

England Tourism Factsheet – December 2015

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.)

2014 Tourism Volumes and Spending

- **£18.1 billion** was spent by British residents on **92.6 million** overnight trips in England, equating to **273 million** nights away from home.
- **£45.1 billion** was spent on **1.3 billion** domestic tourism day trips
- **£19.1bn** was spent by inbound visitors, who made **29.8 million** trips and stayed for **233 million** nights

Accommodation

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

- **33,499 serviced** accommodation businesses (e.g. B&Bs, guest houses and hotels), with **790,707 bedrooms** and **1,781,294 bedspaces**
- **34,167 non-serviced accommodation** businesses (e.g. holiday homes, camping & caravan parks) offering **1,401,070 bedspaces**

In the serviced accommodation sector, average room occupancy in 2014 stood at 69%, with average bedspace occupancy at 52%.

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

Trip Purpose 2014	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	92.61	100%	£18,085	100%
Holidays	40.74	44%	£10,046	56%
Holidays 1-3 nights	26.47	29%	£5,264	29%
Holidays 4+ nights	14.27	15%	£4,782	26%
Visits to Friends and Relatives (VFR)	35.91	39%	£4,064	22%
Business	13.55	15%	£3,499	19%

Destination – Region 2014	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	92.61	100%	£18,085	100%
West Midlands	7.25	8%	£1,153	6%
East of England	8.98	10%	£1,604	9%
East Midlands	7.14	8%	£1,107	6%
London	11.38	12%	£2,889	16%
North West	12.74	14%	£2,465	14%
North East	3.69	4%	£616	3%
South East	16.19	17%	£2,448	14%
South West	17.31	19%	£3,933	22%
Yorkshire & the Humber	9.45	10%	£1,728	10%

Most Visited Towns - All Trip Purposes 3 year average 2012-2014	Millions
London	11,936
Manchester	2,688
Birmingham	2,317
Scarborough	1,621
Bristol	1,512
Leeds	1,510
Liverpool	1,427
Blackpool	1,335
York	1,204
Newcastle Upon Tyne	1,162

Most Visited Towns - Holiday Trips 3 year average 2012-2014	Millions
London	3,733
Scarborough	1,379
Blackpool	1,099
Manchester	926
Skegness	712
York	710
Birmingham	670
Liverpool	639
Torbay	607
Bournemouth	491

For more information about domestic overnight tourism, go to:
<http://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/domestic-overnight-tourism-gbts>

Inbound Tourism – Further Detail

Trip Purpose	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	29.824	100%	£19,081	100%
Holiday	11.914	40%	£7,382	39%
VFR	8.807	30%	£4,023	21%
Business	6.701	22%	£4,553	24%
Study	0.598	2%	£1,579	8%
Other	1.804	6%	£1,543	8%

Destination - Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	29.824	100%	£19,081	100%
West Midlands	1.952	7%	£762	4%
East of England	2.105	7%	£967	5%
East Midlands	1.020	3%	£429	2%
London	17.404	58%	£11,822	62%
North West	2.512	8%	£1,115	6%
North East	0.473	2%	£216	1%
South East	4.648	16%	£2,160	11%
South West	2.195	7%	£1,039	6%
Yorkshire & the Humber	1.367	5%	£571	3%

Source Markets – Number of Visits	Millions
France	3.341
Germany	2.678
USA	2.678
Ireland	1.829
Spain	1.808
Italy	1.643
Netherlands	1.565
Poland	1.303
Australia	0.990
Belgium	0.874

Source Markets – Spend by Visitors	Millions
USA	£2,383
Germany	£1,249
France	£1,237
Australia	£1,050
Spain	£941
Italy	£851
Ireland	£672
Netherlands	£580
Norway	£472
Sweden	£445

For more information about inbound tourism, go to:
<http://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/inbound-tourism>

Day Visits – Further Detail

Activities	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1,345	100%	£45,101	100%
Visiting friends or family	318	24%	£6,798	15%
Going out for a meal	131	10%	£5,351	12%
Going on a night out	113	8%	£4,050	9%
General day out	109	8%	£2,927	6%
Undertaking outdoor activities	100	7%	£1,652	4%
Special shopping	95	7%	£7,844	17%
Going out for entertainment	84	6%	£3,429	8%
Visiting attractions	66	5%	£2,525	6%
Watching live sporting events	52	4%	£1,922	2%
Other leisure/ hobbies	44	3%	£714	2%
Special personal events	42	3%	£1,388	3%
Special public events	40	3%	£1,423	3%
Other day out for leisure	39	3%	£1,299	3%
Taking part in sports	21	2%	£476	1%
Day out to health/beauty spa	9	1%	£262	1%

Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1,345	100%	£45,101	100%
North East England	63	5%	£2,277	5%
North West England	160	12%	£5,370	12%
Yorkshire and The Humber	131	10%	£4,147	9%
East Midlands	95	7%	£2,586	6%
West Midlands	119	9%	£3,864	9%
East of England	130	10%	£3,913	7%
London	274	20%	£10,732	24%
South East England	227	17%	£7,571	16%
South West England	146	11%	£4,691	10%

For more information about day visits, go to:

<https://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/domestic-day-visits>

Trends Over Time

Domestic Overnight Tourism Trends for England 2006-2014

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013
Trips	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.742	92.613	-9%
Bednights	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	-8%
Expenditure	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	-3%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013
Trips	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.918	40.740	-9%
Bednights	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	-8%
Expenditure	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	-4%

Inbound Tourism Trends for England 2006-2014

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013
Trips	27.586	27.794	27.291	25.402	25.659	26.753	26.802	28.522	29.824	+5%
Bednights	235.319	218.145	215.589	198.558	197.243	208.164	203.067	217.336	232.846	+7%
Expenditure	£13,793	£13,812	£14,272	£14,426	£14,620	£15,657	£16,292	£18,654	£19,081	+2%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013
Trips	8.989	9.139	9.351	9.819	10.119	10.578	10.356	11.204	11.914	+6%
Bednights	61.393	58.912	60.738	60.890	63.237	63.386	63.090	68.198	69.962	+3%
Expenditure	£4,055	£4,383	£4,539	£5,440	£5,602	£5,859	£6,405	£7,309	£7,382	+1%

All trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013	2014 vs 2008
London	15,593	15,340	14,753	14,211	14,706	15,289	15,461	16,811	17,404	+4%	+18%
Rest of England	13,942	14,293	14,252	12,932	12,568	12,996	12,846	13,516	14,193	+5%	0%
All trips spend (£ Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2014 vs 2013	2014 vs 2008
London	7,822	8,192	8,126	8,238	8,741	9,411	10,075	11,496	11,822	+3%	+45%
Rest of England	5,971	5,619	6,147	6,188	5,878	6,246	6,188	7,158	7,259	+1%	+18%

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	2014
Trips abroad by UK residents	69,536	69,450	69,011	58,614	55,562	56,836	56,538	57,792	60,082
Spend abroad by UK residents	£34,411	£35,013	£36,838	£31,694	£31,820	£31,701	£32,450	£34,510	£35,537
UK Spend by inbound visitors	£16,002	£15,960	£16,323	£16,592	£16,899	£17,998	£18,640	£21,258	£21,849
UK Balance of Payments	-£18,409	-£19,053	-£20,515	-£15,102	-£14,921	-£13,703	-£13,810	-£13,252	-£13,688

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

Visitor Attractions – Most Visited Free Attractions 2014

Note: E = estimate

Rank	Name of Attraction	2014 Visitors	Rank	Name of Attraction	2014 Visitors
1	British Museum	6,695,213	11	National Maritime Museum	1,516,258
2	National Gallery	6,416,724	12	Tate Britain	1,357,878
3	Tate Modern	5,785,427	13	Bristol Museums, Galleries & Archives	1,037,528
4	Natural History Museum	5,388,295	14	Old Royal Naval College – Discover Greenwich Visitor Centre	1,026,234
5	Brighton Pier	4,500,000 (E)	15	mac Birmingham	996,523
6	Victoria and Albert Museum	3,651,450	16	Imperial War Museum London	914,774
7	Science Museum	3,356,072	17	Museum of London	902,922
8	The Library of Birmingham	2,414,860	18	Ashmolean Museum	875,407
9	National Portrait Gallery	2,062,502	19	Horniman Museum and Gardens	870,051
10	British Library	1,627,599	20	Avenham and Miller Park	795,621 (E)

