
STRATFORD TOWN WALK

Press release - British Tourism Week

Mr Nadhim Zahawi (newly selected Conservative Candidate for Stratford on Avon) will be joining Stratford Town Walk for the daily guided walking tour at 11am on Wednesday 17 March. The walk starts from the Swan fountain, Waterside and takes approximately 2hrs.

Members of the public can support British Tourism Week by visiting their local attractions. Information and statement below:

The 4th annual British Tourism Week is being held between Monday 15th and Sunday 21 March 2010. It celebrates the contribution of the tourism industry, in all its forms, to our local and national economies, to wealth creation, regional regeneration and job creation. This year, British Tourism Week will highlight the contribution made by businesses large and small, public and commercial, and aims to galvanise the commitment of organisations and individuals to further improve and develop the industry.

Mr Zahawi said "I very much wanted to show my support for British Tourism week and joining Stratford Town Walk, a 'Best Visitor Attraction' Godiva Award winner, is one way of doing this. Tourism is Britain's 5th biggest industry and directly or indirectly employs 2.7 million people and worth £114 billion pounds. Stratford is at the very heart of the tourism industry attracting up to 4 million visitors each year. The importance for the local economy bearing in mind Stratford's place on the world stage is clear.

I want to take every opportunity to better understand the town and its community. The Stratford Town Walk will provide a useful stepping stone and give me an insight into some of Stratford's historical, architectural and cultural importance and what attracts people from this country and abroad. Listening to what visitors have to say about the town will compliment the experience. I want to represent Stratford in the most effective way and taking into account the importance of tourism is a part of that process"

For information about Stratford Town Walk contact Helen Hogg 07855 760377 or visit www.stratfordtownwalk.co.uk

For information about British Tourism Week visit <http://www.britishtourismweek.com>