

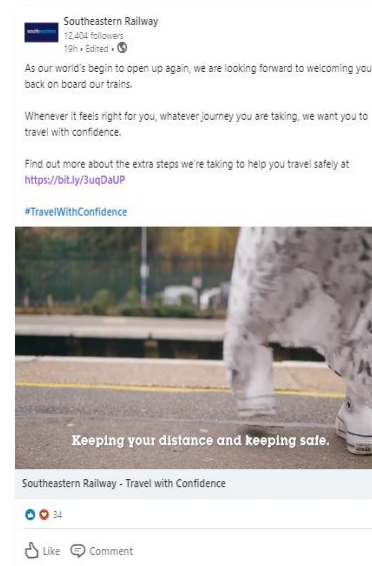
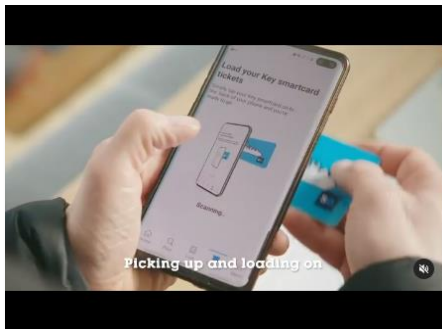
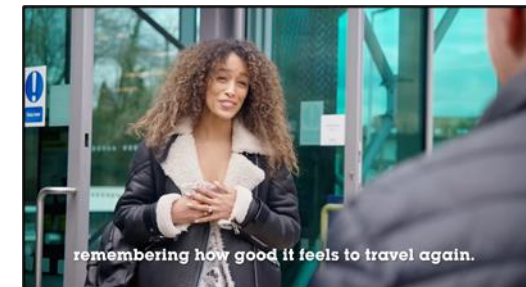


Southeastern

Marketing Update

Welcome back to travelling by train

- Emotive narrative demonstrating that trains are not frightening but a safe, easy part of normal life!
- Highlights the sheer joy of meeting a friend off a train to enjoy time together.
- Promoted using owned assets and amplified across partner sites.



Link to video

<https://www.youtube.com/watch?v=1WsJ0UD-3ok>

Clean Getaway and Local Escapes creative

Make it a clean getaway

View online


SE

southeastern

Seatfinder

Travel advice

Local Escapes



Make it a clean getaway

Dear Rebecca,

We wanted to share some of our favourite walks as a great way to keep active and healthy, but don't worry we have also mentioned cafes and pubs for an essential pit stop too!

From castles and forts, heritage and history to the beautiful rolling hills and stunning coastline, there are plenty of walks to choose from or why not use them as inspiration to create your own and share your adventure with us on Instagram using #SElocalescapes.

Find my local escape

Travel with confidence

We are taking extra steps to help you travel with confidence. Please plan ahead and avoid travelling at busy times.

Find out more




Make it a clean getaway

With enhanced cleaning procedures and hand sanitiser points at busy stations, we'll help you to travel with confidence.

For inspiration and places to explore visit southeasternrailway.co.uk/localescapes

southeastern



Make it a clean getaway

From historic sights to coastal strolls, enjoy our selection of favourite walks to inspire your local escapes.

Get to know and explore our favourite local escapes

We all know that we should take at least 20 minutes of moderate exercise a day to keep fit and healthy, anything that gets your heart rate up such as walking or cycling is good, and it also helps with mental health too. So, when you feel the need to get out into the fresh air, but still want to avoid the crowds, we have put together some of our favourite places to take an invigorating stroll, at just a hop away on the train.

Whether it's a hike across the rolling hillsides, a breezy coastal walk taking in the fresh early sea air, or a leisurely saunter through a nearby country park, or historic neighbourhood, our local escapes offer the chance to keep active and healthy. We've included some of our favourite picnic spots and top picks for cafes and restaurants offering food and drink both indoors and outdoors! Don't forget you may need to book, please check their websites for latest information and opening hours.

SE

southeastern - Clean Getaway

Watch later


Share

Make it a clean getaway

Watch on

YouTube


Choose from the walks below or use them as inspiration to create your own.



Coastal walks

Take a deep breath of bracing sea air and explore one of the many beautiful walks along Kent's coastline.


Walks, this way



Countryside and park walks

Take in the beautiful countryside and explore the nature and wildlife in the Garden of England.

Find your perfect stroll



Heritage walks

Soak up magnificent landscapes dotted with historical buildings, from castles to stately homes.

