



TourismAlliance

Facts & Figures

**TAKE
TOURISM
SERIOUSLY**

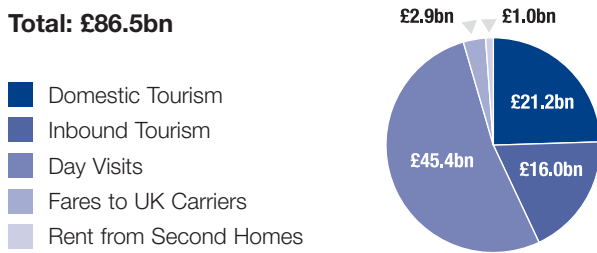
The Facts

- The total revenue generated by the UK tourism industry is **£86.5bn**
- Domestic tourism accounts for **78%** of total UK tourism expenditure
- In 2007, **32.5m** overseas visitors spent nearly **£16bn** in the UK
- Over **60%** of domestic tourism expenditure (£13.5bn) in the UK is outside large cities
- London is the world's leading international tourism destination with **15.4m** overseas visitors per annum
- Business Visitors account for **£9.1bn** (24.5%) of total overnight tourism expenditure in the UK
- Day visits to destinations and attractions account for **52%** of total tourism expenditure
- Over **2m jobs** are sustained by tourism activity in the UK, accounting for **7.5%** of total UK employment
- Tourism is the UK's **third largest export earner**
- The UK's tourism deficit has grown from **£4.7bn** to **£19.5bn** since 1997
- Tourists contribute an estimated **£12.9bn** to the Treasury through VAT and Air Passenger Duty payments alone

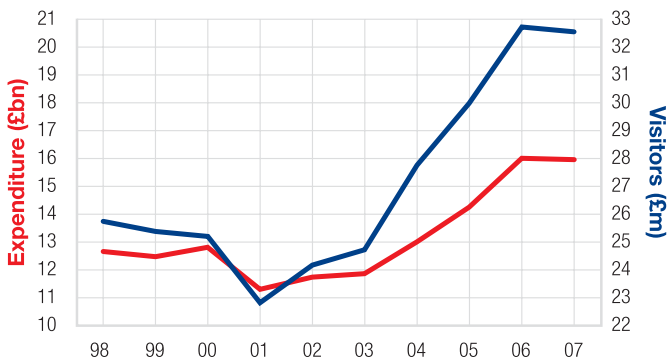
The Figures

Total UK Tourism Expenditure 2007

Total: **£86.5bn**



UK Inbound Expenditure and Visitors



Top Inbound Markets 2007

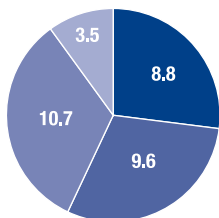
Country	Visitors (m)	Expenditure (£m)
USA	3,587	2,554
Germany	3,385	1,217
France	3,323	969
Ireland	2,975	865
Spain	2,158	848
Netherlands	1,811	683
Italy	1,591	675
Poland	1,249	540
Belgium	980	535
Australia	957	378

Purpose of Travel

Business VFR Leisure Other

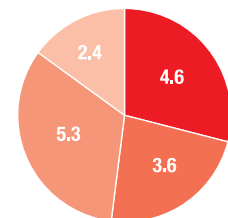
Inbound Visitors (m)

Total: 32.6



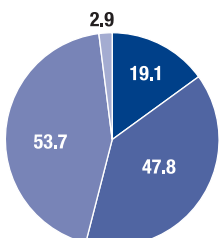
Inbound Spend (£bn)

Total: 16.0



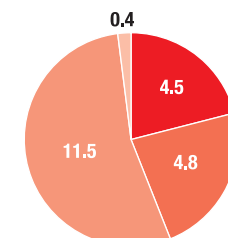
Domestic Visitors (m)

Total: 123.5



Domestic Spend (£bn)

Total: 22.2



Domestic Tourism by Region

Visited	2007 Visits (m)	2007 Spend (£m)
West Midlands	8.4	1,184
East of England	10.6	1,474
East Midlands	7.4	1,055
London	10.1	2,204
North West	13.0	2,282
North East	3.6	651
South East	17.9	2,353
South West	20.5	3,802
Yorkshire & Humberside	10.4	1,427
England	100.2	16,531
Scotland	14.5	3,289
Wales	8.9	1,418
TOTAL UK	123.5	21,238

