



## **PRESS RELEASE**

### **TOURISM VILLAGE REVEALED AS THE NEWEST ATTRACTION AT THE SUFFOLK SHOW**

**29 April 2016**

The Suffolk Show has revealed it is introducing a brand new attraction for this year; the Tourism Village, which will showcase the county's booming tourism industry. The new area, sponsored by Larking Gowen, will be fun for all the family with a range of exciting, interactive elements.

Taking centre stage will be a replica of the famous Sutton Hoo Anglo-Saxon ship. The 46ft long vessel, Sae Wylfing, is a half-length, working copy of the ship which was found at the renowned burial site. It is the first time the Woodside Riverside Trust (WRT) has taken the boat to the Suffolk Show, and children will be able to climb aboard and take part in a variety of interactive activities, including coin striking, stick peeling, and learning about the role the ship played in the Saxon agriculture industry.

Visitors will also be able to meet Anglo-Saxon re-enactors, marvel at a custom built, large scale Lego model of Sae Wylfing and try on helmets and see weapons in the arms and armour area. The showcasing of the ship at the county show will promote the WRT's current project to build a full-sized replica of the original 90ft boat.

The Suffolk Show's new Tourism Village will also play host to a number of the county's most popular attractions including Africa Alive, Banham Zoo, Dinosaur Alive and Discover Newmarket. Debenham-based Dragoman travel, which specialises in overlanding expeditions, will also be taking one of their overland trucks to the two-day event.

Suffolk Show Director, Bill Baker, said: "We're very excited to be introducing a brand new Tourism Village to the show this year. Suffolk is a wonderful destination and is popular with visitors from across the country. We also know our show-goers are always looking for activities and days out which are on their doorstep and we are delighted to be supporting the vast range of destinations the county has to offer."

Sharyn Scott, Business Development Manager at Larking Gowen, added: “Tourism is a very strong industry in Suffolk and across East Anglia as a whole. We’re delighted to support the first ever Tourism Village at this year’s Suffolk Show, profiling the many attractions our fantastic county has to offer and encouraging the thousands of show visitors to enjoy days out, weekends away and holidays on their doorstep.”

This year’s Suffolk Show takes place at Trinity Park, near Ipswich, on Wednesday, June 1 and Thursday, June 2. Tickets are on sale now and under 15s go free – visit [www.suffolkshow.co.uk](http://www.suffolkshow.co.uk) to book discounted advanced tickets or call the ticket hotline on 01473 707117.

## Ends

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**Photo Caption:** A replica of an Anglo-Saxon boat will take centre stage at the Suffolk Show’s new Tourism Village





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**Notes to editors:**

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.