

December 2009

## VISIT ENGLAND CHIEF EXECUTIVE GOES WILD IN WORCESTERSHIRE



Over 50 local tourism businesses, along with representatives from the county and district councils as well as members of the regional development agency attended the official launch of the Destination Worcestershire's membership scheme.

Held at West Midlands Safari Park on 10<sup>th</sup> December, the meeting on the wild side also welcomed James Berresford, Chief Executive of Visit England.

He was present to talk 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 all this and is due for launch during "Tourism Week" in March 2010.

Commenting on the event, Rod Nipper, head of Destination Worcestershire said:

" As the official tourist board for the county, we are delighted at the take up of the new membership scheme to date. It represents a big change for the local tourism industry - to have on board national organizations who have not previously worked with us, such as the Camping and Caravanning Club, is fantastic.

Alongside existing, pro-active businesses such as Severn Valley Railway, Avoncroft Museum we're seeing new local members joining up such as Brockencote Hall, Ramada Hotel, Kidderminster and B&Bs Orchid House & Cowleigh Park Farm – all new to the scheme this year".

Rod Nipper continued:

"Many people don't realise how important tourism is to Worcestershire. It is our 3rd biggest industry and employs 11,000 across the county. It also has the scope for major growth and could help to lead us out of recession, provided, as an industry, we all work together.

It was also inspiring to hear of Visit England's plans for the future and, in particular, that Worcestershire is well placed to be part of them."

Pictured l-r: Brian Summers Chairman of Tourism West Midlands, Ivan Knezovich, Chairman of Visit Worcestershire, James Berresford, Chief Executive of Visit England and Rod Nipper, Head of Destination Worcestershire.

## **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)