

# Holiday Event steps up Barbados promotion

**The Barbados Tourism Authority (BTA) has stepped up its involvement in Rallye Sunseeker, becoming the event's newest Marketing Partner as sponsor of the innovative Holiday Event that will be staged alongside Scrutineering in the Bournemouth International Centre (BIC) on Friday.**

The BTA and the Barbados Rally Club (BRC) ~ organisers of the Caribbean's biggest annual motor sport international, Sol Rally Barbados ~ have a joint presence on Sunseeker for the third consecutive year as a key component of Sol RB12's overseas promotion; this year's date is June 9/10.

Supported by the island's private sector Tourism Development Corporation (TDC), the BRC will reward the winners of Rallye Sunseeker National with free entry and shipping to Sol RB12, flights and accommodation for driver and co-driver, plus rental car, a prize valued at around £5,500.

Rallye Sunseeker and the Barbados Holiday Event will be open from 10.00am to 4.00pm (see also page 25). In addition, Barbados will have a presence on Friday evening at the Ceremonial Start on Poole Quay and throughout Saturday at the family-friendly Somerley Park.

BTA vice-president, marketing & sales UK, Petra Roach said: "Sol Rally Barbados is a key element of our sports-tourism product; there is great synergy between it and Rallye Sunseeker ~ both earn vital tourist income in 'slower' months and both are organised by really professional teams, and both attract huge crowds, so I am delighted to take our relationship to the next stage."

Event Director Rick Smith said: "Rallye Sunseeker has always been about innovation, so our plan to use the BIC as the venue for Scrutineering and Documentation was always on the

wish list. Now that the BTA has increased its support for 2012, we are pleased that the novel plan to link the two activities has come to fruition."

From small beginnings in 1990 as a one-day rally for local crews, Rally Barbados ~ it was renamed in 2003 ~ is now a major contributor to the island's foreign exchange earnings.

A two-day tarmac rally, with 22 stages run on closed public roads, it follows the previous weekend's (June 2/3) Scrutineering and Shell V-Power King of the Hill 'shakedown'.

Former ANCRO National Champion Roger Duckworth and co-driver Aled Davies were the recipients of last year's Sol Rally Barbados prize drive, finishing seventh, and third of the European crews behind island regulars Paul Bird (third) and Rob Swann (fifth). After anti-lag problems with his faithful Subaru Impreza WRC on the Saturday, he got into his stride on Sunday, ending the day with a stage win at the Sol



Aviation SuperSpecial. Duckworth said: "The hospitality was amazing when we were in Barbados, but I was stunned by the pace of the locals . . . and the heat was really something. We were probably too cautious on day one, but got faster on the Sunday. Thanks to all involved for a wonderful trip, and for organising my car's safe passage back to England."



*A warm welcome to historic Poole. I am delighted to flag off Rallye Sunseeker, one of the most exciting events in the calendar, in our wonderful Town ~ there's no better backdrop for this award-winning competition's Ceremonial Start. No other rally in the UK gives the chance to get close to the cars and meet their driving heroes in quite the same way.*

*Poole has always been ahead of the game, adapting with the times . . . and now is no exception. Your visit coincides with a great year in the Town's history, with the opening of the new Twin Sails bridge, 85 years after the opening of the historic Poole Bridge. I hope you have time to see this wonderful bridge; it's something we in Poole are immensely proud of, and a catalyst to opening up new land for development and a golden age in Poole's history.*

*Here's to a thrilling, but safe, event. I wish the organisers, competitors, spectators and everyone involved a successful rally.*

*Good luck, have a fabulous time and come and see us again soon!*

*Councillor Graham Wilson  
Mayor of Poole*

