

Lord Green of Hurstpierpoint

Minister of State for
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Dear Adrian

Thank you for your letter of 17 October and your Chamber's report which subsequently followed, concerning the economic impact of the Olympic 2012 Games had on your area.

We are very grateful to see this report, and it will help us evaluate the outcome of the Games legacy. It is, of course, important to examine the trends and outcomes of the summer, which is why the Department of Culture, Olympics, Media and Sport (DCMS) commissioned a comprehensive evaluation of the Games' legacy

http://www.culture.gov.uk/what_we_do/research_and_statistics/7605.aspx which will include an analysis of the economic impacts.

We are very confident that the positive publicity produced by the Games will create a significant tourism legacy for the entire country for many years to come. To date, with the events of the Diamond Jubilee and the London 2012 Olympic and Paralympic Games, the UK has been the focus of world attention. This has resulted in real economic success, such as a record tourist spend of £598 million in August 2012, an increase of 9 per cent on 2011.

Tourism continues to be an absolute priority for the Department and indeed the wider Government, as we remain committed to ensuring the tourism industry is a key driver of economic growth. You may be interested in seeing our strategy to support tourism, contained in our Tourism Policy: http://www.culture.gov.uk/what_we_do/tourism/default.aspx. This sets out the ways in which we are helping the sector achieve its potential for sustained growth. We have been working with the industry to make sure the UK



maximises the opportunities of being in the global spotlight this year and beyond.

The very successful GREAT campaign forms part of our work to promote tourism, and VisitBritain will invest over £120 million in a new international marketing programme. Over the next four years, this is expected to deliver at least 4.6 million extra visitors from overseas, £2.27 billion in extra visitor spend and over 50,000 job opportunities. Additionally, VisitEngland's domestic tourism campaign is supported by a £5 million investment from the Olympic budget and is expected to deliver up to 12,500 new job opportunities and £500 million in extra visitor spend over four years.

Indeed, Cumbria Tourism, as you will be aware, were one of the first to launch campaigns backed by Visit England's 'Growing Tourism Locally' £19.8m Regional Growth Fund (RGF) launched in summer 2012. The RGF is matched with Visit England and local partner funding. Cumbria Tourism launched their campaigns in early September under the branding 'Go Share Great Moments' and 'Go Take Your Breath Away'. Advertising is displayed around London's key rail and underground stations aiming to generate bookings. In late December a second wave of activity will commence, seeking to boost bookings in the lead up to 2013 and stimulating jobs in the area. The overall campaign will be fully integrated with Cumbria Tourism's existing marketing activity and will be supported by digital, PR and thematic campaigns.

Yours sincerely
Stephen Green
STEPHEN GREEN