

# Unit 1: The World of Travel + Tourism

Learning Aim C: The scale of the travel + tourism industry

- C1. Importance of the UK as a global destination
- C2. Employment in travel + tourism
- C3. Visitor numbers
- C4. Income + spending



## Assessment outcomes

**AO1** Demonstrate knowledge and understanding of the travel and tourism industry, types of tourism and the destinations involved

Command words: complete, describe, give, identify, outline

Marks: ranges from 2 to 4 marks

**AO2** Apply knowledge and understanding of the travel and tourism industry and factors affecting the industry to real-life travel and tourism scenarios

Command words: analyse, assess, calculate, describe, discuss, evaluate, explain

Marks: ranges from 4 to 12 marks

**AO3** Analyse information and data from the travel and tourism industry, identify trends and the potential impact of different factors on the industry and its customers

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

**AO4** Evaluate how information and data can be used by the travel and tourism industry to make decisions that affect organisations, customers and the industry

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

**AO5** Make recommendations between the factors that influence the travel and tourism industry and how the industry responds to minimise the potential impact on organisations and customers

Command words: analyse, assess, discuss, evaluate

Marks: ranges from 6 to 12 marks

PREVIEW

## Summary of assessment

This unit is assessed by a written examination set and marked by Pearson.

The examination will be 1.5 hours in length.

The number of marks for the examination is 75.

The assessment is available in January and June each year.

PREVIEW

## C. The scale of the travel + tourism industry

Travel and tourism is one of the largest service sectors in the UK. Its scale can be measured locally, regionally, nationally and internationally – in terms of employment, visitor numbers, income and spending and trends analysis – including the reasons for the changes.



1. Importance of the industry as a global destination



2. Employment in travel + tourism



3. Visitor numbers



4. Income + spending

PREVIEW

**C1. Importance of the UK as a global destination**



1. Importance of the UK as a global destination



*What is the appeal of the UK as a global destination?*

**PREVIEW**

## C1. Importance of the UK as a global destination



Inbound statistics  
for 2022

### What makes the UK important as a global destination?

Travel + tourism is an important part of the UK economy – providing income and jobs. T+T accounts for 10% of the world's exports. In some countries T+T is responsible for most of the income.

Measuring importance:  
• Assessing visitor numbers  
• Analysing economic importance

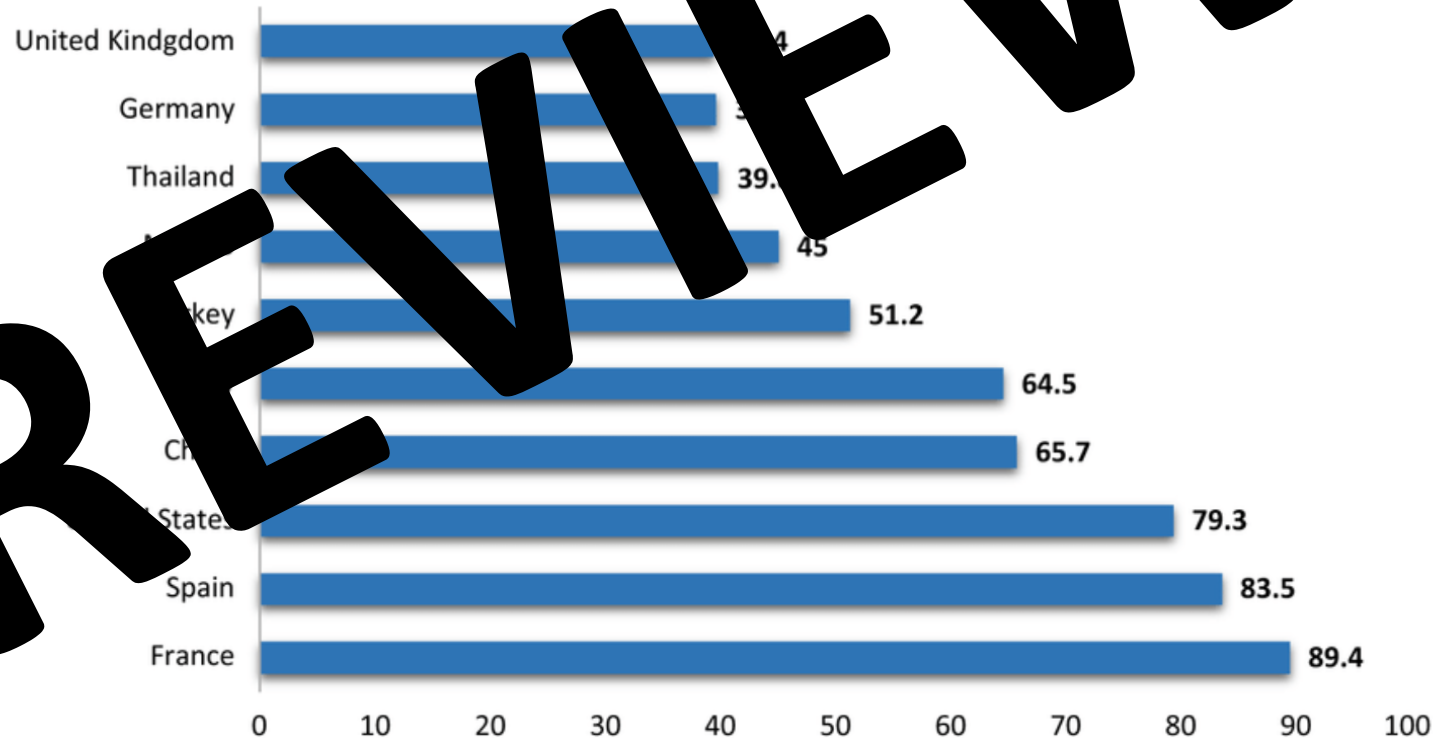
PREVIEW

## C1. Importance of the UK as a global destination



Visitor numbers give a good indication of the importance a country as a global destination. The UNTWO produces this information on their website.

2019 global International tourist arrivals by top 10 countries (in millions)



Top 10 international tourism arrivals by country. Source: The United Nations World Tourism Organization (UNWTO)

