

# New government guidance supports reopening of tourism and visitor attractions on July 4

- Guidance on Tourism and the Visitor Economy, published today, will help to get the tourism sector back up and running so the public can safely take domestic holidays and visit attractions on days out
- A new VisitEngland standard will ensure hotels, other accommodation providers and attractions are compliant with government regulations and guidance
- Timed tickets, cashless payments and social distancing to be in use for indoor and outdoor attractions

The Government has outlined the measures that will allow UK tourism and visitor attractions to reopen to the public, paving the way for an economic boost to local businesses and economies across the country.

The guidance, published today by the Department for Digital, Culture, Media and Sport, outlines the processes and facilities that businesses must put in place before reopening on July 4 so that both staff and visitors can be kept safe.

The advice will include guidelines for hotels and accommodation providers – such as campsites, caravan parks and short term lets – as well as indoor and outdoor visitor attractions and conference and events centres. Providing the conditions of the guidance are met, the wider sector is currently expected to open from 4 July 2020.

The guidance makes clear that the following measures should be put in place:

- Hotels and accommodation providers will introduce deep cleaning regimes between guests.
- Meal services including breakfasts will be pre-booked and timed.
- Timed tickets will be introduced for exhibitions, theme parks, galleries and attractions to reduce the number of visitors in locations at the same time.
- One way systems, clear floor markings and a queue management system should be in place to maintain social distancing measures at all attractions and help to limit contact between both staff and visitors.
- Organisations will also encourage cashless payments throughout to avoid cross contamination.
- In addition, visitor attractions will be instructed to introduce regular deep cleaning regimes across their site and some interactive displays will be temporarily closed.

A new industry standard will also be introduced by VisitEngland for hotels, accommodation providers and visitor attractions to reassure the public that businesses are adhering to government guidance. This will act as a marker to

visitors that a venue is practising social distancing, maintaining cleaning routines and has undertaken a thorough risk assessment to protect customers when on site.

**Culture Secretary Oliver Dowden said:**

Britain needs a break, and from July 4th people can now take a well deserved staycation. We'll need the public to keep safe on holiday by following the advice we're providing, but there is no doubt this is the news many have been waiting for. I am looking forward to a British holiday myself.

Our guidance will help the tourism businesses reopen safely, reassure locals and allow businesses to welcome guests back with confidence.

**VisitEngland Director Patricia Yates said:**

Millions of jobs and local economies across England are reliant on tourism so it is fantastic news that the industry can plan with confidence to reopen and to welcome visitors back safely working within the new guidelines. Guidance is also being published for conferences and events which builds upon the guidance for the tourism sector and businesses.

This guidance will be for people in England. When visiting Scotland, Wales and Northern Ireland, members of the public must adhere to the advice of the devolved administrations at all times.

It is part of the government's clear, phased approach to recovering from the coronavirus pandemic, as outlined in the Prime Minister's roadmap.

**Read the guidance in full**