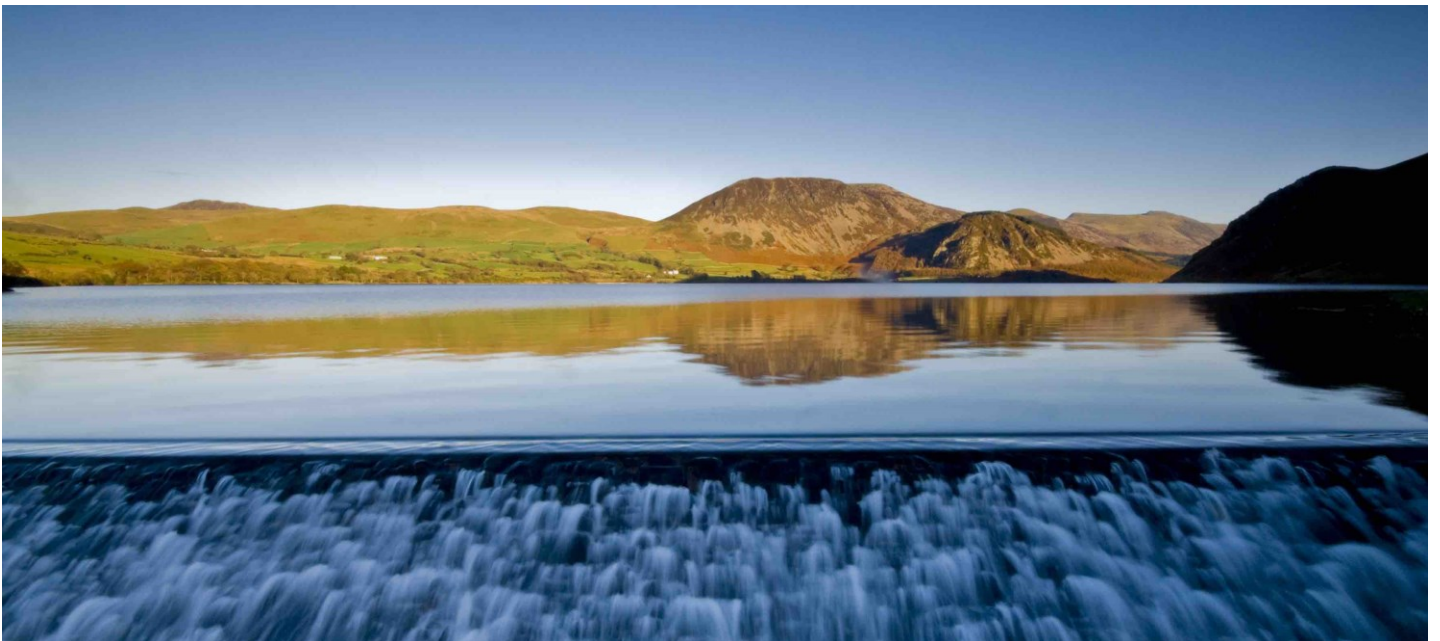




Department  
for Culture  
Media & Sport

# The Tourism Landscape

May 2016



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## **Introduction**

The overall success of the tourism industry is contingent on its ability to work together to promote what it has to offer. However, as the sector is diverse, fragmented and competitive, businesses are often reluctant to invest significant time in collaborative endeavours. This is why Government support is needed.

This document is aimed at everyone who wants to understand the roles and responsibilities of different government groups and bodies in improving the co-ordination of tourism offers and their promotion.

If you have a query relating to the tourism agenda, it will help you to understand who you are best to contact in the first instance.

## Key changes to the tourism landscape

Following the publication of the Prime Minister's [Five Point Plan for Tourism](#), we have announced a number of changes to strengthen co-ordination and collaboration across the tourism landscape:

- Establishing an **Inter-Ministerial Group on Tourism to co-ordinate and oversee action across Government**, in addition to holding regular meetings with Tourism Ministers in the devolved administrations to join up action to grow tourism throughout the UK;
- Re-vamping the **Tourism Industry Council, bringing Government and industry together** to deliver on tourism policy;
- Establishing a new Events Industry Board **to co-ordinate and enhance the UK offer on events and exhibitions**, with the aim of holding more world class events in the UK by 2020;
- Changing the governance arrangements of VisitBritain and VisitEngland, ensuring they work **collaboratively to enhance and grow tourism in Britain and England**;
- Announcing a new Discover England fund to incentivise England's c. 206 destination organisations to join up to **build world class tourism experiences and products across England**.