## C1. Importance of the UK as a global destination

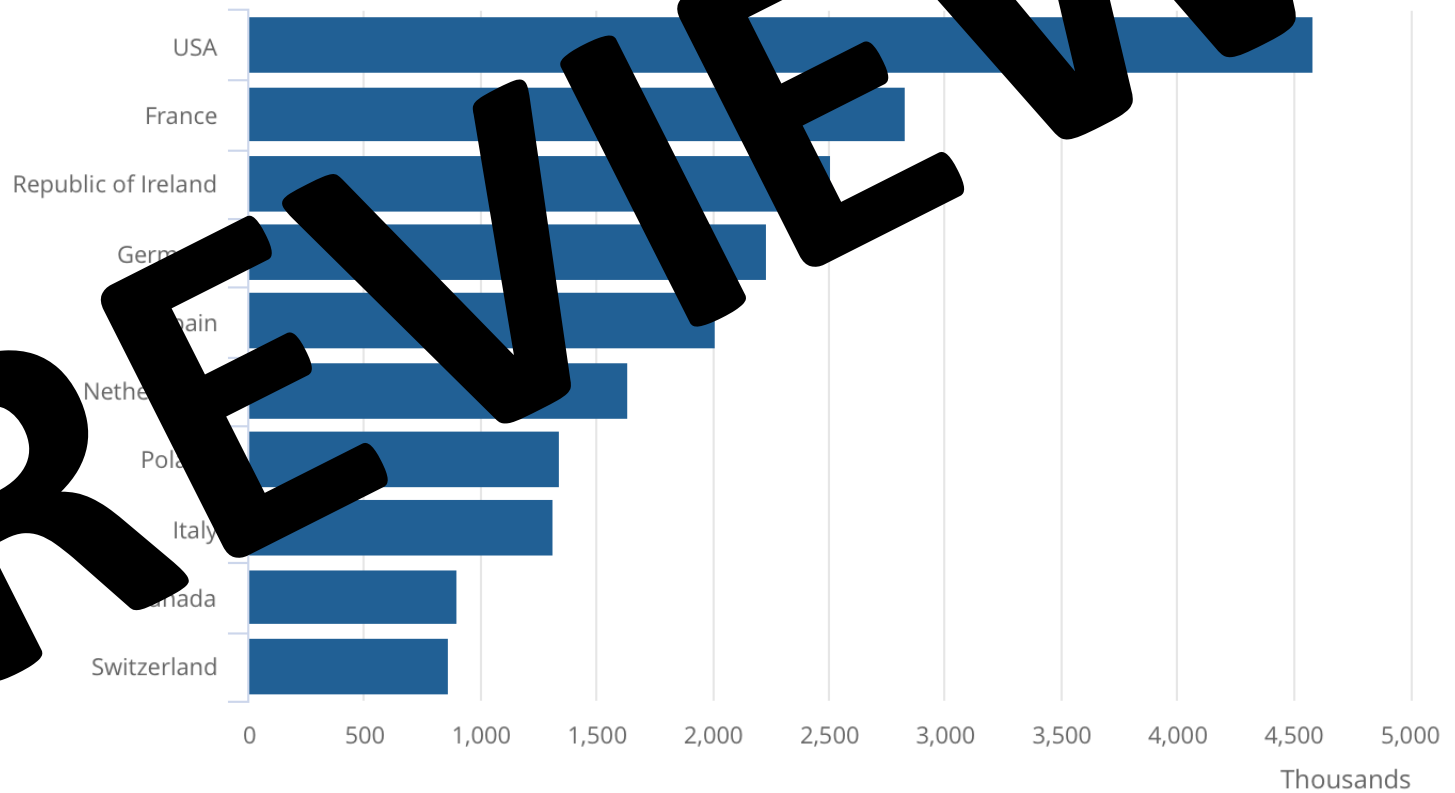


Country of origin for inbound tourists is important – known as **tourist generators**.

Having this information always T+T organisations to customise their products and services and support their marketing.

The International Passenger Survey (only a half of the office for National Statistics) interviews up to 800,000 travellers a year, arriving and departing the UK

### Top 10 visiting countries to the UK, 2022



Source: International Passenger Survey 2022 from the Office for National Statistics



## C1. Importance of the UK as a global destination



The economic importance of T+T is calculated by analysing the amount tourists spend in each country.

This is known as **tourist receipts**.

### Total contribution of travel and tourism to GDP in the United Kingdom (UK) in 2019 and 2022 (in billion GBP)



Source: Statista

## C1. Importance of the UK as a global destination



The economic importance of T+T can be assessed by looking at how much it contributes to the overall economy of the UK.

### Share of travel and tourism's total contribution to GDP in 2019 and 2022, with a forecast for 2023



Source: International Passenger Survey 2022 from the Office for National Statistics

## C1. Importance of the UK as a global destination



Country of origin for inbound tourists is important – known as **tourist generators**.

Having this information always T+T organisations to customise their products and services to support their marketing.

The International Passenger Survey (only half of the office for National Statistics) interviews up to 800,000 travellers a year, arriving and departing the UK

Year	Number of Visits (m)	Spend (£bn)	Average spend per visit (£)	Average length of stay (days)	Exports (m)
2010	30.398	£18.002	£586	7.8	236
2011	31.886	£18.695	£586	7.8	248
2012	31.4	£19.78	£614	7.5	242
2013	33.56	£22.238	£663	7.6	256
2014	35.337	£23.423	£663	7.9	278
2015	36.792	£23.839	£648	7.7	284
2016	39.129	£25.415	£650	7.7	300
2017	41.080	£28.396	£691	7.6	313
2018	40.283	£26.508	£658	7.2	291
2019	40.857	£28.448	£696	7.1	290

Source: International Passenger Survey 2022 from the Office for National Statistics

## C1. Importance of the UK as a global destination



Inbound visitors are categorised by country of residence and then visitor numbers, number of nights they stay and amount they spend.

### Top 50 markets by volume of visits (2019)

Country of residence	Visits (000s)	Visits Rank	Nights	Spend (£)	Spend Rank
USA	4,499	1	29,100	£4,180	1
France	3,561	2	16,900	£1,398	4
Germany	3,233	3	14,000	£1,567	3
Irish Republic	2,851	4	14,000	£958	8
Spain	2,319	5	10,000	£977	7
Italy	2,197	6	10,000	£1,109	6
Netherlands	1,907	7	8,000	£796	10
Poland	1,704	8	8,931	£498	17
Belgium	1,130	9	3,367	£359	23
Australia	1,063	10	13,577	£1,174	5
Switzerland	926	11	4,498	£570	14
Romania	902	12	9,623	£439	18
China	883	13	14,421	£1,710	2
Canada	784	14	7,759	£734	12
Sweden	789	15	3,709	£400	21
India	692	16	12,356	£753	11
Denmark	691	17	2,676	£329	25
Norway	647	18	2,894	£437	19
Portugal	613	19	4,124	£292	27
United Arab Emirates	553	20	5,126	£869	9

PREVIEW

Source: International Passenger Survey 2022 from the Office for National Statistics

## C2. Employment in travel and tourism



The scale of the travel and tourism industry can also be measured using statistics on employment and trends. Employment includes the number and types of people **directly employed** in the industry at all levels, including business support functions. It also includes **indirect employment** in industries that support the travel and tourism industry, such as transport, accommodation, and food and beverage. Indirect employment depends on for support (hospitality + retail). Examples of job roles for each would need to be given.

### Sectors

- Transport
- Accommodation
- Retail
- Food and beverage
- Travel agents
- Visitor attractions
- Retail
- Accommodation
- Transport associations, governments + regulatory bodies
- Information and promotion
- Technology



***In pairs choose a T+T sector and brainstorm as many jobs in that sector as you can.***



Types of business and employment in the tourism sector.

