



Department for
Digital, Culture,
Media & Sport

Rt Hon Jeremy Wright QC MP
Secretary of State for Digital, Culture,
Media and Sport
4th Floor
100 Parliament Street
London SW1A 2BQ

www.gov.uk/dcms
enquiries@culture.gov.uk

Tourism Industry Council

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Dear Tourism Industry Council colleague,

Tourism Sector Deal

Today we are publishing the Tourism Sector Deal and I am writing to express my gratitude for your support during the development process.

This ambitious Tourism Sector Deal is a crucial addition to the government's long-term plan to boost the productivity and earning power of people throughout the UK - through a modern Industrial Strategy. 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. This is nowhere more evident than through the constructive way industry and Government collaborated to deliver an outstanding deal for the hospitality and tourism sector.

Without your support and that of the wider sector, we would not have realised such ambitious set of joint commitments. These include:

- 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.
- Creating a new independent Tourism Data Hub. This will allow organisations to make the most of big data revolution to understand activity and product preferences in their area - and better tailor their services as a result.
- 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.
- Continuing to be Europe's leading hub for hotel investment for the next decade with over 130,000 additional bedrooms added to accommodation stock by 2025, with 75 per cent of these outside of London.



- 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.

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.

Taken together these measures will ensure the tourism industry can continue to support the projected growth in inbound visitor numbers of an estimated 23 per cent by 2025 - boosting local economies by making best use of tourism assets throughout the year.

Once again, may I take this opportunity to offer you my whole-hearted thanks for your support as we developed the Deal. The really hard work starts now however - and my team and I are looking forward to working with you to ensure that, together, we will be able to give future visitors the very best of experiences throughout the country.

A handwritten signature in black ink, reading "Jeremy Wright". The signature is written in a cursive style with a large initial 'J' and 'W'.

Rt Hon Jeremy Wright QC MP
Secretary of State for Digital, Culture, Media and Sport