



## How to grow your tourism business for free

VisitBritain/VisitEngland's relaunched [Business Advice Hub](#) provides free resources to help England tourism businesses to grow.

On the updated Hub you can...

- Learn how to get international-ready and reach overseas markets effectively
- Get top tips on digital marketing
- Understand your legal obligations as an accommodation business
- Find local support specific to your area
- Explore case studies of real-life businesses

...and more.

Topics currently covered on the Hub are:

### 1. Start your business

The key target markets in your destination, guidance on the practicalities of setting up a new business and where to get help from mentors.

### 2. Find funding

Funding options for your business and guidance on managing finances more effectively to maximise your profit margins.

### 3. Know your legal obligations

On what grounds you can refuse a booking, what licences you need to provide TVs and how to comply with health & safety regulations. You can also buy a printed copy of the popular Pink Book: legislation for tourist accommodation.

### 4. Understand health and safety

Your legal responsibilities, how to run a safe business and create a Fire Risk Assessment using a free online tool.

### 5. Make your business accessible

Guidance, tools and resources to help you provide access for all – and gain a share of a £12 billion market. You can also create an Accessibility Guide for your businesses using a free online tool.

### 6. Make your business sustainable

How to save money, reduce your impact and win more customers with practical sustainability tips and case studies.

### **7. Employ and manage staff**

Step-by-step guides to finding and employing staff, guidance on managing employees and information on apprenticeships.

### **8. Find training**

Training courses for you and your staff on customer service, digital skills and inclusion.

### **9. Get quality assessed**

How to get an official star rating or accreditation for your business from the national tourist board.

### **10. Enter the Awards for Excellence**

How to apply for one of the highest accolades in English tourism – the VisitEngland Awards for Excellence.

### **11. Market your business**

VisitEngland/VisitBritain marketing opportunities, our Digital Marketing Toolkit and best practice communication guides.

### **12. Attract international visitors**

Guidance to help your business get 'international ready', including extensive research on overseas markets and our Inbound Tourism Toolkit.

### **13. Find local support**

An online tool that tells you who your local Destination Organisation (local tourist board) and Growth Hubs are.

Explore the Hub now at [www.visitengland.org/businessadvice](http://www.visitengland.org/businessadvice)