PREVIEW

United Kingdom: Enterprises and employment in tourism

Source: OECD

	Number of establishments <sup>1</sup>	Number of persons employed				
	2017	2014	2015	2016	2017	2018
<b>Total</b>	..	1 432 019	1 605 888	1 605 888	1 605 888	1 605 888
<b>Tourism industries</b>	<b>233 080</b>	<b>1 012 842  </b>	<b>1 012 842  </b>	<b>1 012 842  </b>	<b>1 012 842  </b>	<b>1 012 842  </b>
Accommodation services for visitors	17 351	..	28 000	28 000	28 000	28 000
Hotels and similar establishments	..	..	..	..	..	..
Food and beverage serving industry	..	..	389 238	389 238	389 238	418 858
Passenger transport	1 000	1 000	1 000	89 760	101 374	..
Air passenger transport	48	41 700	39 431	26 784	27 170	..
Railways passenger transport	68	27 976	37 125	26 845	35 709	..
Road passenger transport	12 937	54 450	68 113	35 012	37 276	..
Water passenger transport	725	2 290	2 295	1 120	1 219	..
Passenger transport support services	..	..	..	..	..	..
Transport rental	3 832	916	838	2 599	3 514	..
Travel agencies and reservation services industry	8 086	86 713	102 093	107 500	51 059	..
Retail industry	31 428	45 948	47 749	63 205	61 694	..
Sports and recreation industry	18 506	128 322	144 003	100 261	122 881	..
Retail trade of country-specific tourism characteristic goods	..	..	..	..	..	..
Other country-specific tourism industries	4 165	270	263	872	607	..
<b>Other industries</b>	..	<b>419 177  </b>	<b>486 036  </b>	<b>459 270  </b>	<b>420 777  </b>	..



## C2. Employment in travel and tourism



### Employment roles in travel + tourism

- **Customer facing – including telephone + web-based roles**  
Deal directly with customers in person or via telephone
- **Support or administration**  
Support the business meet its aims HR, marketing administration
- **Graduate programmes + trainees**  
Training programmes for specific roles in T+T, marketing management, air traffic control
- **Management and supervisory**  
management roles – travel agent manager, call centre manager

### Care Pathway

**Start at a low level** and work your way up to supervisor and manager

- **Internships** (work experience) then join the organisation after that
- **Apprenticeships** (work + qualifications) then continue to work in the organisation
- **Management trainee scheme** for L3 + L4 students to enter in management roles

## C2. Employment in travel and tourism



### Sectors

- Transport
- Tour operators
- Travel agents
- Visitor attractions
- Accommodation
- Trade associations, governments - regulatory bodies
- Information and promotion
- Technology

PREVIEW



**C2.**

Employment in travel and tourism



Airlines



Cruise ships

**PREVIEW**

What qualifications do these roles need?

Transport hubs gateways



## C2. Employment in travel and tourism



Tour operator jobs are either at headquarters or a resort

### Reservations + sales

Work with travel agents inc. online  
Ensure their products are being sold  
Training agents about their products + offering incentives to sell  
Call centre staff sell directly



### Examples + salaries



**Marketing**  
responsible for marketing promoting products and services  
advertising on all media etc

### Examples + salaries

### Customer relations

phone or email  
**Departments** - answering queries before the holiday  
based at the destination or resort, looking after customers-  
arranging transport, dealing with any issues

### In-resort

**Complaints** - deal with post holiday issues inc. complaints



### Examples + salaries

### Operations

Operations team responsible for administrating contracts with suppliers inc. accommodation, activities and trips



### Examples + salaries

## C2. Employment in travel and tourism

### Travel agents

Work in travel agencies in the high street or online – customer facing.  
Good general knowledge of T+T.



#### Examples + salaries



### Visitor attractions

Wide range of roles – most customer facing.  
Specialist roles inc. engineering, operations, marketing, accounting etc.  
Some like museums require specialist knowledge.



#### Examples + salaries

### Information + promotional services

Working in tourist information centres.  
Knowledge of local area, its activities, natural attractions etc.

Producing marketing materials  
Partnering with local businesses



#### Examples + salaries



#### Examples + salaries

### Trade associations + regulatory bodies

Administration jobs + customer facing in dealing with member companies  
Roles include specialist industry knowledge e.g. aviation security for CAA or legal expertise to form regulations



## C2.

### Employment in travel and tourism



#### Insurance companies

Supplying insurance for tourism businesses – airlines to attractions, liability to buildings

#### Travel journalism

Writing for a newspaper or magazine (inc. online), blog or vblog



#### Food + beverage + catering + hospitality

Suppliers to accommodation, attractions etc  
Local restaurants, café and coffee shops

#### Manufacturing

Making of goods used across the T+T industry

#### Publishing

Designing, producing and publishing (e)brochures + promotional materials

#### Maintenance

Maintaining + vehicles (trains, ships + aircraft)

PREVIEW



## C2. Employment in travel and tourism



Changes in tourism employment (main and secondary jobs) 2009 to 2014

UK Industry Group:	Employment thousands					
	2010	2011	2012	2013	2014	
Accommodation visitors	336	340	347	352	360	388
Food and beverage serving activities	1,138	1,167	1,179	1,204	1,238	1,308
Passenger transport, vehicle hire, travel agencies etc.	497	518	501	507	500	503
Culture, sports, recreation, conference etc. activities	692	703	695	690	709	775
Total: Tourism industries	2,663	2,729	2,722	2,754	2,805	2,975
Total: Non-tourism industries	27,078	27,035	27,213	27,396	27,838	28,461
Total: all industries	29,741	29,764	29,935	30,150	30,643	31,436

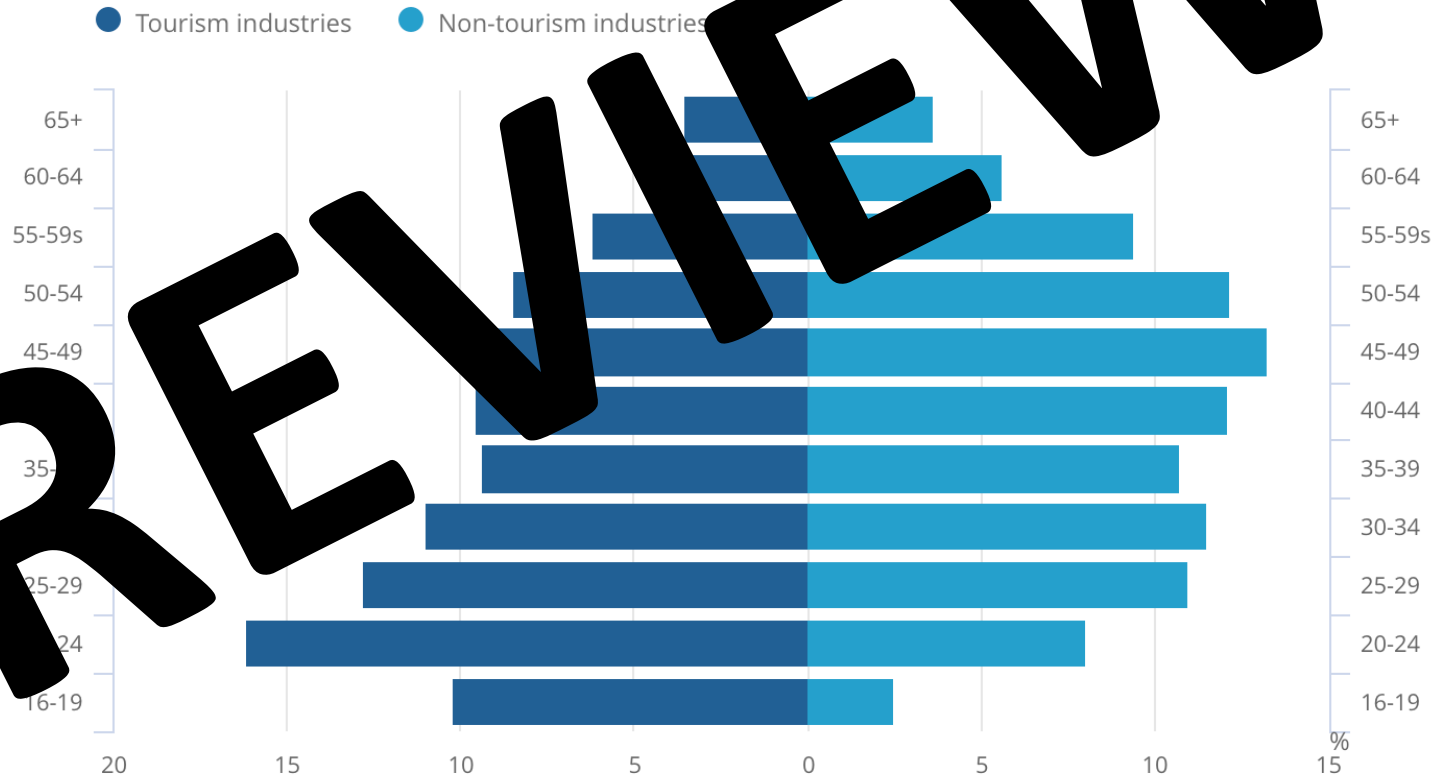
Source: Annual Population Survey 2009-2014, Office for National Statistics

