

VISIT KENT

Press Information: 2021

KENT
GARDEN *of* ENGLAND

www.visitkent.co.uk



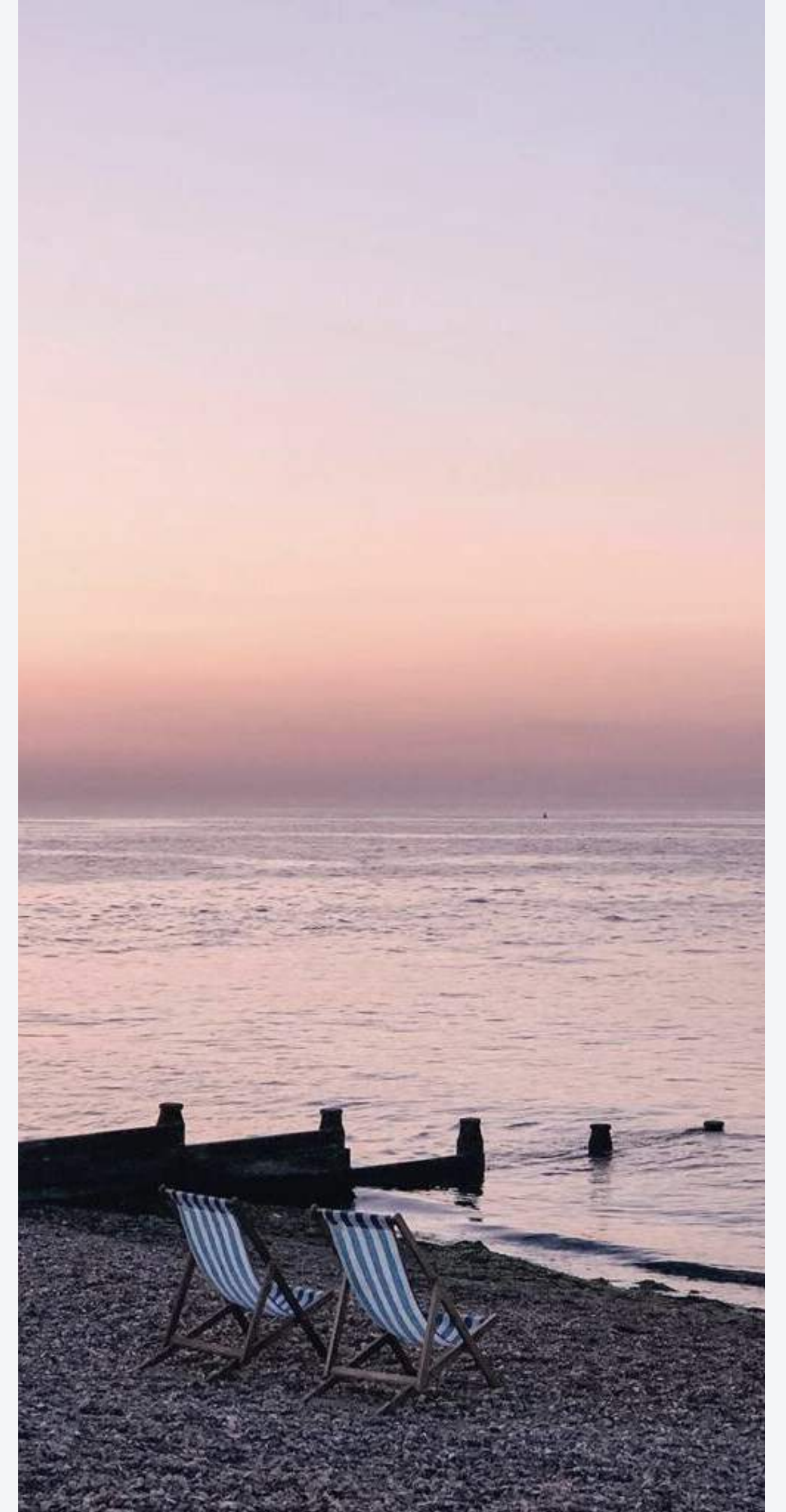
Looking ahead to 2021 in Kent...

As the UK continues to navigate these extremely challenging times, we at Visit Kent will be looking forward to welcoming you back to the Garden of England in the near future, as soon as it is safe and responsible to do so.

To help whet your appetite, and inspire you for a future visit or potential feature inclusion, we've come up with a list of the must-see and must-do things to keep an eye out for across the county this year.

Before you do embark on your 2021 bucket list quest, please ensure you check our partner websites as many attractions and locations will be requesting that you pre-book. There may also be new procedures in place in order to keep their staff and visitors safe.

