

NEWS RELEASE

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Tourism South East go back to their roots in Oxfordshire 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.

Oxfordshire will benefit from five Tourism South East employees getting back to their roots with jobs ranging from waiting on tables at the Beetle & Wedge Boathouse in Wallingford to helping with the marketing at Bicester Village. The hotel sector is also getting involved with the Bicester Hotel, Golf and Spa and the Fallow Fields country hotel in Kingston Bagpuize also putting team members to work.

Development Director Peter Colling donned his gardening gloves for the day and got stuck in at Waterperry Gardens, "I have literally been getting back to my roots here at Waterperry Gardens. The initiative has highlighted what a huge range of jobs there are in the tourism sector, in our region alone the industry supports over 300,000 jobs and is worth in excess of £12 billion p.a."

Susie Hunt, Media & Marketing Manager at Waterperry Gardens added: "Waterperry is home to one of Oxfordshire's most beautiful ornamental gardens as well as a plant centre and garden shop, gift barn, art gallery and teashop. Such a diverse attraction has a huge variety of different jobs so it's been great getting Peter out doing some hands on gardening and propagation - as well as seeing how the rest of the estate runs too."

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 Peter Colling at Waterperry Gardens for more photos or further information please contact Hannah Payne on 023 8062 5471, hpayne@tourismse.com

Full list of participating businesses in Oxfordshire is as follows

Bicester Hotel, Golf and Spa, Oxfordshire
Bicester Village, Oxfordshire
Fallow Fields, Kingston Bagpuize, Oxfordshire
The Beetle & Wedge Boathouse, Wallingford, Oxfordshire
Waterperry Gardens, Wheatley, Oxfordshire

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.