

**British Tourism Week starts Saturday 12th of March with “Party on the Pier” and
The Brighton Pier “Congathon”**

Brighton Pier, one of the UK's most visited attractions will be taking part in the National “Congathon” from 12 noon on Saturday March 12th to launch the 2011 British Tourism Week. We are working with both Visit Britain and The National Pier Society to co-ordinate this national event.

British Tourism week aims to raise local, regional, national and international awareness of the size, value and importance of Britain's £115 billion visitor economy. Tourism is the fifth largest industry in the UK that employs, directly or indirectly, 2.6 million people.

Jeremy Hunt MP, Secretary of State for Culture, Olympics, Media and Sport said: “British Tourism Week offers all of us a fantastic opportunity to raise the profile of the tourism industry and to highlight what a hugely important sector it is to the UK economy.”

Brighton's Mayor Councilor Geoff Wells and Brighton and Hove's Chief Executive John Barradell are joining the fun in Brighton.

The theme of ‘Party on the Pier’ is being adopted by Brighton, Bournemouth, Boscombe, Blackpool, Bognor, Cromer, Great Yarmouth, Mumbles, Hastings, Skegness, Weston and Worthing Piers who are all having a conga at 2pm. The event will also raise funds for Macmillan nurses for whom collections will be made on the day.

Thousand's of people are expected to take part and Juice FM are broadcasting live featuring appearances from well known bands the Top bananas, the Swing Ninjas and the UK's number one Elvis tribute, Elvis Smelvis. With entertainment for children as well, there are even rumours of a flash mob appearance showcasing a Glee routine as well as some top secret celebrity appearances!

The Congathon is a free family friendly event where there will be half price rides, discounts and an abundant of freebies for those who are part of our Congathon. Gift Bags are available for the first 500 to register at our website www.congathon.co.uk There are also prizes for the Best dressed as well as the Biggest group that's part of our Congathon!

End

For further information Please contact Sophie@brightonpier.co.uk or on 01273609 361 or 07817557568

Brighton Pier Facts

- The Old Chain Pier opened in 1823 and it was bought in 1984 by the Noble organisation
- Over 4 million people a year visit the pier
- We employ over 300 staff from 30 different countries
- The Palace Pier was designed by Richard St. George Moore (1858-1926)
- The pier is 1,772 ft long and is thought of as being the 'finest Pier ever built'
- Brighton Pier is a Grade II listed building.
- Today there remains its original kiosks and signal cannon from the old Chain Pier.
- Brighton Pier is painted once a year and it takes 3 months to complete.
- On a clear day you can see the Isle of White from the top of the Helter Skeltor.

- We serve in excess of 1200 portions of Fish and chips on a busy day...Heston Blumenthal recently said we are the 'Spiritual home of Fish and Chips' on the 2011 Channel 4 program Heston's Fishy Feast, broadcasted at 9pm on 14/1/2011.

- On a night it takes 62,000 light bulbs to illuminate Brighton Pier we use a selection of energy saving bulbs, neon's and low voltage lights.

- The Pier has had many famous visitors from royalty and celebrities, ranging from the Spice Girls and Robbie Williams to Prince Edward and Princess Margret. We have recently been used as a location shoot for television programs such as The one Show, This Morning, Eastenders, The Bill and many more. As well as Photo shoots for Vogue, Marie Claire, Cosmopolitan and more.

- Brighton Pier is more than a day out in 1996 it was granted a civil service wedding licence and from this day many vows have been taken upon Brighton Pier.

British Tourism Week

For the past 5 years the British Tourism Industry has had the opportunity to promote itself via British Tourism week, which this year is 12th-20th March. Businesses and organisations all over the UK and from every section of the tourism industry will be involved.

The key aims of the week are to;

- To increase awareness amongst the public of the diversity, accessibility and sustainability of the industry

- To promote training and professionalism within the industry

- To support the London 2012 Olympic and Paralympic Games

- ☑ Raise the profile and highlight the importance of tourism to the UK economy

Tourism is Britain's Fifth largest industry. It is worth 115 billion, that's 8.9% of Britain's GDP. The industry supports 2.6 million jobs and over 200,000 SME's. Overseas Visitors contribute to around £3billion a year to the Treasury.

The British Tourism Week events are designed to deepen understanding of the power of Tourism has to generate and growth for the UK economy.

(http://www.britishtourismweek.com/assets/BTW2011_Pre-Launch.pdf 2011)