

## **Tourism South East tackles recession with credit-beating discounts & special offers**

Euro-strapped British travellers are being enticed to abandon overseas holidays and take a trip in the South East of England with a line-up of credit crunch-beating discounts and special offers.

With two-night hotel breaks from £50, up to £100 off self-catering accommodation, 20 per cent off attraction rates and a host of free children's places, the nine counties in the region are launching a campaign to blow away recessionary worries.

Many of the region's hotels and serviced accommodation providers are offering two nights for either £50, £75, £99, £125 or £149 per person, based on a bed and breakfast basis. For example, two nights at The Crowne Plaza Marlowe in Buckinghamshire costs just £75 per person.

Self-catering accommodation and holiday parks in the South East are also offering either £25, £50, £75 or £100 off their rack rates. For example, Little Marshfoot in East Sussex is featured at £75 off its standard rate.

Attractions, including Ascot Racecourse and Blenheim Palace, are offering a 20% discount, 2-for-1 or Kids Go Free. All of these offers and more can be found at: [www.southeastoffers.com](http://www.southeastoffers.com).

Tourism South East, together with the South East England Development Agency (SEEDA), are backing the initiative with a £500,000 marketing campaign.

Karen Roebuck, Tourism South East's head of marketing explained:

"Our *Winning in Recession* campaign is designed to directly combat the current economic situation. With sterling at an all-time low against the Euro and the UK economy officially in recession for the first time in 18 years, more and more British holidaymakers are choosing to holiday at home.

"We are also hoping travellers will appreciate that by having their holiday in the UK they are helping to boost our own economy," she added.

The campaign encourages British holiday-makers to *Book Early and Beat the Crowds* and to *Take a Break now*.

Alan Searle, Sector Group Manager, SEEDA, explained: "This investment in the partnership with tourism businesses is an important ingredient in the £15 million SEEDA package of measures to support businesses and help them weather the difficult economic climate. It will help them emerge from the current downturn stronger and better placed to take advantage of new opportunities."

**About Tourism South East**

Tourism South East is comprised of nine counties: Kent, East Sussex, West Sussex, Hampshire, the Isle of Wight, Surrey, Berkshire, Buckinghamshire and Oxfordshire. For more information, please go to: [www.visitsoutheastengland.com](http://www.visitsoutheastengland.com).

For information on all of Tourism South East's Winning in Recession offers and more, please go to: [www.southeastoffers.com](http://www.southeastoffers.com).

**Further information**

For further information about Tourism South East and its Winning in Recession campaign, please contact Susie Tempest/Sarah Habicht, The Saltmarsh Partnership, tel: 020 7928 1600 or email: [susie/sarah@saltmarshpr.co.uk](mailto:susie/sarah@saltmarshpr.co.uk).

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