

- Britain's fifth largest industry - worth £74 billion - contributes 3.4% of the nation's GVA -
- employs 2.1 million people - 7.7% of the workforce - more jobs than construction or transport -
 - generated over £15 billion in export earning in 2006 -
 - visitors pay £12.7 billion in tax, paying for 30,000 nurses -

16 February 2007

MPS URGED TO SHOW THEIR SUPPORT FOR BRITAIN'S TOURISM INDUSTRY

Organisers of the first British Tourism Week (12-18 March 2007) are urging MPs in England to 'go back to the floor' and visit local tourism businesses in their constituencies on Friday 16 March to show their support for Britain's £74 billion visitor economy. Similar initiatives are being planned in Wales and Scotland.

Stephen Dowd, chairman of British Tourism Week says: "British Tourism Week has received cross-party support, but we hope that MPs will follow their words with action. We urge them to take advantage of this one day out of the year, when they are in their constituencies anyway, to gain a real understanding of the sheer variety of tourism experiences that this country offers and the issues that these businesses face."

Nadine Dorries, Conservative Member of Parliament for Mid-Bedfordshire, has already shown her support for tourism in her constituency. She plans to spend the day visiting several attractions, including Woburn Safari Park, Houghton House, Stondon Motor Museum, Marston Vale Community Forest Centre and Elstow Abbey.

Nadine says: "British tourism week is a fantastic opportunity to promote the importance of the UK's fifth largest industry - tourism - to the UK economy. I look forward to spending a day visiting just some of the key attractions in my constituency on 16 March and would encourage my parliamentary colleagues on both sides of the House of Commons to do likewise in their constituencies also. VisitBritain is to be congratulated on the work they are doing to promote the UK tourism industry and I hope that British Tourism Week is a great success."

Tourism businesses are also being asked to contact their local MP and extend an invitation to visit. As Stephen continues: "British Tourism Week needs the commitment of transport and tour operators, travel agents and tourist boards, attractions and accommodation providers throughout the country to highlight the value of tourism not only to the national economy but its vital importance to local areas and constituencies around the country."

[More...](#)

MPs can visit www.enjoyengland.com or www.visitbritain.com to find the attractions, accommodation and events in their area that they might like to visit.

On Wednesday 14 March, parliamentarians have been invited to sign a giant pledge card at Westminster and give their backing to British Tourism Week. Working together with the All-Party Parliamentary Groups on Tourism and Photography, MPs have also been invited to take a photograph of the best of tourism within their constituency – whether it's the coastline, countryside, gardens, cities, attractions, heritage, museums and galleries, accommodation, crafts and industries, events and festivals, food and drink, lifestyle or sports, or a taxi driver who is a great ambassador for the area.

Three national events are the centrepiece of British Tourism Week: the Tourism Alliance Parliamentary Reception (12 March 2007), VisitBritain's British Travel Trade Fair (13-14 March 2007) and UKinbound's 30th Anniversary Convention (14-15 March 2007). In addition, there are over 30 other events taking place covering film tourism, business visits and events, photographic exhibitions and tourism awards.

Under the patronage of HRH The Prince of Wales, British Tourism Week highlights 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 London 2012 Olympic and Paralympic Games.

British Tourism Week is organised by VisitBritain and UKinbound, working with Reed Travel Exhibitions and with the support of the Tourism Alliance, Tourism Society and Britain's national and regional tourist boards.

Visit www.britishtourismweek.com for further information.

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Notes to Editors

- British Tourism Week (12-18 March 2007) has been established to demonstrate the critical value of tourism to the economy of the United Kingdom. Through a week of events throughout the UK it will:
 - Increase awareness of the success and importance of the tourism industry
 - Raise quality standards
 - Promote training and professionalism
 - Improve competitiveness of the UK tourism industry
 - Support the preparations for hosting the London 2012 Olympic and Paralympic Games