## C2. Employment in travel and tourism



Direct employment

Population pyramid showing the age distribution of workers in tourism and non-tourism related industries, 2016

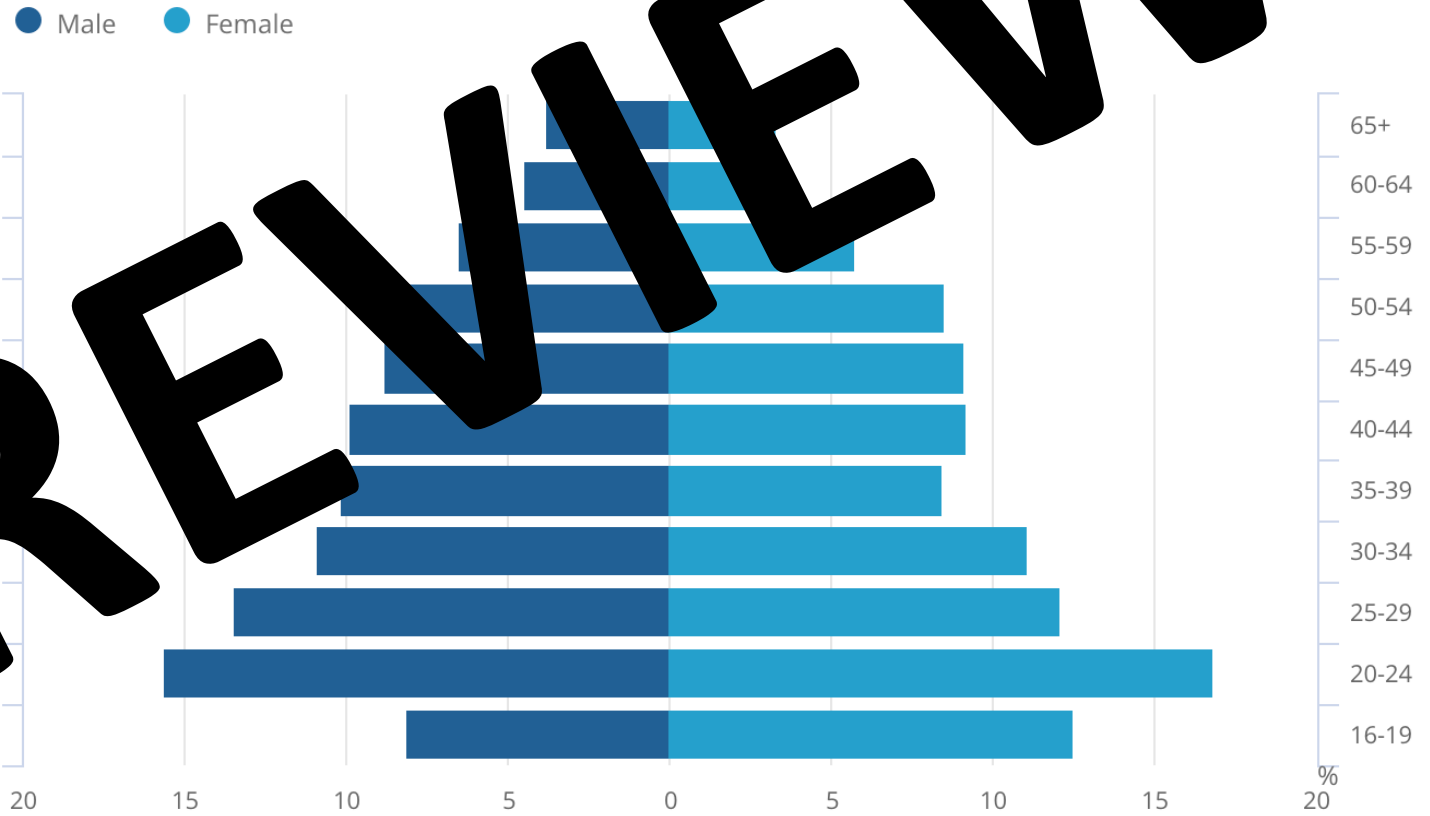


Source: Annual Population Survey (APS) - Office for National Statistics

## C2. Employment in travel and tourism



Population pyramid showing the age distribution of male and female workers in tourism industries, 2016