Routen steeped in history

SE

Southeastern

@Se_Railway · 29 Apr

With enhanced cleaning procedures and hand sanitiser points at busy stations, we'll help you to travel with confidence. For inspiration and places to explore visit bit.ly/3wQR2e

Make it a clean getaway

se_railway

se_railway · Whether it's a hike across rolling hillsides, a breezy coastal walk, or a leisurely saunter through a nearby country park, our local escapes offer the chance to keep active and healthy. We've also included some of our favourite picnic spots and top picks for cafes and restaurants offering food and drink outdoors! For inspiration, visit southeasternrailway.co.uk/localescapes or #SElocalescapes

Like by ti, trainspotters, photography and others

Add a comment...

Make it a clean getaway

Keep active with our favourite walks around the network

Be inspired here

Tickets

Services

Facilities

Leaving from...

Going to...

Trainline

Go

Return

Open return

Continental

Travel

Depart now

Passengers

1 Adult

No railcards

Find times & tickets

No booking fees!

Service update

Woodwich

Good service

Breayleath


Good service

Bidrup

Good service

SE


southeastern



Kent Downs

Designated an Area of Outstanding Natural Beauty (AONB), Kent Downs has a spectacular landscape and a rich and cultural heritage. #findyourspace in the Kent countryside and discover a range of sustainable experiences to help respect, protect and enjoy the Garden of England.


Find your space



North Downs Way

The North Downs Way National Trail weaves across the South East of England offering 153 miles (246km) of stunning scenery, taking in historic Canterbury before reaching the pretty Kent coastline.


Find out more



Kent's Easy Access trails

Discover Kent have compiled a selection of over 20 trails that are easily accessible for pushchairs and wheelchairs.


Find your trail



Kent's Creative Coast

Discover an outstanding mix of old and new artworks on a local escape to the Kent coastline this summer. England's Creative Coast have launched the world's first art GeoTour and Estuary 21 is an exciting art experience not to be missed.


Discover creative experiences



Kings Cross audio tour with Russell Tovey

Whether you've just arrived in to St Pancras International, or you're local to the area, explore the fascinating history of Kings Cross on the free 45 minute Art & Culture Tour with Russell Tovey as your audio guide. Begin the tour just outside the station entrance, by the IFO illuminated 'birdcage' and afterwards, enjoy the many cafes, restaurants and shops in the area.

Learn more



Make it a clean getaway

With enhanced cleaning procedures and hand sanitiser points at busy stations, we'll help you to travel with confidence. Please plan ahead and check before you travel.

Find out more

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Timetable change



- May16, we updated our timetable by increasing our services and providing more space on board.
- As part of our safer travel pledge, we are taking extra steps to help make your journey safer
- Continued to promote that we frequently deep cleaning our trains and stations using anti-viral products, increasing our focus on cleaning high-touch areas and providing hand sanitiser at busy stations. We also provide Seatfinder tools

**Breeze
through
summer**



**with more
space on
board**

This summer, more carriages on busy routes to the coast means more space. It's just one of the ways we're helping you stay cool.

Find out more at
[southeasternrailway.co.uk/
summer-weather](http://southeasternrailway.co.uk/summer-weather)



**Breeze
through
summer**



**with
fresh air
on board**

Fresh air flows through all of our trains from air conditioning, vents or windows you can open if you need to.

Find out more at
[southeasternrailway.co.uk/
summer-weather](http://southeasternrailway.co.uk/summer-weather)



