



Department
for Culture,
Media & Sport

Sir Chris Bryant MP
Minister for Creative Industries, Arts and Tourism
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2 July 2025

Tonia Antoniazzi MP
Chair of the Northern Ireland Affairs Committee
House of Commons
London
SW1A 0AA

INT2025/06749/DC

Dear Tonia,

Thank you for your letter regarding Government support for tourism in Northern Ireland and your interest in our forthcoming update to the UK's visitor economy growth strategy.

I share your view that Northern Ireland has a rich and compelling tourism offer, from its stunning landscapes and cultural heritage to its world-renowned screen tourism credentials. While recognising that tourism is a devolved competence across the UK, I very much recognise that tourism is a consumer industry and that visitors rightly should not choose where to visit or how long to stay based on political boundaries. The updated strategy will reflect on what more we can do as a whole to ensure that visitors experience more of what all parts of the UK have to offer - including Northern Ireland.

In developing the strategy, my officials will engage with a wide range of stakeholders, including Tourism Northern Ireland, to ensure that local insights and priorities are reflected. We also have an upcoming meeting of the Interministerial Group (IMG) for Tourism, which my colleagues from Northern Ireland will be attending. This forum will provide a valuable opportunity to further mobilise cross-government efforts to support tourism across the nations, and to ensure that devolved priorities are closely aligned with the UK-wide approach.

As you will know, VisitBritain is the national tourist board for Britain and has a statutory duty to promote England, Scotland, and Wales as destinations to international visitors. Under the terms of the Good Friday Agreement, tourism is a North-South matter, and the promotion of destinations across the island of Ireland (including Northern Ireland) falls within the remit of Tourism Ireland.



That said, VisitBritain has a strong and constructive relationship with both the travel trade and tourist board in Northern Ireland. VisitBritain collaborates with Fáilte Ireland and Tourism NI to promote the United Kingdom as a whole, including Northern Ireland and to support the growth of the UK's visitor economy. They regularly collaborate on joint-funded projects and shared activity, such as trade missions and international promotional campaigns, to support tourism to the region. These partnerships help ensure that Northern Ireland is effectively represented in international promotional efforts, particularly where there is mutual interest in targeting key inbound markets.

Looking ahead, we believe there are strong opportunities to further support tourism growth in Northern Ireland. Ministerial engagement through the GREAT Britain and Northern Ireland Campaign can also help amplify Northern Ireland's profile globally and support our shared goals of driving economic growth and enhancing the UK's reputation as a world-class, welcoming destination. As such, I welcome continued dialogue on how we can work together to grow tourism in Northern Ireland and across the UK.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Chris Bryant'.

Sir Chris Bryant MP
Minister for Creative Industries, Arts and Tourism



Northern Ireland Affairs Committee

Sir Chris Bryant MP
Minister of State
Department for Culture, Media and Sport
100 Parliament Street

By email only

13 June 2025

From the Chair
Tonia Antoniazzi MP

Dear Chris,

My Committee is looking forward to seeing the Government's updated tourism growth strategy, with its ambition to welcome 50 million international visitors to the UK per year by 2030.

We recognise your statement in November that tourists should see more than just London or Edinburgh. In that regard, as I'm sure you know, Northern Ireland has so much to offer the millions of people who visit the UK.

To that end, I'd be grateful therefore if you could share with my Committee:

- how you are engaging with Northern Ireland stakeholders, while developing the updated tourism growth strategy; and
- what plans you have to increase visitor numbers to Northern Ireland.

Yours ever,

Tonia Antoniazzi MP
Chair of the Northern Ireland Affairs Committee