

NEWS RELEASE

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Oxfordshire B&B debuts into the Michelin Guide

The influential and famous Michelin Guide has included an Oxfordshire Bed and Breakfast for the first time in its book of recommended hotels and restaurants in Great Britain & Ireland.

B&B Rafters in Marcham achieved the listing after positive recommendations from guests were followed-up by anonymous visits from Michelin's team of professional inspectors. Impressed with what they found, the entry in the guide praises the establishment's 'modern, well-equipped bedrooms' commenting on the 'friendly owner offering a substantial, locally sourced breakfast.'

The accolade further-establishes the hotel as a leading accommodation provider in the county adding to their five AA stars, special breakfast awards and a recent listing in the Good Hotel Guide.

Sigrid Grawert, owner of B&B Rafters said, 'this is such a fantastic start to the year for us, it is an unexpected privilege to be included in such a prestigious guide. We have such a passion for what we do and to be recognised in this way is such a highlight in the 12 year journey we have had with the business so far.'

Mike Bedingfield, Chief Executive of Tourism South East said, 'with more and more people choosing to holiday in the UK, 2010 promises to be a good year for small hotels offering a high quality and value for money experience. To be recognised by such a distinguished guide is a real feather in the Rafters' cap!'

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

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Note to Editors:

The Michelin Guide Great Britain & Ireland 2010 contains over 5000 establishments from starred restaurants to gastropubs and luxury hotels to cosy B&Bs.

Tourism South East (TSE) is a not-for-profit company which is the official tourist board for the region, covering Surrey, Kent, East and West Sussex, Hampshire, the Isle of Wight, Buckinghamshire, Berkshire and Oxfordshire.

Tourism South East receives core funding from SEEDA, and is active in a range of programmes to support the tourism sector in the South East region, which is the second largest outside of London and is worth in excess of £12bn p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.