

August 2008

2009 VISITOR GUIDES AIM TO PUT WORCESTERSHIRE TOP OF TOURISM PICKS

Local tourism businesses are being invited to be part of Worcestershire's 2009 national tourism marketing campaign, headed up by all-new look countywide visitor and attractions guides.

Designed to put Worcestershire alongside the likes of Somerset and Devon as an all-round holiday destination, the main visitor guide will be styled akin to an up-market magazine with features helping to bring the county to life, and the visitor to choose from a wide range of local places to stay.

Another new feature for 2009 is the Eating Out section, reflecting the diverse range of food on offer throughout Worcestershire often featuring local produce. Copies of the 2009 guide will be distributed nationwide to tourist information centres, in response to enquirers and as part of targeted marketing campaigns run in conjunction with Tourism West Midlands and Visit Britain across local and national media.

Companion publication "Days out in and around Worcestershire" is a practical pocket guide featuring a host of Worcestershire attractions and things to do. In a similar style to the main visitor guide 100,000 copies will be distributed in and around the county.

People will also be able to download the guides via www.visitworcestershire.org

Rod Nipper, manager of Destination Worcestershire, said :

"Tourism is Worcestershire's third largest industry and, in a difficult economic climate, it is really important that we make the best use of resources to promote our county effectively to visitors and make it stand-out from other regions.

We believe that these guides offer tremendous value for money for local businesses wanting to attract more tourists and feedback on our guides from visitors has been really positive too."

The Visitor and Attraction Guides will go live to the public in January 2009.

ENDS

For further information, please call Sara Stewart on 07789 374174

Notes :

Advertising starts from just £130 (plus VAT) including a free web photo-entry worth £94.00 (inc VAT). Details of advertising rates are available from Andrea Watkins, 01905 768334 or by emailing awatkins2@worcestershire.gov.uk or Maggie Booth 01905 766740 or by emailing mbooth@worcestershire.gov.uk

Destination Worcestershire is the public/private partnership responsible for promoting the county of Worcestershire as a tourist destination. It provides a whole range of information about the county's history, top attractions, accommodation, shops, bars, restaurants and much more.

For more information about Destination Worcestershire, call 01905 728787 or visit www.visitworcestershire.org