

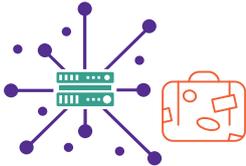
# Tourism Sector Deal

The Government and industry will work in partnership to boost productivity, develop the skills of the UK workforce and support destinations to enhance Britain's visitor offer by 2025.

## Key commitments include:

### Ideas

encouraging the UK to be the world's most innovative economy



Create a Tourism Data Hub, to better understand visitor preferences

### People

ensuring good jobs and greater earning power for all

Create an additional **10,000** apprenticeships starts a year



Invest **£1 million** in recruitment and retention programme

**80%** of workforce to receive in-work training



Develop **2 new** T-Levels

**10,000** employee mentorships a year



### Infrastructure

driving a major upgrade to the UK's infrastructure



Develop an additional **130,000** bedrooms

Invest **£250k** in broadband connectivity for conference centres



Increase Britain's image as an accessible destination

### Business environment

guaranteeing the best place to start and grow a business

Make the UK the leading destination for business events in Europe



### Places

supporting place based solutions and boosting productivity across the UK

**5** Tourism Zones



### Value of UK Tourism

UK tourism contributes £127 billion to the UK economy (9% of UK GDP) and employs 3.1m people (9.6% of all UK jobs). Britain is forecast to have a tourism industry worth over £257 billion by 2025.

### Our role

The British Tourist Authority will project manage the Tourism Sector Deal's implementation, working with the devolved governments, businesses and trade associations.