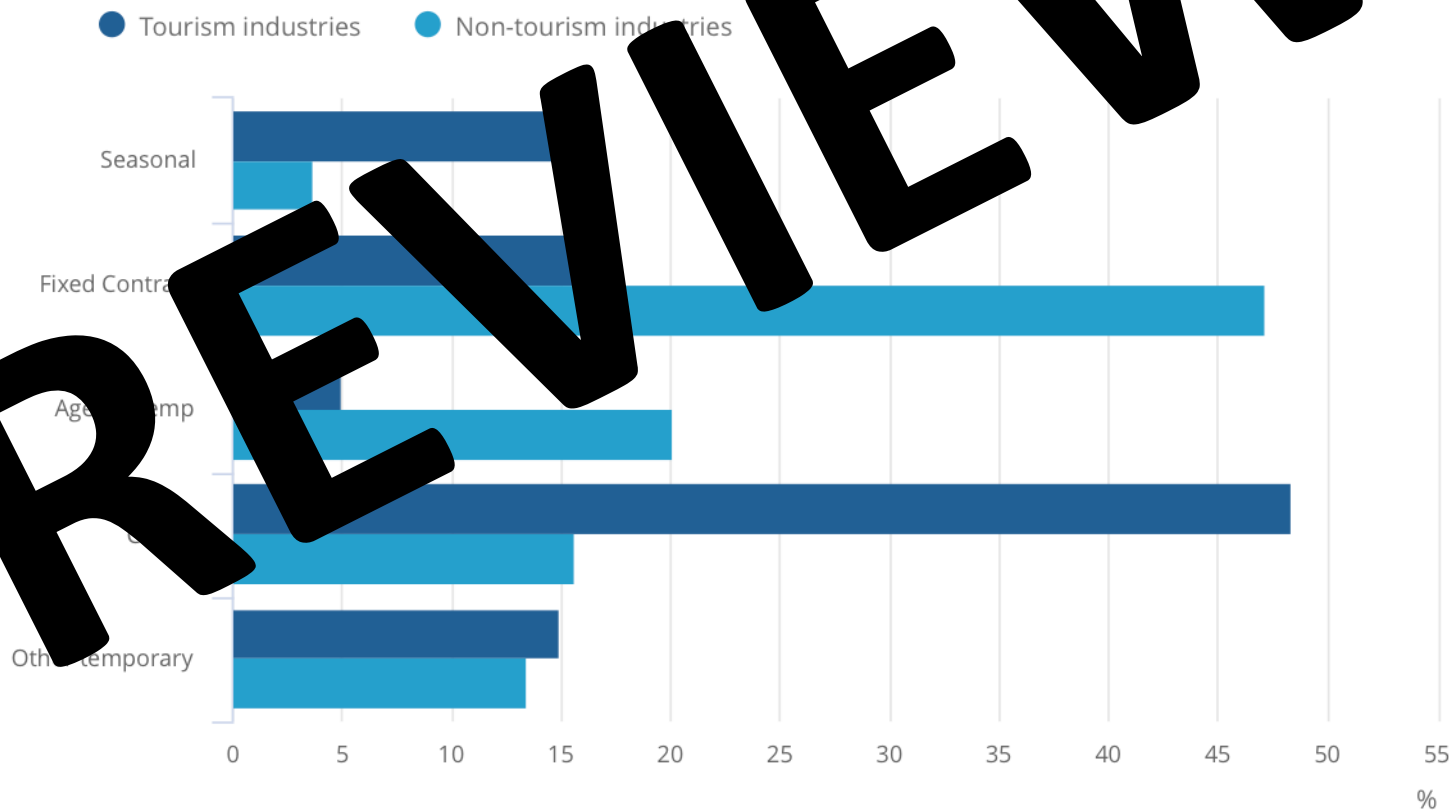
Source: Annual Population Survey (APS) - Office for National Statistics



## C2. Employment in travel and tourism



### The reasons why tourism workers are in temporary employment



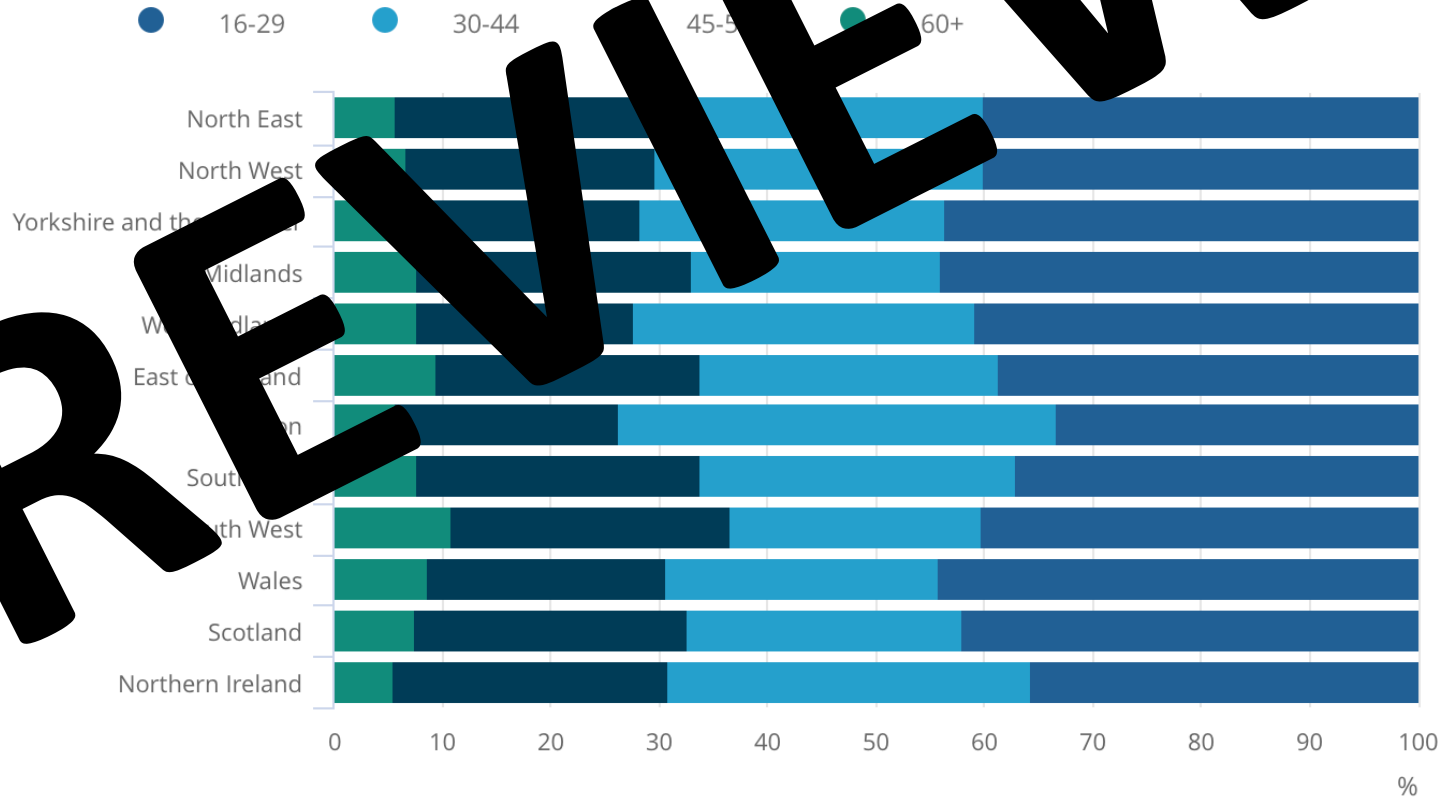
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## C2. Employment in travel and tourism



