EAST OF ENGLAND
Travel Trade Directory 2003

Dear School Group Organiser,

It's the start of a New Year and we're sure you are busy planning your school trips for 2003. In order to help you in organising all aspects of these visits, we are delighted to offer you the opportunity to order your **free copy** of the new **"East of England Travel Trade Directory"** including the **Guide to Educational Visits**.

The guide is an informative and easy to use tool which will provide a useful source of reference for anyone involved in organising educational travel to the East of England. Covering the counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk the guide is packed full of helpful hints and information for group visits of all kinds. Inside you will find:

➢ Information on group visits to over 100 top attractions including details on which areas of the National Curriculum are covered at each of the entries.

➢ Interesting facts on each of the counties represented including information on the main towns and cities, coach parking and pick up and set down points and toilet facilities.

➢ A range of itineraries specifically designed with schoolchildren in mind.

All in all we're sure you will find it a trusty reference manual that will be used throughout the year.

The East of England Tourist Board is at hand to offer you a **totally free advice and planning service** which will make organising your school trips even easier. Please call our East Made Easy hotline number 01473 825609.

To find out more about the East of England **and to order your free copy of the directory,** why not log on to the travel trade pages of our website - www.eastofenglandtouristboard.com. You will also find e-mail and website links through to many of the attractions, accommodation and mealstop establishments detailed in the guide. We hope you find the Travel Trade Directory useful and look forward to welcoming you and your group to the East of England.

With best wishes

Elizabeth Rose
Marketing – Travel Trade