



# Growing Tourism in a Finite World

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**Tourism adds local value**

**It helps protect and preserve our heritage**

**It typifies new localism!**

## Tourism is Big Business

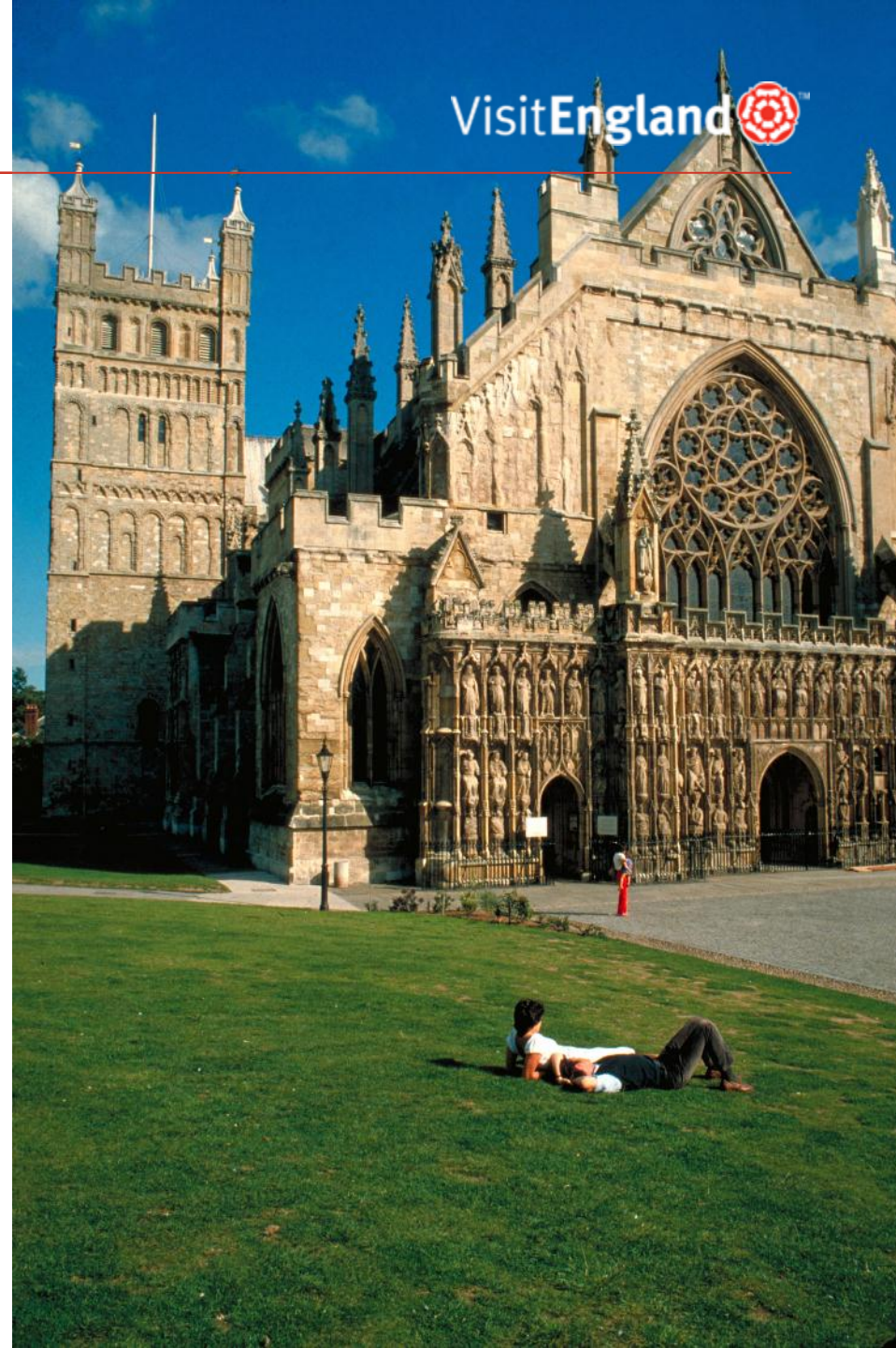


- The sector is currently worth £97bn
- It provides 2m jobs
- Projected to be £158bn (2020)
- It benefits every part of the country
- Diverse sector with many small parts

