

England Tourism Factsheet

Economic Impact

Tourism in England contributes **£106bn** to the British economy (GDP) when direct and indirect impacts are taken into account, supporting **2.6 million** jobs.

When only direct impacts are taken into account (i.e. excluding aspects such as the supply chain), the contribution is **£48bn**, with **1.4 million** jobs directly supported.

In 2011, there were **208,880** VAT registered businesses in England in tourism sectors (this includes categories such as accommodation, food & drink, transport, travel agencies, cultural activities etc.)

2013 Tourism Volumes and Spending

- **£18.7billion** was spent by British residents on **101.8 million** overnight trips in England, equating to **297 million** nights away from home.
- **£46.0 billion** was spent on **1.4 billion** domestic tourism day trips
- **£18.4bn** was spent by inbound visitors, who made **28.6 million** trips and stayed for **217 million** nights

Accommodation

VisitEngland measures the available accommodation stock in England. Our latest census of businesses shows that there are:

- **32,034 serviced accommodation** businesses (e.g. B&Bs, guest houses and hotels), with 620,798 bedrooms and 1,367,552 bedspaces
- **34,386 non-serviced accommodation businesses** (e.g. holiday homes, camping & caravan parks) offering 1,360,894 bedspaces

In the serviced accommodation sector, average room occupancy in 2012 stood at 66%, with average bedspace occupancy at 50%.

Attractions

It is difficult to measure an exact number of visitor attractions, as some businesses or sites may have a different primary purpose but still be visited by tourists (e.g. places of worship). However, we estimate that there are **some 5,000 to 6,000 visitor attractions** in England.

Visitor Satisfaction

England delivers a high quality visitor experience.

- 85% of domestic visitors say that the destination they visited was “excellent” or “very good”
- 86% would “definitely” or “probably” recommend the destination they visited in England to friends and family.

Domestic Overnight Tourism – Further Detail (2013 Data)

Trip Purpose	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	101.76	100%	£18,710	100%
Holidays	44.93	44%	£10,463	56%
<i>Holidays 1-3 nights</i>	29.58	29%	£5,643	30%
<i>Holidays 4-7 nights</i>	13.13	13%	£3,918	21%
<i>Holidays 8+ nights</i>	2.21	2%	£901	5%
Visits to Friends and Relatives (VFR)	38.19	38%	£4,078	22%
Business	15.12	15%	£3,655	20%

Destination - Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	101.76	100%	£18,710	100%
West Midlands	9.02	9%	£1,318	7%
East of England	8.96	9%	£1,415	8%
East Midlands	7.90	8%	£1,103	6%
London	12.31	12%	£2,793	15%
North West	13.98	14%	£2,458	13%
North East	3.90	4%	£749	4%
South East	17.93	18%	£2,648	14%
South West	19.40	19%	£4,291	23%
Yorkshire & the Humber	10.01	10%	£1,792	10%

Most Visited Towns - All Trip Purposes (2012 figures)	Millions
London	12.152
Manchester	3.126
Birmingham	2.748
Scarborough	1.726
Leeds	1.548
Bristol	1.518
York	1.517
Liverpool	1.470
Blackpool	1.298
Newcastle upon Tyne	1.251

Most Visited Towns - Holiday Trips (2012 figures)	Millions
London	4.168
Scarborough	1.531
Blackpool	1.073
Skegness	0.982
Manchester	0.963
York	0.844
Birmingham	0.714
Isle of Wight	0.710
Liverpool	0.654
Great Yarmouth	0.636

For more information about domestic overnight tourism, go to <http://www.visitengland.org/insight-statistics/major-tourism-surveys/overnightvisitors/index.aspx>

Inbound Tourism – Further Detail (2013 Data)

Trip Purpose	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	28.602	100%	£18,397	100%
Holiday	11.242	39%	£7,195	39%
VFR	8.387	29%	£3,917	21%
Business	6.540	23%	£4,537	25%
Study	0.480	2%	£1,453	8%
Other	1.952	7%	£1,295	7%

Destination - Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	28.602	100%	£18,397	100%
West Midlands	1.869	7%	£844	5%
East of England	2.006	7%	£873	5%
East Midlands	1.077	4%	£459	2%
London	16.784	59%	£11,256	61%
North West	2.415	8%	£1,076	6%
North East	0.431	2%	£208	1%
South East	4.587	16%	£2,000	11%
South West	2.230	8%	£1,097	6%
Yorkshire & the Humber	1.220	4%	£584	3%

