

# Key Tourism Facts

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## The big picture

Tourism is one of the largest industries in the UK.

According to a recent Deloitte study 'The Economic Contribution of the Visitor Economy – UK and the nations' tourism was worth £115.4bn to the UK economy in 2009 once the direct and indirect impacts are taken into account, equivalent to 8.9% of UK Gross Domestic Product.

The Deloitte study found that tourism would account for a similar proportion of the overall UK economy in 2020 as it did in 2008 (8.8%).

The number of jobs that tourism supports is forecast to increase by 250,000 between 2010 and 2020, from 2.645 million to 2.899 million.

One in twelve jobs in the UK is currently either directly or indirectly supported by tourism.

The long-run GVA growth rate of the visitor economy is forecast to be 3.5% per annum over the period 2010 to 2020, well ahead of the 2.9% forecast for the economy as a whole.

Tourism expenditure is forecast to grow at an annual real growth rate of 3.0% per annum over the period 2010 to 2020 according to Deloitte, with spending by inbound visitors forecast to grow at a faster rate than spending by domestic residents (4.4% versus 2.6%).

Tourism is the UK's third highest export earner behind Chemicals and Financial Services, with inbound visitors spending more than £16bn each year and contributing more than £3bn to the Exchequer.

The 'direct' effect of spending by tourists is estimated at £90bn in 2009, comprised of:

Spending by Overseas Residents	£ billion
Visits to the UK	16.5
Fares to UK carriers	2.9
Spending by Domestic Tourists	£ billion
Trips of 1+ nights	22.2
Day Trips	47.6
Rent for Second Ownership	1.0

## Detailed figures on Inbound Tourism to the UK

The 30 million overseas visitors who came in 2009 spent £16.5 billion in the UK. These figures represent a 7% decline in volume and 1% (nominal) increase in value compared with 2008.

In 2008 the UK ranked seventh in the international tourism earnings league (compared with sixth in 2007) behind the USA, Spain, France, Italy, China and Germany according to UNWTO figures.

Detailed figures for 2009 are not yet available, the following figures are based on 2008 results.

### Top inbound markets for the UK in 2008

	Visits (000s)	% total
France	3,636	11.4%
Irish Republic	3,070	9.6%
USA	2,950	9.3%
Germany	2,900	9.1%
Spain	1,974	6.2%

	Spend (£m)	% total
USA	2,223	13.6%
Germany	1,125	6.9%
France	1,053	6.5%
Irish Republic	983	6.0%
Spain	815	5.0%

## UK Domestic Overnight Tourism

In 2008 UK residents took:

- 52.0 million holidays of one night or more spending £11.4 billion
- 18.2 million overnight business trips spending £4.5 billion
- 44.1 million overnight trips to friends and relatives spending £4.8 billion

Overall the number of domestic overnight trips taken in 2008 was 5% lower than in 2007, while total spending declined by 1% in nominal terms.

## Accommodation

In 2008, average room occupancy for all serviced accommodation throughout the UK was 60% (down 2 percentage points from 2007). Average bedspace occupancy was 44% (a decrease of 4 percentage points on 2007).