

Visit Essex launches coast long art exhibition to promote tourism

Submitted by: Davies Tanner

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Visit Essex (<http://www.visitessex.com>) is creating a series of art exhibitions at seaside resorts stretching along its 350 miles of coastline, the longest of any English county, from Friday 17th – Sunday 19th June as part of a bid to promote tourism.

Under the banner of 'Discovery Coast' the kick-off event will be in the fishing town of Leigh-on-Sea as part of an art trail where visitors can find out about the many artists inspired by the Essex coastline (<http://www.visitessex.com>) and explore the town, its historic landmarks and its many studios and independent shops.

A further three mini-exhibitions will take place all with free entry to the public. These include the Martello Tower in Jaywick, close to the resort of Clacton-on-Sea, the Art Café in West Mersea, while in Brightlingsea a new homes development called Waterside Marina will see one of its plots turned into an art gallery over the period.

"There's a lot of appetite for Essex at the moment, particularly in light of reality TV shows which have hooked a nation, but for tourism in the county to succeed we need to educate visitors about what is really available." comments Elli Constantatou Tourism Marketing & PR Manager for Visit Essex.

"From the gastronomic delights of our freshest oysters off the coast of West Mersea to seal spotting in Burnham-on-Crouch and kite bugging on the beaches of Frinton and Clacton, there is so much to explore."

- ends –

Notes to Editor

For a video containing more facts about the Essex coast see www.youtube.com/visitessex or see www.visitessex.com/discoverycoast

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About Visit Essex

Visit Essex is the official tourism organisation for the county and the only organisation specifically marketing the whole of the county to the visitor market. We work with visitor attractions, leisure/activity providers, accommodation establishments and other tourism related businesses (including the travel trade, media and wider partners), to ensure that the county remains a leading visitor

destination.

Our work encompasses major marketing campaigns, high profile PR work, business support, and the management and promotion of the official Visit Essex brand. Visit Essex will ensure that the county gets the recognition it deserves as a desirable place to visit in the 21st century. We will work closely with partners to develop a sustainable tourism offering for the future, identify new markets and harness visitors at the county's major gateways of Stansted, Harwich, Tilbury and the M25.

www.visitessex.com

