



VisitBritain/VisitEngland: Update

Sally Balcombe, Chief Executive



The Industrial Strategy Tourism Sector Deal

UK-wide and industry-led


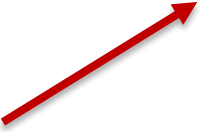


Industry Engagement

- Steve Ridgway, Sector Deal leader, has had CEO-level meetings with the industry.
- Four industry-led Working Groups have met, consulted and reported back with key proposals:
 1. Regulation
 2. Connectivity
 3. Industry of the Future
 4. Industry of Choice
- The BTA hosted an online consultation on the tourism sector deal to help shape the final submission. This resulted in over 350 responses from DMOs, SMEs and the cultural sector.

National and Regional Round Tables with industry

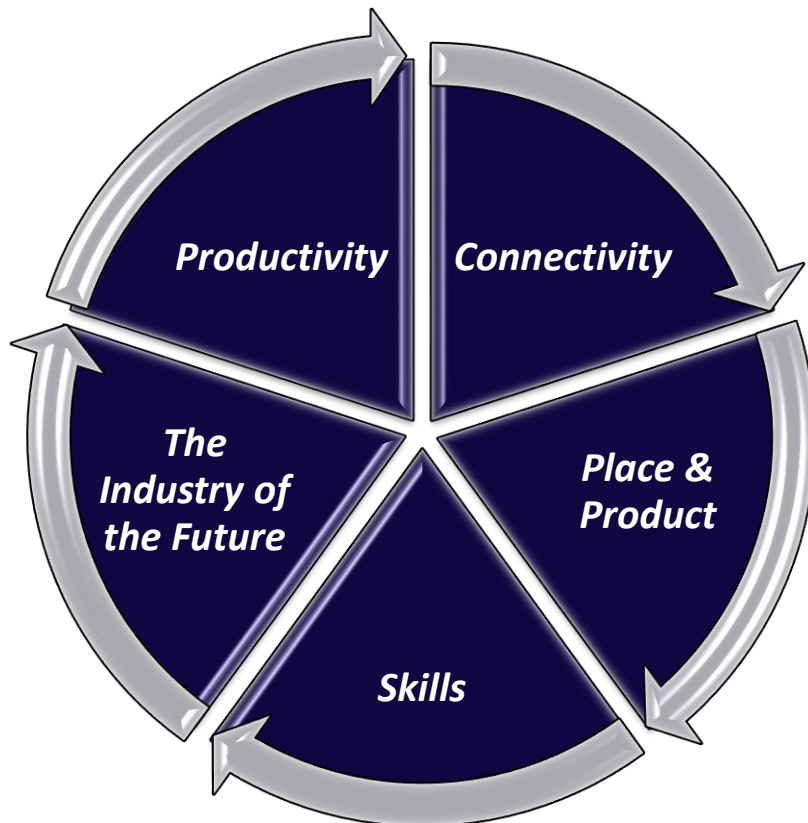


High Performance Sector

	Current performance	Central forecast: 2025	And we could be...
 Value	£126.9bn	£257.4bn (2025)	£268.3bn (2025)
 Growth	Average annual growth in overnight arrivals 2006-16 UK = 1.6% Western Europe= 2.4%	Forecast annual growth in overnight arrivals 2016-2025 UK = 3.6% Western Europe= 3.3%	1.8m extra visits if inbound tourism to the UK had grown at the same pace as Western Europe in 2006-16
 Jobs	3.1m in every local authority	3.7m jobs by 2025	Each extra £54,000 in tourism spending creates a new job
 Productivity	Output in £ per hour £18.3 Compared to £33 in food, and £28 in transport	Output in £ per hour £20.8 If real productivity follows 2006-16 trend	Increase of 1% yields £12bn additional output increase into the economy

Tourism Sector Deal

The Core Areas



The 'Asks' of Government

Tourism & Hospitality Skills Campaign

Fixing the image and boosting long-term career prospects

Improved Productivity

Increasing season length and improving business visits & events

Tourism Zones

Helping to make local products thrive and be Europe's most competitive

Connectivity

Driving more visits from more markets than ever by 2030

The Next Steps

***Presented to the
Government by S. Ridgway
– end of October***



***Likely White Paper on
the Industrial Strategy –
by end of November***



***Negotiation on a deal
with the Government -
ongoing***



October

Spring 2018



VisitEngland Activities

English Tourism Week

17-25 March 2018

#etw18

In association with



VisitEngland™

Get involved in English Tourism Week

EnglishTourismWeek.com
@VisitEnglandBiz
#TourismSuperstar / #ETW18



VisitEngland Awards for Excellence



www.visitenglandawards.org

Rural and Coastal Destinations Groups



- Sharing best practice, research and funding opportunities
- Chaired by Jude Leitch, Northumberland Tourism and Carolyn Custerson, English Riviera BID Company



The Discover England Fund

Y2 small-scale projects



- Connections led by Destination Plymouth



- Brilliant Science, led by Marketing Cheshire



- English City Food Hubs, led by Destination Bristol



- Culture Coasting, led by Visit Kent



- England's Literary Legends, led by Visit Nottinghamshire



- Royal Racecourses, led by Cheshire West and Chester Council



- Contiki, the youth travel company

Y2/3 large-scale projects



The Collection,
led by England's Historic
Cities



Growing Manchester
as an International
Gateway,
led by Marketing Manchester



Make Great
Memories in
England's National
Parks, led by Peak
District National Park
Authority



Discover England's
Great Walking Trails,
led by Marketing Peak District
and Derbyshire



England's Coast,
led by the National
Coastal Tourism
Academy



The Great West Way,
led by VisitWiltshire

Y1 first-stage evaluation

- Over 400 mobile train passes sold
- Over 475 STA Travel youth packages to England sold
- Over £15k of sales to the South West Coast Path





For further information:

www.visitbritain.org

www.discoverenglandfund.org

www.visitenglandawards.org

www.englishtourismweek.org