



7 June 2006

## **BRITISH TOURISM WEEK RECEIVES CROSS-PARTY SUPPORT**

The UK's political parties are backing the tourism industry's first British Tourism Week (12 to 18 March 2007). The cross-party support is further recognition of the ever-increasing importance of Britain's £74 billion visitor economy.

Tourism Minister, Shaun Woodward MP, says: "British Tourism Week is a great initiative and we will work with the Organising Committee to help ensure we can achieve the goals of improving competitiveness and raising quality standards."

British Tourism Week aims to highlight the contribution made by businesses from every part of the UK's tourism industry, large and small, public and commercial in maximising future opportunities such as the Olympic Games. It will challenge perceptions that the different sectors – from transport and tour operators to accommodation providers, travel agencies and attractions – operate independently. The week of business-to-business events will lay the foundations that will drive future growth and prosperity and help ensure that Britain continues to rival its competitors around the world and is ready to welcome the world in the build up to 2012 and beyond.

Hugo Swire MP, Conservative Shadow Secretary of State for Culture, Media and Sport, adds: "We fully support the aims and objectives of British Tourism Week and look forward to playing our part in making it a success."

Don Foster MP, Liberal Democrat Shadow Secretary of State for Culture, Media and Sport: "I am delighted that the tourism industry has taken the initiative to drive forward the key areas for the UK's visitor economy. It is imperative we improve competitiveness, raise quality standards and develop pride in our tourism offering. We therefore completely support the establishment of British Tourism Week."

[More...](#)

- 2 -

British Tourism Week is organised by VisitBritain and UKinbound, working with Reed Travel Exhibitions and with the support of the Tourism Alliance and the Tourism Society. The week of major events will focus on two national events: VisitBritain's British Travel Trade Fair (13-14 March 2007) and UKinbound's 30<sup>th</sup> Anniversary Convention (14-15 March 2007). Both will be held in Birmingham and will be the centrepiece for other national, regional and local events.

- ends -

For further comment, please contact:

**Elliott Frisby, VisitBritain on 020 8563 3035 or 07951 996241**

**Janet McCready, UKinbound on 020 7292 0561**

### **Notes to Editors**

- Named the World's Leading Tourist and Convention Bureau at the 2005 World Travel Awards, VisitBritain promotes Britain as a world-class tourist destination and develops England's visitor economy. It has offices and representatives in 36 countries around the world and in the last three years, has expanded into China, throughout Eastern Europe and Southeast Asia, and increased its presence in India with new representatives in Bangalore and Mumbai.
- UKinbound is a trade association founded in 1977 to represent the commercial interests of companies deriving a substantial part of their income from the provision of tourism services for overseas visitors to the UK. Further information about UKinbound can be viewed at [www.ukinbound.org](http://www.ukinbound.org)