

Your route around England

Tourism in England

What do we do?

VisitEngland...

- Is focused on creating compelling destinations of distinction
- Is working with the industry to create action plans to support all areas of tourism including business tourism; rural tourism; coastal tourism; visitor information; and sustainability
- Is committed to maximising the opportunities for England from the London 2012 Olympic & Paralympic Games
- Markets England as a high quality, authentic, value for money destination
- Works in partnership with Government and the industry to provide solutions that will ensure tourism is supported throughout the country
- Promotes England to the UK market using the Enjoy England consumer brand
- Promotes England in 11 international markets: France; Germany; the Netherlands; Spain; Italy; Belgium; Ireland; USA; Canada; Australia and New Zealand using the international VisitEngland consumer brand
- Aligns with VisitBritain to promote England in all other international markets
- Champions quality development through the National Quality Assurance Schemes for accommodation and attractions sectors
- Gathers market insights and researches customer trends
- Communicates tourism performance through presentations and regular e-newsletters
- Works with media to create inspiring stories on visiting England
- Is committed to a successful and sustainable future for England's tourism

Did you know?

- The tourism industry in England is worth around £97bn per annum
- It employs in excess of 2 million people
- Around 100 million domestic overnight trips are made every year contributing to a spend in 2009 of £17.3bn
- England welcomes over 25 million international visitors per annum
- It is home to 21 UNESCO World Heritage Sites, including Stonehenge and the Tower of London
- Bath, Canterbury, Chester, Durham, Oxford, Stratford-Upon-Avon and York are all official heritage cities
- England has over 600 miles of coastline incorporating some of the finest beaches, rocky cliffs, salt marshes and the World Heritage Jurassic Coast
- We have a host of world-class attractions from the Eden Project to Alton Towers and some of the top museums and galleries in the world – all of our national museums are free to enter
- England can host over 2.2 million people overnight in quality assessed accommodation
- England can provide events for every taste, from world famous music festivals such as Glastonbury, to traditional events such as Royal Ascot and Henley Regatta
- During the next decade a host of major sporting events will take place in England including the London 2012 Olympic and Paralympic Games, both the Rugby League World Cup and the Cricket World Cup in 2013 and the Rugby Union World Cup in 2015
- Some 873 million day trips are made each year with an estimated value of £39bn
- England provides some of the best shopping experiences in the world, from iconic markets to the most famous luxury brands, designer city centre malls to specialist 'outlet' villages
- England's countryside offers a range of outdoor experiences to inspire us all with ten national parks, 33 officially designated areas of outstanding natural beauty and over 4,000 sites of special scientific interest protected because of their importance as some of our most spectacular and beautiful wildlife and geological locations

An Introduction to Tourism in England

England is a remarkable destination and a real powerhouse in UK tourism. It alone represents 84 per cent of the total UK visitor economy, is worth £97billion, and supports in excess of 2 million jobs.

VisitEngland is the country's national tourist board. Our role is to grow the value of tourism by working in partnership with the industry to deliver inspirational marketing campaigns and to provide advocacy for the industry and our visitors. Our work is underpinned by robust research and customer insights.

VisitEngland came into being in April 2009. In consultation with the industry, we launched the first national tourism strategy for England in ten years. England's Strategic Framework for Tourism is our blueprint for growth and aims to maximise tourism's contribution to the economy, employment and quality of life in England.

VisitEngland key contacts

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Corporate website and press centre