Source Markets – Number of Visits	Millions
France	3.190
Germany	2.635
USA	2.541
Ireland	1.750
Spain	1.567
Netherlands	1.559
Italy	1.528
Poland	1.225
Australia	1.015
Belgium	0.954

Source Markets – Spend by Visitors	Millions
USA	£2,176
France	£1,181
Germany	£1,158
Australia	£1,043
Spain	£831
Italy	£777
Ireland	£594
Netherlands	£587
UAE	£486
Switzerland	£462

For more information about inbound tourism, go to <http://www.visitengland.org/insight-statistics/major-tourism-surveys/ips/index.aspx>

Day Visits – Further Detail (2013 Data)

Activities	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1,370	100%	£46,024	100%
Visiting friends or family	331	24%	£6,355	14%
Going out for a meal	144	11%	£6,294	14%
Going on a night out	125	9%	£4,247	9%
General day out	103	8%	£2,833	6%
Special shopping	99	7%	£7,599	17%
Undertaking outdoor activities	90	7%	£1,646	4%
Going out for entertainment	89	6%	£3,204	7%
Visiting attractions	74	5%	£3,130	7%
Watching live sporting events	50	4%	£1,889	4%
Other leisure/ hobbies	42	3%	£1,018	2%
Special public events	39	3%	£1,459	3%
Special personal events	36	3%	£1,192	3%
Other day out for leisure	29	2%	£946	2%
Taking part in sports	22	2%	£609	1%
Day out to health/beauty spa	6	0%	£247	1%

Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1,370	100%	£46,024	100%
North East England	74	5%	£2,827	6%
North West England	160	12%	£5,644	12%
Yorkshire and The Humber	134	10%	£4,225	9%
East Midlands	103	8%	£2,914	6%
West Midlands	133	10%	£4,828	10%
East of England	131	10%	£4,130	9%
London	262	19%	£9,223	20%
South East England	219	16%	£7,094	15%
South West England	154	11%	£5,138	11%

For more information about day visits, go to

<http://www.visitengland.org/insight-statistics/major-tourism-surveys/dayvisitors/index.aspx>

Trends Over Time

Domestic Overnight Tourism Trends for England 2006-2013

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2013 vs 2012
Trips	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	-3%
Bednights	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	-4%
Expenditure	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	-4%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2013 vs 2012
Trips	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	-2%
Bednights	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	-4%
Expenditure	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	-5%

Inbound Tourism Trends for England 2006-2013

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2013 vs 2012
Trips	27.586	27.794	27.291	25.402	25.659	26.753	26.802	28.602	+7%
Bednights	235.319	218.145	215.589	198.558	197.243	208.164	203.067	216.975	+7%
Expenditure	£13,793	£13,812	£14,272	£14,426	£14,620	£15,657	£16,292	£18,397	+13%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2013 vs 2012
Trips	8.989	9.139	9.351	9.819	10.119	10.578	10.356	11.242	+9%
Bednights	61.393	58.912	60.738	60.890	63.237	63.386	63.090	68.294	+8%
Expenditure	£4,055	£4,383	£4,539	£5,440	£5,602	£5,859	£6,405	£7,195	+12%

Outbound Travel and UK Tourism Balance of Payments

The balance of payments is calculated by comparing the amount spent by UK residents abroad and the amount spent by foreign visitors in the UK

(All figures in millions)	2006	2007	2008	2009	2010	2011	2012	2013
Trips abroad by UK residents	69,536	69,450	69,011	58,614	55,562	56,836	56,609	58,507
Spend abroad by UK residents	£34,411	£35,013	£36,838	£31,694	£31,820	£31,701	£32,559	£34,900
UK Spend by inbound visitors	£16,002	£15,960	£16,323	£16,592	£16,899	£17,998	£18,640	£21,012
UK Balance of Payments	-£18,409	-£19,053	-£20,515	-£15,102	-£14,921	-£13,703	-£13,919	-£13,888

Note: All expenditure figures are presented in nominal terms, i.e. without adjustment to take into account the effect of inflation

