

April 2008

New Tourism Manager for the City of Stoke-on-Trent

Julie Obada has been appointed Tourism Manager for the City of Stoke-on-Trent.

Having worked as Tourism Marketing Officer since March 1994, Obada already has an in-depth knowledge of the city's tourism infrastructure, and is now relishing the prospect of taking charge of a new drive to raise the profile of Stoke-on-Trent both nationally and internationally.

Research has shown that well over three-and-a-half million people visit Stoke-on-Trent and The Potteries each year, spending somewhere in the region of £191-million, and supporting almost 5,000 jobs.

The popularity of The Potteries' attractions, museums and factory shops, along with the close proximity of Alton Towers and The Peak District, and the emergence of one of the biggest visitor attractions in the whole of the UK – The Trentham Estate – are major factors behind those figures. And Obada is well aware of the need to both maintain, and build-on, the city's appeal as a short breaks destination in what is becoming an increasingly competitive marketplace.

"Stoke-on-Trent's position as a tourist destination all began with the National Garden Festival of 1986," she says. "And we've made some incredible progress in the last 20 years in terms of now being able to offer our visitors some excellent accommodation, as well as a choice of world-class attractions and entertainment. It's time to build on that, and to find the best ways to get our message across to the individual and group travel markets that Stoke-on-Trent is a destination where people will want to come and spend their valuable leisure time."

The continued growth of The Trentham Estate, the planned opening – in September – of the purpose built £10-million Wedgwood Museum, and the first ever *International* Ceramics Festival in 2008 are just some of the highlights Obada and her team are now looking forward to promoting.

Anyone requiring further details about Stoke-on-Trent and The Potteries, meanwhile, can obtain all they need to know from the Tourist Information Centre, based within The Victoria Hall, Stoke-on-Trent City Centre. Further details can also be seen at www.visitstoke.co.uk.

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