

NEWS RELEASE

16 March 2010

Florence Nightingale and afternoon tea at Test Valley TICs for British Tourism Week

Romsey and Andover Tourist Information Centres (TIC) are getting into the spirit of British Tourism Week by holding open days full of fun and festivities.

British Tourism Week, which takes place from 15 - 21 March 2010, is a key week in the annual tourism calendar with events taking place nationwide to celebrate and raise awareness about the £114 billion tourism industry that is critical to the UK economy.

To mark the week Andover TIC held an open day on Saturday 13 March with the theme of the Great British Tea Party coinciding with the recent release of Alice on Wonderland in cinemas. The event was a celebration of the area's historic link with tea production and included tea tastings in the TIC based in Andover Museum, Church Close Andover along with activities for the children, a teapot trail around the museum and colouring competition with prizes.

Coming up this Saturday on 20 March Romsey TIC will be holding an open day to mark the centenary of Florence Nightingale's death with a coach visit throughout the day to St Margaret's Church in East Wellow near Romsey where Florence Nightingale's grave is close to her childhood home.

Teresa O'Kelly, Head of Visitor Services at Tourism South East said, 'Tourist Information Centres across the South East are holding a vast array of activities to celebrate British Tourism Week with events that the whole family can enjoy. TICs provide not just information for visitors but are often the heart of the town and events such as these are there to be enjoyed by both tourists and residents alike.'

To find out more about British Tourism Week visit
www.britishtourismweek.com

For further information please contact Hannah Payne on 023 8062 5471,
hpayne@tourismse.com

ENDS

Note to Editors:

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

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 £12 billion p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.