Visitor Attractions – Top 20 Free

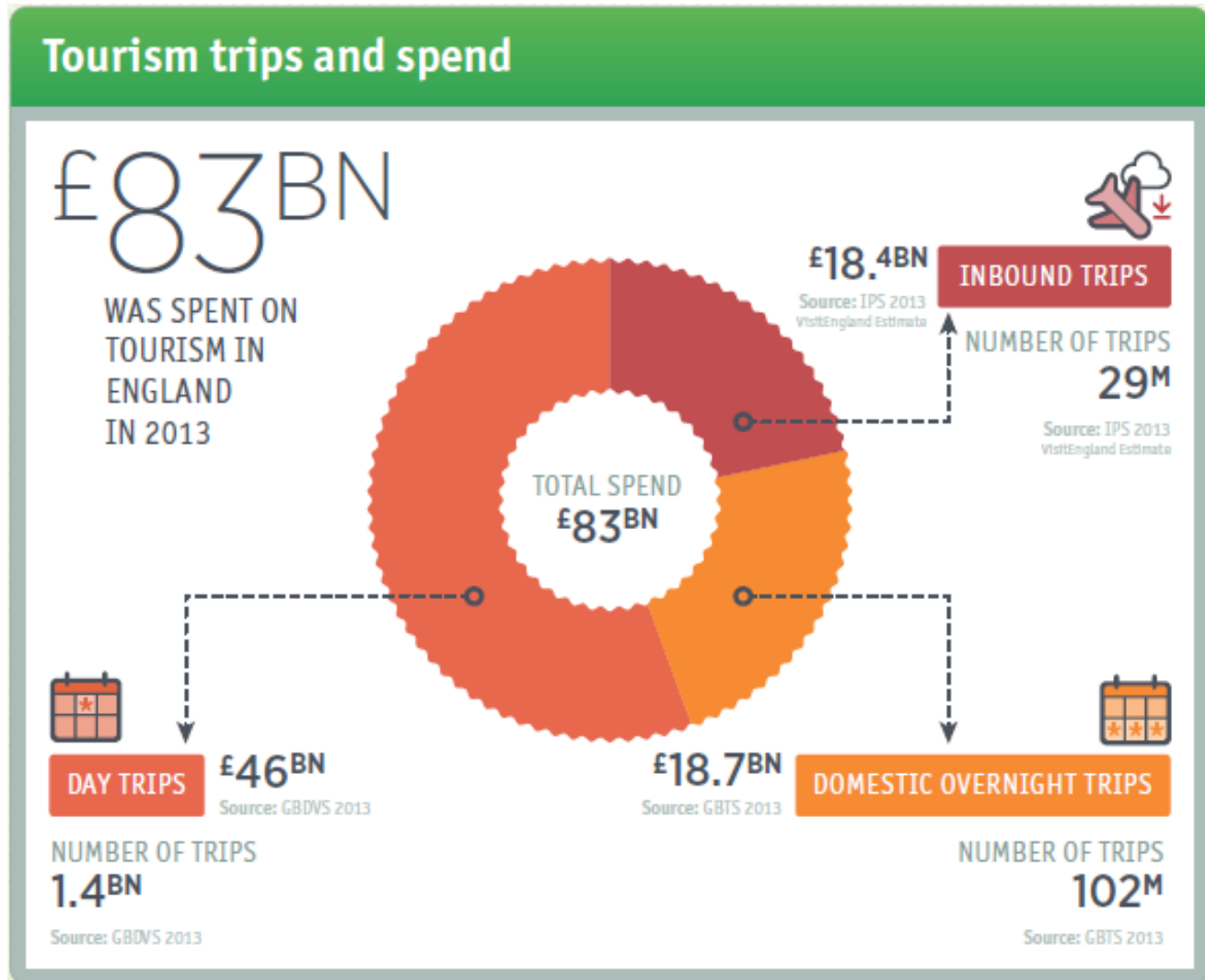
Rank	Name of Attraction	2012 Visitors	Rank	Name of Attraction	2012 Visitors
1	British Museum	5,575,946	11	Bristol Museum & Art Gallery	1,110,433
2	Tate Modern	5,318,688	12	Avenham and Miller Park	1,014,800
3	National Gallery	5,163,902	13	Museum of Liverpool	1,011,056
4	Natural History Museum	5,021,762	14	Imperial War Museum	973,153
5	Victoria and Albert Museum	3,231,700	15	mac	897,558
6	Science Museum	2,989,000	16	Museums Sheffield: Millennium Gallery	849,360
7	National Portrait Gallery	2,096,858	17	Merseyside Maritime Museum	845,709
8	Old Royal Naval College	1,778,019	18	Ashmolean Museum	844,340
9	British Library	1,413,967	19	World Museum Liverpool	716,579
10	National Maritime Museum	1,128,944	20	National Railway Museum	716,000

