

**5<sup>th</sup> July 2013**

## ***Press Release***

### **TOURISM FUNDING TO BE MAINTAINED**

The Tourism Alliance welcomes the Government's CSR announcement today that tourism funding for VisitEngland is not to be cut further and VisitBritain is to be reduced by just 5%.

Tourism Alliance chairman, Michael Hirst OBE, stated, "the industry congratulates Maria Miller and Hugh Robertson on supporting tourism in their negotiations with the Treasury. This announcement recognises that the UK tourism industry is at the forefront of the UK's economy recovery. It has generating a third of all new jobs that have been created in the UK over the last three years"

Revenue generated by the tourism rose by 6.9% (£9bn) to £134bn in 2012 and is currently growing at 11%. This means that tourism is one of the only industries in the UK where revenue and employment are now higher than they were before the recession started.

Michael Hirst continued, "the UK tourism industry is a world leader that is building on the hugely successful hosting of the 2012 Olympics to boost both domestic and inbound tourism revenue. We see today's acknowledgement of the sector by the Government as a key step toward maintaining essential international and domestic marketing and research."

However, to maximise the benefits that will arise from maintaining this funding, the Government needs to urgently address a range of barriers to further tourism growth including visa processing, high levels of Air Passenger Duty and VAT rates for tourism services that are twice the European average.

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For further information, please contact:

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### **Notes to Editors**

- Tourism is the sixth largest industry in Britain. It generates £134bn p.a. for the UK economy (9% of GDP), directly supports over 2.7m jobs (9.1% of the total workforce) and is the UK's sixth largest export earner.
- For further details on the Tourism Alliance and its policy objectives, visit the website, [www.tourismalliance.com](http://www.tourismalliance.com)

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