable Biennale
- Folkestone Triennial ● Chiddingstone Literary Festival ● Turner Prize
- Tattoo: British Tattoo Art Revealed ● Canterbury Festival
- Rupert Bear Centenary Exhibition

Calling all the Outdoor Champions...

With Kent's rolling green spaces, Areas of Outstanding Natural Beauty, championship golf courses and miles and miles of stretching coastline, it's no surprise Kent is home to some thrilling outdoor adventures, and this year is the year to experience them for yourself! If you're a golfer, you'll know exactly what Kent's getting most excited about for 2020! The Open is returning to Kent for the 15th time on 12th- 19th July and we couldn't be more thrilled to head to Royal St George's, Sandwich and watch the Claret Jug be lifted.

- The 149th Open ● The Junior Open Championship
- The Senior Amateur Championship ● 150th Anniversary of Kent Cricket
- Snowdrop Festival ● Hanami Festival
- Dover White Cliffs Walking Festival ● Leeds Castle Festival of Flowers



Calling all the Taste Makers...

Home to miles of charming coastline and luscious landscapes, Kent harvests an abundance of fresh and local produce each year. From Michelin star dining to foodie markets that gather critical acclaim, there's a flavour for every taste maker here. Although known for it's hops and oysters, the southern England climate and Downs chalky soil makes Kent the prime location for viticulture. So why not visit one of the Wine Garden of England's vineyards and raise a glass to world-class, award winning wine? With countless events and attractions to sink your teeth into all year round, 2020 is the perfect time to flavour our county...

- **The Wine Garden of England** ● **Le Weekend in Sandwich**
- **Faversham Hop Festival** ● **Canterbury Food & Drink Festival**
- **Kent Green Hop Beer Fortnight** ● **Rochester Food & Drink, and Wine Festival**



Photo: Biddenden Vineyards

Calling all the History Heroes...

Take a trip back in time at one of Kent's stunning historic locations this year and uncover the ancient stories and secrets of years gone by. There couldn't be a more perfect time to plan your historic trip to Kent with Becket2020 commemorating the 850 year anniversary since the dramatic murder of Thomas Becket in Canterbury Cathedral. From fascinating exhibitions to immersive theatre experiences, there's a fantastic programme of events planned for visitors to get involved with...

- Becket 2020 ● Dover Castle's WWII Weekend ● Salute to the 40s
- Canterbury Medieval Pageant ● 125th Anniversary of the National Trust
- 80th anniversary of Dunkirk Rescue ● Battle of Britain Memorial Day
- 500th Anniversary of Field of the Cloth of Gold



Calling all the Memory Makers...

From adrenaline-fuelled days out to fun-filled festivals, Kent offers a variety of eclectic experiences that everyone can enjoy, no matter the age or size of the adventurer. With the 100-year anniversary for one of the UK's oldest theme parks, Dreamland, being celebrated in 2020, Kent is the perfect place to visit this year to make those long-lasting memories surrounded by your nearest and dearest.

Whether you're the family who enjoy chasing culture, tasting new cuisine or indulging in a little retail therapy, Kent will offer a delightful day out for all types of memory maker.

- Dreamland's Centenary ● Ashford Outlet's 15th Anniversary
- Kent County Show ● Leeds Castle Christmas Market ● Dover Regatta
- Rochester Sweeps Festival ● Rochester Dickens Festival
- Westwood Cross' 15th Anniversary ● Canterbury Christmas Market
- Leeds Castle Fireworks



Noteworthy Accommodation

Stay
extraordinary,
stay exceptional
and stay unique
in Kent...

ABode Canterbury
Bridgewood Manor
Canterbury Cathedral Lodge
Cave Hotel
Champney's Eastwell Manor
Chilston Park Hotel
The Camping and Caravanning
Club
Elmley Nature Reserve
Hilton Maidstone

Hythe Imperial
Kent and Sussex Cottages
Leeds/Hever/Dover Castle
Marriott Tudor Park Hotel
Mulberry Cottages
Port Lympne
The Pig
Salomen's Estate
The Vines of Rochester



The Wine Garden of England

The Wine Garden of England partnership celebrates world class and award winning wine producers by linking seven of the county's top vineyards together; **Biddenden Vineyards, Hush Heath Estate, Chapel Down, Squerreys, Simpsons Wine Estate, Gusbourne** and **Domaine Evremond**.

From vineyards with years of history behind their belts to those who supply wine for 10 Downing Street, you're sure to be greeted with a warm welcome at one of Kent's wonderful wineries. Explore the miles of sun-kissed vines set deep in the stunning countryside, learn the secrets behind world-class viticulture techniques, tantalise taste buds with delicious food and a glass of the county's finest and rest your eyes in the heart of The Wine Garden at the incredible accommodation. Plan your vineyard adventure today and taste the bounty of the Wine Garden of England...you'll never want to leave!

Find out more at www.winegardenofengland.co.uk

East Kent

Spark your imagination with a trip to East Kent. Feel the sand between your toes, the wind in your hair and with an ice cream in hand, set out to explore the stunning East Kent coastline with its trendy seaside towns, incredible food and eclectic vibe. When you're ready for a change of scenery, head to Canterbury, the jewel in Kent's crown to discover the stories and secrets of this incredible ancient city. From captivating castles and championship golf courses to characterful coastal towns and beautiful beaches dusted with golden sand, East Kent has it all with one foot in the past and one in the present, step along your next adventure in Kent...

You'd be mad to miss...

