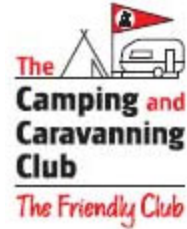


Sharing the outdoor adventure since 1901

Latest News



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THE CAMPING AND CARAVANNING CLUB BACKS BRITISH TOURISM WEEK

The Camping and Caravanning Club has thrown its weight behind this year's British Tourism Week.

British Tourism Week is taking place from March 23 to 29 and is a week-long promotion to raise awareness of tourism both to and within Britain, to improve its competitiveness and to raise quality standards and skills in Britain.

His Royal Highness the Prince of Wales will once again be Patron for the series of inter-related events, which aims to raise national and international awareness of the size, value and importance of Britain's £114 billion visitor economy.

The Camping and Caravanning Club is the world's oldest and largest Club for all forms of camping, and with over 450,000 members is continuing to move from strength-to-strength.

Advanced bookings on its 109 UK Club Sites are currently 25 per cent higher compared to this time last year and the signs look extremely heartening as the holiday season approaches.

The Club is a member of the Tourism Alliance, Scottish Tourism Forum, Wales Tourism Alliance, and ABTA (Association of British Travel Agents) and is therefore keen to continue to encourage more and more people to enjoy the outdoors and share the Camping and Caravanning adventure.

Director General, Robert Loudon said: "British Tourism Week is a fantastic opportunity to promote the importance of the tourism industry to the UK economy.

"With the recent economic change, there is no better time to show our support for our tourism industry.

"As a Club we have so much to offer and we are always striving to help create an environment which enables tourism to flourish.

“We offer that freedom and flexibility and are confident that more and more Brits will be enjoying a ‘U-Kation’ this year rather than opting for a holiday abroad.”

Paul Kerr, Principal Tourism Development Officer for Warwickshire County Council, added: “With camping and caravanning becoming more and more popular it is really good to see the Camping and Caravanning Club backing British Tourism Week.

“The Club provides an array of award-winning sites demonstrating that it has a real commitment to providing high standards and quality for visitors to enjoy.

“People can even use some of these great sites as a base to visit the uniqueness of Warwickshire.”

Bernard Donoghue, Co Chair of British Tourism Week, is also delighted to see that the Club has got involved.

He said: “It is fantastic to hear that British Tourism Week has the support of a Club that last year managed to gain 53,000 new members who enjoy holidaying in Britain.

“Camping and Caravanning is as popular as ever and it’s a great way to access the great British countryside and coastline. We are happy to have a club of its size on board.”

Building on the success of the last two years, which, together, saw over 200 events take place across the country, British Tourism Week 2009 will highlight the contribution made by businesses large and small, public and commercial and aims to galvanise the commitment of organisations and individuals to further improve and develop the industry.

Ends

Picture Caption: The Camping and Caravanning Club’s employees help promote British Tourism Week

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Editorial Notes:

1. The Camping and Caravanning Club is 108-years-old and is the largest and oldest Club in the world for all forms of camping. It has 109 award-

winning sites throughout the UK and, through a partnership with the Forestry Commission, Forest Holidays now runs a further 21 Camping and Caravanning and six Cabin Sites.

2. National Camping and Caravanning Week (NCCW) was launched in 2001 by The Camping and Caravanning Club and will take place between May 23 and 29 this year. The aim of this week is to raise the profile of camping amongst the general public. Its timing is deliberate to coincide with the Spring Bank Holiday, traditionally one of the busiest camping weeks of the year.
3. National awards include:
 - Practical Caravan 2009 Top 100 Parks Regional Winner (Scotland) – Lauder Club Site
 - Practical Caravan 2009 Top 100 Parks Regional Winner (north-east) – Bellingham Club Site
 - MMM 2009 Camping & Caravanning Site of the Year – Thetford Forest Club Site
 - Loo of the Year 2008, Delamont Country Park Club Site – Winner *Holiday Parks* category in Northern Ireland
 - David Bellamy Conservation Award 2008 Gold Award – Charmouth, Glencoe and Trewan Hall Club Sites
 - The Maison de la France Tour Operator Awards for Best Camping/Mobile Home Operator 2008 - Carefree Travel Service
 - Practical Motorhome 2007 Sovereign Awards – Carefree Travel Service awarded Gold Sovereign
 - Loo of the Year 2007, Milarrochy Bay Site - Winner Family Friendly Facilities in Scotland
 - Loo of the Year 2007, Kessingland Site - Winner Family Friendly Facilities in England
 - Loo of the Year 2007, Glencoe Site – Winner *Camping and Touring or Static Caravan Sites* category in Scotland