

### **Britain's Heritage Cities make their mark**

A group of six likeminded British cities sharing not only 2,000 years of history, but also (now) a website and a keen desire to make the most of economies of scale, are starting to make their mark overseas.

Britain's Heritage Cities – comprising Bath, Carlisle, Chester, Oxford, Stratford and York – launched their website ([www.heritagecities.com](http://www.heritagecities.com)) during the summer months, and have now added to it a series of eight carefully thought-out itineraries aimed at both the overseas travel trade and independent visitor.

The itineraries are the latest indication of just how forward thinking and dynamic the group now hopes to be.

Working closely with both Visit Britain and Visit England, the six cities are determined to share their marketing expertise and limited overseas budgets to make an impact in what promises to be a key year for British tourism, in 2012.

Timed to coincide with the run-up to the Queen's Diamond Jubilee and the 2012 Olympic Games, the launch of Britain's Heritage Cities' new website, for example, has already helped to put Bath, Carlisle, Chester, Oxford, Stratford-upon-Avon, and York in the shop window in their key overseas markets

“We believe we offer something for all tastes and budgets - and the itineraries are designed to provide an insight into what is on offer and is the latest indication of just how forward thinking and dynamic the group now hopes to be,” explains spokesman for the group, Gerald Tattum of Chester. “Individually, each one of our cities is also well placed for a shorter stay city-break in the UK. We all share a common heritage, and also now possess the things which appeal to those in search of high-end pastimes and pleasures: from world class theatre and award-winning restaurants, to modern five star hotels and spas.”

The new-look website, launched in the summer of 2011, highlights all of this - and exudes a fresh, vibrant and contemporary style. More crucially, the site has also been linked to each of the individual cities' own websites.

Britain's Heritage Cities originally came together as a means of promoting their shared appeal more effectively. Their main targets remain the English-speaking long-haul markets - especially the United States of America, Canada, Australia, and New Zealand. But “emerging” countries - Brazil, Russia, India and China – are also seen as key markets for continued growth.

“It's been a great start,” adds Mr Tattum. “And we are now working on a strategy which will help us to capitalise on the way in which the world's spotlight is about to fall on Britain in 2012 – especially on its history and its heritage. Our next aim is to go out to other like-minded cities to see if we can expand the group, as well as our offer to the overseas visitor.”

For further details, visit [www.heritagecities.com](http://www.heritagecities.com).

***For all media enquiries, please contact:***

*Ian Weightman Tel: +44 (0) 1782-680963 E-mail: [ian.iwms@virgin.net](mailto:ian.iwms@virgin.net)*