



10 DOWNING STREET  
LONDON SW1A 2AA

1 November 2011

THE PRIME MINISTER

*Dear Nick,*

Thank you for your letter of 12 October about the launch of Britain for Events marketing campaign.

As you quite rightly state, ensuring that Britain is an attractive place to visit is vital to our tourism industry, and the economy as a whole. The GREAT campaign which you mentioned will promote the UK as one of the very best places to visit, study, work, invest and do business. It aims to deliver a lasting economic legacy for the whole country from the unprecedented level of interest generated by the London 2012 Olympic and Paralympic Games. Hosting the Games is obviously a tremendous opportunity for UK tourism, which already contributes massively to the economy - and we believe that it has the potential to be one of our fastest growing sectors in the years ahead. As a country, we are among the world leaders in the creative and entertainment industries, and a place where technological innovation can thrive, which - together with our unique heritage - reinforces the fact that Great Britain is where the best of everything can take place.

I applaud you and the Parliamentary Group for Events for all your efforts, and send my best wishes for the Official Launch on Thursday.

*Tom  
Deil*

Mr Nick de Bois MP