

## ABTA & VisitEngland Focus on Sustainability for Destination UK

The annual International Centre for Responsible Tourism (ICRT) conference supported by ABTA and VisitEngland was held on Friday 7 January 2011 and provided a great insight into future strategies on tourism sustainability for the UK.

VisitEngland shared their emerging Wise Growth strategy developing as part of England's Strategic Framework for Tourism, which focuses on the industry's contribution to local economic development and the quality of life for all. This sustainable approach aims to grow tourism responsibly in a finite world, creating resilience and prosperity for all; bringing stakeholders together to provide an integrated approach to the strategy.

This strategy mirrors the work ABTA is carrying out on Responsibility in a Finite World and Thriving Destinations within ABTA's strategic plan.

Nikki White, ABTA Head of Destinations and Sustainability commented: "Sustainability is vital to the product sold by our Members and the future of the industry. We look forward to working even more closely with Visit England in the future, developing our renewed focus on the UK which for many of our members is an important destination."

"We welcome the importance that the Prime Minister has attributed to the role of tourism to the UK."

James Berresford, VisitEngland said "This conference has been a great success in bringing together a wide range of organisations reinforcing the great reach that tourism has in this country. Tourism in England is a powerful force for good that engages businesses of every shape and size, and impacts the livelihoods of residents and communities throughout England. The industry currently supports over 2 million jobs and is set to generate an additional 225,000 jobs over the next ten years. The potential benefit for local communities is clear and we must continue to work together to ensure that tourism continues to significantly contribute to and improve our quality of life.

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For further information contact:

Sean Tipton, Senior Press Officer, tel: 020 3117 0513,

Frances Tuke, Public Relations Manager, tel: 020 3117 0514,

Victoria Bacon, Head of Communications, tel: 020 3117 0515

Out of Hours: Contact the Duty Press Officer via pager: 07659 190 987

E-mail: [press@abta.co.uk](mailto:press@abta.co.uk)

Web: [www.abta.com](http://www.abta.com)

Notes to Editors

ABTA – The Travel Association was founded in 1950 and currently has 1,351 members with 5,700 outlets. Members include travel agents, tour operators and support services right across the spectrum from small family-owned businesses to the largest tour operators.

ABTA is the largest travel association in the UK and its members provide 90% of the foreign package holidays in the UK as well as selling millions of independent travel arrangements.

In 2008 ABTA merged with the Federation of Tour Operators [FTO], thereby cementing its role as the leading travel association and increasing benefits for both ABTA and FTO members. Both the ABTA brand which is highly recognised by consumers and the FTO brand which is well known in destinations will be retained.

As part of its comprehensive package of services to members, ABTA, as a non-party political organisation works to represent the interests of its Members to government and key opinion formers in the UK and EU.

#### About VisitEngland

- VisitEngland is the strategic leadership body representing the public and private sector stakeholders of English Tourism. It works in partnership creating national tourism strategy, optimising marketing investment, and developing the visitor experience across England
- VisitEngland continues to use its Enjoy England consumer brand in the domestic market and markets England under the VisitEngland brand in international markets
- More information can be found on [www.enjoyengland.com](http://www.enjoyengland.com) and [www.visitengland.org](http://www.visitengland.org)

Clare Banham

PR/Communications Assistant

Phone : 020 3117 0512

Fax : 020 3117 0581