southeastern


**Thank
you**

for travelling with us

#TravelWithConfidence




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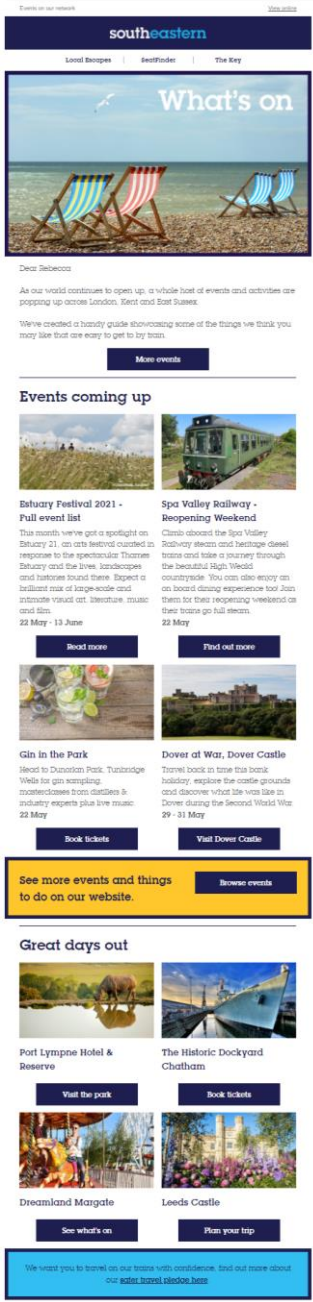
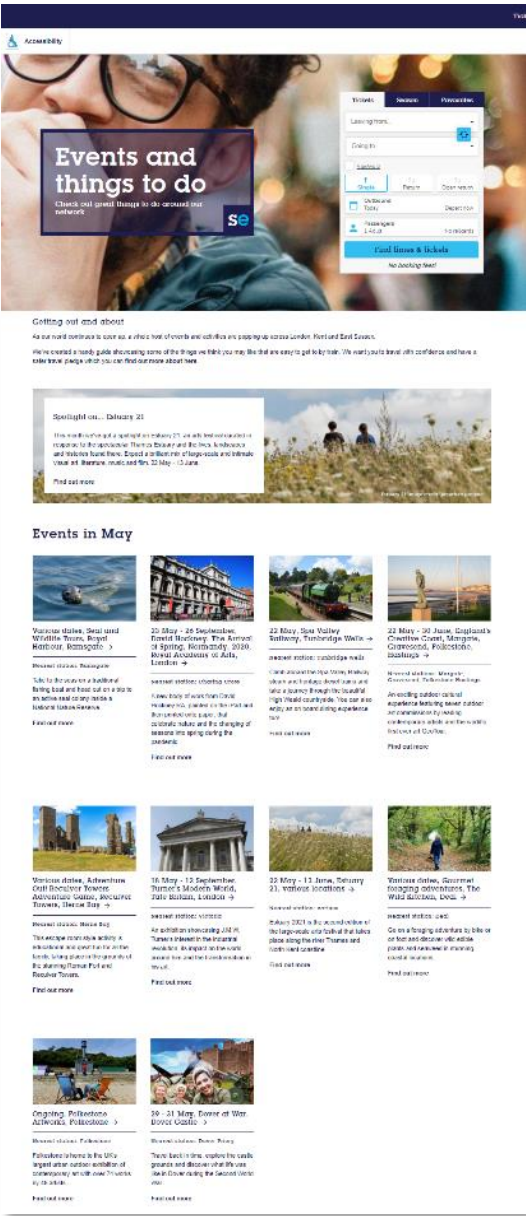
Welcome
to our station

#TravelWithConfidence



Events and Things To Do

- May 17 we launched an Events and Things To Do guide.
- The website page features a ‘Spotlight On’ section listing events and activities over the next 3 months detailing the nearest station.
- It offers Southeastern passengers an opportunity to discover things to do across the network and encourage train travel, whilst enabling us to support partners and help rebuild the tourist economy across our network.



Back to work

Back to work

Our handy guide to your new commute

Welcome back

Many of us are heading back to the office or returning out for business and we know some of our passengers have concerns about the return to work throughout the pandemic. Whatever your commute, we've created an essential guide to help make your journey easier.

Whether you're travelling five days a week or are thinking about a more flexible way to travel, we can help you plan your commute so you can travel on our trains with confidence.

Visit our new Back to work guide and explore all the useful tools to help you commute on our trains with confidence. We've also got you up to date on all the latest updates and tools to help you.

Explore More

Back to work

Season tickets

The Key

Season Ticket Calculator

Season Ticket Calculator

The Key

Order your new Key Smartcard

Southwestern app

Our new Southwestern app is designed to help you plan your journey with confidence. It's the perfect companion for your journey, available on both iOS and Android. Download it from the App Store or Google Play.

Find out more

Southwestern

Our Southwestern app is designed to help you plan your journey with confidence. It's the perfect companion for your journey, available on both iOS and Android. Download it from the App Store or Google Play.

Find out more

WhatsApp

Our new 24/7 messaging service on WhatsApp enables you to get real time travel updates and information quickly and easily. Simply add our number 0800 000 000 to your WhatsApp contacts and send us a message.

Find out more

Travelling to...

London Bridge

There's a wide variety of services to and from London Bridge station. Check out some of the daily services to and from London Bridge station. For more information, visit our London Bridge page.

London St Pancras

If you're heading to St Pancras International, check out some of the daily services to and from London St Pancras International. For more information, visit our London St Pancras page.

London Victoria

London Victoria is a transport hub with great bus connections to the city centre and beyond. Check out some of the daily services to and from London Victoria. For more information, visit our London Victoria page.

Heading back to work?

Dear Rebecca,

Many of our passengers are heading back to the office or venturing out for business meetings, and we know some have continued to travel for work throughout the pandemic. Whatever your commute, we've created an essential guide to help make your journey easier.

Plus, if you're travelling to or from St Pancras International, we've got two exclusive discounts so you can pick up a dose of coffee and a bite to eat. Scroll down to the bottom of the email for more details.

More information

Find the best value ticket for your journey

New Season ticket calculator

If you are planning to travel regularly on weekdays during peak times, our new Season ticket calculator will help you find the best value ticket for your journey.

Use the calculator

Season tickets

You could save money on your regular journeys with a Season ticket. Choose from weekly, one to any period between one month and one year.

