
TourismAlliance

the voice of tourism

FEBRUARY 2012 NEWSLETTER

Breaking Records

While the final results are not quite in yet, it seems certain that 2011 will have been a record year for both inbound and domestic tourism in the UK. This is not to say that all sectors of the tourism industry are booming, indeed many are finding the current economic conditions very challenging, but the overall figures make very positive reading.

On the inbound size, the provisional International Passenger Survey results for 2011 show that the number of visitors to the country increased by 3% to 30.6m while their expenditure rose by 5% to a new record of £17.8bn. (this is almost £2bn more than when the economic crisis began in 2007).

Even more impressive was the growth of the domestic tourism industry during 2011. While the UK Tourism Survey figures are currently only available up until the beginning of November, they show that domestic tourism numbers are tracking 7% higher than 2010 and spending is up a massive 14% for the year. If these trends continue for the final two months, and there is no reason to suppose that they wont, then the number of domestic tourists will have increased by 8.4m trips and their spending will be up by £2.9bn at a record £23.7bn.

To put these figures into context, the UK economy as a whole only grew by 0.9% in 2011, while the construction sector grew by 1.3%, the service sector grew by 1.6% and the manufacturing sector grew by just 2.3%.

Another way to look at this growth is to examine the impact of the tourism industry on job creation. The Government has just released the unemployment figures for 2011 which show that unemployment in the UK rose by 180,000 during 2011 to 2.7m. By contrast - based on the creation of a new full-time position for every additional £50,000 the tourism sector generates - the £3.8bn increase in revenue generated by inbound and domestic tourism indicates that it created 76,000 new jobs.

So while the economic outlook is still far from certain, these figures certainly show that the Tourism Sector is playing its part in rebuilding the UK economy.

Regards



Kurt Janson
Policy Director
Tourism Alliance

CHINESE VISA PROPOSALS

The UNTO predicts that almost 20% of the growth in international tourism over the next eight years will be from China, where outbound traffic is expected to reach 100m per year by 2020. Yet the UK's share of this market has declined by 60% since 2001 and France now receives eight times more visitors.

The Tourism Alliance has therefore produced a briefing paper for Ministers on that contains a series of proposals on how the visa system can be modified to address this problem and generate growth from this important market. These proposals include:

- Undertaking a new Border Security Assessment for China
- Entering into Bilateral Visa Agreements
- Reduce Unnecessary Documentation
- Reducing Visa Processing Times

While it is recognised that security concerns related to the Olympics will prevent any significant changes to the UK visa regime in the near future, it is hoped that improvements will be made so that the benefits of the GREAT campaign can be maximised in this market.

[Click Here](#) for a copy of the briefing paper

REGULATION TASKFORCE REPORT

The report of the Regulation taskforce that was presented to the Tourism Minister just before Christmas has now been published. The report contains a series of 53 recommendations on how regulations that impact on the tourism industry should be either repealed or revised in order to reduce the regulatory burden on businesses.

One of the main tasks for the Tourism Alliance over the forthcoming year will now be to help ensure that as many as possible of the recommendations are accepted and implemented by the Government.

As an aside, David Gauke recently gave an interview to the Telegraph in which he gave six examples of where the Government was helping small businesses by reducing regulation. Of these, two of the examples were Tourism Alliance issues – exempting self-catering properties from the need to have Energy Performance Certificates, and plans to reduce the level of legislation for businesses selling small amounts of alcohol (eg., Bed and Breakfasts).

[Click Here](#) for a copy of the Regulation Taskforce report

DID YOU KNOW ...

- ... that the UK has more Michelin star restaurants than Spain
- ... that the UK has 10 times more walking tracks than New Zealand
- ... that the UK has over 400,000 more listed buildings than the USA

These, and many more startling facts about the UK tourism industry, its benefits to local economies and its future prospects for growth are being crafted into a new Tourism Alliance video which will be shown at the Annual Parliamentary Reception to celebrate English Tourism Week on 12th

March 2012. The aim of the video is to demonstrate the dynamic nature of the sector and how it continues to provide some of the best opportunities for driving growth and employment.

Oh and one more thing ...

... did you know that almost half of the projected growth in global tourism over the next eight years will come from just four countries?

SUBVENTION AND BUSINESS TOURISM

Last October, the Business Visits & Events Partnership released a Report into Subvention & Bid Support Practices for international conferences and events In Britain.

After further consultation with the industry and other stakeholders a set of final recommendations have now been put together and these have been sent to the tourism Minister. Responsibilities for implementing the recommendations have also been assigned to various bodies.

The recommendations have been made in the knowledge that a number of initiatives are currently underway through VisitEngland to ensure that the procedures and practices for bidding for international events will enhance the opportunities to win more of them to come to Britain.

[Click Here](#) for a copy of the BTEP press release that summarises the recommendations

FLAG FLYING CONSULTATION

It's a little known fact that tourism businesses have to seek planning consent for flying anything other a single flag from a single flagpole projecting from their premises and this flag can only display either the company name or logo or advertise a specific event of limited duration. Anything more, including flags that are free standing and/or used to advertise specific products or services require consent.

So as part of the deregulation programme, DCLG has opened a consultation looking at proposals to streamline the planning regulations that apply to flag-flying in order to cut bureaucracy and reduce or eliminate the cost of applying for consent.

The changes proposed in the document are aimed at finding a way of preserving and encouraging valued flag-flying, while at the same time maintaining safeguards against the unregulated display of flags that could affect local amenity.

The closing date for submissions is 30th March 2012

[Click Here](#) for a copy of the consultation document

HTF TOURISM WEEK CONFERENCE

To coincide within English Tourism Week, the Historic Towns Forum is holding a National Tourism Conference at Blenheim Palace to demonstrate the links between Tourism, Heritage and Culture and to offer strong models to develop resilient and innovative tourism in our historic towns and cities in spite of the economic climate.

Keynote speakers include Lady Cobham, Chair of VisitEngland, high profile politicians and leading figures within the industry. Subjects covered will be as wide-ranging as robust business modelling, addressing the skills' gap, how to link existing culture and heritage into a saleable product.

Speakers will also give advice on how to deliver information to visitors, how to manage tourism locally, and how to maximise the offer leading up to a year which includes the Queen's Diamond Jubilee and the 2012 Games.

[Click Here](#) for more information and to book

THE TOURISM ALLIANCE

The Tourism Alliance is the Voice of the Tourism Industry.

Established in 2001 with the support of the Secretary of State for Culture, Media and Sport, the Tourism Alliance comprises 50 Tourism Industry Organisations that together represent some 200,000 businesses of all sizes throughout the UK.

The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with and lobby government on all key issues relevant to the growth and development of tourism and its contribution to the economy.

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