



HOUSE OF COMMONS

LONDON SW1A 0AA

Monday, 15 February 2010

The Fourth Annual British Tourism Week (BTW) will be taking place from the 15-21 March 2010 and is, once again, highlighting what an important industry tourism is to the country nationally

Here locally in West Oxfordshire, West Oxfordshire District Council take tourism very seriously and it is fully embedded within our work and a new Tourism Strategy was launched in November 2009. New economic impact figures show that tourism brings in £229 million per year into the local economy and supports 4500 jobs. With 3.7 million visitors a year we are committed to making the Oxfordshire Cotswolds a “must see” visitor destination and will be using British Tourism Week as a way to raise the profile of this fantastic destination.

West Oxfordshire District Council will be holding an Explore Oxfordshire Exhibition at Heythrop Park resort on the 15th to promote the wealth of tourism experiences to residents, businesses, group travel and corporate buyers. West Oxfordshire District Council will also be attending the Best of Britain and Ireland (BOBI) Travel Trade Show in London to showcase the destination. British Tourism Week is a great opportunity to highlight the vital importance of tourism in Britain - and in our case West Oxfordshire. It is great that West Oxfordshire District Council is using the opportunity of the Week to celebrate all that Oxfordshire Cotswolds have to offer.

I would urge everyone with any kind of interest in tourism to become involved so we can all make British Tourism Week a success for West Oxfordshire.

A handwritten signature in black ink, appearing to read 'D. Cameron', with a long horizontal flourish extending to the right.

**David Cameron**