

SOUTHPORT

ENGLAND'S CLASSIC RESORT

Media Release

March 2011

Southport 'Slotathon' Kicks off British Tourism Week

A team from Southport Conferences and Sefton Council have marked the launch of the annual British Tourism Week (12-20th March) in traditional seaside style, with a 'slotathon' in Southport Pier's Penny Arcade Museum.

Joined by staff from Freshfield Animal Rescue, for which the event was raising money, the group took shifts to complete the 'slotathon'. Around £3,000 has been raised so far this year for the charity, with donations from the weekend's activities to be added to this.

During the same week, the Southport Theatre & Convention Centre played host to the Aglow International Leaders & Members conference from 11-13th March. The event, a key one in Southport's conference calendar, attracted around 600 people to the town and is estimated to have generated around half a million pounds of economic benefit.

Mike Booth, Cabinet Member for Leisure and Tourism, Sefton Council, commented; "British Tourism Week is designed to raise awareness of the value that tourism generates in the UK each year. Whilst those living locally are often very aware of the leisure visitors that Southport attracts, the positive impact of business tourism, through the conferences and events that it hosts, is often overlooked. Events like Women Aglow which finished yesterday, are responsible for generating tens of million of pounds of economic benefit to Southport through spend in hotels and other services, not to mention the hundreds of jobs that these conferences support."

Alongside Southport Conferences, the area has a dedicated business tourism steering group and with recent investment in its venues and services, Southport is fully recognised as one of the premier conference destinations in the North West.

For those wishing to make a donation to Freshfield Animal Rescue, please visit www.freshfieldsrescue.org.uk.

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About British Tourism Week

British Tourism Week takes place 12-20 March 2011. His Royal Highness the Prince of Wales is patron of British Tourism Week and his involvement will help raise the profile of the week and of the tourism industry. BTW is organised by VisitBritain with the support of the Tourism Society, the UK's regional and national tourist boards, and an Executive Council with representatives of the tourism industry from the public and private sector.

About Southport Conferences

The cosmopolitan seaside resort of Southport combines traditional Victorian style with sophisticated modern developments. Easily accessible by car, rail, air or sea, Southport offers a variety of conference and meetings venues, a vast range of incentive and leisure activities and a huge choice of quality accommodation, all supported by a dedicated conferencing team.

www.southportconferences.com