Written Question

Sarah Wollaston (Totnes, Conservative)

To ask the Secretary of State for Culture, Olympics, Media and Sport what assessment he has made of the effect of his tourism strategy on (a) seaside towns, (b) rural communities and (c) Dartmoor National Park and other areas of outstanding natural beauty.

John Penrose (Parliamentary Under Secretary of State, Culture, Olympics, Media and Sport)

Over the next four years we are aiming to attract 4 million extra visitors to Britain adding £2 billion additional expenditure and create 50,000 jobs through the new £100 million overseas tourism marketing fund.

In measurable terms we should increase the proportion of UK residents who holiday in the UK to match those who holiday abroad each year. For longer stays (four nights or more) this would mean 29% of travellers holidaying in Britain rather than just 20% today (creating 4.5 million extra domestic trips each year, £1.3 billion more spend and 26,000 new jobs). And if we can replicate this scale of improvement for shorter stays as well, we will create a further £750 million of spend and 11,000 new jobs.

I am afraid we have not broken these figures down into the particular categories suggested in this question.

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Hansard