

12th March 2012

Press Release

UK Tourism Spend Reaches Record £125bn

At its annual Parliamentary Reception held today in Westminster, the Tourism Alliance launched a new report, *UK Tourism Statistics 2012*, which shows that expenditure by tourists in the UK reached a record £125bn in 2011.

This result, which is £16bn higher than previously, comes on the back of a 14% growth in domestic tourism and a new VisitEngland survey of day visitors which indicates that expenditure on daytrips is now almost £54bn per annum.

Tourism Alliance Chairman, Brigid Simmonds OBE, stated, "This new work demonstrates just how important the tourism industry is, providing much needed growth and employment for the UK economy. While the UK economy lost almost 120,000 jobs last year, the growth in tourism expenditure meant that the tourism sector generated an amazing 76,000 new jobs.

The report also shows that the number of tourism businesses has grown from 200,000 to 249,000 and the total number of people employed in the sector has grown to 2.7m (9% of the UK workforce).

Brigid Simmonds added, "The strength of the sector in the current economic climate shows both that people remain very reluctant to forgo taking a holiday and that they are increasingly discovering that holidays in the UK represent extremely good value."

"With the upcoming Diamond Jubilee and the Olympics Games, we can only see the UK tourism industry going from strength to strength. But we could do so much more if the Government cut red tape and bureaucracy - including improving the system of visa processing for overseas tourists from growth markets like China and India. We are calling on the Government to support

our sector, so we can create more jobs in UK at a time for a real boost to economic growth."

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Notes to Editors

- A copy of *UK Tourism Statistic 2012* is available to download at www.tourismalliance.com
- The poor state of the UK visa processing means that Germany receives six times more visitors from China than the UK and that France receives 50% more visitors from India (despite all the UK's historic and cultural connections). A paper on improving visa provision from China is available at www.tourismalliance.com/downloads/TA_325_351.pdf
- The Tourism Alliance is the Voice of the UK Tourism Industry. It was established in 2001 with the support of the Secretary of State for Culture, Media and Sport and comprises almost 50 Tourism Industry Associations that together represent 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 key issues relevant to the growth and development of tourism.
- Tourism is the sixth largest industry in Britain. It generates £125bn p.a. for the UK economy (8.9% of GDP) and directly supports over 2.7m jobs (9.1% of the total workforce) and is the UK's third largest export earner.
- For further details on the Tourism Alliance and its policy objectives, visit the website, www.tourismalliance.com

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