

**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 £3 billion a year to the Treasury

**IMMEDIATE ISSUE****POSTER COMPETITION FAME FOR LOCAL TOURISM FACE**

Peter Jamieson's image of John Renshaw outside Buckingham Palace has been chosen as the winner and one of the "faces" of British Tourism Week 2011 (12-20 March). His photo sits alongside this year's winners of the Outstanding Customer Service award from Scotland, Wales, England and Northern Ireland's regions in a poster that will be seen in tourism businesses around the country and help highlight the wide range of roles, skills and opportunities that exist in the tourism and hospitality industries.

The poster can be downloaded from [http://www.britishtourismweek.com/assets/BTW2011\\_poster\\_A4.pdf](http://www.britishtourismweek.com/assets/BTW2011_poster_A4.pdf), where businesses are being encouraged to register events.

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 Peter on being winner this year.

"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."

Peter Jamieson, London registered blue badge guide and competition winner said: "As a long standing Blue Badge Tourist guide, promoter of the Blue Badge and inveterate taker of photographs, I am delighted that my picture of fellow professional, John Renshaw, has won first prize in the poster competition for British Tourism Week.

“People may wonder why I always have my rucksack on my back – because it contains my camera!”

British Tourism Week has announced a campaign to rally round the nation’s most precious seaside attractions – and highlight the jobs and growth generated by tourism.

Pier parties are planned across the country on Saturday 12<sup>th</sup> March - from Weston-Super-Mare in the constituency of Tourism John Penrose and across the country from Cornwall in the south west to Herne Bay in the south east, Saltburn in the north east and including inland piers in Wales and the Lake District.

The week will also see a host of other activities on a tourism theme. Organisers are urging the industry to invite their local MP to gain a first-hand understanding of tourism businesses and the issues they face during the Week. They are being encouraged to ‘go back to the floor’ and visit attractions, accommodation providers or tourist information centres in their area.

British Tourism Week is now established as *the* important event in the tourism calendar. Over 100 events are being planned and organisers hope that every region and destination will organise something to showcase businesses or raise awareness of tourism experiences among consumers.

Visit [www.britishtourismweek.com](http://www.britishtourismweek.com) for more information on the week of events being organised around the country.

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For more information and interviews, please contact:

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**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](http://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](http://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.