

## MID WALES TOURISM

### TOURISM LEADERS ON A MISSION TO IMPRESS AT THE SENEDD

Immediate: March 25, 2009

Tourism leaders from South East Wales will be heading to the Senedd in Cardiff on Thursday (March 26) to impress on Assembly Members the importance of tourism to the Welsh economy.

South East Wales Tourism Forum has decided to take their message to the hub of Welsh political life as part of the celebration of Wales Tourism Week from March 23-29

The forum, which represents 30 tourism associations in South East Wales, will be holding an exhibition and reception in the Gallery at the Senedd from 3.30pm to 5.30pm and aims to lobby as many of the region's AMs as possible.

The exhibition and reception are being sponsored by Jane Hutt, minister for education, children, lifelong learning and skills and AM for the Vale of Glamorgan.

"This event provides an ideal opportunity for our members to meet with their AMs and highlight the importance of tourism to the Welsh economy," said Mandy Davies, forum chair. "Our aim is to raise the profile of tourism in South East Wales with politicians at all levels.

"Our members feel that tourism has been somewhat sidetracked by being lumped together with heritage by the Welsh Assembly Government.

"What AMs need to understand is that tourism is an investment. Any money that the Welsh Assembly Government spends on tourism will come back tenfold in income generated."

Wales Tourism Week, which is led by the Wales Tourism Alliance, runs alongside British Tourism Week, which has the Prince of Wales as patron. A series of inter-related events during the week aims to raise national and international awareness of the size, value and importance of Britain's £86 billion visitor economy.

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

For more information please contact either Val Hawkins, Mid Wales Tourism chief executive, on 01654 702653 or Duncan Foulkes, public relations consultant, on 01686 650818.