# All Change for Tourism

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- Change of Government
- Abolition of RDAs and dismantling of regional structures
- The rise of localism and LEPs & DMOs
- New Government Tourism Policy



- VisitEngland leadership and DMO growth
- Grading Review
- Brown Signs
- Business Tourism
- Sub national funding (TBIDS etc.)
- Skills
- Bank Holiday consultation
- Regulation Task Force
- Transport infrastructure
- Visas
- Border Control
- Domestic growth targets
- International Olympic campaign



## The “Elephant in the room”?

### **Climate change not directly referenced**

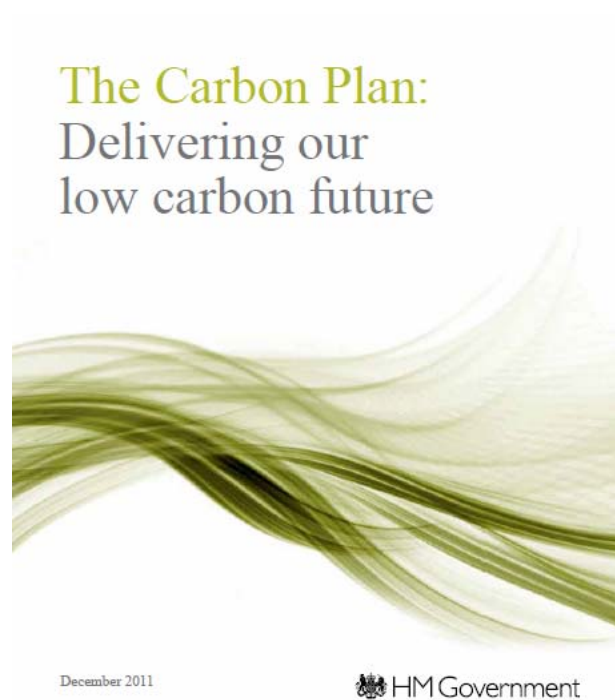
But...

- Legislated targets to reduce CO<sub>2</sub> by 2050
- Direct recognition of need for business resilience and need to protect our environment
- Historically (regionally) fragmented approach



Latest from Government

## UK Carbon Plan



## Natural Environment White Paper

 HM Government

The Natural Choice:  
securing the value  
of nature



## It is still on the agenda

- Economic conditions have changed things
- New Audiences across the country
- Varying levels of understanding by what we mean and its importance
  - Finite World
  - Climate Change
  - Resilience
  - Adaptation
- Sell the art of the possible and the benefits!

## VisitEngland's Mission

To lead and drive forward the quality, competitiveness and sustainable growth of England's Visitor Economy

### VisitBritain

Delivers a series of marketing campaigns to attract inbound travellers to the UK...

## Strategic Framework – 2010 - 2020

- National Tourism Strategy
- Stakeholders working together to achieve 5% annual growth  
225,000 jobs by 2020  
£50bn of tourism expenditure
- VisitEngland is the custodian of this document  
driving its implementation by partners  
Coordinating/ monitoring and measuring  
performance
- Provides the context for VisitEngland's activities

# Wise Growth Action Plan

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“Grow tourism responsibly in a finite world, creating resilience and prosperity for all, balancing the growth aspirations of the Strategic Framework with the principles of sustainability.”



## Objectives and outputs

### **Embed & Communicate**

- WG in all action plans
- WG group
- Collating regional business support materials
- Green Start  
(Adaptation/mitigation aspects)
- Keep it Real  
(Selling sustainability)

### **Engage & Measure**

- Business Case (BHA)
- Destination case study  
(Manchester/ New Forest)
- Indicators & Footprint  
(TIU)

## Taking Collective responsibility

- In our own businesses
- To champion better business and resilience amongst our peers
- Briefing the minister
- Be positive about change needed

“You must be the change you want to see in the world.”

Mahatma Gandhi