

- Britain's fifth largest industry – worth £85 billion – 3.5% of the nation's economy –
- employs 2.1 million people – 7.7% of the workforce – more jobs than construction or transport –
- generates over £16 billion in export earnings –
- inbound visitors pay £3.3 billion in tax, the equivalent of the salary of 195,000 nurses –

27 February 2008

SHOW THAT YOUR BUSINESS SUPPORTS BRITISH TOURISM WEEK

With a fortnight to go until British Tourism Week, public sector and commercial tourism businesses – accommodation providers and attractions, Tourist Information Centres and tour operators, travel agents, regions and destinations – are being urged to show their support by displaying a poster on their premises.

Already the tourism trade media is helping the industry get prepared to raise the profile of an £85 billion visitor economy and draw national awareness to its critical importance and the contribution it makes local economies and millions of livelihoods.

Six of the industry's biggest magazines – Caterer and Hotelkeeper, Travel Weekly, Travel Trade Gazette, Group Travel Organiser, Destination UK and Travel GBI – are distributing 100,000 copies of the poster which businesses can display front-of-house and behind-the-scenes. The free poster can also be downloaded from the website, www.britishtourismweek.com.

Stephen Dowd, co-chairman of British Tourism Week's multi-sector steering committee and chief executive of UKinbound, says: "This is a fantastic and very welcome show of support from magazines that are read by many in the tourism, hospitality and leisure industries. With around 2.1 million people – nearly eight per cent of the workforce – depending on tourism for their jobs and livelihoods and we want to highlight and celebrate all their work in helping millions of British and international visitors enjoy a holiday and business trips in this country."

The second annual event takes place from 10 to 18 March this year and, with the support of His Royal Highness the Prince of Wales, aims to galvanise organisations and individuals to take pride in being part of the nation's fifth biggest industry.

Already more than 80 different events are listed on the website, but organisers hope that every region and destination will organise something to help businesses or raise awareness of tourism experiences among consumers.

Visit www.britishtourismweek.com for more information.

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Notes to Editors

- British Tourism Week (10-18 March 2008) 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
- British Tourism Week is organised by VisitBritain and UKInbound with the support of the Tourism Alliance, Tourism Society, ABTA the Travel Association, VisitScotland, Visit Wales, Visit London and Britain's regional tourist boards.