

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.
3. **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.

How will this help growth?

This package will 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](#)