Find out more

Flexi Season tickets

Our brand new Flexi Season tickets, exclusively available on our contactless smartcard The Key, will give you 8 days of travel in all days - any time between two stations. Look out for the time to be revealed on 21 June and register for your Key smartcard in advance so you're ready to commute your way.

More information

WhatsApp messaging service

Our new 24/7 messaging service on WhatsApp enables you to get real time travel updates and information quickly and easily. Simply add our number 0800 000 000 to your WhatsApp contacts and send us a message.

More information

Exclusive discounts at St Pancras International

Remoli

Visit Remoli's grab & go restaurant for fresh handmade pasta made daily and prepared to order. They are offering 10% off all fresh, handmade, authentic pasta dishes from 2 June to 2 July. Simply quote SE RAIL when you visit.

Remoli

Le Pain Quotidien

Le Pain Quotidien are offering you a free hot drink with any purchase on both takeaway and dining in so try out some of their new breakfast, lunch & brunch items. Just show your Southwestern train ticket, or quote HOTDRINKSOUTHWESTERN.

Le Pain Quotidien

Instagram

se_railway

Many of us are heading back to the office or venturing out for face-to-face meetings, and we know some of our passengers have continued to travel for work throughout the pandemic.

Whatever your commute, we've created an essential guide to help make your journey easier.

Follow the link in our bio to discover the best ticket options and useful tools to help you plan your commute so you can travel on our trains with confidence.

Like by stancrasinternational and others

7 DAYS AGO

Add a comment...

LinkedIn

se

Southeastern Railway

12,910 followers

6d •

Whether you're travelling five days a week or you're thinking about a more flexible way of working, we can help you plan your commute so you can travel on our trains with confidence.

We've created an essential guide including best ticket options and useful tools to help make your journey easier.

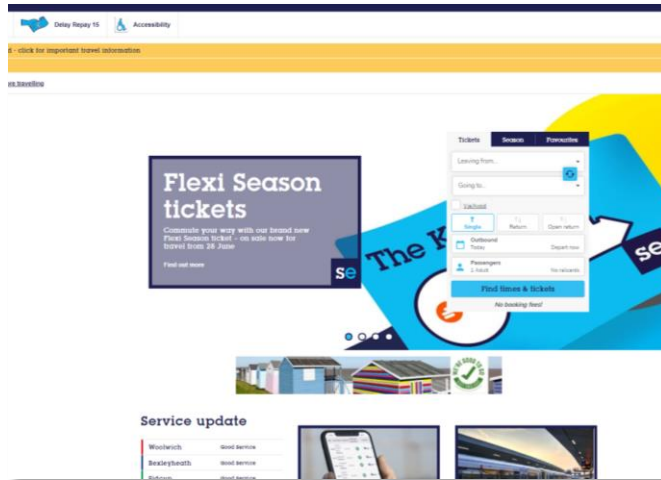
Read our Back to work guide: <https://bit.ly/2RWvCMS>

29 • 1 comment

Like Comment

Website

Flexi Season



Website



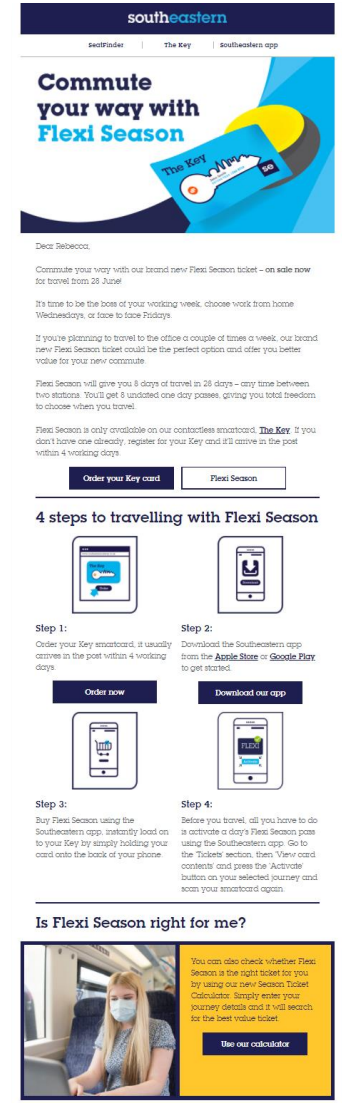
Instagram post



LinkedIn post



Poster



Email

Rediscover Summer

- Rediscover Summer campaign will launch 19 July, in line with RDG and government easing of restrictions.
- The campaign will support RDG National Rail Recovery Marketing campaign to encourage leisure travel.
- Drives booking tickets on weekdays off-peak for quieter trains, as part of a continued reassurance for passengers.
- Activity will run across paid media and owned channels.



Thank You