Making the case for investment in local visitor economies

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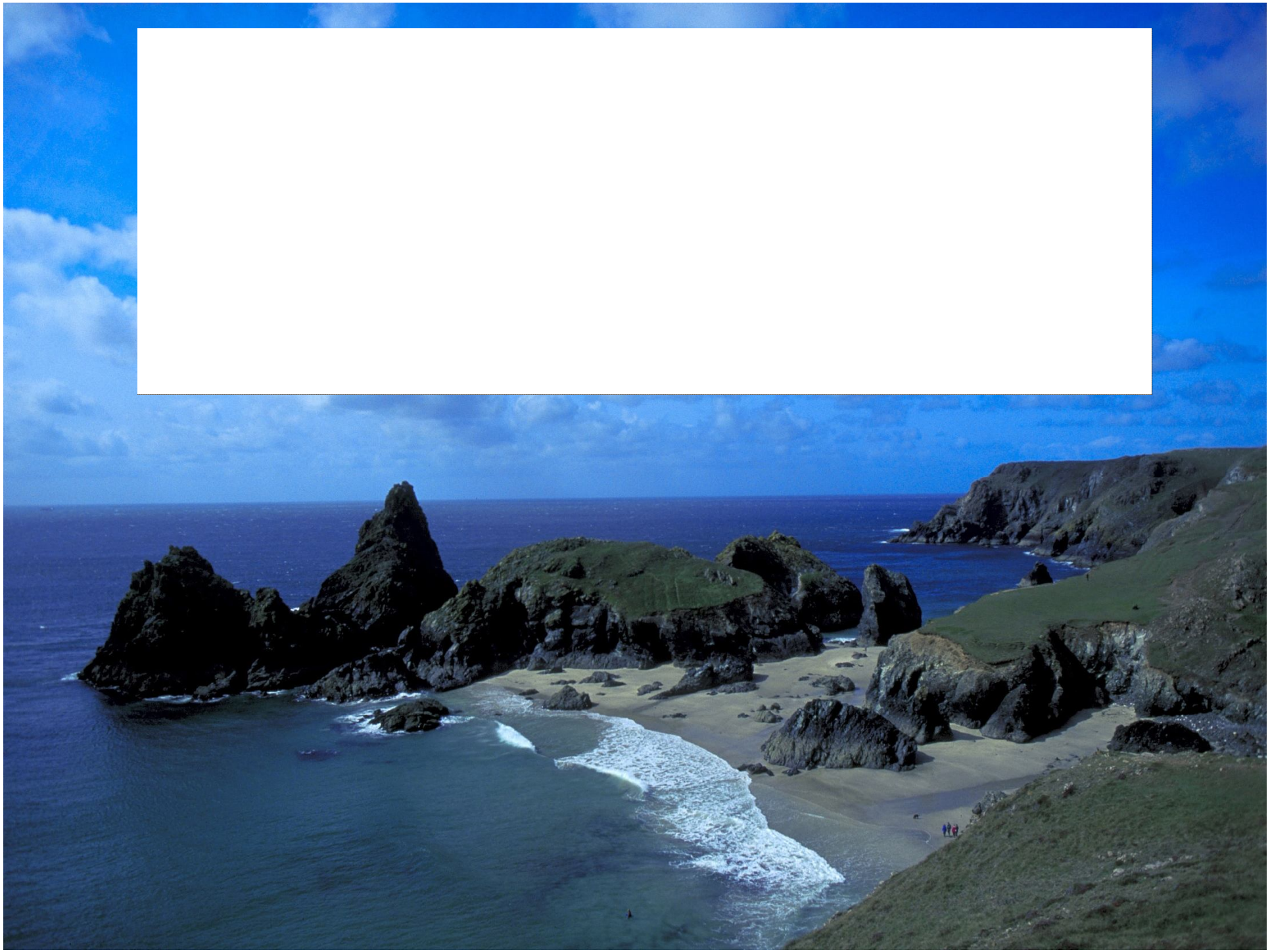
Chief Executive

VisitEngland

Tourism is a force for good



Tourism has a high employment value, providing entry level jobs and opportunities for entrepreneurship

