

**KENT**  
GARDEN *of* ENGLAND

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**EMBARGOED UNTIL 24/08/20**  
**New Visit Kent campaign secures funding for participation in HM  
Government's 'Enjoy Summer Safely' campaign**



**Press Release**

Monday 24th August 2020

Visit Kent is inviting visitors to start exploring Kent safely this summer as its brand-new campaign, the *Secret Garden of England* launches this week.

Aimed at reassuring visitors that it is safe to experience and enjoy Kent's tourism and hospitality industry in-line with the easing of lockdown restrictions, the campaign is supported by a range of engaging digital activity including radio promotion, video seeding, programmatic advertising, paid social media and editorially rich content.

Sitting at the heart of the campaign, a compelling video produced by Kent-based creative agency *Inkfield Media*, portrays Kent's range of open landscapes, food and drink offerings and iconic sights.

Accompanied by an emotive spoken narrative, the video extends an invitation, and reassurance for residents and visitors alike to explore Kent, their 'bigger back garden', whilst building on earlier consumer messaging to #RespectProtectEnjoy the county safely and responsibly.

Visit Kent's campaign is one of a handful of applications to have secured additional funding to participate in the UK-wide *Enjoy Summer Safely* initiative, part of HM Government's overall response to the COVID-19 outbreak.

Existing support from local authority partners, and early planning put Visit Kent in a strong position to apply to the fund, with the destination management organisation (DMO) awarded £100,000 that the Cabinet Office will invest in media activity on their behalf. This additional funding has enabled the organisation to extend and further amplify its *Secret Garden of England* activity throughout August and September.

Visit Kent's application into the *Enjoy Summer Safely* fund would not have been made possible without funding provided by a range of local authority partners including Kent County Council, Medway Council, Canterbury City Council, Dover District Council, Folkestone & Hythe District Council, Gravesham Borough Council, Swale Borough Council, Thanet District Council and Tunbridge Wells Borough Council.

Visit Kent Chief Executive, Deirdre Wells OBE, said: *"I am delighted that Visit Kent has been selected to be part of the national Enjoy Summer Safely campaign. The past few months have been extremely challenging for our sector and we want to do all we can to encourage visitors to rediscover our beautiful landscape, rich heritage and fantastic food and drink. Our businesses have worked tirelessly to ensure that they can welcome visitors in a safe and secure way and we are so proud that their hard work and fantastic product will be showcased at a national level."*

Kent County Council Cabinet Member for Economic Development, Cllr Mike Whiting, added: *"This is a tremendous boost for our campaign to move Kent forward and to support businesses in our hard-hit visitor economy. We want everyone to enjoy summer safely and feel welcome to explore and enjoy the delights of the 'Secret Garden of England'."*

To view the *Secret Garden of England* video, and take a look at Visit Kent's guidelines for enjoying summer safely in your 'bigger back garden,' visit: <https://www.visitkent.co.uk/secret-garden-of-england/>.

For more information about Kent, please visit [www.visitkent.co.uk](http://www.visitkent.co.uk).

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## **NOTES FOR EDITORS**

For further media information on Visit Kent and images please contact Brand Manager Lana Crouch on [lana.crouch@visitkent.co.uk](mailto:lana.crouch@visitkent.co.uk) or call 01227 812914.

### **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.