

## **Kent and Nord-Pas de Calais « Greet the World »**

The Tourism organizations, CRT Nord-Pas de Calais, CDT Nord, Pas-de-Calais Tourism and Visit Kent work together on a joint project « Greet the World », financed up to 50% by Europe through Interreg IV 2 Seas program.

Within this project, all the partners want the cross-channel visitors to identify both regions as a rear base to the Olympic Games but also as a destination where international cultural and sports events will be held in 2012 and after.

These events are a unique opportunity to attract new customers from all over the world who need specific welcome and quality services in order to extend their stay and establish loyalty to the destination.

Thus all the partners are willing to help tourism professionals provide the best welcome conditions to a broad variety of nationalities.

The cross-Channel region prepares itself to « Greet the World ».



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NORD-PAS DE CALAIS**  
*Greet the World*