



12 March 2010

**ENGLAND'S FIRST STRATEGIC TOURISM FRAMEWORK FOR 10 YEARS HIGHLIGHTS
225,000 POTENTIAL NEW JOBS**

VisitEngland launches Strategic Tourism Framework aimed at growing the tourism industry

Today marks the launch of the first Strategic Tourism Framework for ten years produced by VisitEngland, the country's national tourist board. Developed in collaboration with organisations and individuals across both private and public sectors, this Framework highlights the action needed to maximize the tourism industry's contribution to England's economy, employment and quality of life.

The visitor economy is now worth £97billion a year and employs in excess of two million people. It supports 150,000 businesses both directly and indirectly, and has an interdependent relationship with a range of sectors, including farming, transport, retailing, sport, museums, galleries and the arts.

To ensure England retains and grows market share in an increasingly competitive industry, a detailed ten-year Strategic Framework has been created to provide focus and challenge for an industry that is set to deliver an additional £50bn in visitor spend and over 225,000 jobs. By achieving such growth, tourism would significantly outstrip the performance of most other major sectors of the national economy such as manufacturing.

A 'no growth' scenario for the tourism industry would result in significant job losses and the demise of a wide range of tourism businesses which is why it is vital that this Action Plan succeeds.

The Strategic Framework will be launched during British Tourism Week on the 18th March at the Best of Britain and Ireland Show at London's Olympia. Announcements will be made at the launch of various programmes and activity that make up the Action Plan. These will include announcements of new events in England for the Cultural Olympiad, the launch of an online sustainability programme, an exciting new transport partnership, research around existing quality schemes and new welcome initiatives.

James Berresford, VisitEngland's Chief Executive commented:

"England is a fantastic country whether visitors have a couple of hours to spare, a long weekend, or a 2-week holiday. Tourism needs and indeed deserves much greater recognition for the positive impacts it brings to the economy in terms of income, skills and jobs. It is an excellent route into employment at all levels which is why the prospect of increasing the number of jobs the industry supports is so exciting. This Framework strives for an even higher standard of quality and service so that we improve our offering, increase jobs, spend and growth and champion a competitive industry".

Lady Cobham, Chairman VisitEngland went on to say:

"The Strategic Framework urges all areas of the Tourism industry as well as everyone in Westminster and Whitehall to play their part in helping England realise the potential £50billion. The industry has jobs to offer and it is time to stand up and all play a part in shaping the future that this industry deserves. VisitEngland has been incredibly encouraged by the renewed enthusiasm for English Tourism and looks forward to this continuing".

Source: 2010 Deloitte Report: The Economic Contribution of the Visitor Economy UK & The Nations

Ends

Spokespeople available for interviews are:

James Berresford, VisitEngland Chief Executive

Lady Cobham, VisitEngland Chairman

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Notes to Editors

- This Strategic Framework is the product of extensive consultation and sets out the ways in which the tourism industry can work together to realise the headline ambition of growth year on year, over the next decade. It is both realistic and objective in its appraisal of England's strengths and weaknesses in this regard; identifying where further work is needed and providing a timeframe for its completion- it is not the end of this process but the beginning.
- The Framework has four pillars under which independent objectives stand. These are:
 - To increase England's share of the global visitor market
 - To offer compelling destinations of distinction
 - To champion a successful, thriving industry
 - To facilitate greater engagement between the visitor and the experience
- The Strategic Framework has been launched during British Tourism Week (15-21 March) – www.britishtourismweek.com The week culminates with the Best of Britain & Ireland travel trade forum and consumer show at London's Olympia, (17-20 March).

About VisitEngland

- In response to a clear call from industry arising from the 2008 British Tourism Framework Review, VisitEngland has been created as the strategic leadership body representing the public and private sector stakeholders of English Tourism. It works in partnership with VisitBritain, the RDAs and local authorities, and the private sector, creating a national tourism strategy, optimising marketing investment, and developing the visitor experience across England
- VisitEngland continues to use its Enjoy England consumer brand in the domestic market and markets England under the VisitEngland brand in international markets
- More information can be found on www.enjoyengland.com and www.visitengland.com/corporate