

NEWS RELEASE

16 June 2010

Buckinghamshire Railway Centre Hosts Tourism Conference

Success through Innovation is the theme of the Berks, Bucks and Oxon's Area Tourism Partnership Conference being held at the Buckinghamshire Railway Centre on Tuesday 22 June at 10.30am.

The conference will include presentations from Lydia Otter of Pennyhooks Farm who owns a small organic beef farm but provides a unique experience for young people who have Autism Spectrum. A LEADER grant will help provide a tearoom, gift and craft shop. Susie Gault will share an insight into a £61million redevelopment of the Country's first Museum, the Ashmolean, and how award winning architect Rick Mather has doubled the Museums gallery space. Paul Hageman who opened his families ancestral home as a boutique B & B in November 2009 and gained a five star gold in its first assessment under the National Quality Assessment Scheme will tell the audience of tourism businesses what it's like being the new kid on the block in the shadow of Blenheim Palace.

Broadcaster Wesley Smith will facilitate the event introducing the host Buckingham Railway Centre to relate how they have progressively increased visitor numbers. Tourism businesses will have the opportunity to tour the site as well as hear from Esther Appleyard, Joint Director of Accentuate speak on challenging stereotypes. Tourism South East Partnership Director said "Our Area Tourism Partnership Annual Conference is a great opportunity to update members and hear how their businesses are progressing".

END

Media and Photo opportunity with Wesley Smith and Speakers at 10am or 1.30pm

For more information contact Jeanette Howse on 07917 162 876 or
email: jhowse@tourismse.com

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

Note to Editors:

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.

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