



VisitEngland Director Andrew Stokes receives OBE for services to tourism

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VisitEngland extends its congratulations to VisitEngland Director Andrew Stokes, following today's announcement that he has been honoured with an OBE for services to tourism in The King's Birthday Honours List.

VisitEngland Advisory Board Chair Fiona Pollard said:

“On behalf of the organisation we are delighted to extend our warmest congratulations to Andrew on being honoured for his outstanding services to tourism. A champion of the industry, Andrew has made a significant and lasting contribution to England's tourism sector in a career spanning more than two decades.

“As VisitEngland Director Andrew has overseen pioneering work to boost England's bookable tourism products, from the Tourism Exchange Great Britain business-to-business platform to the Discover England Fund. He led VisitEngland's operations to support the industry throughout the pandemic including the 'Good to Go' reassurance scheme, which supported businesses to welcome visitors back safely. Great progress is also being made under his leadership to implement the recommendations from the de Bois Review of Destination Management Organisations, set to transform the visitor economy landscape in England.”

VisitEngland Director Andrew Stokes said:

“I am humbled to receive this honour. It has been an immense privilege to spend my career in England’s tourism industry, an industry that I love, and to work with the hundreds of thousands of outstanding businesses across the sector. The projects and initiatives I have been involved with throughout my career reflect the efforts and support of so many fantastic colleagues, both in the organisations I have worked for and across our people-focused industry.

“I remain committed to working with our stakeholders to grow the visitor economy, in an inclusive, accessible and sustainable way, ensuring England continues to be a compelling destination for both domestic and international visitors now and in the years ahead.”

Andrew has been Director of VisitEngland since 2016.