Visitor Attractions – Top 20 Paid

Rank	Name of Attraction	2012 Visitors	Rank	Name of Attraction	2012 Visitors
1	Tower of London	2,444,296	11	Royal Botanic Gardens, Kew	1,023,501
2	Hylands House and Estate	2,034,117	12	City Sightseeing Open bus	1,000,000
3	St Paul's Cathedral	1,789,974	13	The Fusiliers Museum London	1,000,000
4	Westminster Abbey	1,776,369	14	RHS Garden Wisley	977,451
5	Flamingo Land Theme Park and Zoo	1,512,824	15	ZSL London Zoo	974,433
6	Chester Zoo	1,405,233	16	Canterbury Cathedral	969,088
7	Windermere Lake Cruises, Bowness	1,247,698	17	Eden Project	953,688
8	Royal Academy of Arts	1,200,000	18	Roman Baths	919,072
9	Stonehenge	1,043,756	19	Tatton Park	778,500
10	Houses of Parliament and Big Ben	1,024,890	20	Chatsworth House	707,848

Domestic and Inbound Tourism Trends at a glance

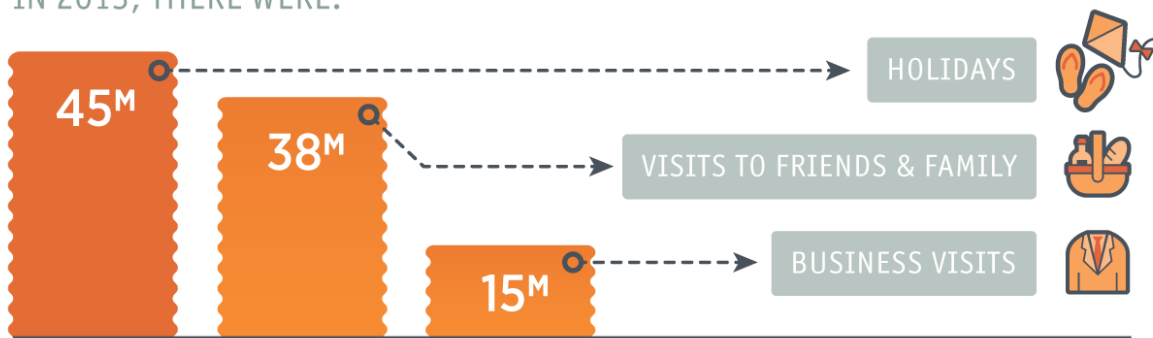
Headline figures for 2013



Domestic Tourism Trends over time

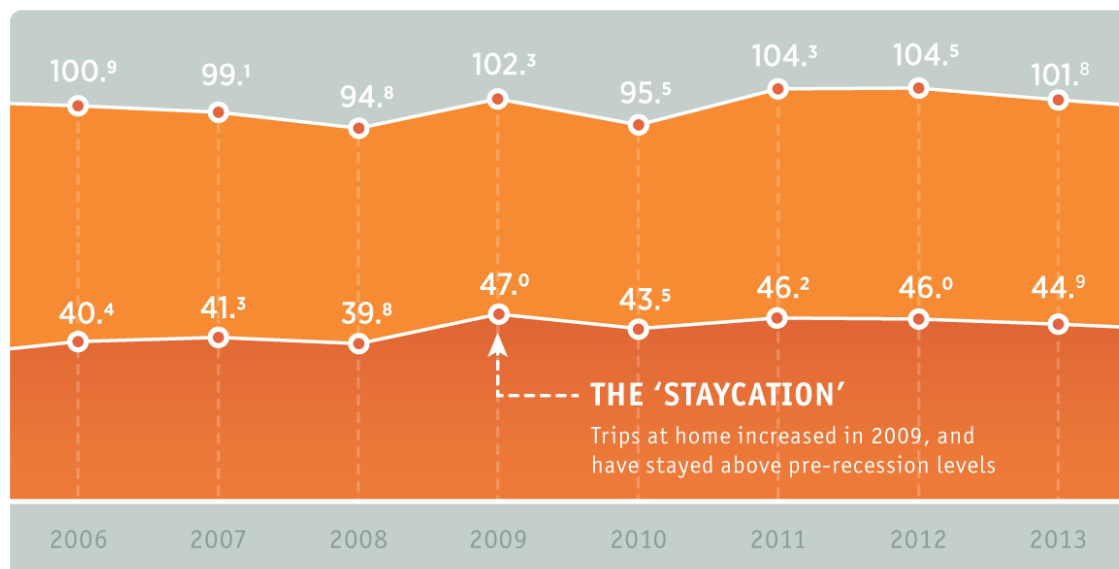
Domestic overnight tourism

IN 2013, THERE WERE:



