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

#### 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

#### 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

#### 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.