Why not take a look at our guidance on how to best Respect, Protect and Enjoy our wonderful Kent attractions and landscapes?





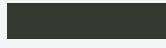
Lined with charming coastal towns, flourishing rural beauty, steeped in rich history and infused with artistic creativity, The Garden of England will offer the perfect escape to any eager explorer.

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.

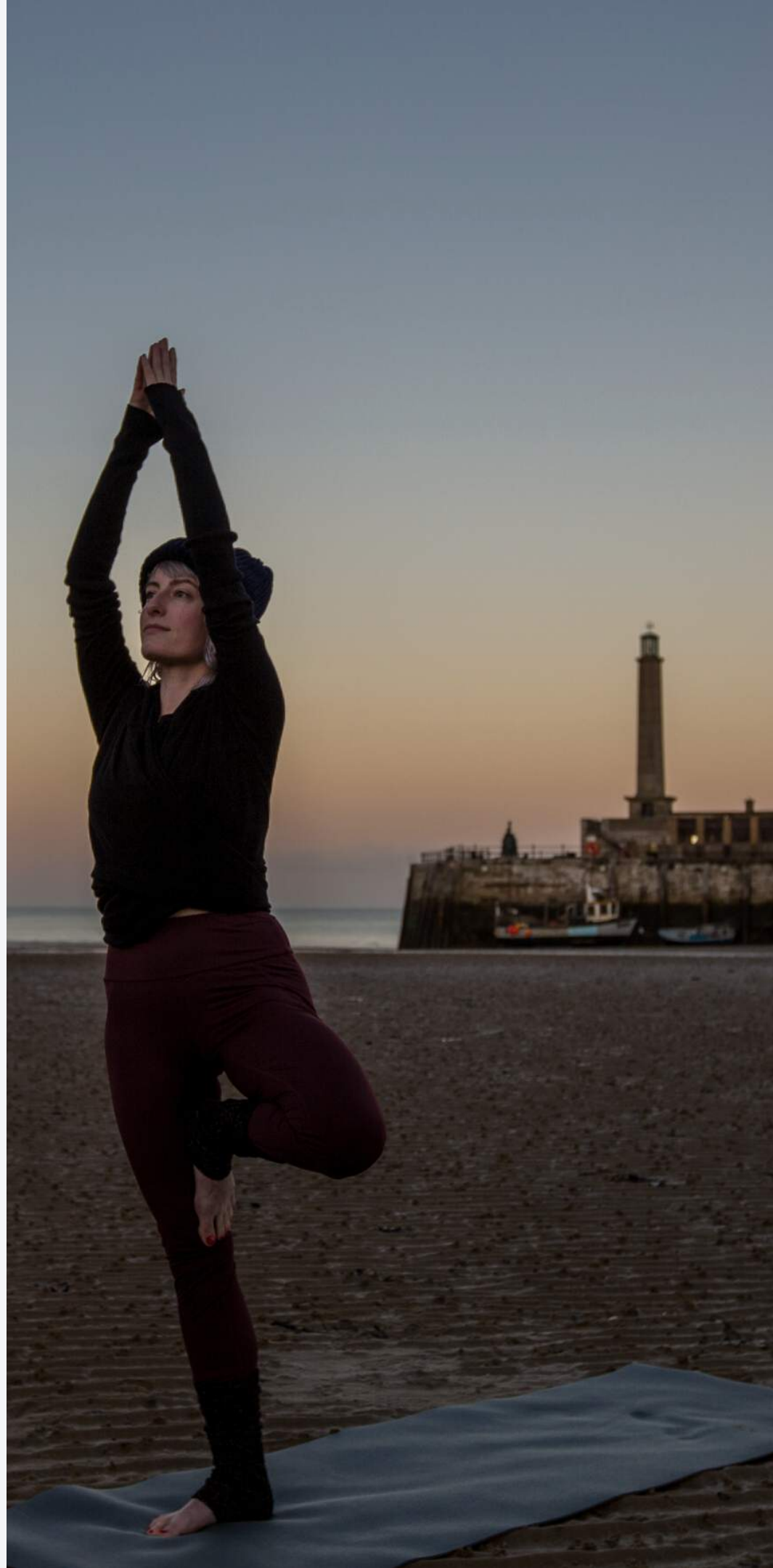
With only a 38 minute travel time from the Capital with Southeastern, Kent is also home to the fastest domestic and international rail links in England.

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...

First things first, why choose Kent?



