



PRESS RELEASE

King Arthur's Labyrinth Guide named a Face of British Tourism

King Arthur's Labyrinth boatman and guide, Steve Smith, is one of the winners of a national competition to be included on a poster to promote British Tourism Week 2010, which runs from 15th to 21st of March.

A competition to find "the face of British Tourism Week 2010" was launched last autumn. Nominations were invited from all sectors of the tourism industry from cafes, restaurants, accommodations, visitor attractions to tourist information centres. Photographs from across Great Britain were entered including a striking image of boatman Steve Smith sailing the underground boat into King Arthur's Labyrinth.

The image, which was taken last June by photographer Paul Kay captures the mystery and drama of the King Arthur's Labyrinth visit.

Winner Steve Smith said "I am delighted to be an official "face" to promote British Tourism Week. In my job as boatman and guide I meet visitors from all over the world who have come to Mid Wales on day trips, short breaks and main holidays. The King Arthur's Labyrinth trip is really unique and I hope that it helps them to remember this very special part of Britain".

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 Steve Smith on being chosen. 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."

British Tourism Week (and Wales Tourism Week which runs concurrently) will feature a series of events aimed at raising local, regional, national and international awareness of the

size, value and importance of Britain's £114 billion visitor economy. More details on events planned can be found at www.britishtourismweek.com.

King Arthur's Labyrinth reopens for 2010 on Monday 22nd March. Underground boats sail into the Labyrinth daily between 10am and 5pm.

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Notes for Editor: For immediate release. Winning photograph is attached.

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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
- 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 £114 billion pa and which employs 2.65 million 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.