### **Inter-Ministerial Group on Tourism (IMG)**

The **Inter-Ministerial Group** was established to coordinate and oversee action across Government to deliver the Prime Minister's Five Point Plan. The group is chaired by the Secretary of State for Culture, Media and Sport. The Minister for Sport, Tourism and Heritage also attends alongside Ministers from BIS, Home Office, DCLG, DfT, HMT and DEFRA. Ministers from the devolved administrations are invited where appropriate.

Tourism is a devolved matter, but a number of policy levers—from aviation connectivity to aspects of the regulatory framework—are reserved. We therefore hold regular meetings with Tourism Ministers in each of the devolved administrations. This allows us to work more closely together to strengthen our collective offer to overseas visitors, particularly those from long-haul destinations.

The [DCMS Tourism Team](#) co-ordinates papers for these meetings, which are informed by the Tourism Industry Council.

### **Tourism Industry Council (TIC)**

The **Tourism Industry Council** was revamped to provide collaborative action between Government and industry to implement the Prime Minister's Five Point Plan and to act as a two-way dialogue between Ministers and the industry.

Council members are leading figureheads drawn from across the tourism industry including attractions, hospitality, accommodation, aviation, and transport providers. They represent businesses, large and small, whose services are actively marketed to inbound, outbound and domestic travellers. The Council is co-chaired by the Minister for Sport, Tourism and Heritage and Simon Vincent, President for Europe, the Middle East and Africa at Hilton Worldwide.

The [DCMS Tourism Team](#) provides the secretariat for the Tourism Industry Council. Minutes and papers from the latest Council meetings can be found [here](#).

### **Events Industry Board (EIB)**

The Events Industry Board is an industry-led board composed of National Tourist Boards and experts on the UK Events industry. Chaired by Nick de Bois, the role of the Board is to:

- Implement the [Business Visits and Events Strategy](#);
- Identify ways to improve and promote the UK Events sector, working with National Tourist Boards, GREAT campaign partners: VisitBritain, UKTI, and the FCO, and UKVI;
- Acting as a sounding board and point of dialogue between Ministers and the industry.

The Events Industry Board makes recommendations to the GREAT Programme Board on how to attract more events to the UK by 2020.

The [DCMS Tourism Team](#) provides the secretariat for the Events Industry Board. The latest information on what the Events Industry Board is considering can be found [here](#).

### **VisitEngland and VisitBritain**

VisitBritain and VisitEngland are trading names of the British Tourist Authority (BTA). Following the 2015 Spending Review, the Government clarified the distinct activities that we wished the BTA to undertake as VisitBritain and VisitEngland - with separate, ring-fenced, budgets allocated to each. As collaboration is critical to the success of VisitBritain and VisitEngland, we brought their operation more closely together under the BTA Chief Executive, Sally Balcombe.

Funding allocated for VisitBritain is for the promotion of Britain, its nations and regions, overseas. A Britain-wide body must deliver for all British taxpayers. That is why the Government has set a uniform target for VisitBritain to achieve an additional 1.5% growth in visitor spend throughout Britain on its activity with its budget. Further detail on how VisitBritain plans to meet its target can be found [here](#).

Funding allocated for VisitEngland is to support the development of high quality, English tourism offers, including through the delivery of the Discover England Fund, and to attract more business visits and events to England. VisitEngland has set out how it plans to do that in its Action Plan, which can be found [here](#).

The BTA Board is accountable for all Britain and England spend, but it is advised on England matters by the VisitEngland Advisory Board. Further details on both Boards can be found [here](#).

### **Discover England Fund**

To further improve collaboration across the English tourism landscape, the Government announced a new £40m Discover England fund, which will operate over three years from 2016-19. The aim of the fund is to incentivise those involved in English tourism to come together and build 'world-class' tourism products and experiences. Successful bids are expected to cater to the needs and aspirations of international visitors to boost inbound spend across England, but also benefit the domestic tourism market.