Whitstable Herne Bay Isle of Thanet Deal Canterbury
Romney Marsh Sandwich Dreamland Howletts
Port Lympne Canterbury Cathedral Marlowe Theatre
Turner Contemporary Deal Castle Walmer Castle
Dover Castle Romney, Hythe & Dymchurch Railway
Battle of Britain Memorial Royal St. George's Golf Club

West Kent

Fill your lungs with a deep breath of fresh air, feel your mind still in the lush countryside and sink into the tranquillity, calm and history of this beautiful part of the Garden of England. Idyllic countryside meets rustic orchards, hop gardens and vineyards, all delicately tied by romantic villages and must-see heritage sites. With captivating castles steeped in fascinating history, fabulously fresh and lovingly local produce to tease taste buds, vibrant vineyards and wonderful wineries, picture perfect estates and much more, West Kent offers the perfect escape to relax, rewind and revitalise. Where rolling hills are lined by the sunset, where memories are made and where your new adventure begins...

You'd be mad to miss...

Tenterden Royal Tunbridge Wells Sevenoaks Tonbridge
Maidstone The Wine Garden Leeds Castle Hever Castle
Kent County Show Penshurst Place Bedgebury Go Ape
Sissinghurst Castle Mote Park Bewl Water Chartwell
Emmetts Garden Quebec House Knole Curious Brewery

North Kent

Spark your curiosity as you discover some of Kent's best-kept secrets and hidden gems in the North of the county. Full of surprises at every turn, it's an exciting time to explore the area in a completely new light. North Kent is home to the towns of Rochester, Chatham, Faversham, Gillingham, Gravesend and the coastal towns of the Isle of Sheppey, which all continue to surprise and delight visitors. Rich in river heritage, steeped in history and abundant with incredible local produce, the area is ripe for the taking... Be bold, take a risk on the unknown, go on an adventure and make sure you're a part of this exciting transformation.

You'd be mad to miss...

The Historic Dockyard Chatham Royal Engineers Museum

Rochester Cathedral Rochester Castle Bluewater

Macknade Fine Foods Leysdown Beach Elmley

Copper Rivet Distillery Shepherd Neame Brewery

Biggin Hill Memorial Museum Gravesend Borough Market

Rochester High Street



Key Events 2020

February

- Snowdrop Festival, Hever Castle Edenbridge 🌱

March

- McArthur Glen Designer Outlet 20th Anniversary 🧑🏻🧑🏻🧑🏻

April

- Hanami Festival, Brogdale Collections 🌱

May

- Rochester Sweeps Festival, Medway 🧑🏻🧑🏻🧑🏻
- Chiddingstone Literary Festival 🎭
- 80th anniversary of Dunkirk Rescue 🏛️
- Dover Castle WWII Weekend 🏛️
- Jazz on the Pantiles 🎭

June

- Broadstairs Dickens Festival 🎭
- Glorious Gardens Festival, Penshurst Place 🌱
- Sandwich's Le Weekend 🍴
- 15th Anniversary of Westwood Cross 🧑🏻🧑🏻🧑🏻
- Penshurst RunFest, Penshurst Place 🌱🧑🏻🧑🏻🧑🏻
- Deal Festival of Music & Arts 🎭
- Whitstable Biennale 🎭
- Dickens 150 🎭

Photo: Royal Cinque Ports

Key Events 2020

July

- Whitstable Oyster Festival 🍴
- Leeds Castle Classical Concerts 🎭
- Rochester Dickens Festival 🎭
- Battle of Britain Memorial Day 🏛️
- Kent County Show 🧑🏡
- Canterbury Medieval Pageant 🏛️
- 500th anniversary of Field of the Cloth of Gold 🏛️
- Junior Open, Littlestone Golf Club 🌿
- The 149th Open Championship, Royal St. George's 🌿
- Senior Amateur Championship, Royal Cinque Ports 🌿
- Lambeth Conference 🏛️

August

- Dover Regatta 🧑🏡
- White Cliffs Walking Festival, Dover 🌿
- Broadstairs Folk Week 🎭
- British Freestyle Kitesurfing Championship 🌿

September

- Leeds Castle Flower Festival 🌿
- Salute to the 40s 🏛️
- Faversham Hop Festival 🍴
- Canterbury Food & Drink Festival 🍴
- Kent Green Hop Beer Fortnight 🍴
- Mayflower 400 🏛️
- Estuary 2020 🎭
- Folkestone Triennial 🎭

Key Events 2020

October

- Tenterden Folk Festival 🎭
- Canterbury Festival 🎭
- 80th Anniversary of the Battle of Britain 🏛️

November

- Leeds Castle Firework Spectacular 🧑🏻‍🤝‍🧑🏻
- Folkestone Book Festival 🎭
- Kent Wine Festival 🍷
- Becket 2020 Conference 🏛️

December

- Leeds Castle Christmas Market 🧑🏻‍🤝‍🧑🏻
- Canterbury Christmas Market 🧑🏻‍🤝‍🧑🏻
- Rochester Dickensian Christmas 🧑🏻‍🤝‍🧑🏻

All Year Round

- 100th anniversary of Dreamland 🧑🏻‍🤝‍🧑🏻
- 125th anniversary of National Trust 🏛️
- 150th anniversary of Kent Cricket 🌿
- 75th anniversary of UNESCO 🏛️

Key

Arts & Culture



Family



Active & Outdoors



Food & Drink



Heritage



What can Visit Kent do to help?

Our PR team is happy to create bespoke press trips to suit your publication or feature needs, and can liaise with our partners to ensure you get the best out of your trip to The Garden of England. We welcome pitches from bloggers and vloggers, and can support trips through social media with bespoke digital activity. We can assist with:

- *Story ideas & feature planning*
- *Itineraries for press trips*
- *Familiarisation visits*
- *Introductions to attractions, accommodation and destinations*
- *Hi-res images*
- *Regular news updates and social media liaison*
- *Meals, accommodation and public transport*

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