



St Just & Land's End Area Chamber of Commerce

Representing, supporting and promoting
business in the far West of Cornwall

Guide to Exploring the St Just and Land's End Area

The St Just & Land's End Area Chamber of Commerce has successfully launched a new guide to encourage visitors to the area. Entitled *Exploring St Just and Land's End Area*, the guide is compact enough to pop in your pocket and includes information on activities, shops, galleries, arts and crafts, cafes, pubs and local services available in the area.

The guide features over 50 local businesses as well as information about the area's towns, villages, coast and countryside. The Chamber is keen for visitors and residents alike to use the guide to find out where they can shop locally for everything from original art and unique gifts to everyday essentials such as groceries and hardware. The guide has been available over the summer holidays and has already proved very popular with visitors to the point that the Chamber is already discussing reprinting for next year.

Carolyn Boyd, Marketing Officer for the Chamber, was instrumental in producing the guide. Carolyn says, 'When the Chamber discovered how little information was available in the Tourist Information Centres to promote our local area and businesses, we decided we should do something about it.'

Chairman of the Chamber, Morley Thomas adds, 'The Chamber drew on the skills, knowledge and experience of members to produce this guide. Our members are working hard to promote our area to visitors, and this is even more important now that the main summer break is coming to an end.'

The guide has been distributed through Tourist Information Centres throughout Cornwall and beyond, member businesses and holiday accommodation providers.

For further information contact Carolyn Boyd, Marketing & Liaison Officer, St Just & Land's End Chamber of Commerce, Tel: 01736 788747 or 07815 167247
Email: marketing@landsendchamber.co.uk or visit www.landsendchamber.co.uk