

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

10 March 2010

BRITISH TOURISM WEEK DIARY NOTE**CELTIC MANOR TO HOST LAUNCH OF BRITISH TOURISM WEEK 2010**

WHEN: 15 March 2010

WHERE: Celtic Manor, Coldra Woods, The Usk Valley, Newport NP18 1HQ

TIME: 12:00-14:00

Former British Lion and Wales international, Ieuan Evans and the Welsh Assembly Government Minister for Heritage, Alun Ffred Jones AM will help launch the fourth annual British Tourism Week this Monday (15) at the home of this year's Ryder Cup at the Celtic Manor, Newport, Wales.

Representatives from tourism businesses across the country will have the rare opportunity to visit the dedicated 2010 clubhouse and all its facilities, with its great views out onto the Ryder Cup course.

As well as experiencing the three championship golf courses at the Celtic Manor guests will also be treated to a showcase of the very best Welsh food and drink courtesy of some of the winners of Wales the True Taste Awards. A British Pub will be 'on tap' so guests can taste some of our Great British beer, organised by our friends at the British Beer & Pub Association.

Bernard Donoghue, Co-Chair of British Tourism Week executive council said: "We are delighted to be launching the industry's fourth British Tourism Week at the Celtic Manor this year as in 200 days it will be the venue for the

first Ryder Cup to be held in Wales. During this time, the Celtic Manor will be the best known golfing and tourism destination in the world.

“This year Wales will show that by harnessing the global tourism opportunities of a sporting event you can re-assert a destination in the mind of the global traveller. And this is just the first in a series of such opportunities for the UK. The Olympics and Paralympics in London in 2012, the Commonwealth Games in Glasgow in 2014 and the Rugby World Cup in England in 2015.

“These global sporting opportunities all showcase the nations of Britain, proving that tourism does in fact benefit everyone, everywhere and every day.”

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:

The British Tourism Week campaign ‘British Tourism Benefits Everyone, Everywhere, Every day’.

Everyone: We all benefit from British tourism either as taxpayers, citizens or tourists ourselves.

Tourism creates jobs at all skill levels.

Every £50,000 of overseas visitor spending creates a job in the UK.

As a nation we host 32million people from overseas and last year they spent £16billion here.

4 in every £5 spent by tourists in the UK are spent by domestic visitors; we are consumers too.

Tourism employs more than 10% of the entire workforce in 134 constituencies.

And a great place to visit is a great place to live. Every British person benefits from our tourism product; our heritage, our food and drink, our shops and hotels, our attractions and countryside, our pubs and clubs, our coastline and our sports. We get to live in a country that the world wants to visit.

Everywhere: Tourism is one of the few industries that employs people, creates wealth and sustains local economies in every constituency in the UK.

Tourism sustains urban and rural communities.

Tourism can regenerate entire cities – think of Liverpool Capital of Culture, for example – and instil civic pride.

Every day: This is not a seasonal industry; it is a 24hr, seven day a week, 365 day a year industry.

Tourism is not just leisure breaks; it's corporate events, hospitality, business meetings, exhibitions, sporting events etc.

And we receive a visitor from overseas nearly every second of every day.

- 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; Hosesasons; Holiday Cottages Group; British Beer & Pub Association; Coach Tourism Council; Group Travel Organisers Association; Virgin Trains; and Best of Britain & Ireland Events.