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Date:

## **Come and 'Explore Oxfordshire'**

Visitor attractions across the county are gearing up to kick-start the new tourist season at a special event showcasing the best of what Oxfordshire has to offer.

The second 'Explore Oxfordshire' exhibition will take place at the 18<sup>th</sup> Century Heythrop Park Resort in Enstone, West Oxfordshire, on Monday 15 March, 10.30am to 3pm.

The event coincides with the start of national British Tourism Week and more than 40 Oxfordshire attractions are exhibiting. These range from major venues such as Cotswold Wildlife Park, Blenheim Palace and Didcot Railway Centre, to smaller tourism businesses, conference centres and hotels, and leisure facilities.

It is the second Explore Oxfordshire event to be organised by West Oxfordshire District Council's tourism team on behalf of all of Oxfordshire's councils. The event is supported by Tourism South East, the region's official tourist board.

All are welcome to attend the **free** event. Visitors will be able to speak to the people who own or manage the attractions and find out what is happening in Oxfordshire in 2010.

Cllr Hilary Biles, West Oxfordshire District Council's Cabinet Member for Leisure and Tourism, said: "Following on from the success of last year's Explore Oxfordshire, this year's event looks set to be bigger and better. Tourism plays an important role in West Oxfordshire and this event brings together everything that makes the district a must-see visitor destination.

"It is a perfect opportunity for local people, as well as those from further afield, to come along and find out what's on offer in West Oxfordshire and, indeed, the whole county."

Over 20 million people visit Oxfordshire each year and tourism contributes around £1.5 billion annually to the county's economy.

To find out more about Explore Oxfordshire, including a full list of exhibitors, visit the Oxfordshire Cotswolds website: [www.oxfordshirecotswolds.org/exploreoxfordshire](http://www.oxfordshirecotswolds.org/exploreoxfordshire) or call 01993 861553.

### **ENDS**

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