

SAMPLE PRESS RELEASE FOR A BTW EVENT

Please note that this is a guide only it is not for release or distribution

If you do not have a press office you may find the following sample press release useful for drafting your own release to publicise your event.

Some key points to remember:

- Try to keep the release to one page, certainly no more than two
- Issue your release well before the event to ensure that the media has enough time to react and cover the story
- Identify your news 'angle' and ensure it is reflected in a short headline and the first paragraph
- Overall the press release should address the following: Who, What, Where, When and Why?
- As well as promoting British Tourism Week, you may want to raise awareness of an issue for the local industry. But try not to overload the release with too much information or your news angle may get lost
- If you are promoting an event or a media photocall, ensure you include the date, time and location
- If you are using a quote from a person, remember to get their approval. If you are using statistics, double-check that they are correct and up-to-date
- If you have background information you want to give the media, but it doesn't need to be included in the body of the press release, you can include the information in a 'note to editors' at the end of the release
- Ensure that the media know who to contact for more information, and that you are able to take their calls at the time the release is distributed

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Date: 1 March 2007

MP GOES 'BACK TO THE FLOOR' TO SUPPORT TOURISM

Local MP, XYZ, will be waiting tables at The Great Hotel to show his/her support for Beachland's tourism industry during British Tourism Week.

Mr/Mrs XYZ will meet with hotel workers on Monday 12 March 2007 and will serve up lunch to the hotel's guests.

This event is taking place as part of the inaugural British Tourism Week, a national event which is raising awareness of the size, value and importance of Britain's £74 billion visitor economy.

Mr/Mrs XYZ said: "Tourism brings in £5million to the local economy each year and provides thousands of jobs. The opportunities for developing the value of tourism in this area are great, particularly in the run-up to the London 2012 Olympic Games.

"It is crucial that government and the local business community work with Beachland's tourism industry to ensure that we provide the right training for tourism workers and the infrastructure support that is essential for providing a quality product for our visitors."

British Tourism Week takes place 12-18 March 2007. His Royal Highness the Prince of Wales is patron of the first British Tourism Week. The Prince's involvement will help raise the profile of the week and of the tourism industry.

BTW is organised by VisitBritain, UKinbound and Reed Travel Exhibitions, with the support of the Tourism Alliance, the Tourism Society and the regional and national tourist boards.

UKinbound chief executive Stephen Dowd said of British Tourism Week: "Tourism's importance to the UK's economy is often unappreciated, despite continued growth and record numbers of visitors. Our industry suffers when we fail to recognise that every business contributes to a greater whole. Together, during British Tourism Week, we hope to change the perception that the different sectors – from transport and tour operators to accommodation providers, travel agencies and attractions – operate independently."

More information about BTW can be found at www.britishtourismweek.com.

ENDS

For more information, contact Tom Tourism at the Beachland Hotel Association on 22222222.

Notes to Editors

- In 2006, 200,000 people visited Beachland and spent £5million.
- There are 50 hotels in Beachland which employ 5,000 people in total