### The age distribution of tourism workers across the UK regions in 2019

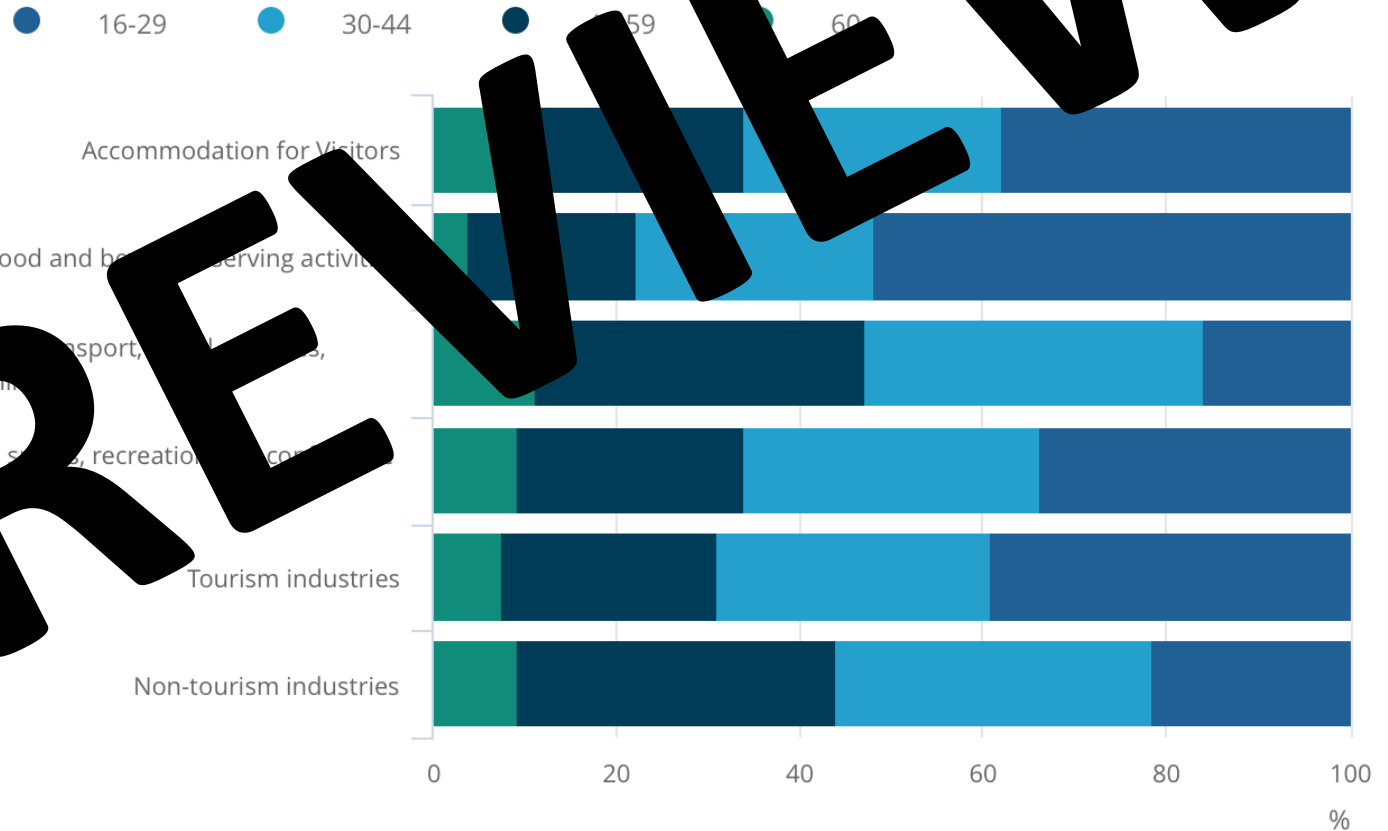


Source: Annual Population Survey (APS) - Office for National Statistics

## C2. Employment in travel and tourism



The age distribution of tourism workers by industry sector in 2019



Source: Annual Population Survey (APS) - Office for National Statistics



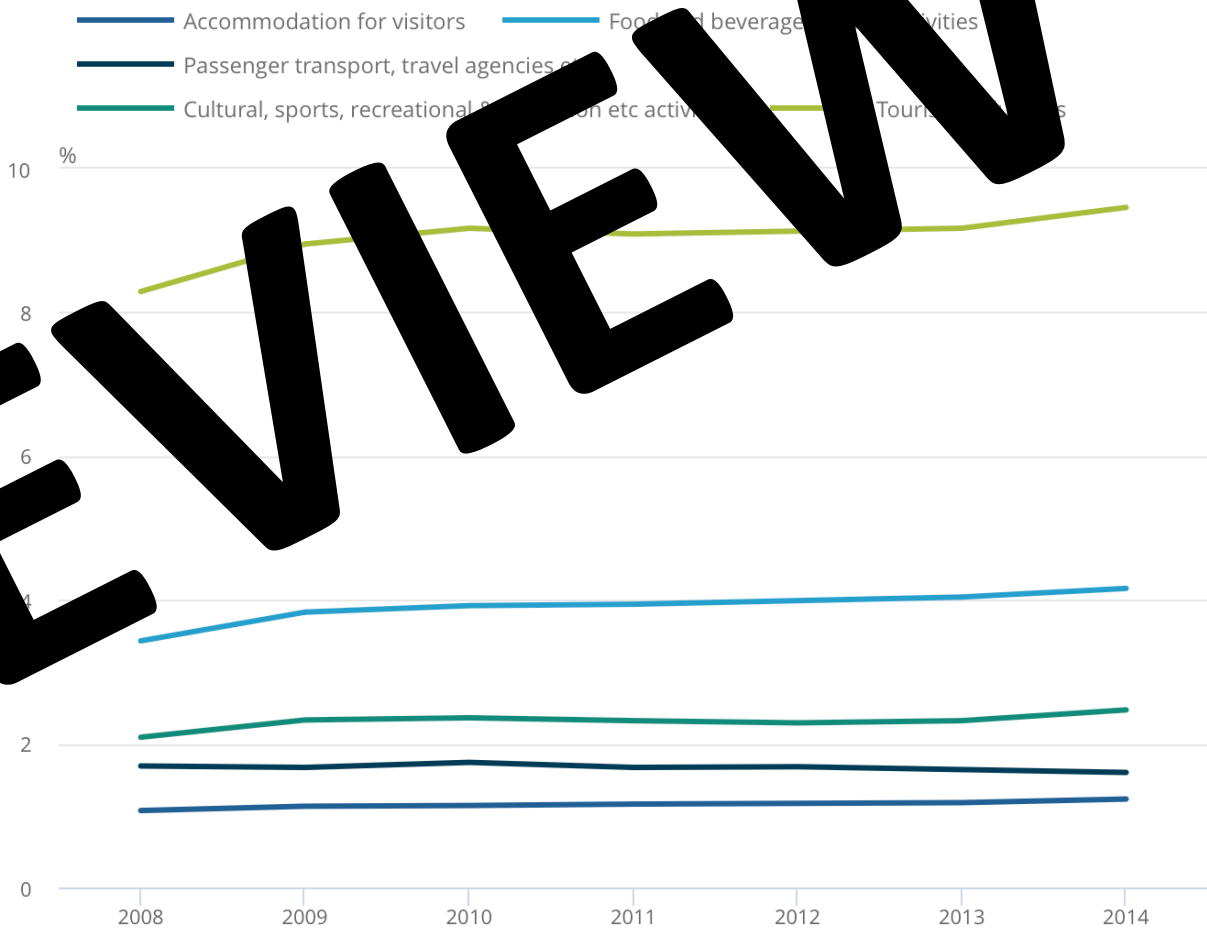


**C3. Visitor numbers**



The percentage of jobs in specific tourism industry sectors, 2008 to 2014

**PREVIEW**



Source: Annual Population Survey (APS) - Office for National Statistics



## C3. Visitor numbers



Visitor numbers  
Tourist receipts

PREVIEW

The world's top 10 destinations receive **40%** of global arrivals



**Top 10 destinations by international tourist arrivals, 2019\***

<sup>1</sup> Data for France corresponds to 2018.  
Source: World Tourism Organization (UNWTO).

