



BRITISH-IRISH INTER-PARLIAMENTARY BODY
COMHLAHT IDIR-PHARLAIMINTEACH NA BREATAINE
AGUS NA hÉIREANN

REPORT FROM COMMITTEE C

TOURISM

Reply from United Kingdom Government

RECEIVED
09 SEP 2003

C03/08592/04271/DC

David Winnick
Co-Chair to British-Irish Inter-Parliamentary Body
Committee Office
House of Commons
LONDON
SW1A 0AA



2 September 2003

Dear David

Thank you for sending a copy of your March report on tourism in Ireland to Tessa Jowell. As Minister for Tourism, I am replying in her stead.

The report is very comprehensive and we welcome the co-operative approach being developed within Ireland. There is a lot in common with the key aims we are pursuing in England and for Britain abroad, for instance the emphasis on quality and competitiveness (which is in itself founded upon the quality of product and service). This is particularly important in view of the significant extent of traffic between Ireland and Great Britain, as visitors will be likely to expect similar standards.

As you know, the British-Irish Council has selected tourism as one of its themes. One of the main benefits so far has been working together to share ideas and best practice. It may not always be feasible to establish a common approach but the pooling of minds is important and, for instance, we are keeping the BIC closely informed about an important tourism data project we have initiated.

The rate of tourism growth will no doubt continue for many years to come and we will continue in England to work closely with the industry and our regional and local partners to improve quality, skills, data and of course marketing. We thus hope to match or exceed the continually increasing expectations of our visitors, including those from Ireland. I am sure that your report will help you to do the same and look forward to the continuation of our cooperative relationship.

*Yours sincerely
Richard*

RT HON RICHARD CABORN MP
Minister for Sport and Tourism

