



Celebrate the Best of Chester and Cheshire in British Tourism Week

Visit Chester & Cheshire, the destination management organisation for Cheshire and Warrington, has a fantastic early Easter present all wrapped up – a host of exclusive discounts and offers to celebrate this year’s British Tourism Week.

British Tourism Week, a VisitBritain initiative now in its fourth year, puts the visitor economy under the spotlight and highlights the contribution it makes to the life of local residents.

Visit Chester & Cheshire is inviting residents to join them in celebrating the success of the local visitor economy during British Tourism Week (15th – 21st March), by teaming up with numerous local tourism businesses and offering major discounts to help the community rediscover what’s on its own doorstep.

From 30% off admission to Chester Zoo – the UK’s number one zoo - 2 for 1 entry into Tatton Park’s stunning Gardens or 3 for 2 at the fun-filled theme park Gulliver’s World to free tours of Chester city centre and fabulous offers on food and drink, there is something for everyone to enjoy. Go to www.visitcheshire.com/btw for full terms and conditions and details of how to access the offers.

Visit Chester & Cheshire’s Chief Executive, Chris Brown, said: “Tourism is the UK’s fifth largest industry sector and a key source of employment, creating jobs and wealth in all parts of the country every day. Our region’s tourism industry already generates over £1.8 billion every year for Cheshire and Warrington.

“It is a sustainable, permanent industry which benefits local people and visitors to our region alike. We have an incredible collection of fantastic attractions, wining and dining venues and places to stay. British Tourism Week is a great time to remind ourselves of the huge variety of opportunities we have right here in Chester and Cheshire.”

Although British Tourism Week is being held from 15th – 21st March, many of the great offers will be available from 13th - 21st March - including the two weekends - giving local people even more opportunity to enjoy the fantastic local attractions.

-Ends-

Note to Editors

For further information, please contact Emma Bithell emma@dewinterpr.co.uk or Kate Cox kate@dewinterpr.co.uk at de Winter PR on 01244 320 677

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