

Backing the Tourism Sector

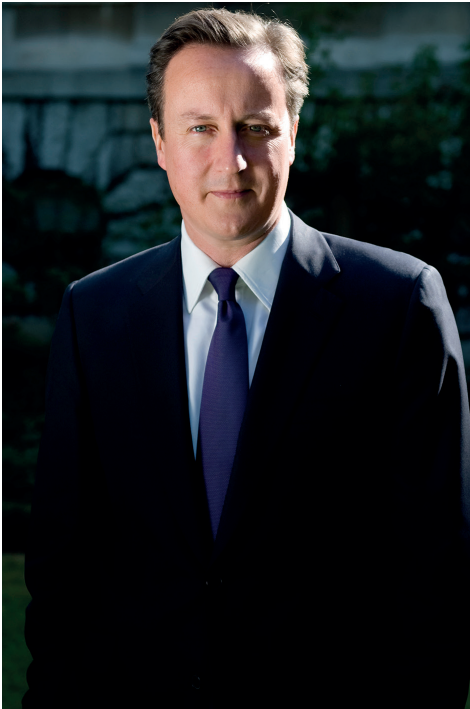
A Five Point Plan



Barbara Hepworth Museum
Cornwall



BRITAIN



*Prime Minister
David Cameron*

Millions of overseas tourists visit the UK every year and most take in the sights of London. But Britain has so much more to offer, from the Cornish Riviera to the Scottish Highlands and everything in between.

For many areas tourism is a key industry bringing jobs, growth and security for working people. Tourism supports almost 1 in 10 jobs in the UK and we want to rebalance the economy to make sure this boost is felt right across the country.

That's why this one nation government is encouraging more visitors to discover more of our beautiful country and this five point plan sets out how we will make that happen.



Across the world, international trade in tourism has grown spectacularly over recent decades, with international tourism arrivals passing 1 billion for the first time in 2012 and set to reach 1.4 billion by 2020. Tourists are enjoying more choice, more leisure time and better connections than ever. In the UK, we have seized this opportunity and grown the value of the services of exports from the travel industry from £13.9 billion in 2003, into the country's third largest service export, worth £26.2bn in 2013. Also, almost 1 in 10 jobs in the UK are in tourism-related industries and jobs in the sector are growing at almost double the rate of other industries¹.

During this Parliament, we will do as much as we possibly can - not only to promote the UK as a GREAT place to visit, but to expand and develop our offer to tourists. At the moment, 54% of money spent by international visitors is in London². This Government is committed to further growing this industry, and spreading the benefits of its growth across the country, by encouraging more visitors to travel beyond the capital.

To achieve this, we will focus our efforts on five key areas, as set out in this document.

¹<http://www.ons.gov.uk/ons/rel/tourism/tourism-employment-summaries/employment-in-tourism-industries--2009-2013/art-touemp.html#tab-Tourism-Industry-Analysis>

²www.visitbritain.org/nation-region-county-data



1. Tourism landscape

We understand that a fragmented tourism landscape and a wide variety of funding sources can hamper the **effective coordination** of tourism offers and their promotion. Where local destination organisations compete against each other rather than collaborating, it becomes harder for the visitor and business alike.

- **We will establish an inter-Ministerial group to coordinate action in support of the sector**, together with national and local partners. Chaired by the Secretary of State for Culture Media and Sport, it will work to ensure that decisions taken across Government and the wider public sector that affect tourism are **joined up**, and align with the Government's ambition to grow tourism outside London. The group will report into the Government's Implementation task force on Exports.
- **We will clarify the roles of VisitBritain and VisitEngland** - focusing VisitBritain on marketing this country overseas and VisitEngland on developing the quality of the English tourism experience outside of London.
- We will work closely with the administrations in Wales and Scotland and, where appropriate, Northern Ireland, to **enhance collaboration between our tourism bodies, and set appropriate targets for increasing the numbers of international visitors to all the nations and regions of the UK.**
- We will **review and reform the Tourism Council**, focusing it on clear, specific issues and enhancing the industry's links into Government.
- **We will address a lack of join-up across Britain's business visits and events sector.** We will instigate a Board to identify those events that it is in Britain's strategic interests to host, and we will then work in partnership across Government to back the biggest and best bids that the UK can work to host and which are affordable within fiscal constraints.
- **We will look to further strengthen the digital presence of the UK tourism sector.** This is an increasingly important way in which international visitors are inspired to visit Britain, get ideas on their itinerary, book their trips to the UK, and share their post-trip experiences eg. on social media. We will further develop our digital platforms and social media presence, building on work already underway at VisitBritain and through the Northern and South West Tourism Growth Funds.



Murlough Nature Reserve
County Down

2. Skills and jobs

Tourism directly contributed nearly £60bn to the UK economy in 2014 - nearly 4% of the entire economy³. In 2013, it was estimated that almost 1 in 10 jobs in the UK were in tourism-related industries and jobs in the sector were growing at almost double the rate of other industries⁴. As the industry continues to grow, we need to ensure we are doing all we can to attract and retain talent. We also need to support the businesses which are driving this growth, many of which are SMEs.