The Discover England fund will operate in two stages. VisitEngland opened the first round for bids in May, for projects that can be completed within the 2016/17 financial year. Further details can be found [here](#). The second round of bidding for multi-million pound collaborative projects will open in summer 2016.

### **Links to the GREAT campaign and wider Government activity to boost Exports**

The [GREAT Campaign](#) showcases the best of what the UK has to offer to inspire the world and encourage people to visit, do business, invest and study in the UK. The campaign was launched in 2012 on the back of the London Olympics, Paralympics and the Diamond Jubilee and is now present in 144 countries and nearly 300 cities.

The [GREAT Programme Board](#) is responsible for overseeing the strategic direction of the GREAT campaign, and approving the allocation of funding to support its objectives. The Board is chaired by the Secretary of State for Business, Innovation and Skills and meets quarterly. Its membership is drawn from the Department for Culture, Media and Sport, the Foreign & Commonwealth Office, the British Council, UK Trade & Investment, VisitBritain and other Governmental and public sector bodies – all of whom have a stake in its success.

The Business Secretary is also the Chair of the Government's [Export Implementation Taskforce](#) which oversees action to achieve the Government's goal of having 100,000 more UK companies exporting in 2020 than in 2010. It is also exploring every possible way we can reach the target of £1 trillion in exports and how we can lead Europe in attracting inward investment. Tourism has a key role in achieving these objectives, and the Culture Secretary attends meetings of the Taskforce to update colleagues on the work that the inter-Ministerial group on tourism is driving forward.



## Key People

### **Rt. Hon John Whittingdale OBE MP**



John Whittingdale was appointed Secretary of State for Culture, Media and Sport on 11 May 2015; he was elected Conservative MP for Maldon in 1992. Between July 2005, and March 2015, John was Chairman of the House of Commons Culture, Media and Sport Select Committee

### **Tracey Crouch MP (currently on maternity leave)[1]**



Tracey Crouch was appointed Parliamentary Under Secretary of State for Sport, Tourism and Heritage on 12 May 2015; she was elected as the Conservative MP for Chatham and Aylesford in 2010. Tracey was a member of the Culture, Media and Sport Select Committee from 2012 to 2015 and a member of the Speaker's Committee on the Electoral Commission, and of the Political and Constitutional Reform Committee from 2013 to 2015.

### **Rt. Hon Sajid Javid MP**



The Rt Hon Sajid Javid MP was appointed Secretary of State for Business, Innovation and Skills on 11 May 2015; he was elected Conservative MP for Bromsgrove in 2010. Sajid was Secretary of State for Culture, Media and Sport from April 2014 to May 2015. Previously he was both the Economic and Financial Secretary to the Treasury and a member of the Work and Pensions Select Committee from June to November 2010. He is the Chair of the GREAT Programme Board and Export Implementation Taskforce.

### **Sally Balcombe, CEO British Tourist Authority**



Sally joined the British Tourist Authority as CEO in September 2014. Prior to that, from 2013, she was a member of the VisitBritain board, having held the position of Chief Marketing Officer for Travelport GDS from 2008-2011, where she was responsible for marketing, the product portfolio, strategy, and pricing and global communications

### **Simon Vincent, Co-Chair Tourism Industry Council**



Simon Vincent is Executive Vice President & President, Europe, Middle East & Africa for Hilton Worldwide. Based in London, Simon is responsible for almost 300 hotels across six brands with more than 47,000 team members in 49 countries. A 20-year veteran of the leisure and travel industry, Simon was previously CEO of Opodo, the pan-European online travel agency. He also spent 13 years at the Thomas Cook Group, latterly as Chief Operating Officer of the UK Travel Division.