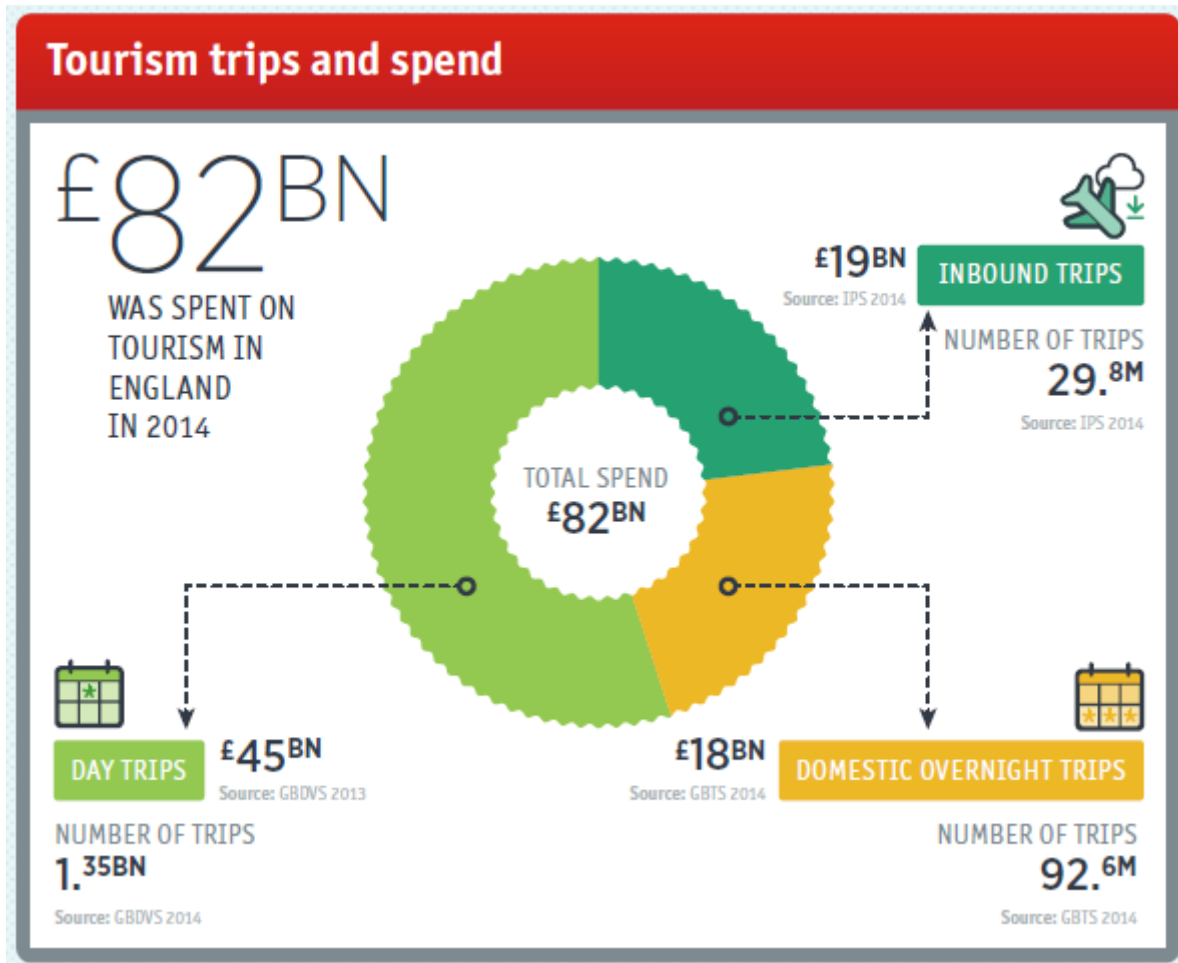
Visitor Attractions – Most Visited Paid Attractions 2014

