

NEWS RELEASE

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Tourism South East go back to their roots in Hampshire for British Tourism Week

The team at Tourism South East have been getting back to their roots and working on the ground with tourism businesses as part of the annual British Tourism Week which takes place from 15 - 21 March 2010. This key week in the annual tourism calendar sees events taking place nationwide to celebrate and raise awareness of the importance of the UK's £114 billion tourism industry, Britain's fifth largest industry accounting for 8.2% of the country's gross domestic product.

Hampshire and the Isle of Wight will benefit from more than 20 employees with jobs ranging from promoting information at Romsey Tourist Information Centre to lending a helping hand at hotels Chewton Glen, the Marriott Meon Valley, Lainston House Hotel and Chilworth Manor. Three employees assisted tour guides at Portsmouth Historic Dockyard and others helped gear up for the 2010 season at Shorefield Holidays and Exbury Gardens in the New Forest.

Mike Bedingfield, Chief Executive of Tourism South East got stuck and helped muck out the animals at Marwell Wildlife near Winchester. "Team South East has been hugely enthusiastic in partnering with tourism businesses for British Tourism Week. The initiative has helped us to better understand the local level issues of operating tourism businesses enabling us to better represent them in our day jobs. As we come out of the recession tourism, which is worth in excess of £12 billion p.a. to the regional economy and supports over 300,000 jobs, will be an invaluable industry for skills and employment."

James Cretney, Chief Executive at Marwell Wildlife added: "As a leading employer in Hampshire's tourism industry, we fully support the 'back to our roots' initiative. During 2010 we look forward to strengthening our relationship with Tourism South East, a key stakeholder to the further development of

Marwell Wildlife as a registered charity and visitor attraction, a place of education and learning, and as a centre of excellence in conservation.”

To find out more about British Tourism Week visit
www.britishtourismweek.com

For more information about Tourism South East visit
www.tourismsoutheast.com

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Note to Editors:

Photos show Mike Bedingfield at Marwell Wildlife, for more photos or further information please contact Hannah Payne on 023 8062 5471, hpayne@tourismse.com

Full list of participating businesses in Hampshire and the Isle of Wight is as follows

Blue Reef Aquarium, Portsmouth
Chewton Glen, New Milton
Chilworth Manor, Southampton
Enchanted Manor, Isle of Wight
Exbury Gardens, Exbury
Gurnard Pines, Isle of Wight
Romsey Tourist Information Centre, Romsey
Lainston House Hotel, Sparsholt, Winchester
Marriott Meon Valley, Southampton
Marwell Wildlife, Colden Common, Winchester
National Motor Museum, Palace House and Beaulieu Abbey, Beaulieu
New Forest Activities Centre, Beaulieu
Portsmouth Historic Dockyard, Portsmouth
Princess Coaches, Southampton
Royal Navy Submarine Museum, Gosport
Shorefield Holidays, New Forest
Whitley Ridge Country House Hotel, Brockenhurst

Tourism South East is the official tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.