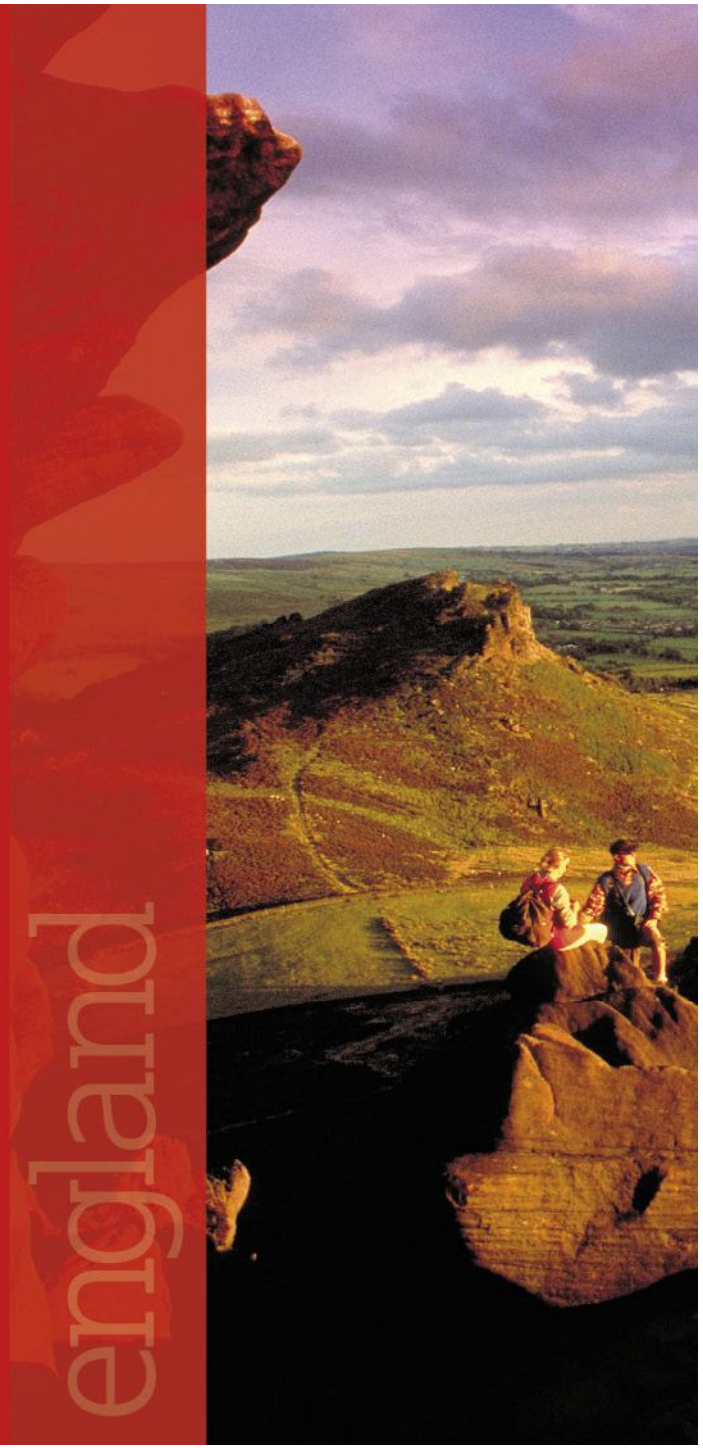
It is a route into work for school leavers and is one of the few growth areas of the economy

It can be the cornerstone to new investment

Lifeboat Cafe
YH 443
AMANDA.ANN
YH 65

CAFE

Can the arguments be sustained?



