**Local MP visits [insert attraction] to show support for English Tourism Week**

[Insert name], Member of Parliament for [insert constituency] today visited [insert attraction] to show their support for English Tourism Week.

Coordinated by VisitEngland and taking place from Friday 15 – Sunday 24 March, English Tourism Week is an annual celebration of the tourism industry, highlighting its importance to local economies and promoting the innovation, quality and range of products and services on offer to encourage more domestic breaks.

This year’s campaign is using the strapline ‘supporting tourism, the heart of our community’ to celebrate the amazing people, places, businesses, attractions, experiences and destinations at the heart of England’s tourism sector.

Tourism is one of England’s largest and most valuable industries, supporting hundreds of thousands of small-to-medium sized businesses, employing 2.6 million people and, in 2022, generating £66 billion for the economy in domestic visitor spending.

**Local MP, [inset name] said:**

[insert quote]

**VisitEngland Director Andrew Stokes said:**

*“As the weather turns warmer and with Easter up ahead, now is the time to put tourism centre stage and showcase this wonderful industry which supports millions of jobs and communities across England.*

*“England’s tourism industry has something for everyone and ETW sets the scene with season openings, resident festivals and free events showcasing our contemporary culture, heritage, stunning coastline, rolling countryside and vibrant cities, available to all at every budget.”*

**Notes to editors:**

* For more information about English Tourism Week please see: <https://www.visitbritain.org/english-tourism-week>
* VisitBritain’s latest tourism forecasts for 2024 are available here:

[https://www.visitbritain.org/visitbritain-tourism-forecast-2024](https://www.visitbritain.org/visitbritain-publishes-inbound-tourism-forecast-2024)