

News release

Corporate Communications, Civic Offices, Guildhall Square, Portsmouth, PO1 2AL

25 June 2010

Bonjour and hallo Portsmouth

Portsmouth City Council hosted a visit of 9 press journalists from France this week and a visit of 11 press journalists and a TV crew from Belgium last week.

The journalists represented a wide range of publications including NEST, a weekly glossy magazine with 188,000 readers, Wegener Dagblad, a daily newspaper with 1,200,000 readers, Côté Santé Magazine, Marie Claire Maison and Voyage and Info.

The journalists visited a combination of HMS Victory and the Mary Rose Museum at Portsmouth Historic Dockyard, the Spinnaker Tower, Charles Dickens Birthplace, Gunwharf Quays and Aspex Gallery.

Drusilla Moody, tourism and visitor services manager said: "Both groups were extremely impressed with Portsmouth's attractions, especially Dickens Birthplace, and were disappointed that they couldn't spend more time in the city.

The TV crew filmed some fantastic footage for a popular travel show and we're look forward to receiving some very favourable coverage about Portsmouth in a range of publications."

The tours were brought to Portsmouth by Tourism South East, the regional tourist board.

The visits are expected to generate around £1 million in advertising value equivalent (AVE) for the South East.

ENDS