www.visitengland.org

Research and insights

England and domestic tourism

www.visitengland.org

International inbound tourism

www.visitbritain.org/research

Business development

www.visitengland.org/busdev

Accommodation star rating

www.qualityintourism.com

Sustainable tourism

www.visitengland.com/green

Business tourism

www.meetengland.com

Accessible tourism

www.visitengland.com/access

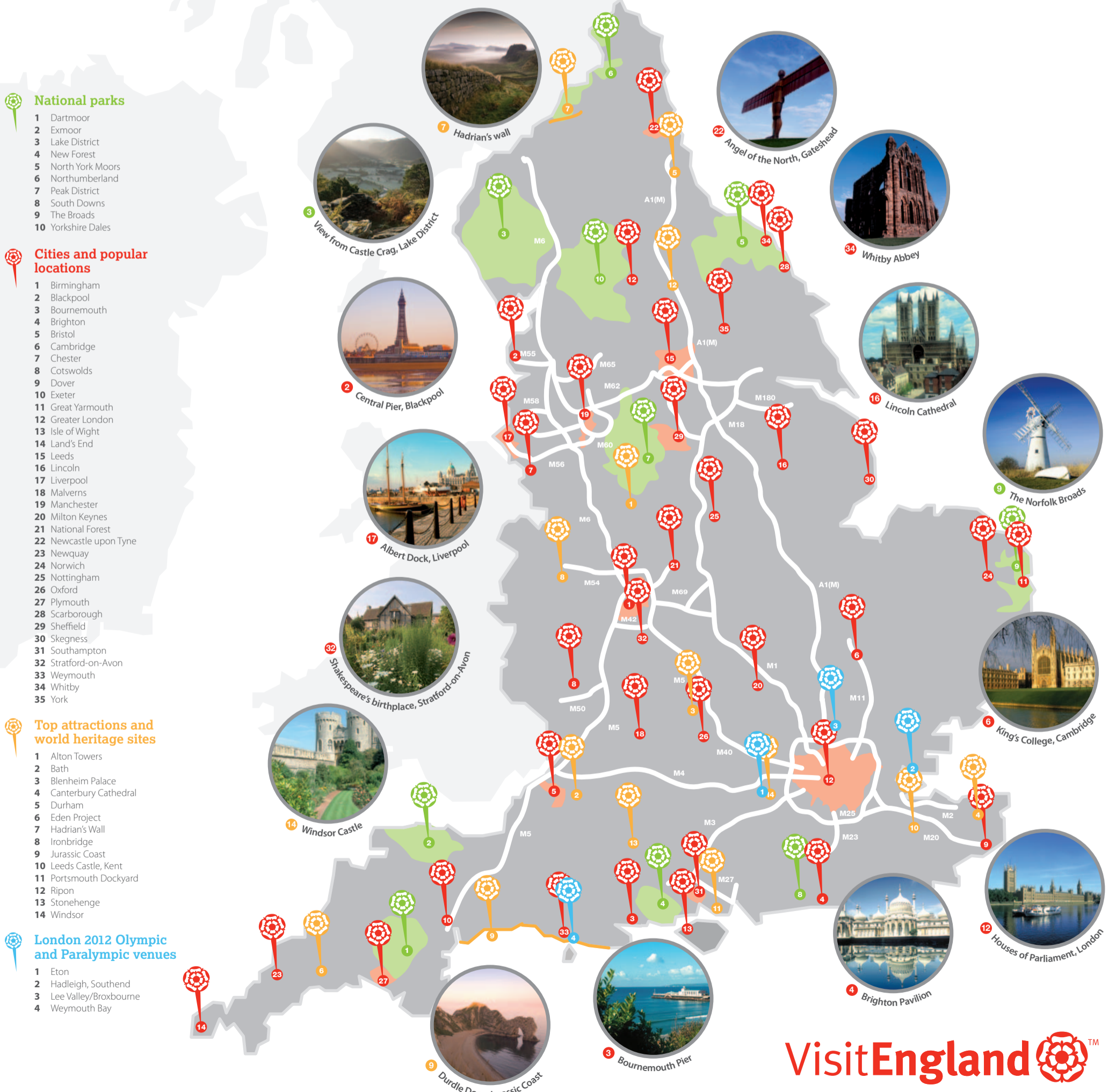
Useful links

Consumer website – UK

www.enjoyengland.com

Consumer website – international

www.visitengland.com



National parks

- 1 Dartmoor
- 2 Exmoor
- 3 Lake District
- 4 New Forest
- 5 North York Moors
- 6 Northumberland
- 7 Peak District
- 8 South Downs
- 9 The Broads
- 10 Yorkshire Dales

Cities and popular locations

- 1 Birmingham
- 2 Blackpool
- 3 Bournemouth
- 4 Brighton
- 5 Bristol
- 6 Cambridge
- 7 Chester
- 8 Cotswolds
- 9 Dover
- 10 Exeter
- 11 Great Yarmouth
- 12 Greater London
- 13 Isle of Wight
- 14 Land's End
- 15 Leeds
- 16 Lincoln
- 17 Liverpool
- 18 Malvern
- 19 Manchester
- 20 Milton Keynes
- 21 National Forest
- 22 Newcastle upon Tyne
- 23 Newquay
- 24 Norwich
- 25 Nottingham
- 26 Oxford
- 27 Plymouth
- 28 Scarborough
- 29 Sheffield
- 30 Skegness
- 31 Southampton
- 32 Stratford-on-Avon
- 33 Weymouth
- 34 Whitby
- 35 York

Top attractions and world heritage sites

- 1 Alton Towers
- 2 Bath
- 3 Blenheim Palace
- 4 Canterbury Cathedral
- 5 Durham
- 6 Eden Project
- 7 Hadrian's Wall
- 8 Ironbridge
- 9 Jurassic Coast
- 10 Leeds Castle, Kent
- 11 Portsmouth Dockyard
- 12 Ripon
- 13 Stonehenge
- 14 Windsor

London 2012 Olympic and Paralympic venues

- 1 Eton
- 2 Hadleigh, Southend
- 3 Lee Valley/Broxbourne
- 4 Weymouth Bay