Rural Economy Growth Review

Supporting Rural Tourism

What are we doing to support Rural Tourism?

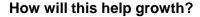
Tourism is one of the most important sectors of the rural economy, worth over £29bn a year and accounting for over 12% of rural employment. But it can grow further.

The Government is investing £25m to encourage more people to enjoy England's countryside and to improve the quality of our rural tourism attractions.

There are 5 elements to the £25m package:

- 1. VisitEngland is investing £12m in promoting rural tourism nationally, with the aim of increasing tourist numbers and overall visitor expenditure.
- 2. Defra is establishing a £10m fund from within the RDPE Rural Economy Grant Scheme to support local tourism initiatives, including projects to develop rural destinations and to strengthen rural tourism businesses.
- Defra will work with the 34 Areas of Outstanding Natural Beauty in England to help them develop a new approach to supporting sustainable tourism;

- 4. Defra will provide up to £2m to enable local communities to enhance their tourism offer by improving public rights of way; and
- 5. Defra is providing up to £1m for a new sustainable rural tourism initiative in the North East England, based on the Our Land approach being used across protected landscapes in the South East.



This package will to generate at least £110m in new visitor expenditure, and create 3,000 new jobs. It will stimulate the rural tourism market by:

- encouraging more people to visit and explore the attractions of the English countryside;
- providing direct support for rural tourism businesses to help them become more competitive and sustainable;
- maximising the tourism potential of our most beautiful and iconic protected rural landscapes;
- helping communities develop their own tourism economies by improving local rights of way.



Useful Links

- VisitEngland
- National Association for AONBs
- English National Park Authorities
 Association
- The South East Our Land project

