

1st March 2014

Press Release

UK Tourism Industry Welcomes Government Flood Funding

The UK tourism industry has welcomed today's announcement that the Government is establishing a £2m fund to support tourism businesses affected by the flooding and storms being experienced throughout the UK.

Tourism Alliance Chairman, Ufi Ibrahim, stated, "Tourism has been one of the major drivers of UK regional economies over the last three years and this growth has come from the very businesses that are being affected by the adverse weather conditions. These businesses have been creating most of the new jobs in rural and seaside areas and it is therefore important that they are supported as much as possible"

Today's recognition of the value and importance of the UK tourism industry by Government is in stark contrast to the Foot and Mouth outbreak in 2001. Then, Governmental advice was to not visit rural areas and this resulted in significant damage to both rural tourism businesses and the rural economy as a whole.

Ufi concluded "Tourism has created a third of all new jobs in the UK since 2010. The Government is to be applauded in recognising this and establishing a fund to help get the tourism SMEs that are the lifeblood of many small communities back on their feet so that they can continue this vital role."

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For further information, please contact:

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Notes to Editors

- The Tourism Alliance is the Voice of the UK Tourism Industry. It was established in 2001 with the support of the Secretary of State for Culture, Media and Sport and comprises almost 50 Tourism Industry Associations that together represent 200,000 businesses of all sizes throughout the UK.
- The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on key issues relevant to the growth and development of tourism.

- Tourism is the sixth largest industry in Britain. It generates £134bn p.a. for the UK economy (8.9% of GDP) and directly supports 3.1m jobs (9% of the total workforce) and is the UK's third largest export earner.
- 80% of the 200,000 businesses in the tourism industry are SMEs
- ONS figures show that a third of all new jobs created in the UK economy between 2010 and 2012 were in tourism-related businesses.
- For further details on the Tourism Alliance and its policy objectives, visit the website, www.tourismalliance.com

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