

BRITISH TOURISM WEEK 12-20 MARCH 2011

Britain's fifth largest industry – worth £115 billion, 8.9% of Britain's GDP

Supports 2.6 million jobs and over 200,000 SMEs – more jobs than construction or transport

Overseas visitors contribute round £16 billion a year to the economy

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Royal visit to Anglesey Abbey in celebration of British Tourism Week

HRH The Prince of Wales shows his support for Britain's culture and Heritage which attracts £4.5 billion worth of tourism revenue per year.

His Royal Highness The Prince of Wales will visit National Trust property Anglesey Abbey in Cambridgeshire on Monday (14th March) for a tour of the charming country house in his role as Patron of British Tourism Week 2011.

During the visit, His Royal Highness will be taken through the gardens to Lode Mill where he will be accompanied by key committee members of British Tourism Week to tour the historic mill and meet National Trust volunteers. They will then make their way to the Abbey where The Prince will meet the Tourism Minister, John Penrose MP and give the opening address at a VisitEngland summit.

Anglesey Abbey is a Jacobean style estate with collections of treasures, set in glorious formal and informal gardens with a working watermill. It is a fine example of Britain's world class built heritage which is ranked fourth out of fifty nations in the world-by potential visitors.

Patricia Yates, Co-Chair British Tourism Week said: "It is a privilege to host His Royal Highness in Anglesey Abbey for the start of British Tourism Week 2011. Visiting castles and stately homes is regarded as a key experience for visitors to the UK and this is an opportunity to showcase the wealth of heritage Britain has to share with the world."

Peter Griffiths, Regional Director, The National Trust said: "The National Trust is a key player in the tourism industry and we are pleased to be hosting this national conference. As well as looking after beautiful and historic places of built and natural heritage for future generations, we attract tens of millions of visitors each year and

employ thousands of local people. We are delighted to welcome His Royal Highness as President of the National Trust to Anglesey Abbey to mark British Tourism Week.”

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For more information contact:

Mark Di-Toro, Corporate Press Officer on 020 7578 1098 or 07919 392 137

BTW guests will include-

1. Christopher Rodrigues CBE, Chairman, VisitBritain
2. Penelope, Viscountess Cobham, Chairman, VisitEngland
3. David Curtis-Brignell MIH FTS, Co-Chairman, British Tourism Week Executive Committee
4. Iain Herbert, Chief Executive, Scottish Tourism Forum
5. Julian Burrell OBE, Past Chairman, Wales Tourism Alliance
6. Alan Clarke, Chief Executive, Northern Ireland Tourist Board
7. Alison Cryer, Chairman, The Tourism Society
8. Gregory Yeoman, Executive Director, The Tourism Society
9. Cllr Chris White, Chair, Culture, Tourism and Sport Board, Local Government Association
10. Rita Beckwith, Chairman, UKinbound
11. Camilla Woods, Policy Director, British Hospitality Association
12. Dr Martin Rawlings MBE, Director of Pub and Leisure, British Beer & Pub Association
13. Christopher Wales, Chief Executive, Coach Tourism Council
14. Louise Hall, Government Affairs & Policy Officer at VisitBritain, and Project Manager, British Tourism Week
15. Mark Di-Toro, Corporate Press Officer at VisitBritain, and Press & PR Officer, British Tourism Week

About Anglesey abbey, Gardens and Lode Mill-

- Behind its Jacobean-style exterior the Anglesey Abbey we see today is a vision of country house living, created by the first Lord Fairhaven and his brother from 1926 to 1966.
- It is a treasure trove of sumptuous furnishings, fine books and works of art, as well as a collection of French and English clocks.
- Life revolved around horse racing and shooting, and guests enjoyed the height of 1930s luxury.
- As you move outside, examine the 12th-century gargoyles of the original priory and see if you can find the 20th-century additions added by Lord Fairhaven and his brother in 1939.
- This is a mere taste of Anglesey's statuary – there are more than 100 pieces of classical sculpture in the formal and landscape gardens.

- Be sure to explore the wildflower meadows and the Hoe Fen Wildlife Discovery area as well as the attractive Winter Garden, with its stunning year-round displays of colour.
- A mill at Anglesey was listed in the Domesday Book and the present watermill, Lode Mill, dates from the 18th century. Restored in 1982, it is in full working order.

Notes to Editors:

- British Tourism Week (12-20 March 2011) 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 at Birmingham's NEC from 16-17 March. www.britainandirelandevent.co.uk
- British Tourism Week is organised by VisitBritain with the support of The Tourism Society, and an Executive Committee with representation from the following organisations: The Tourism Alliance; Wales Tourism Alliance; Scottish Tourism Forum; VisitEngland; VisitScotland; Visit Wales; Visit London; the English Regions; British Hospitality Association; UKinbound; Local Government Association; Association of Leading Visitor Attractions; Holiday Cottages Group; British Beer & Pub Association; Coach Tourism Council; and Best of Britain & Ireland Events.