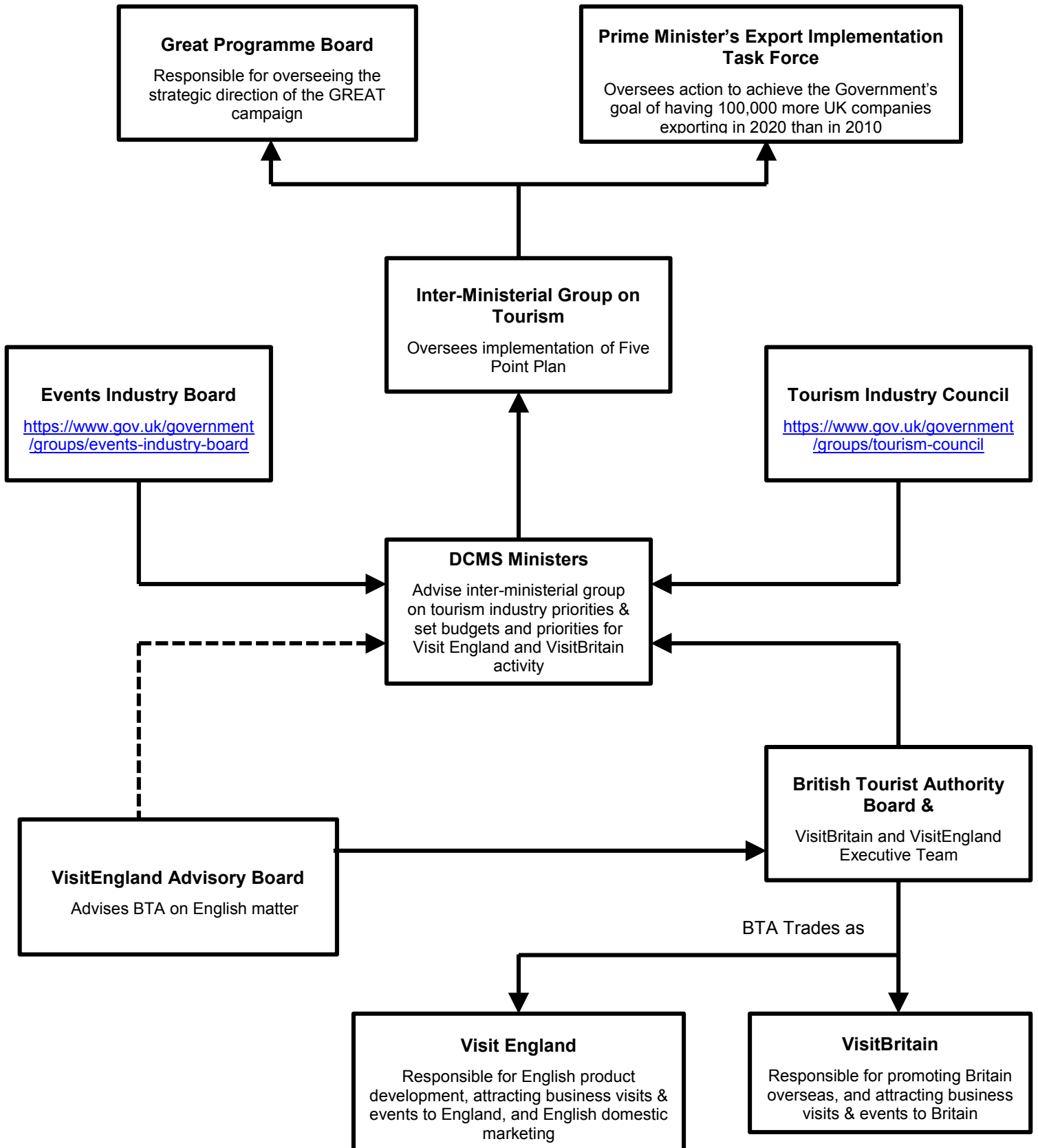
### **Nick de Bois, Chair, Events Industry Board**



Nick de Bois was a Member of Parliament for Enfield North from May 2010 - March 2015, during which he chaired the All Party Parliamentary Group on Events and led an enquiry into the events industry. He sat on the Public Administration Select Committee and the Justice Select Committee. He was the founder and Managing Director of Rapiergroup, an agency 'specialising in exhibitions and events', for 20 years

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[1] Covered by the Rt Hon David Evennett MP





Department  
for Culture  
Media & Sport

4th Floor, 100 Parliament Street  
London SW1A 2BQ  
[www.gov.uk/dcms](http://www.gov.uk/dcms)