

December 2009

## **VISIT ENGLAND CHIEF EXECUTIVE CHARMED BY WORCESTERSHIRE**

Dealing with difficult customers is all part of the job in the tourism business. Coming face-to-face with snakes and lions will add a twist to this for the cream of the West Midlands tourism industry and Chief Executive of Visit England, James Berresford, on December 10<sup>th</sup>.

West Midlands Safari Park is the venue for a meeting on the wild side to unveil Destination Worcestershire's brand new membership scheme. James Berresford is delighted to be visiting Worcestershire and to be talking to local tourism businesses about the development of the first tourism strategy for England. To date, England has been marketed as part of Britain whilst Scotland and Wales have had their own, stand-alone, tourism agencies. The Visit England plan looks set to change this and is due to be launched in during "Tourism Week" in March 2010.

As well as these important announcements, everyone attending will also have the chance to come face-to-face, and learn how to handle, snakes and lions to develop self-control in even the most stressful of situations. Commenting on the event, Destination Worcestershire head, Rod Nipper, said:

"We are delighted that the Chief Executive of Visit England has agreed to talk to regional tourism businesses about the new English Tourism strategy. Worcestershire is the perfect venue as it remains one of the most

quintessentially English counties in England to visit.

We're hoping as many tourism businesses throughout the county will come along to take advantage of both this and our new Destination Worcestershire membership scheme as possible.

At the meeting, we'll underline the benefits of working together to promote English tourism. In these tough times, we need to see a return to the war time spirit of community when it comes to tourism rather than a philosophy of every man for himself".

## **ENDS**

For further information or to attend the event, please call Sara Stewart on 07833 467774

## **EDITOR'S NOTES**

Destination Worcestershire is the official public/private partnership promoting the county of Worcestershire as a tourist destination. For more information including What's On, Where to Stay and places to visit see:

[www.visitworcestershire.org](http://www.visitworcestershire.org)

## **AGENDA -10<sup>th</sup> December 2009 @ Tree Tops Centre – West Midlands Safari Park**

10.30 Doors open for guest arrival

Wild encounter with a 'brown' lion

Refreshments on arrival

11.00 – Welcome and introduction – Ivan Knezovich (Director – West Midland Safari Park)

11.15 – Overview of Destination activities - past and future – Rod Nipper  
(head of Destination Worcestershire)

11.45 – Working in Partnership – marketing England – James Berresford  
(Chief Executive – Visit England)

12.15 – Conclusion

12.30 – 13.30 – Festive fare including traditional mince pies and mulled  
wine

Wild encounter with a snake