

Multimillion pound industry to hold forum in Worthing

Businesses involved in Worthing and Adur's multimillion pound tourism industry have been invited to attend a forum next week. The forum is being organised by Adur and Worthing councils to mark British Tourism Week.

The Tourism Industry Forum takes place at 2pm on 16 March at the Dome Cinema, Marine Parade, Worthing.

To help keep the Adur and Worthing tourism economy buoyant and growing, speakers will give advice and information on marketing, available business support and a star rated food hygiene initiative called 'Scores on the doors'.

Representatives from several partners including council officers, Tourism South-East, The Worthing & Adur Chamber of Commerce and The Tourist Information Centre will also be on hand to answer any questions.

Tourism Officer, Janice Fraser said: "The Forum has been organised as part of the Councils commitment to support businesses and attract more visitors. It will be a great opportunity for any business contributing to the local visitor economy to learn more about what's happening both locally and regionally to promote the area and support businesses."

Tourism is worth nearly £150 million to the local economies of Adur and Worthing and provides around 4000 jobs in the two areas. As part of British Tourism Week the Tourist Information Centre are encouraging everyone to call in and pick up all the latest attraction leaflets for the coming year and discover something new that's on your doorstep.

Last year visitors were given the opportunity to say what they thought about Worthing by completing a survey. The results show that 75 per cent rated the town attractive, and 72 per cent thought it clean. Going to the beach was the most popular activity, followed by shopping and eating out. 77 per cent of people rated restaurants and shops highly and 74 per cent said they would like to come to Worthing again.

To find out more about this event call Janice on 01903 221394 or e-mail Janice.fraser@worthing.gov.uk

Ends.

Notes to Editor:

- British Tourism Week (15-21 March 2010) aims to demonstrate the critical value of tourism to the economy of the United Kingdom. www.britishtourismweek.com
- Through a week of events throughout the UK it will:
 - Increase awareness of the success and importance of the tourism industry. Britain's fifth biggest industry, worth £114billion pa and which employs 2.65million people.
 - Raise quality standards.
 - Promote training and professionalism.
 - Improve the international competitiveness of the UK tourism industry.
 - Support the preparations for hosting the London 2012 Olympic and Paralympic Games.
- British Tourism Week culminates with the Best of Britain and Ireland travel trade forum and consumer show at London's Olympia from 17-20 March. www.britainandirelandevent.co.uk
- His Royal Highness the Prince of Wales is the Patron of British Tourism Week.
- British Tourism Week is organised by VisitBritain with the support of The Tourism Society, and representation from the following organisations on the Executive Council: The Tourism Alliance; Wales Tourism Alliance; Scottish Tourism Forum; VisitEngland; VisitScotland; Visit Wales; Visit London; the English Regions; British Hospitality Association; ABTA the Travel Association; UKinbound; Local Government Association; Association of Leading Visitor Attractions; Travelodge; Hoseasons; Holiday Cottages Group; British Beer & Pub Association; Coach Tourism Council; Group Travel Organisers Association; Virgin Trains; and Best of Britain & Ireland Events.

For more visitor and tourist information go to www.visitworthing.co.uk

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