Note: E = estimate

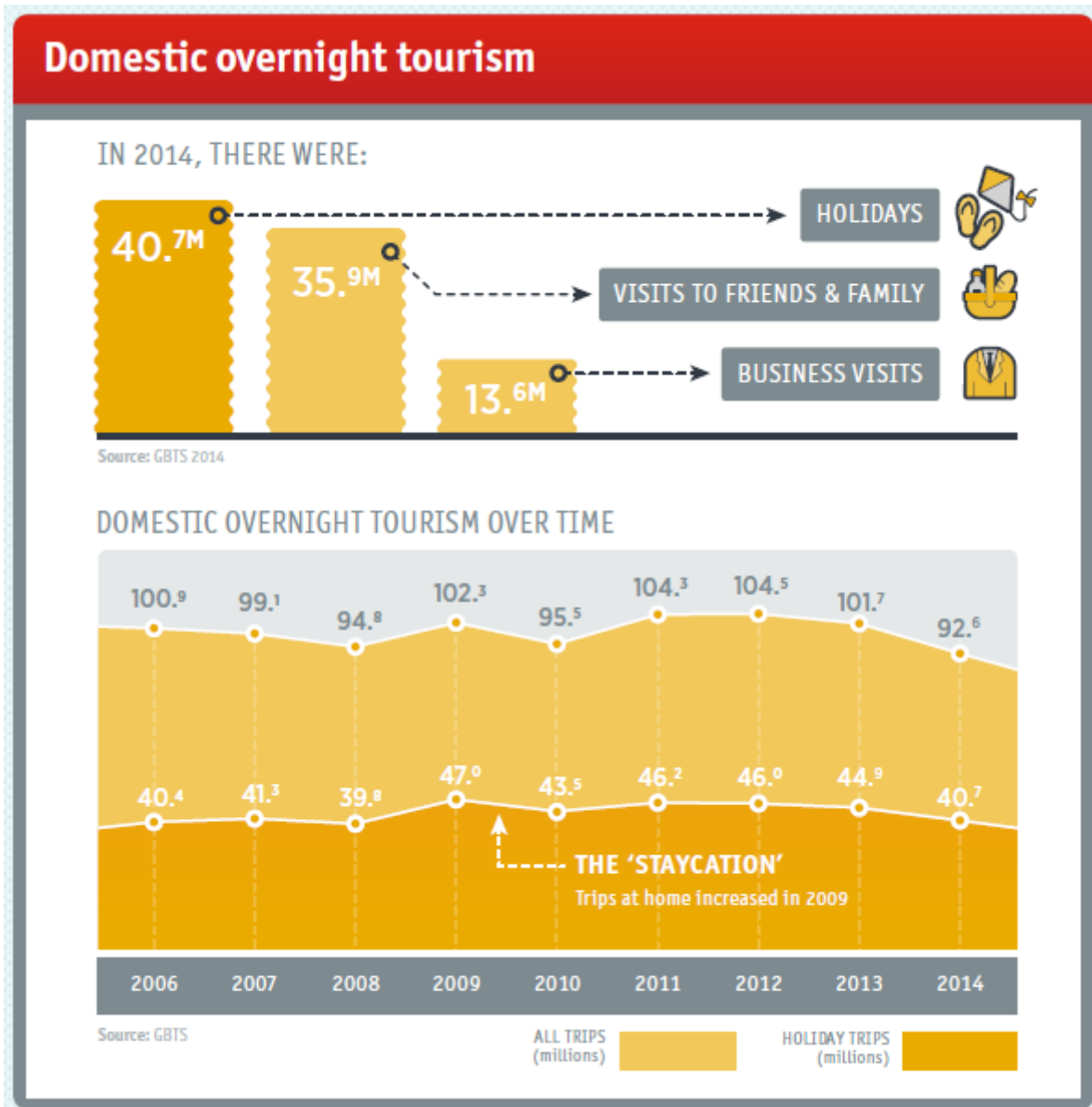
Rank	Name of Attraction	2014 Visitors	Rank	Name of Attraction	2014 Visitors
1	Tower of London	3,081,939	11	Chill Factore	1,138,484
2	Westminster Abbey	1,786,106	12	RHS Garden Wisley	1,023,715
3	St Paul's Cathedral	1,782,741	13	Roman Baths	1,015,135
4	Flamingo Land Theme Park and Zoo	1,536,279	14	Canterbury Cathedral	1,004,573 (E)
5	Windermere Lake Cruises, Bowness	1,469,189	15	Eden Project	867,362 (E)
6	Chester Zoo	1,432,867	16	Tatton Park	834,500
7	Royal Botanic Gardens, Kew Gardens	1,367,997	17	Royal Academy of Arts	824,793
8	Stonehenge	1,346,177	18	Royal Observatory Greenwich	785,963
9	ZSL London Zoo	1,318,621	19	Portsmouth Historic Dockyard	741,142
10	Houses of Parliament	1,253,326	20	Clumber Park	709,000 (E)

