

Key Tourism Facts



The big picture

Tourism is one of the largest industries in the UK.

According to a recent Deloitte study 'The Economic Contribution of the Visitor Economy' tourism was worth £114.4bn to the UK economy in 2007 once the direct and indirect impacts are taken into account, equivalent to 8.2% of UK Gross Domestic Product.

The Deloitte study found that tourism would account for a similar proportion of the overall UK economy in 2018 as it did in 2008 (roughly 8%), with the number of jobs that tourism supports increasing to 2.8 million.

Tourism expenditure is forecast to grow at an annual real growth rate of 2.1% per annum over the period 2009 to 2018 according to Deloitte.

The visitor economy was estimated to be providing employment for 2.7 million people across the UK in 2007, equivalent to 8.4% of the workforce.

Tourism is the UK's third highest export earner behind Chemicals and Financial Services.

The 'direct' effects of spending by tourists amounted to £86bn in 2007 comprised of:

Spending by Overseas Residents	£ billion
Visits to the UK	16.0
Fares to UK carriers	2.7
Spending by Domestic Tourists	£ billion
Trips of 1+ nights	21.2
Day Trips	45.4
Rent for Second Ownership	1.0

A complete set of figures for 2008 will be available late in 2009

Inbound Tourism to the UK in 2008

The 31.9 million overseas visitors who came in 2008 spent £16.3 billion in the UK. These figures represent a 2.7% decline in volume and 2.3% (nominal) increase in value compared with 2007 - this was the first decline in visitor numbers since 2001.

In 2008 the UK ranked seventh in the international tourism earnings league (compared with sixth in 2007) behind the USA, Spain, France, Italy, China and Germany.

Top inbound markets for the UK in 2008

	Visits (000s)	% total
France	3,636	11.4%
Irish Republic	3,070	9.6%
USA	2,950	9.3%
Germany	2,900	9.1%
Spain	1,974	6.2%

	Spend (£m)	% total
USA	2,223	13.6%
Germany	1,125	6.9%
France	1,053	6.5%
Irish Republic	983	6.0%
Spain	815	5.0%

UK Domestic Overnight Tourism

In 2008 UK residents took:

- 52.0 million holidays of one night or more spending £11.4 billion
- 18.2 million overnight business trips spending £4.5 billion
- 44.1 million overnight trips to friends and relatives spending £4.8 billion

Overall the number of domestic overnight trips taken in 2008 was 5% lower than in 2007, while total spending declined by 1% in nominal terms.

Employment:

According to Deloitte in 2007 the tourism sector supported nearly 2.7 million jobs; 1.4 million directly and a further 1.3 million indirectly

Jobs directly supported by tourism account for 4.3% of all employment. Once we allow for the combination of direct and indirect employment the number of jobs is equivalent to 8.4% of all jobs.

Accommodation

In 2008, average room occupancy for all serviced accommodation throughout the UK was 60% (down 2 percentage points from 2007). Average bedspace occupancy was 44% (a decrease of 4 percentage points on 2007).