Data as of November 2020.  
\* Provisional data.

The top 10 tourism earners account for almost **50%** of total tourism receipts



**Top 10 destinations by international tourism receipts, 2019\***

Source: World Tourism Organization (UNWTO).

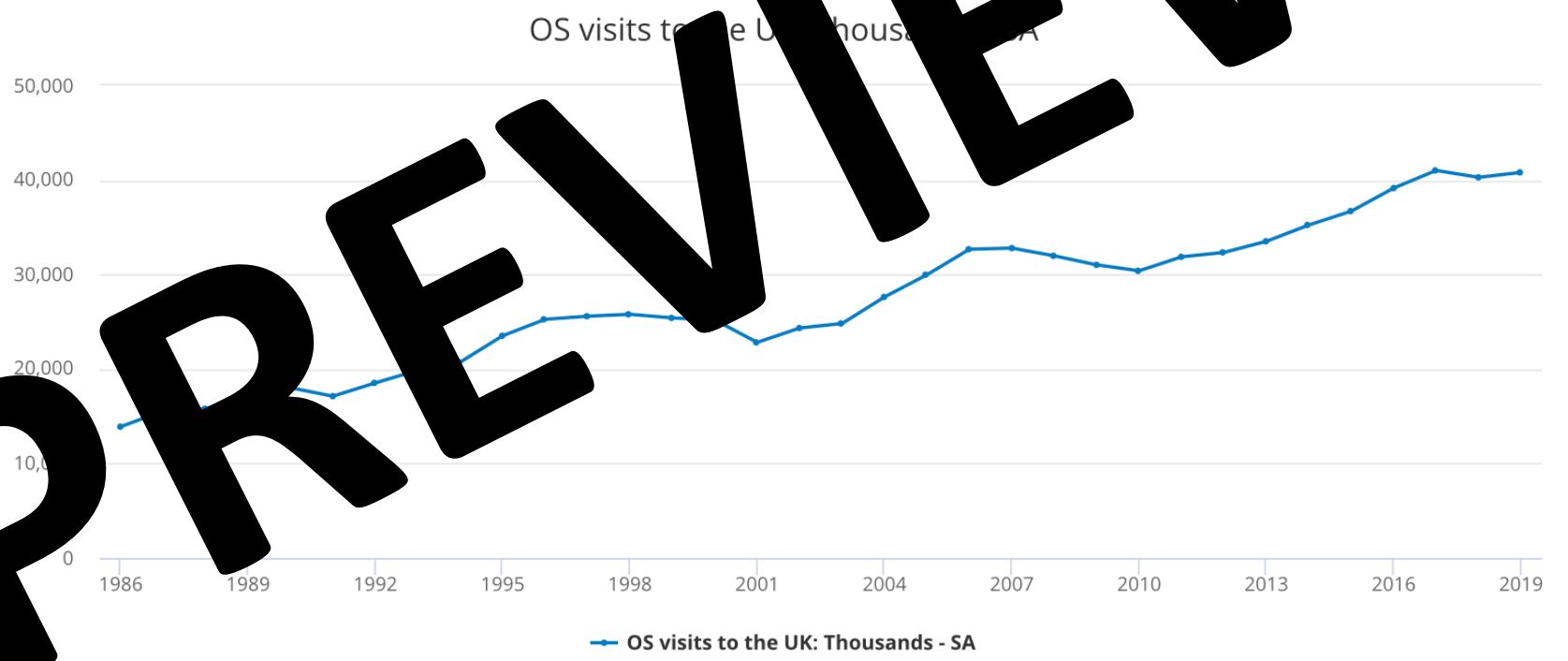
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C3. Visitor numbers



Inbound - visitor numbers



PREVIEW



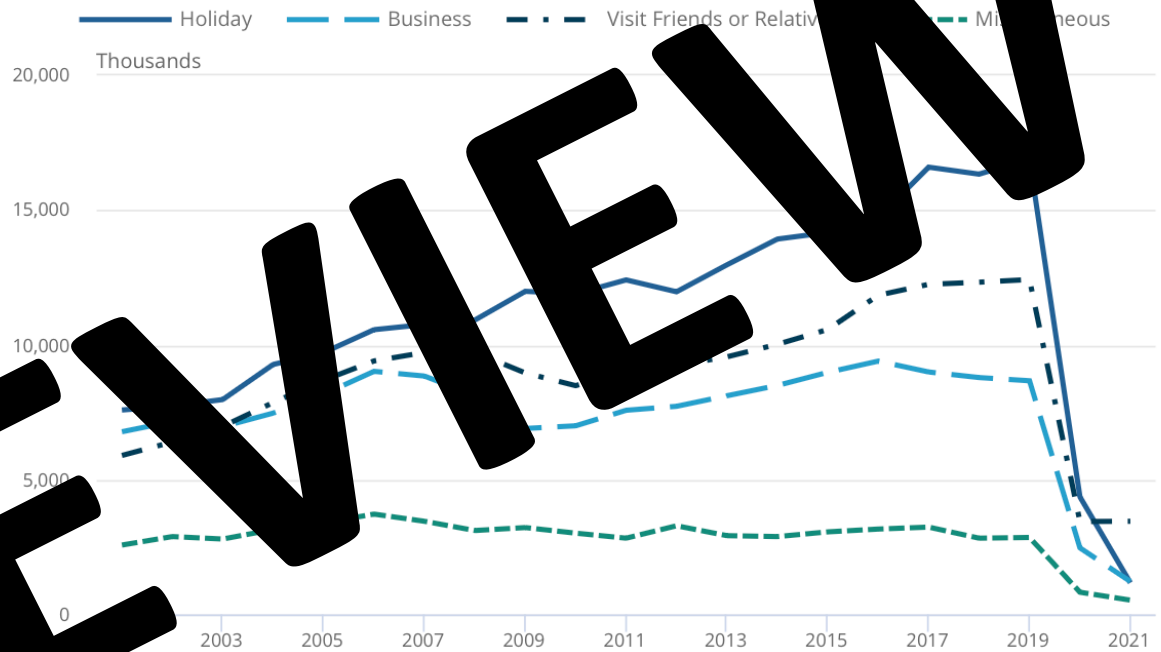
Source: International Passenger Survey 2022 from the Office for National Statistics

## C3. Visitor numbers



### Inbound - visitor numbers

Overseas residents' visits to the UK by purpose, from 2001 to 2021



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Visits (000)	2018	2019	2020	2021	2022	% change vs 2019
Holiday	16,337	16,905	4,362	1,175	12,092	-28%
VFR	12,328	12,427	2,469	3,456	11,781	-5%
Business	8,789	8,670	3,447	1,222	5,149	-41%
Study	572	600	-	119	354	-41%
Miscellaneous (Excl. study)	2,258	2,256	-	411	1,869	-17%

