

The topics are wide ranging and include the following:

#### *Getting tourism's Games structures right:*

- We want to ensure that the local and regional, as well as national, interests of UK tourism are fully represented when preparing for the Games
- We want your advice to make sure that the tourism industry's own 2012 marketing strategy is of a high enough standard

#### *Positioning the UK as a truly world class destination:*

- We want to ensure that all the promotion we do overseas fully reflects the huge range of what tourism has to offer in the UK – including London, England, Scotland, Wales, Northern Ireland, and all their regions.
- We want to make the most of new technologies for marketing to benefit your business
- We aim to fully exploit the opportunities of corporate tourism

#### *Improving the quality of our welcome:*

- We need your input into how we can improve the quality of tourist accommodation through the grading schemes
- We want to improve the facilities we offer to disabled visitors – both from overseas and in the UK
- We want to help everyone who works in tourism appreciate how important it is to focus on the Games

It doesn't matter how many of the questions you choose to respond to, all your responses will be used to create the resulting strategy.

The strategy will use the existing government national policy framework for tourism as its starting point, but we also need new and innovative ideas – and this is where you can help us.

Please get involved – give us the benefit of your experience – and help shape the future of UK tourism.

## How to give your views

We need all responses to the consultation on the tourism strategy for the 2012 Games by 17 November 2006.

#### To get hold of a copy either:

Visit [www.culture.gov.uk/tourism2012.htm](http://www.culture.gov.uk/tourism2012.htm)  
Phone 020 7211 6335  
Lines are open from 9.30am to 4.30pm

#### Or phone our partners:

VisitBritain 020 8846 9000  
Visit London 020 7234 5847

#### Or write to:

Tourism 2012 Consultation Project Team  
Tourism Division  
6th Floor  
Department for Culture, Media & Sport  
2-4 Cockspur Street  
London SW1Y 5DH



department for  
culture, media  
and sport

2-4 Cockspur Street  
London SW1Y 5DH  
[www.culture.gov.uk](http://www.culture.gov.uk)

Printed in the UK on recycled paper  
©Crown Copyright  
July 2006 PP925



department for  
culture, media  
and sport

## WELCOME > LEGACY

### TOURISM STRATEGY FOR THE 2012 GAMES – A CONSULTATION



improving  
the quality  
of life for all

# HOSTING THE 2012 LONDON OLYMPICS – HAVE YOUR SAY

As the Government Department responsible for tourism, DCMS is now consulting on a comprehensive strategy for getting the most out of hosting the 2012 London Olympic Games and Paralympic Games. The UK must be ready to welcome the world, and to highlight the wide range of tourism attractions and facilities that we have to offer.

We're working in partnership with VisitBritain and Visit London to carry out the widest ever consultation of the UK tourism industry. This will inform an effective strategy for ensuring that the tourism industry is ready to make the most of the amazing opportunities the London Games will bring.

Whether you own a B&B, manage a theme park or historic house, run a chain of hotels, or run a local authority tourism office, now is the chance to have your say.

## Why you should get involved

As someone who works in tourism, your views are paramount. The consultation closes in November 2006, so we'd really appreciate you taking the time to access the questions as soon as possible.

The 2012 London Olympics represent an enormous opportunity for the UK tourism industry. It is estimated that between 50 and 75 per cent of the economic gains of the Games will benefit tourism – and early projections put that at between £1.4 and £2 billion. DCMS and its partners believe that these figures should be seen only as starting points. If the industry gets its preparations for the Games right, then they could leave a lasting legacy of growth for decades.

The Games will bring new tourists – not just to London, but to the whole of the UK – as the country will be profiled across the world. The Sydney and Athens Games boosted tourism phenomenally – as people took the opportunity to visit and travel around Australia and Greece.

However, the tourism industry will only get the full benefit of hosting the Games if we're properly prepared, so we need your views to ensure that:

- Tourism's interests are fully represented in all decision-making about the Games
- The UK – and its nations, regions and cities – can market itself effectively to international and local audiences
- The quality of our tourism, and the skills of the people who work in it, are of an exceptionally high standard

## Who we'd like to talk to

The consultation document seeks views and comments on all areas of UK tourism – from the countryside to the seaside and cities, accommodation, historic sites and buildings, national galleries and museums, to gift shops and cafes. It will be used to create a comprehensive tourism strategy for the 2012 Games, which will set out clear actions for making the best of the Games for the UK economy.

The strategy will aim to boost the UK's tourism industry in preparation for 2012. It will also create a lasting legacy of a thriving, innovative tourism industry, with high quality at its core.

To achieve this we need views and proposals from people working in the tourism industry at all levels and from right across the UK, including:

- Representative bodies in tourism and hospitality
- Businesses, from multinational companies to owners of individual tourism and hospitality premises
- National, regional and local government across England, Scotland, Wales and Northern Ireland
- Consumer representatives and groups
- Organisations in other sectors which will contribute to the success of the Games in tourism terms, including sport, culture, heritage, the arts and media

## What we'd like to know

We're seeking the widest possible range of views, so the consultation document contains a series of questions asking for comments on ideas we're proposing. Not all the questions will be relevant to your type of tourism, but we'd appreciate it if you would take the time to answer those that are.