

**NEWS RELEASE
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Go Ape swings into a new partnership with Tourism South East

High-wire forest adventure company Go Ape has swung into a new partnership with regional tourist board Tourism South East.

The popular tourist attraction, which now has 26 sites in the UK 7 of which are in South East England, has entered into membership of Tourism South East.

Tourism South East now has over 2000 members across the region from tourism businesses to local authorities, all gaining commercial benefits, business support, and marketing and tourism opportunities. This strategic alliance forms a united partnership for tourism in South East England benefiting individual businesses, the region as a whole and the visitors to the area.

Go Ape is fast-becoming a family-name in the region for tourism, having won silver in the Small Visitor Attraction of the Year category of the recent Tourism ExSEllence Awards award and opening 4 new sites this year.

Tourism South East Chief Executive Mike Bedingfield said, “the tourism industry in our region is always evolving with innovative businesses like Go Ape showing rapid growth and popularity. We are delighted to welcome the group into partnership with us, we will be working together to achieve the shared goal of a thriving tourism industry here in the Beautiful South.”

Sarah Adcock, Manager of Go Ape’s site at Alice Holt Forest in Surrey said, “We are all very excited to be working with Tourism South East, and are looking forward to getting many people from the South East and further afield into the tree tops during 2010.”

**More information about Tourism South East can be found at
www.tourismsoutheast.com**

**More information about Go Ape can be found at
www.goape.co.uk**

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Note to Editors:

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Photo shows: Sarah Adcock, Manager of Go Ape at Alice Holt Forest and Mike Bedingfield, Chief Executive of Tourism South East.

Go Ape sites in the South East:

Alice Holt Forest, Surrey
Moors Valley Country Park, Hampshire
Swinley Forest, Berkshire
Wendover Woodland Park, Buckinghamshire
Black Park Country Park, Buckinghamshire
Bedgebury, Kent
Leeds Castle, Kent

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.