- We will ensure tourism businesses in all parts of the country can quickly and easily **access the support and information** they need. Extensive Government support is available to businesses, and especially small businesses, ranging from general guidance to specialist advice, mentoring and financial support schemes such as the broadband voucher scheme. However, awareness and coordination of this offer needs to be improved for the tourism industry. Work has begun in this area, with a new business advice hub launched by VisitEngland earlier this year to bring information on business support together in one place. There is more to be done, and we will continue to work with the industry and VisitEngland on this.
- We will continue to look at ways to **make apprenticeships work better** for the specific needs of the tourism industry. Tourism businesses report a difficulty in attracting and retaining apprentices due to the seasonal nature of their businesses. The Government is committed to creating 3 million new apprenticeships, and we want to ensure that more, high quality apprenticeships are on offer in tourism businesses. We agree that there is a need for training arrangements and apprenticeships in the tourism sector that better reflect its unique needs and we are investigating a range of potential solutions to this issue.
- We will work to **attract the best and brightest** to careers in the tourism sector. We are aware of concerns that negative perceptions of the industry as a source of low-paid, seasonal work are deterring high potential individuals from seeking a career in the sector. We will tackle this in collaboration with industry and build on the momentum behind recent social media campaigns such as #mytourismjob and #tourismcareers. This work marks the start of an ongoing campaign to raise awareness and improve perceptions of the tourism industry as a fulfilling and long-term career prospect.

³ <http://www.ons.gov.uk/ons/rel/tourism/tourism-satellite-account/index.html>

⁴ <http://www.ons.gov.uk/ons/rel/tourism/tourism-employment-summaries/employment-in-tourism-industries-2009-2013/sto-infographic1.html>



3. Common Sense Regulation

A clear sensible and proportionate regulatory framework supports the growth of all businesses. In the last Government, we cut the cost of domestic regulation for UK businesses by £10 billion. In this Parliament, we propose to make a further £10 billion of savings by removing unnecessary regulation and creating the best conditions for growth. Given that tourism is a dynamic sector, with new business models emerging all the time, we will keep our regulatory framework under review to ensure that common sense prevails and we miss no opportunities to protect and grow the tourism sector.

- We will use the twin opportunities presented by the Emerging Industry Action Group⁵ and the Cutting Red Tape programme to encourage businesses to submit ideas for unnecessary or burdensome pieces of red tape. We will examine how regulations are enforced and communicated and **remove or reform them if they are no longer fit for purpose.**
- The previous Government published an independent review that recommended how the UK can become the global centre for the sharing economy which is already worth over £500 million for the UK and could be worth up to £9 billion a year by 2025. It strongly encouraged proportionate application of regulation to this sector and we will work across the industry to make sure that the **enforcement of regulation is proportionate**, and light touch as possible.
- We will maintain a **close watch on any new measures** that might impact on the growth of UK businesses, including those emerging from the European Union.

⁵ Published as part of HM Government's Productivity Plan in July 2015



4. Transport

It's difficult to think of the tourism industry without thinking about transport, and we will work to link these two vital sectors closer together.

- Tourists want to be able to access as many venues and attractions as possible with ease. We will work to **support projects that increase the UK's rail, air and road capacity** and we want the needs of the visitor to be considered when we're working up these plans. The independent Davies' Commission has now reported and a final decision will be made by Government as soon as possible to support the visitor economy. However, transport investment is only one factor that contributes to a thriving travel industry.
- We will also work with partners in Government and industry to promote schemes and infrastructure that will encourage tourists and **help more visitors to travel outside the capital**. We know how important regional air connectivity can be for enabling tourists to travel outside London, and Train Operating Companies have a part to play in providing information and encouraging better use of the railways by international visitors.
- The way that visitors access and travel across our transport network should be actively considered by Train Operating Companies and we would like to work with them to consider how to go about improving the use of the rail network by tourists. Schemes developed by local partners and administered by VisitEngland in the South West are piloting changes to signage and joined up ticketing offers, and we will continue to come up with new ideas such as these to **help visitors get out and about in the UK**. This could include exploring the potential of regional air connectivity, working with Train Operating Companies to promote onward rail travel and thinking in new ways about the offers that we make to tourists, such as the BritRail pass.
- The changes to APD that were announced in the 2014 Budget have cut the costs of flying from the UK - whether it's UK citizens wishing to holiday abroad, or foreign tourists flying home. APD makes an important contribution to public finances, but we hold all taxes under review. At Summer Budget 2015, the Government **published a discussion paper** on options to support regional airports in England from the potential impacts of APD devolution to Scotland and Wales.



5. A GREAT Welcome

All tourists deserve a warm welcome to the UK. We will work with our colleagues at the Border to maintain and further improve service standards and ensure that all passengers are processed efficiently, and with a smile.

- We will take a long term, strategic approach on **visitor visas** making it easier for people to travel and holiday here, while retaining a robust migration system that protects the UK from immigration abuse. We agree that we need a streamlined and improved UK visa regime that navigates the trade-offs between costs, service improvements and security.
- We will seek to understand what drives visitors to the UK and how our visa service fits into that picture. We will **evaluate the impact** of our innovative new scheme to reimburse the visa fee to Chinese visitors, who book on to tours of at least 8 days, at least four of which are spent outside London. This scheme is a pilot designed to test how we can attract more of that growing market to the UK and spread the economic benefit of tourism throughout the country
- We will work to **understand the basis** behind external perceptions of the UK's visitor visa application process and share our insights to ensure that we retain the most competitive visit visa regime in the world.



Department
for Culture
Media & Sport

