

26th November 2015

Press Release

£40m Discover England Fund Set to Create Thousands of New Jobs

The announcement of a new £40m Discover England Fund in the Autumn Statement to support the Government's new Five Point Plan for Tourism is set to boost regional economic growth and creating thousands of new jobs over the next three years.

This new fund is a major boost for the UK's tourism industry and recognition by Government that the sector has been at the forefront of the UK's economic recovery. We estimate that the funds will boost tourism revenue by over £600m over a three year period and create almost 4,000 new jobs across the country.

Bernard Donoghue, Tourism Alliance Chairman, stated, "We are delighted that the Government recognises the economic benefits of tourism with an extremely pro-tourism Autumn Statement. This fund, combined with the commitment of £60m to the GREAT Campaign in overseas markets and the £1.6 billion investment in cultural projects, museums and galleries gives this sector the tools it needs to boost the UK's status as one of the world's premier destinations for both leisure and business visitors".

Office for National Statistics research shows that, since 2009, the UK tourism industry has:

- Provided economic growth at a faster rate than almost all other major industries
- Provided additional employment at almost twice the average rate of other industries
- Increased export earnings by 26.5% to £24bn pa

Bernard concluded "Not only does the Autumn Statement endorse the success of the UK tourism industry, it is a welcome "pat on the back" for the 3.1m people working in sector who provide domestic and overseas visitors with incredible experiences on a daily basis."

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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 55 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 £125bn 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.
- For further details on the Tourism Alliance and its policy objectives, visit the website, www.tourismalliance.com

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