

PRESS RELEASE



Double celebration at Rye TIC

The launch of a town calendar and a second anniversary gave cause for a double celebration at Rye Tourist Information Centre (TIC).

Residents and visitors to the town entered a photographic competition which included the chance to be featured in the 2012 calendar as a prize. The winners were invited to the launch event last Thursday.

Entries were judged by Clive Sawyer and David Purdie who own photographic galleries in Rye.

Alongside the calendar launch, guests also marked another successful year for the TIC since its move in 2009. The centre is run by Tourism South East on behalf of Rother District Council.

In the two years since opening, the centre has proved a huge success with visitors and local residents. Tourism businesses have benefited from 877 accommodation bookings made via the TIC, equating to 3,460 bed nights, the value of which is in excess of £127,000. In addition, the centre has responded to requests for 4,000 visitor guides.

The TIC was also awarded silver for Tourist Information Service of the Year at the 2010 Beautiful South Awards for Excellence.

Rother District Council chairman Lord Amphill said: "The council recognises the huge importance of tourism to the area and uses its best endeavours to support it.

"We are delighted to be celebrating another successful year of partnership with Tourism South East."

Cllr Lord Amphill joined Tourism South East chairman John Williams in presenting the calendar winners with prizes donated by local businesses and attractions (pictured).

The calendar is available through the Rye TIC.

STATEMENT ENDS

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