Domestic Tourism by Destination Type

Destination	Volume (m)	Value (£bn)
Large City	47.7	8.9
Small Town	29.9	4.6
Seaside	25.6	5.1
Countryside	23.5	3.8

Tourism Export Earnings*

Industry	£m
Chemicals	£37,330
Financial Services	£28,420
Tourism	£18,313
Transportation	£16,704
Motor cars	£12,935
Crude oil	£12,840
Food, beverage & tobacco	£11,096

*Figures from UK Balance of Payments 2006

Tourism Employment

- Over 2 million jobs are sustained by tourism activity in the UK, either directly or indirectly.
- There are an estimated **1.4 million** jobs directly related to tourism activity in the UK.
- Approximately **130,400** of these jobs are in **self-employment**.

Tourism Taxation

Estimated taxes paid by tourists*

Overseas visitors	£2.9bn
Domestic tourism	£10.0bn
Total taxation	£12.9bn

*Estimates based on BTA tourism taxation study 2001

The Tourism Alliance is the “voice of the tourism industry”.

Established in 2001, the Tourism Alliance comprises some 50 Tourism Industry Associations that together represent almost 200,000 businesses of all sizes throughout the UK.

Purpose

The purpose of the Tourism Alliance is to identify and develop policies and strategies that raise standards and promote quality within the industry and to work with and lobby government on key issues relevant to the growth and development of tourism and its contribution to the economy. It is also a conduit for the flow of information between Government and the Tourism Industry.

The Tourism Alliance's Four Goals

1. Reducing the Fiscal and Regulatory Burden

There is a large range of fiscal and regulatory barriers that increase the cost of doing business and reduce the competitiveness of Britain as a destination. These barriers to tourism include regulation that adds little to consumer protection and a taxation regime whereby tourists in the UK pay 50% more tax on products and services than on the same products and services purchased in continental Europe.

2. Improving Quality

For tourism to prosper, businesses must provide the high quality visitor experience that consumers seek, at a price they are prepared to pay. The tourism industry needs Government to take a proactive approach to planning and regulation that fosters enterprise and investment in new and innovative products, while ensuring appropriate environmental protection.

3. Improving Customer Service

One of the greatest challenges facing the tourism industry is gaining and retaining skilled staff. Staff turnover within the industry is high, especially at junior levels and, with a shortage of skilled and qualified staff, recruitment can be difficult. Improved skills are crucial to the competitiveness of the UK tourism industry.

4. Increasing Investment

Government investment is needed in areas such as marketing and the provision of high quality statistical information essential for investment decisions within the industry. Policy should encourage tourism businesses to invest in the UK's historic and cultural assets so that they are conserved and continually improved as a driver for both inbound and domestic tourism.

Tourism Alliance Members

Association for Tourism in Higher Education
ABTA – The Travel Association
Association of Leading Visitor Attractions
Association of Licensed Multiple Retailers
Bed and Breakfast Association
British Association of Leisure Parks, Piers & Attractions
British Beer & Pub Association
British Educational Travel Association
British Holiday & Home Parks Association
British Hospitality Association
British Institute of Innkeeping
British Marine Federation
British Resorts and Destinations Association
Business In Sport and Leisure
Business Visits and Events Partnership
Camping and Caravanning Club
Confederation of British Industry
Confederation of Passenger Transport UK
Country Land and Business Association
Cumbria Tourism
Destination Performance UK
East of England Tourist Board
English Association of Self Catering Operators
English UK
European Tour Operators Association
Events Industry Alliance
Guild of Registered Tourist Guides
Heart of England Tourist Board
Heritage Railway Association
Historic Houses Association
Historic Royal Palaces
Holiday Centres Association
National Caravan Council
National Trust
South West Tourism
The Caravan Club
Tourism for All
Tourism Management Institute
Tourism Network North East
Tourism Society
Tourism South East
UKinbound
Visit London
Visitor Attractions Forum
Yorkshire Tourist Board

Associate Members

Local Government Association
SouthWest RDA
VisitBritain

Tourism Alliance Contact Details

President: **Richard Lambert**
Policy Director: **Kurt Janson**

Email: kurt.janson@tourismalliance.com
Telephone: 020 7395 8246
Fax: 020 7395 8178

Address: Centre Point, 103 New Oxford Street, London, WC1A 1DU

Website: www.tourismalliance.com

