

## Visit Kent named Destination Management Organisation of the Year at UKinbound's Awards for Excellence



Image: Winners of UKinbound's Awards for Excellence Gala Dinner

High-res versions of this image, and Visit Kent accepting their award can be downloaded here: <https://we.tl/t-MjRXh7y3DV>

### Press Release

Monday 10<sup>th</sup> February 2020

[UKinbound](#), a leading travel trade association that represents over 400 of the UK's top tourism businesses, has awarded Visit Kent the accolade of Destination Management Organisation of the Year at its annual Awards for Excellence event.

The award was presented in front of over 300 tourism and hospitality professionals at the Awards for Excellence Gala Dinner, which took place at Aerospace Bristol on Thursday 6<sup>th</sup> February 2020.

A panel of independent judges - Susan Deer, ABTA; Patrick Richards, ETOA; and Dr. Karen Thomas, Canterbury Christ Church University - compiled the shortlist, based on self-nominations from member companies, with the final winners voted for by the membership.

Joss Croft, CEO at UKinbound said: *"Our annual awards provide us with a fantastic opportunity to give deserved recognition to members that have excelled in their sector, and we're delighted to name Visit Kent this year's Destination Management Organisation of the Year. Each of our members positively contributed to the UK's tourism sector in 2019 and our awards allow us to acknowledge a number of their outstanding performances."*

Deirdre Wells OBE, Visit Kent CEO said: "We're absolutely thrilled to have received this prestigious award, which is a huge testament to the years of hard work our Travel Trade team has dedicated to this important area of activity, as well as the wider team here at Visit

Kent for their year-round hard work promoting our great destination to new and returning visitors.”

Several factors were cited by the panel as having strongly contributed to Visit Kent's award win, including; successful engagement with inbound tour operators on two Discover England Fund projects (Gourmet Garden Trails of England, and England's Creative Coast), the launch of a brand-new travel trade resource hub, and the rollout of this year's event-led #KentyTwenty activity.

The Awards for Excellence were presented during the association's Annual Convention which took place at the Mercure Bristol Grand Hotel on Wednesday 5 and Thursday 6 February. The event featured an influential line-up of speakers including Twitter's former EMEA Vice President Bruce Daisley and Patricia Yates from VisitBritain/VisitEngland.

**ENDS**

## **NOTES FOR EDITORS**

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### **About Visit Kent**

Visit Kent Ltd is the Destination Management Organisation for Kent (the Garden of England), welcoming 65million visitors a year, championing the county's £3.8 billion tourism industry and supporting more than 77,000 jobs.

It is recognised as one of the country's leading DMOs, targeting UK and overseas markets to raise Kent's profile as a premier destination, improving quality and skills within the industry, and growing investment in tourism. Visit Kent is a public/private sector partnership supported by Kent County Council, Medway Council, district and borough councils, and the leading sector tourism businesses in Kent.

For further information visit [www.visitkent.co.uk](http://www.visitkent.co.uk) (consumer) or [www.visitkentbusiness.co.uk](http://www.visitkentbusiness.co.uk) (business), or tweet @visitkent.

### **About UKinbound**

UKinbound is a leading travel trade association and the only one which focuses solely on the interests of the UK's inbound tourism sector. It has over 400 members from across the travel trade. UKinbound addresses and engages with Government, the media, travel trade and the general public to raise awareness of the importance of inbound tourism to the UK economy.

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