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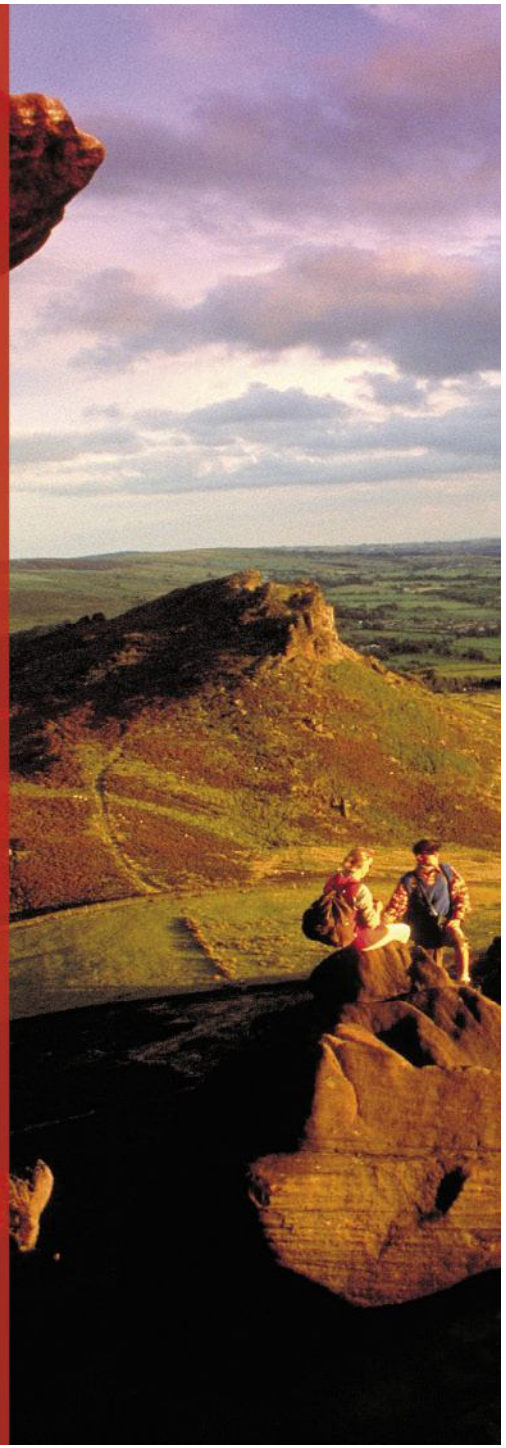
A Strategic Framework for Tourism 2010-2020

