

## **NEWS RELEASE**

**11 March 2010**

### **Tourism South East go back to their roots in Sussex 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.

Sussex will benefit from three Tourism South East employees getting back to their roots. Malcolm Lane, Corporate Services Director at Tourism South East assisted at the East Sussex National Golf Resort & Spa, near Uckfield for a day. More accustomed to being a player, Malcolm learned first hand the amount of work needed to keep this championship quality course in tip-top condition and how the first-class sports facility is supported by the hotel.

Commenting on his day Malcolm said "The East Sussex National Hotel, Golf Resort & Spa is a great product, it was good to see the importance of having a diverse business, in this case a hotel, spa, health club, conference centre and restaurant. Key businesses like this make an important contribution to the South East's £12 billion tourism economy, supporting over 300,000 jobs".

Derek Howe, General Manager at the East Sussex National Hotel, Golf Resort & Spa added: "As a result of Malcolm's visit to the East Sussex National Hotel Golf Resort and Spa, he will now have an appreciation of the positive way in which we have approached the recession. Tourism is still alive and well in East Sussex and at ESN, a hotel that was opened a year or so before the recession struck, it is a shining example that if the product is right, it will still retain the support of the public at large. Anyone in the hospitality and

tourism industry should work hard at maintaining the volume of business that helps contribute such an important part of the economy in general.”

In addition to Malcolm’s day away from the office, he was joined in Sussex by Policy Officer Dan Humphreys, who as a keen cinema buff was eager to help out at the Chichester Cinema box office and Head of Development and Urban Regeneration Mark Dowling got stuck in with grounds maintenance and preparations for the spring season at Cowdray Heritage Trust in Midhurst.

To find out more about British Tourism Week visit  
[www.britishtourismweek.com](http://www.britishtourismweek.com)

For more information about Tourism South East visit  
[www.tourismsoutheast.com](http://www.tourismsoutheast.com)

ENDS

**Note to Editors:**

**Photos show Malcolm Lane at the East Sussex National Hotel, Golf Resort & Spa, for more photos or further information please contact Hannah Payne on 023 8062 5471, [hpayne@tourismse.com](mailto:hpayne@tourismse.com)**

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.