

PRESS RELEASE

GRAND PIER CHOSEN TO LAUNCH BRITISH TOURISM WEEK

Weston-super-Mare's Grand Pier has been chosen as the venue to launch British Tourism Week (BTW). This year's BTW theme is Party on the Pier.

The week will be launched on Saturday 12th March by Tourism Minister and Weston-super-Mare MP John Penrose.

Party on the Pier will kick off the fifth annual BTW, with simultaneous parties hosted on seaside piers, harbours and jetties around the coast and on inland rivers, canals and lakes up and down the country.

John Penrose MP said: "Party on the Pier is a great opportunity to showcase a unique part of British heritage. I, for one, will be encouraging my constituency to get involved – celebrating on the brilliant newly refurbished Grand Pier in Weston-super-Mare".

Grand Pier owner Kerry Michael said: "I am delighted that the Grand Pier has been chosen to launch British Tourism Week. We have a lot to celebrate at Party on the Pier now that we have re-opened. I can't emphasise how important tourism is to the local economy. Tourism in the West Country is worth more than £300 million per annum and Weston-super-Mare is the largest local destination".

Patricia Yates, Co-Chair of British Tourism Week said: "The Grand Pier was the obvious choice to lead our Party on the Pier launch for British Tourism Week 2011. We are sure they will lead the celebrations around the UK, reminding everyone how important tourism is to local economies and for local jobs"

BTW is organised by VisitBritain with the support of the Tourism Alliance, the UK's national and regional tourist boards, and an Executive Committee made up of a number of public and private sector organisations.

The 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.

ENDS

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Issued on behalf of the Grand Pier by Marketing Manager Liz Lewis. For further information call 07717 646152.