

SALOP LEISURE

MP PRAISES COMPANY FOR CONTRIBUTION TO TOURISM IN MID WALES

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A prominent Welsh MP has praised the contribution that an award winning caravan sales company is making to tourism in Mid Wales.

Lembit Opik, MP for Montgomeryshire, paid a visit to Salop Leisure's £5 million headquarters in Shrewsbury, to support British Tourism Week (March 23-29).

The company, which also has sales centres in Machynlleth and Stourport, has thrown its full weight behind British Tourism Week by organising events to promote tourism.

With Prince of Wales as patron, British Tourism Week aims to raise national and international awareness of the size, value and importance of Britain's £86 billion visitor economy.

It is also designed to 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.

Overnight visitors to Wales spend around £1.7 billion a year while tourism trips amount to around £1.5 billion. Around 104,000 people are employed in the Welsh tourism industry in full and part time jobs.

"Salop Leisure is key supporter of tourism to Mid Wales, which is a vital part of the region's economy," said Mr Opik, parliamentary adviser to the Caravan Club of Great Britain.

"The company's premises in Shrewsbury and Machynlleth are great destinations in their own right, providing a one stop shop for anyone considering a caravanning or motor home holiday. Both options make Wales a natural holiday destination.

"At a time of economic downturn, there has never been a better time to have a home grown holiday and I'm delighted to see a business doing so very well. It's good news for them and great news for tourism in Wales and the UK."

Salop Leisure's chairman Tony Bywater has called for businesses across Shropshire and Mid Wales to work together to promote tourism this year.

"There has never been a better time for all of us in the tourism industry to work together to dramatically increase visitor income, which has tremendous benefits for everyone living in Shropshire and Mid Wales," he added.

Mr Bywater said research had revealed that 50 per cent of British people would take a caravan holiday during their lifetime and that holiday parks account for a quarter of all bed nights and 14 per cent of all tourism spend in the UK.

Ends

For more information, please contact Mr Tony Bywater, Salop Leisure's chairman, on 01743 282400 or Duncan Foulkes, public relations consultant, on 01686 650818.