

6th October 2017

Tourism Sector Deal bid – Modern Industrial Strategy

Dear John,

I am writing to you to present the Tourism Sector Deal bid.

The Government's Modern Industrial Strategy offers an important juncture to unlock the huge potential that tourism offers to the UK's future economy. I am delighted that the bid being presented offers the answers the government has asked for as part of the Industrial Strategy.

Tourism is one of Britain's great ongoing success stories. It is an exciting, confident and dynamic sector, and one that welcomes visitors from home and abroad who come to experience the best of Great Britain and leave inspired by our unrivalled heritage, epic landscapes, exciting city life, and a unique cultural offer that is the envy of the world. It's no wonder then, that the sector employs 3.1m people across every nation and region and across every local authority, and contributes almost £127bn, equivalent to 9% of GDP. The sector is also setting the benchmark for dynamic growth, and is set to grow by 3.8% each year until 2025, far faster than many other high-profile sectors.

But there are challenges ahead. International competition is fierce and will only become more so as nations compete for a greater share of growing markets from Asia and India. At home, the sector must innovate in order to overcome productivity challenges, seek investment to improve infrastructure, be more closely integrated into regional and local enterprise planning processes, acquire a stronger voice in government, and look to develop the next generation of skilled hospitality and tourism professionals.

This bid has been informed by the sector's widest ever consultation. As part of this process, I have met with industry leaders who have generously offered their time, expertise, and insight in order to better understand how the sector can unlock future growth. But this is not all. The bid has also been shaped by a series of deeply insightful national and regional roundtables across the UK, and a comprehensive survey in order to ascertain the collective insight of the 200,000 SMEs that make up the vast majority of the sector.

The result is an ambitious bid for growth which builds on solid foundations, but it is also clear that whatever ambitions the sector has for growth, they cannot be fully realised without the support of the Government in order to fix long-standing structural issues. With this support, I am confident that the tourism sector will grow and innovate into a more productive, resilient and sustainable sector that will allow more visitors from home and abroad to enjoy more of Britain's unique cultural offer, and unlock greater prosperity for every nation and region across the UK in the process.

I look forward to a successful outcome and a future Tourism Sector Deal being struck with the Government.

Yours sincerely,

Steve Ridgway CBE

Leader of the Tourism Sector Deal bid