- Experience
- Wine Garden of England
- England's Creative Coast
- 149th Open Championship
- US Connections



Visit Kent's key projects & stories for 2021



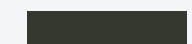
EXPERIENCE is a new project that will provide support in Kent to help develop the experiential off-season economy in the future. The project is a four-year scheme that runs until the end of August 2023.

The project aims to capitalise on the emerging global trend for personalised and local tourism experiences which increasingly provide the all-important reasons to visit.

The funding is part of the Interreg Channel Programme, which aims to deliver sustainable economic development in the south of the UK and north of France through innovative projects which have a sustainable cross-border benefit.

This project has allowed us to develop and take brand-new products/ experiences to market, assisting in the county's rebuild following the effects of the Covid-19 pandemic. Experience is all about helping businesses to adapt and diversify their offer, developing off-season bookable experiences that help us to extend the traditional tourism season when it is so critically needed.

Experience



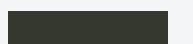
A flavour of some of the themes we will be exploring and marketing through this project:

- Food & Drink
- Landscapes & Nature
- Festivals & Events
- Culture
- Arts, Craft & Media
- Wellbeing
- Historical Journeys
- Unexpected Experiences

Some examples of the type of new product that is currently being developed as part of Experience:

- Axe Throwing
- Forrest Bathing
- Running & Cycling Tours
- Photography Tours
- Foraging Workshops

Experience





A partnership celebrating world-class, award-winning wine producers linking seven of the county's top vineyards together: Biddenden Vineyards, Hush Heath Estate, Chapel Down, Squerreys, Simpsons Wine Estate, Gusbourne and Domaine Evremond.

Key activity for 2021:

- New website with a booking system launching in spring 2021, bringing the idea of a wine trail to life.
- Will be running a series of Wine Dinners across the county working with some of the county's leading restaurants, pairing wines from all of the estates.
- New "Winter in the Wine Garden" blog with information on how tours/tastings will run in the winter at the vineyards.

Wine Garden of England



An innovative new visitor experience that allows travel trade and Fully Independent Travellers (FITs) from France and The Netherlands to gain inspiration, browse and plan their own bespoke cultural travel itineraries.

New outdoor artworks and cultural adventures will connect the outstanding galleries across the South East's stunning coastline of Kent, Essex and Sussex, taking in everything from attractions, events and festivals to accommodation, food and drink, for the ultimate creative travel experience.

Key activity for 2021:

- Seven new artworks will now be launching in April/May 2021 (due to launch in May 2020, but have been pushed back due to the current circumstances)
- The artworks created for Margate, Folkestone, Eastbourne, Gravesend, Hastings, Bexhill-on-Sea and Southend-on-Sea each respond to the natural, historical and social aspects of their particular location.
- England's Creative Coast aims to connect people and places, celebrating the importance of creativity alongside the uniqueness of being and living by the coast.

England's Creative Coast



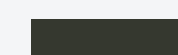
The eyes of the world will be focused on Kent when The Open returns to Royal St George's Golf Club, Sandwich from 11-18 July 2021.

With the local economic impact of the event expected to be in the region of £100m, Golf's original championship, The 149th Open will be the biggest sporting event in Kent's history.

Over 200,000 spectators are expected to attend the event, with over 600 journalists and 1,500 broadcast staff delivering coverage in over 190 countries across the world.

This provides a huge opportunity for Kent to promote itself as a fantastic golfing destination for both domestic and international visitors in the future.

149th Open Championship

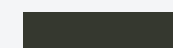


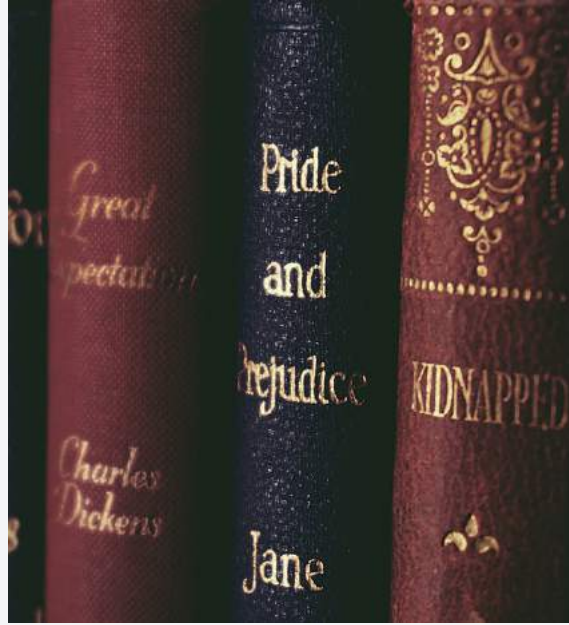
Visit Kent is proud to be part of the US Connections Discover England Fund project.