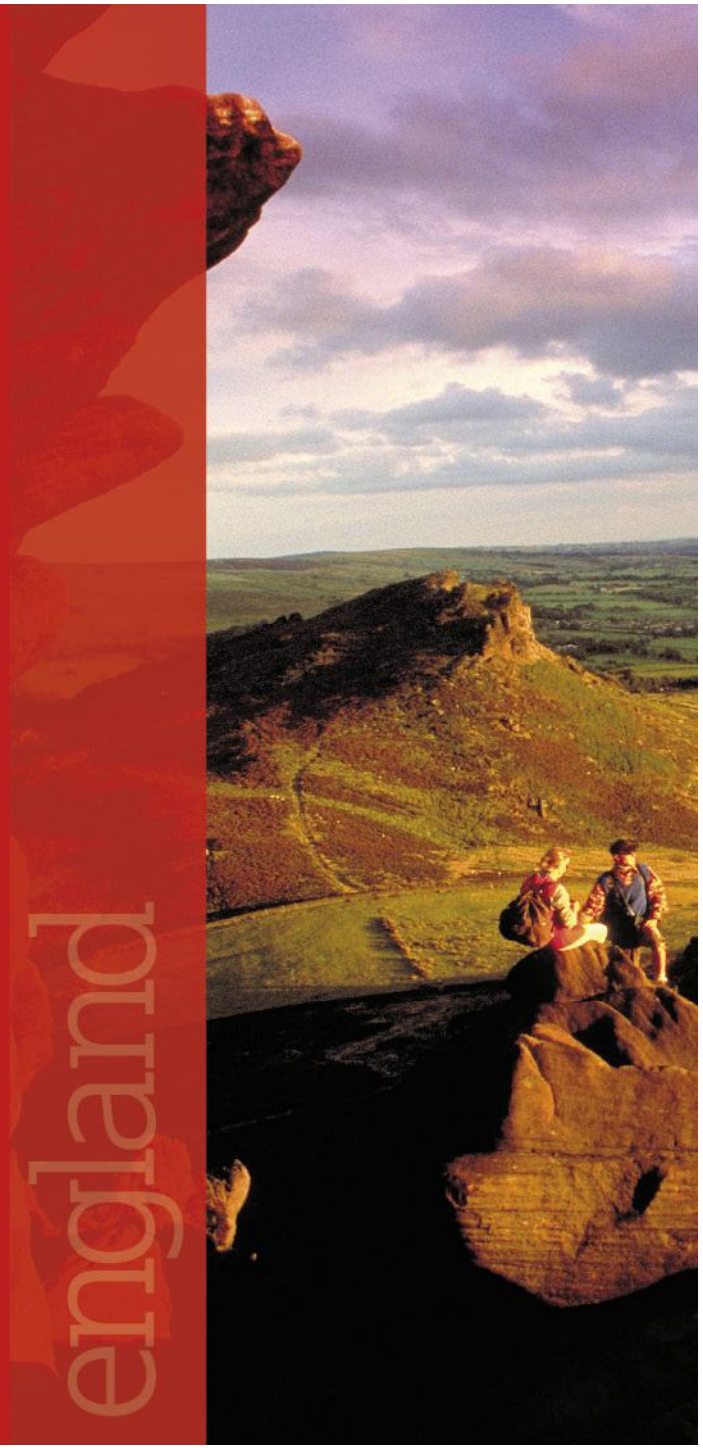
Strategic Framework objectives

- Increase England's share of Global Visitor Markets
- Offer visitors compelling destinations of distinction
- Champion a successful, thriving tourism industry
- Improve connectivity between the visitor and experience

