

SALOP LEISURE

## BRITISH TOURISM WEEK IN SPOTLIGHT AT SHREWSBURY EVENT

Immediate: March 23, 2009

British Tourism Week - March 23-29 - was in the spotlight on Friday as shoppers in Shrewsbury town centre were greeted by local tourism leaders and town crier Martin Wood.

Shrewsbury based caravan sales company Salop Leisure organised an event in The Square, where the company had a touring caravan and motorhome on display.

Chairman Tony Bywater was joined by John Hall, chairman of Shrewsbury's Shop in The Loop, Michael Connor, Shrewsbury Tourism Association chairman and local caravan park operators to promote British Tourism Week.

With more British people expected to spend their holidays exploring England and Wales this year because of the credit crunch and devalued pound, Mr Bywater said it was a perfect time to promote tourism in Shropshire.

"I believe that Shropshire in general and Shrewsbury in particular are well placed to attract more tourists with our magnificent countryside, excellent market towns and wide range of visitor attractions," said Mr Bywater.

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

John Hall, Shop in The Loop chairman, said: "Tourism and retail are both important to the town's prosperity; we want as many people as possible to realise what a great place Shrewsbury is to visit and, of course, to shop."

Michael Connor, Shrewsbury Tourism Association chairman, said: "It's not fully realised or appreciated how much the caravan visitor puts into the local economy - in the shops, restaurants and pubs.

"Shrewsbury Tourism Association will continue to support all organisations in their efforts to bring more visitors to this beautiful town and county."

A series of inter-related events is planned during British Tourism Week to raise national and international awareness of the size, value and importance of Britain's £86 billion visitor economy.

Shrewsbury attracts 2.6 million visitors every year, generating £137 million for the local economy and supporting 3,593 jobs. Tourism across Shropshire generates £561 million and supports 8,000 jobs.

It has been calculated that caravan holiday home parks in Shropshire generate around £10 million a year for the local economy. Each owned and rented caravan holiday home contributes around £8,000 and £15,000 respectively and a touring caravan pitch also contributes around £15,000 annually.

Ends

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