

BRITISH TOURISM WEEK 15-21 MARCH 2010

Britain's fifth largest industry – worth £114 billion, 8.2% of Britain's GDP

Supports 2.7 million jobs and over 200,000 SMEs – more jobs than construction or transport

2009, a defining moment: weak pound makes Britain more affordable than ever

4.9 million Britons will consider taking a holiday at home instead of overseas

Overseas visitors contribute round £3 billion a year to the Treasury

4 March 2010

POSTER COMPETITION WIN FOR LOCAL TOURISM FACE

Caroline Lavington from Bath & North East Somerset Council has won this year's photo competition and her winning image of Ian Abrahams has been chosen as one of the "faces" of British Tourism Week 2010 (15-21 March). Her photo sits alongside this year's winners of the Outstanding Customer Service award from Scotland, Wales, England and Northern Ireland regions in a poster that will be seen in tourism businesses around the country and help highlight the wide range of roles, skills and opportunities that exist in the tourism and hospitality industries.

The poster can be downloaded from www.britishtourismweek.com, where businesses are being encouraged to register events.

David Curtis-Brignell, Co-Chair of the British Tourism Week Executive Council, and photo competition judge said: "The aim of the British Tourism Week poster is to try and get across to people working in the industry as well as customers and Government the wide range of roles, skills and opportunities that exist in tourism. All kinds of people make up the "face" of tourism and we looked for photographs that capture this diversity. We were delighted with this year's entries and congratulate Caroline on winning this year. As our 5th largest industry tourism in the UK affects everyone, everywhere and every day - and like the industry itself, British Tourism Week has something for all."

Organisers are also urging the industry to invite their local MP to gain a first-hand understanding of tourism businesses and the issues they face during the Week. They are being encouraged to 'go back to the floor' and visit attractions, accommodation providers or tourist information centres in their area.

British Tourism Week is now established as *the* important event in the tourism calendar. Already over 100 events are being planned and organisers hope that every region and destination will organise something to showcase businesses or raise awareness of tourism experiences among consumers.

Visit www.britishtourismweek.com for more information on the week of events being organised around the country.

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For further information, please contact Mark Di-Toro, Press Officer on 020 7578 1098 or 07919 392 137

Notes to Editors:

- 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
- 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.