

Isle of Wight Tours boss gives coach tourism unexpected boost

By **routeone Team** -



Isle of Wight Tours Managing Director Shirley Winn has won a victory for the coach tourism industry, after she appeared in broadcasts across BBC local radio.

Shirley, who has been active working with MP Bob Seely, local press on the Isle of Wight as well as Visit Isle of White and the Isle of Wight Chamber of Commerce, was a 'natural choice' to appear on the BBC to discuss the situation facing coach holidays, says the Coach Tourism Association.

Shirley discussed the markets served by coach holidays, the value of the coach industry to the UK attraction and accommodation industry, the industry's eco credentials, and the need to build confidence in customers for the future survival of the industry.

“I was a bit nervous at first because I didn’t know what they were going to ask me. But each interview was different so I could cover many different sides of our business,” she said.

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