



Get involved in English Tourism Week with the new toolkit

Industry announcements

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July 2024

English Tourism Week is coming up on 15-24 March 2024 to celebrate the quality and value of the sector and its importance to local economies and destinations.

The week kickstarts the summer season offering businesses and destinations a chance to be part of a national campaign to engage with customers, local MPs and stakeholders.

You can get involved in the week by downloading a toolkit of assets featuring this year's slogan '[Supporting tourism, the heart of our communities](#)', to use across your social channels, both in the run-up to, and during, the week.

Find out more and [download the toolkit](#)