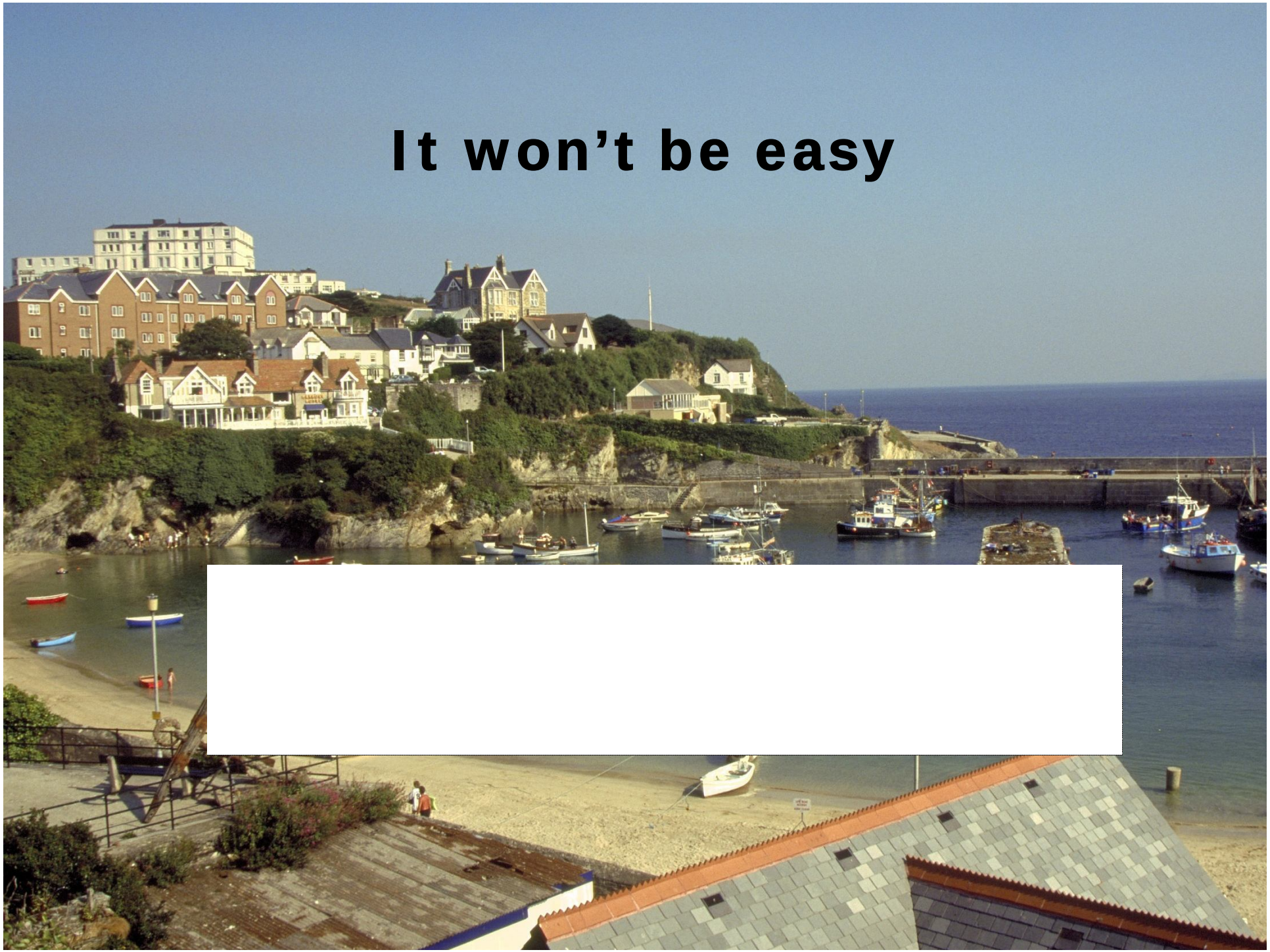


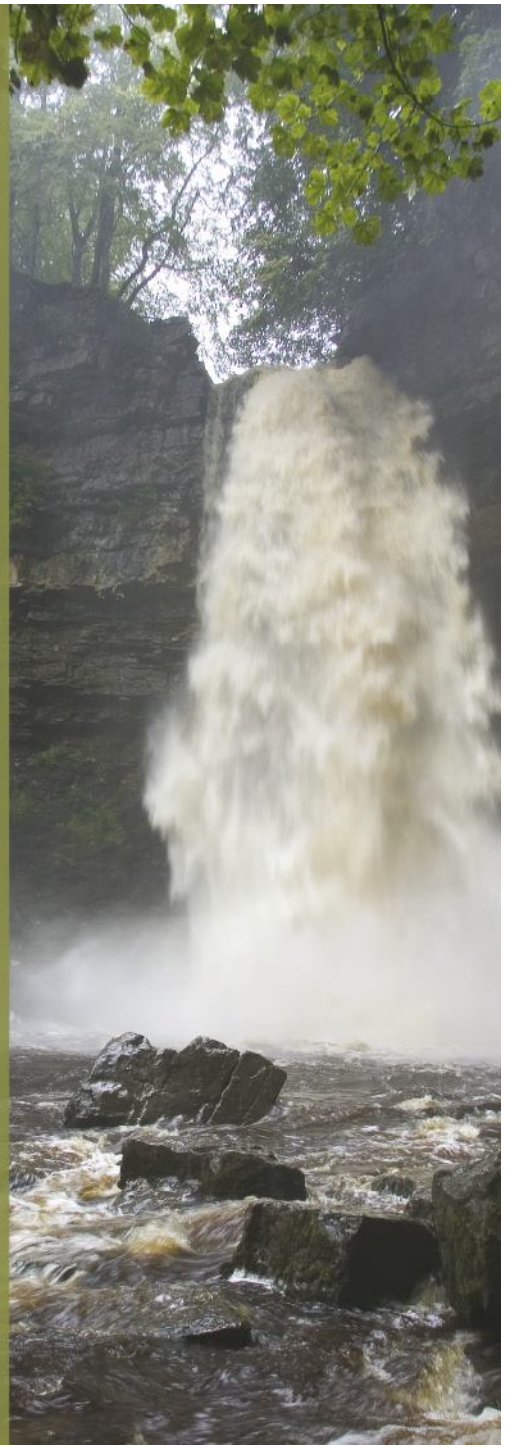
New Opportunities

- There are positives emerging from Government. A cross-Government policy is emerging
- New Government targets
- The London Olympic and Paralympics Games
- Cultural Olympiad and Torch Relay
- Decade of Sport



It won’t be easy



Succeeding in a new landscape

- Making sure the focus is on the destination
- Seeking robust new local DMO partnerships that are cross-discipline
- Securing connectivity between local and national