

- Britain's fifth largest industry – worth £85 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 –

5 April 2007

## BRITISH TOURISM WEEK HAILED A SUCCESS

The first British Tourism Week, 12-18 March 2007, organised by VisitBritain, UKinbound and Reed Travel Exhibitions, has been an overwhelming success, generating a positive response across all sectors of the tourism industry and raising the profile of the £85 billion tourism industry.

The week included over 50 inter-related events, across the country, demonstrating how tourism is crucial to the economy of the United Kingdom. HRH Prince of Wales, Patron of British Tourism Week, launched the week on Monday 12 March at the Tower of London at a reception attended by the Secretary of State, the Rt. Hon. Tessa Jowell MP and 200 industry leaders.

In addition, nearly 300 national politicians showed their commitment to tourism in Britain, by taking part in events during the week and visiting tourism businesses in their constituencies. Westminster MPs were photographed signing an "I'm backing British Tourism Week" pledge card in Parliament, and more than 60 MPs signed an Early Day Motion in the House of Commons recognising the value of tourism and congratulating the organisers of British Tourism Week. An exhibition of photography submitted by MPs and AMs (Members of the National Assembly for Wales) was also held at the Britain and London Visitor Centre.

British Travel Trade Fair, officially opened by the Secretary of State, the Rt. Hon. Tessa Jowell MP on Tuesday 13 March, was one of three signature events of British Tourism Week together with the UKinbound Convention and Workshop and the Tourism Alliance Parliamentary Reception. The British Travel Industry had the chance to meet 2,400 domestic and overseas tour operators, group travel organisers and travel agents and benefit from an estimated £30 million worth of business.

**More...**

Stephen Dowd, British Tourism Week Chairman said:

“The widespread political and regional support British Tourism Week received and the involvement of HRH the Prince of Wales ensured Britain could be reminded of the critical importance of tourism to the UK economy. I am delighted that the time given to events and activities by all involved means that as an industry we have been able to drive home this message. We exceeded expectations for this inaugural week and due to its success I am delighted that the next British Tourism Week will be held in Spring 2008 as we prepare to take the torch from Beijing for the cultural Olympiad.”

A full calendar of events held can be viewed on [www.britishtourismweek.com](http://www.britishtourismweek.com) and a formal announcement of dates for British Tourism Week 2008 is anticipated in May.

- ends -

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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
  
- The Association of British Travel Agents, the Scottish Tourism Forum, the Tourism Alliance, the Tourism Society, UKinbound, VisitBritain, Visit London, VisitScotland, Visit Wales, Wales Tourism Alliance and the regions of England are supporting British Tourism Week.