The project highlights the cultural and historical links between our two nations, and focuses on the following themes which have been identified as being the most appealing to US visitors:

- United Allies: Highlighting the WWII connections between US and UK
- Old Stories of the New World: Show-casing stories of migration from UK to the US
- Origins of Faith: Faith and religion
- Ancestral Services: Highlighting the places and resources US visitors can access to trace their family history tapping into the significant ancestral tourism market

US Connections





21 things to tick off your 2021 Kent Bucket List

If our key projects and press stories have got you excited about what's to come this year in the Garden of England, you'll love our full round-up of partner events, activities, and new launches.

Why not take a look at our full 2021 Kent Bucket List, and see how many of these you can tick off before the year is out?

<https://www.visitkent.co.uk/visit-kent-blog/21-things-to-tick-off-your-2021-kent-bucket-list/>





Key Themes & Relevant Product:

- In 2020 & 2021 we are remembering 850 years since the murder of Archbishop Thomas Becket inside Canterbury Cathedral.
- Kent has many links to renowned author Charles Dickens, who grew up in the north of the county, and took plenty of inspiration from the area when writing many of his iconic novels.
- Discover over 400 years of exciting maritime heritage at The Historic Dockyard Chatham.
- Celebrate over 100 years of traditional seaside, family fun at Dreamland Margate.
- Commemorate the incredible Battle of Britain, at The Battle of Britain Memorial in Folkestone.
- Kent is steeped in rich, fascinating military history, making it a place of deep interest for visitors and experts alike. Spark your curiosity with a visit to the Royal Engineers Museum or Biggin Hill Memorial Museum.
- Spend a day exploring one of Kent's many captivating castles, including Leeds Castle, Dover Castle, Walmer Castle, Hever Castle, Deal Castle
- Visit the Sidney family home of Penshurst Place, which has been the place for poetic inspiration and lavish Royal hospitality for over 650 years.
- Get lost in the grounds of one of the National Trust's many Kent properties - many with fascinating back stories and famous past inhabitants...

