

For immediate use

Date: 22 June 2016

New Cotswolds Visitor Guide pushes the boundaries

Tourist attractions, restaurants and accommodation providers are being urged to sign up for a place in a new guide to the Cotswolds.

Endorsed by Visit England, the Cotswolds Visitor Guide 2017 will be the official destination guide for the area and will be widely promoted in the UK and worldwide.



The new publication produced by the Cotswolds Tourism Partnership incorporates the existing Visit Cotswolds and Oxfordshire Cotswolds guides promising bigger and more comprehensive coverage of the region.

It will be backed by an advertising and marketing strategy which will include national distribution to Visitor Information Centres, exhibitions and trade shows, targeted websites and a

social media campaign.

Colin Shone, director of Cogges Manor Farm museum in Witney, Oxfordshire has advertised regularly in the Oxfordshire Cotswolds Guide and will be signing up for the new publication this year.

He said: "I like it because it brings people to Cogges and we have confidence in the product. It is really well designed and showcases the amazing places to visit in the Cotswolds.

"At the same time we don't want to be restricted to Oxfordshire – there is no reason why people from further afield shouldn't come to Cogges. The merging of the guides extends our reach and bringing the Cotswolds together under one roof makes sense."



Cllr Jeanette Baker, Cabinet Member for Visitor Information Centres at West Oxfordshire District Council, said: "Cotswolds Tourism is an iconic destination brand and our aim is to attract a wide range of visitors, both domestic and international.

"We want to challenge current perceptions about the Cotswolds while retaining the many visitors who enjoy the countryside. This new guide encompasses everything that is

good about the region as well as providing an excellent marketing opportunity for the businesses included in it."

The Cotswolds Visitors Guide 2017 will be launched in December 2016. Businesses and destinations wanting to be included should contact Cotswolds Tourism on 01285 623000 or email cotswoldstourism@cotswold.gov.uk before the final deadline of 31 August.

ENDS

Notes to editors:

- Cotswolds Tourism is the official Destination Management Organisation promoting and marketing tourism across the Cotswolds.
- The Cotswolds Tourism Partnership is a partnership of tourism businesses, supported by local authorities of Cheltenham Borough Council, Cotswold District Council, Stroud District Council, Tewkesbury Borough Council, West Oxfordshire District Council and the Cotswolds Conservation Board.

Captions:

Pic 1: A view over the Gloucestershire village of Naunton

Pic 2: Cogges Manor Farm, Witney

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