Domestic and Inbound Tourism Trends – at a glance

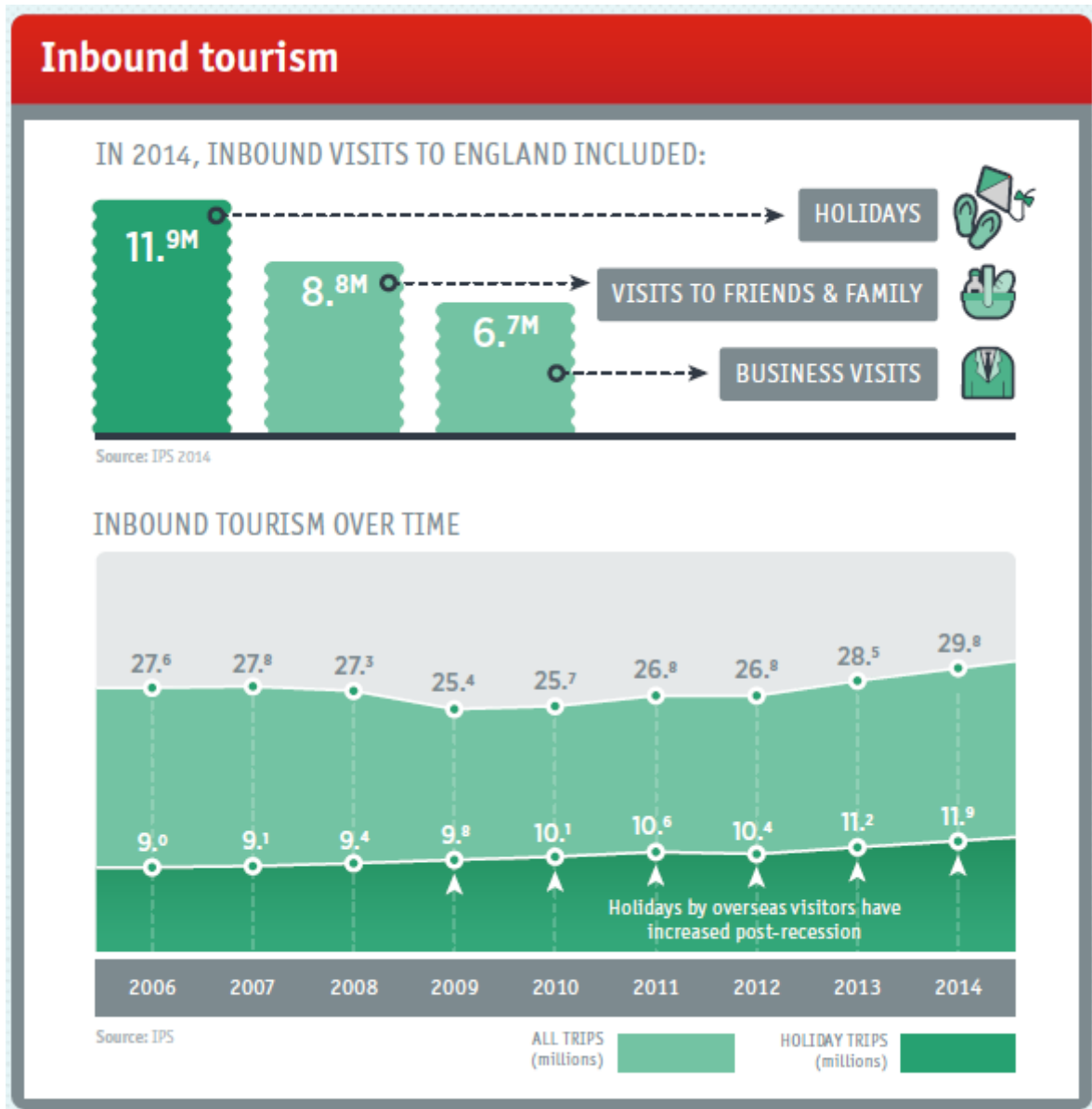
Headline figures for 2014



Domestic Tourism Trends over time



Inbound Tourism – Trip Purpose and Trends



Tourism Spending in England – Regional Spread

