



Department for
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& Industrial Strategy

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Department for
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28 June 2019

Dear Colleague,

Today we are publishing the Tourism Sector Deal. The Department for Business, Energy and Industrial Strategy and the Department for Digital, Culture, Media and Sport have been working with VisitBritain, the tourist board of Great Britain, and across government to negotiate and develop an ambitious Tourism Sector Deal, as part of our modern Industrial Strategy.

The government's modern Industrial Strategy sets out a long-term plan to boost the productivity and earning power of people throughout the UK. Sector Deals bring industry and government together in partnership to boost productivity in their sector and to ensure sectors are able to take advantage of major global changes such as those identified in the Industrial Strategy Grand Challenges.

The tourism sector has the scale and geographical reach to deliver real change for local economies. The Sector Deal seeks to achieve this by:

1. Introducing Tourism Zones, bringing businesses and local organisations together to establish a coordinated strategy for growth in their local visitor economy and a reduction in the impact of seasonality.
2. The sector committing to deliver 30,000 apprenticeships per year, in England, by 2025 as well as leading a mentoring programme aimed at supporting 10,000 employees so that they are more likely to remain in the sector.
3. Creating a new independent Tourism Data Hub with support from some of our biggest travel companies. This will allow organisations, including SMEs, to make the most of the big data revolution to understand activity and product preferences in their area.
4. Continuing to be Europe's leading hub for hotel investment for the next decade with over 130,000 additional bedrooms added to the accommodation stock by 2025, with 75 per cent of these outside of London.
5. Ensuring that the UK will become the most accessible tourism destination in Europe by 2025 and increasing the number of international disabled visitors by 33 per cent.
6. Introducing sustainable development plans as part of the Tourism Zones policy, setting a clear expectation on the sector to reduce its carbon footprint today, and in the future - helping the UK on its path to clean growth.

In conjunction with the Sector Deal, the UK government is also publishing an International Business Events Action Plan. The Action Plan outlines in detail how the government will support the business events industry in attracting, growing and creating international business events to

further reduce the impacts of seasonality on the tourism sector. As part of this, Government will run a new £250k scheme to improve broadband connectivity in conference centres, enabling them to receive full fibre access.

Together these measures will ensure the tourism industry can continue to grow inbound visitor numbers by an estimated 23% by 2025. They will boost local economies by making best use of tourism assets throughout the year, ensuring we will be able to give the visitors of the future the very best of experiences throughout the country.

King regards,



THE RT HON GREG CLARK MP

Secretary of State for Business, Energy & Industrial Strategy



THE RT HON JEREMY WRIGHT QC MP

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