Source: GBTS 2013

DOMESTIC OVERNIGHT TOURISM OVER TIME



Source: GBTS

ALL TRIPS (millions)

HOLIDAY TRIPS (millions)

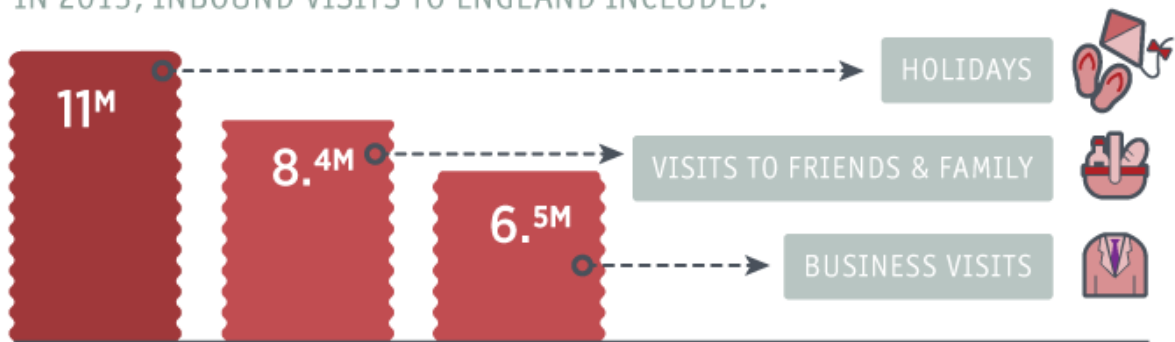
THE 'STAYCATION'

Trips at home increased in 2009, and have stayed above pre-recession levels

Inbound Tourism – Trip Purpose and Trends

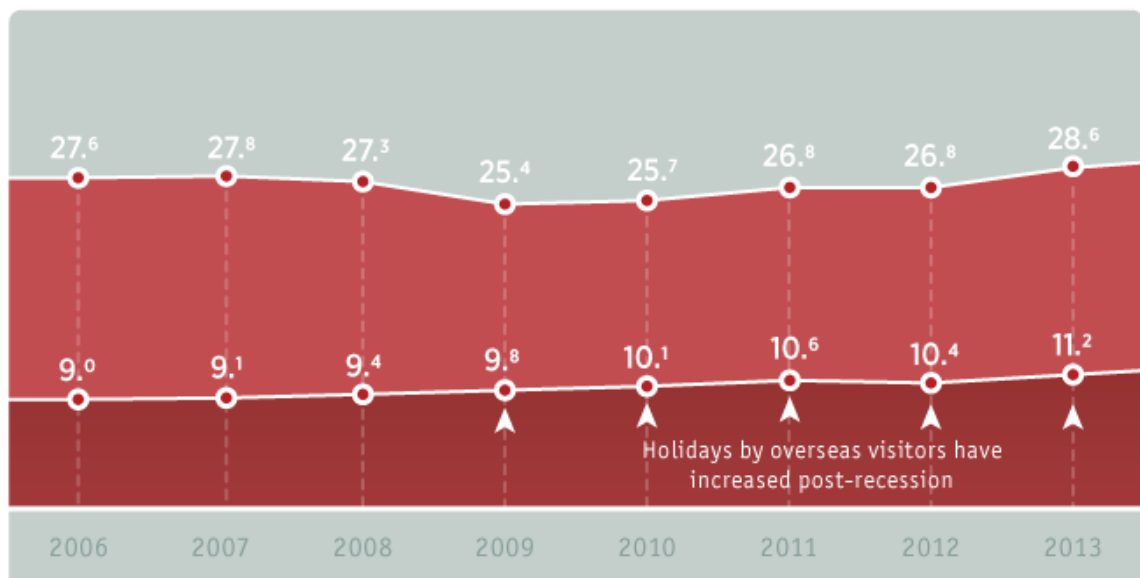
Inbound tourism

IN 2013, INBOUND VISITS TO ENGLAND INCLUDED:



Source: IPS 2013

INBOUND TOURISM OVER TIME



Source: IPS

ALL TRIPS (millions)

HOLIDAY TRIPS (millions)

Tourism Spending in England – Regional Spread