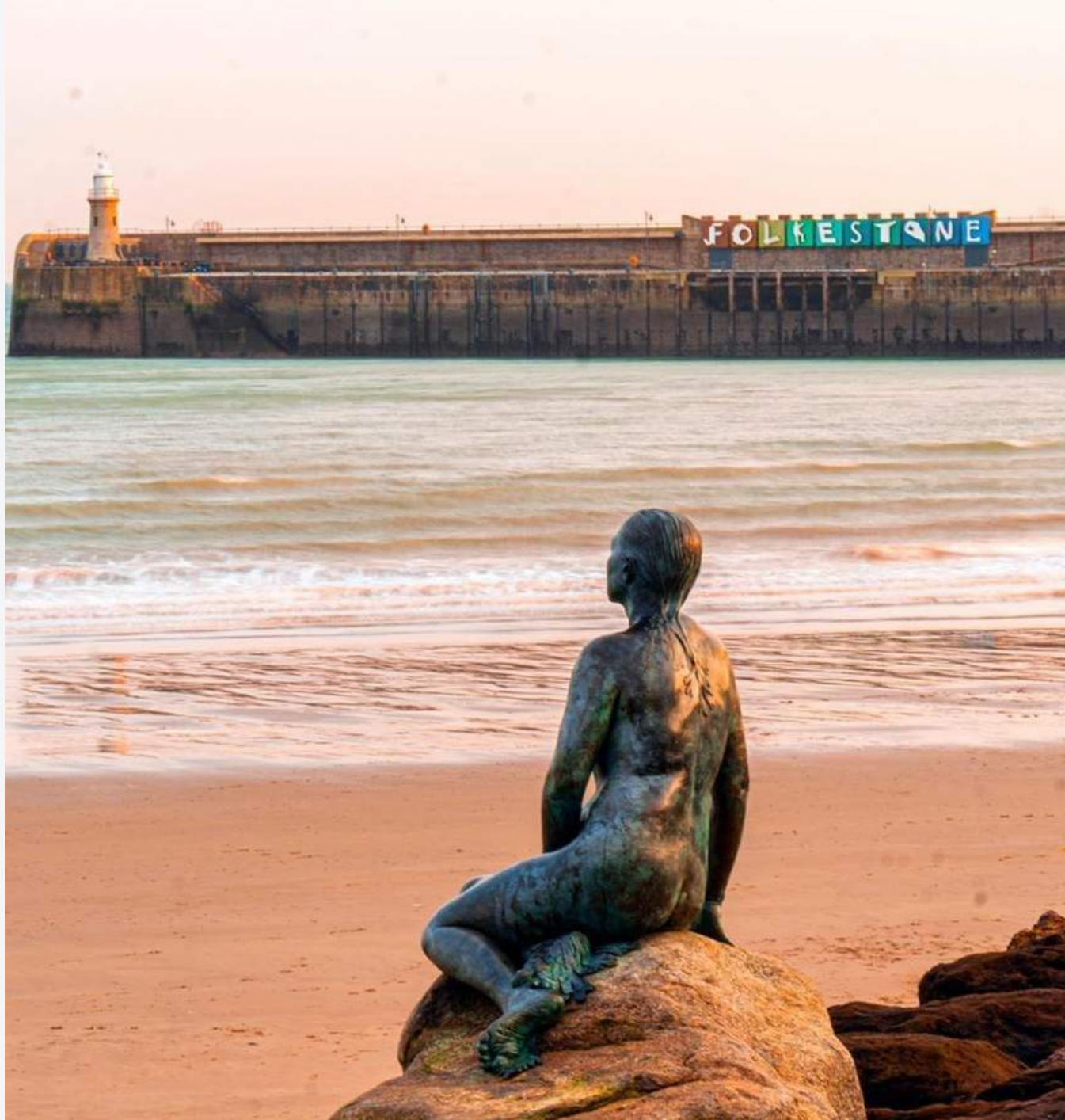
Heritage: Historic & Iconic Sites



Outdoors: Landscapes & Coast

key Themes & Relevant Product:

- With over 3,700 km², encompassing winding footpaths, glorious gardens, stunning coastal views, and exciting cycle trails, there are plenty of ways to enjoy Kent's natural landscapes.
- Our coastline is home to the UK's only desert, Dungeness.
- Kent boasts more than 90 golf courses, and is hosting the 149th Open Championship in 2021.
- Over 150 years of Kent County Cricket Club.
- Dover's iconic White Cliffs of Dover are an official icon of Britain, and have been a sign of hope and freedom for centuries.
- With 350 miles of coastline to explore, Kent is home to no less than 10 blue flag beaches.
- Kent has not one, but two Areas of Outstanding Natural Beauty.
- Our county was nicknamed the Garden of England by King Henry VIII, because of its relative abundance of fruit-growing and hop gardens.
- Spend a day exploring one of Kent's glorious gardens, including Godinton House & Gardens, Riverhill Himalayan Gardens, Hole Park Gardens, the landscapes surrounding many of our county's famous castles, or gardens belonging to one of our many National Trust properties.



Key Themes & Relevant Product:

- Discover world-class galleries, including the Turner Contemporary in Margate (home to the Turner Prize 2019).
- Explore seaside towns alive with creativity, breathtaking coastal landscapes, and thought-provoking art commissions as part of England's Creative Coast 2021.
- Visit the UK's largest urban outdoor exhibition of contemporary art in Folkestone's Creative Quarter.
- Watch a show at one of Kent's wonderful theatre venues, including The Marlowe Theatre and The Gulbenkian Theatre, both in Canterbury.
- Kent has played a starring role in a huge array of films and hit TV shows throughout the years - from the Oscar-winning blockbuster the Darkest Hour, to TV favourite Call The Midwife.

Arts & Culture



Key Themes & Relevant Product:

- The Wine Garden of England links seven of the county's top vineyards together to create a partnership that celebrates world class and award winning producers.
- Kent is home to Britain's oldest Brewer, Shepherd Neame.
- Our county is home to multiple Michelin-starred restaurants, including Fordwich Arms, The Sportsman and The West House.
- Farmers showcase their wares at countless markets across the county, and a trip to The Goods Shed in Canterbury and Macknade in Faversham is essential for foodies.
- Take a trip to Brogdale Collections, home of the National Fruit Collection and set in 150 acres of Kentish farmland.
- Enjoy a trip to Copper Rivet Distillery one of just a few spirit makers in the UK that undertakes the complete process of brewing and distilling from grain to glass.
- Tickle your tastebuds with fine Kentish produce such as delicious Whitstable Oysters, succulent Romney Marsh Lamb and sea-fresh Dover Sole.

Food & Drink

How can Visit Kent help you?

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 you 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

Please contact Lana Crouch (PR & Brand Manager) for further assistance:

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