



## HERTFORD TOWN COUNCIL

### NEWS RELEASE

17<sup>th</sup> March 2017

### **Hertford Town Council celebrates English Tourism Week 2017**

English Tourism Week (25<sup>th</sup> March - 2<sup>nd</sup> April) is fast approaching, and Hertford Town Council will join in the celebrations with a social media campaign to showcase the best of what Hertford has to offer. The Town Council runs Hertford Town & Tourist Information Centre, at its new location in The Wash, opposite Hertford Theatre.

English Tourism Week, a VisitEngland initiative, is a celebration of the vibrancy and quality of England's visitor attractions where tourism businesses are encouraged to get involved to kick-start the season.

During the week, Hertford Town Council will run a social media campaign using the national hashtag #ETW17 to raise awareness about the county town, its heritage and attractions.

It's anticipated that the national coverage will attract more visitors to the town. There will also be competitions daily with prizes ranging from event tickets and vouchers to an overnight hotel stay.

The Town Council has teamed up with Peter Berthoud who will be leading a very special 4-hour Pubs & History Tour on Saturday 1st April for which you can purchase tickets at Hertford Town & Tourist Information Centre for £25.

Chairman of Hertford Town Council's Development and Leisure Committee, Cllr Jane Sartin, said: "Hertford Town & Tourist Information Centre provides a wealth of information on places to visit both locally and further afield, so attracts many visitors looking for places to visit in the area. The Town Council is pleased to be taking part in this national celebration of all that Hertfordshire and the rest of England has to offer to tourists."

Hertford Town Council would like to thank sponsors of the week's events McMullen & Sons, Hertford House Hotel, Lee & Stort Boats, Lussmanns, Salisbury Arms Hotel, Loch Fyne and Peter Berthoud.

To get involved in the campaign and to be in with a chance to win some excellent prizes follow Hertford Town Council on twitter and facebook and use hashtags #ETW17 and #Hertford.

Twitter - @hertfordtc  
Facebook - @hertfordtowncouncil

For further information on the competition please contact Jenny Bullen on 01992 584322.