



# Save the date for English Tourism Week 2024

July 2024

December 2023

Led by VisitEngland, English Tourism Week is an annual celebration of the sector, championing the amazing people, places and businesses that are working hard all year to make English tourism the powerhouse industry it is.

Taking place on **15-24 March 2024**, the campaign highlights to Government and stakeholders the enormous contribution English tourism usually makes to the UK economy, as well as provides a marketing hook for the sector to use to help kick start the new season. [In 2019 the sector contributed £106 billion to the British economy and supported 2.6 million jobs.](#)

## **English Tourism Week aims to:**

Give tourism businesses an opportunity to engage with local stakeholders such as MPs and media, to bring attention to tourism's contribution in their area.

Increase awareness amongst domestic visitors of the quality and variety of the English tourism offer, and encourage domestic travel.

A toolkit of assets will be available shortly for businesses and destinations to use on your social media, website and events to show your support for the campaign. Make sure to sign up for our [fortnightly industry newsletter](#) for updates on the campaign and how you can get involved.

**Find out more about [English Tourism Week 2024.](#)**