Source: International Passenger Survey 2022 from the Office for National Statistics

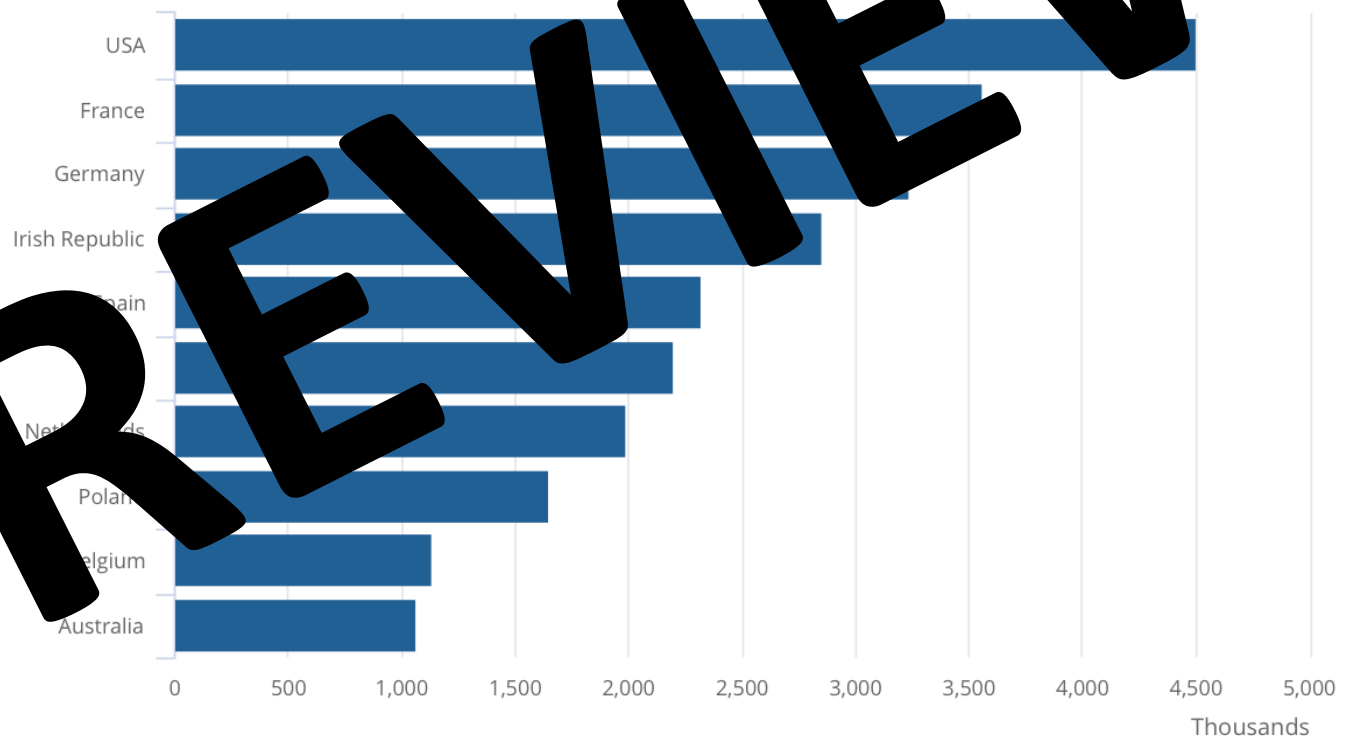
## C3. Visitor numbers



Tourist numbers

### Inbound - visitor numbers

Top 10 visiting countries, by number of visits,



PREVIEW

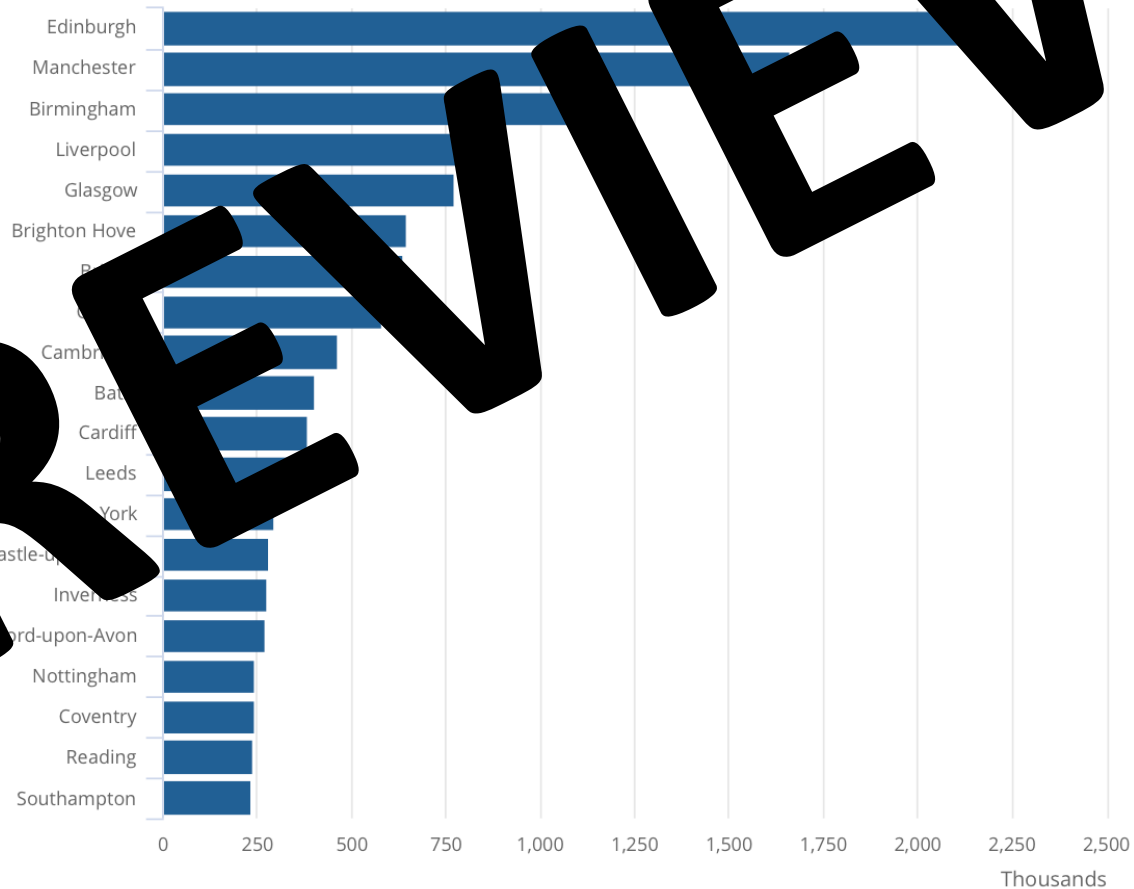
Source: International Passenger Survey 2022 from the Office for National Statistics

## C3. Visitor numbers



### Inbound - visitor numbers

Top 20 UK towns visited for at least one night, excluding London, 2015



PREVIEW



**C3.** Visitor numbers



Outbound tourism

Visit abroad from the UK, 1999 to 2019



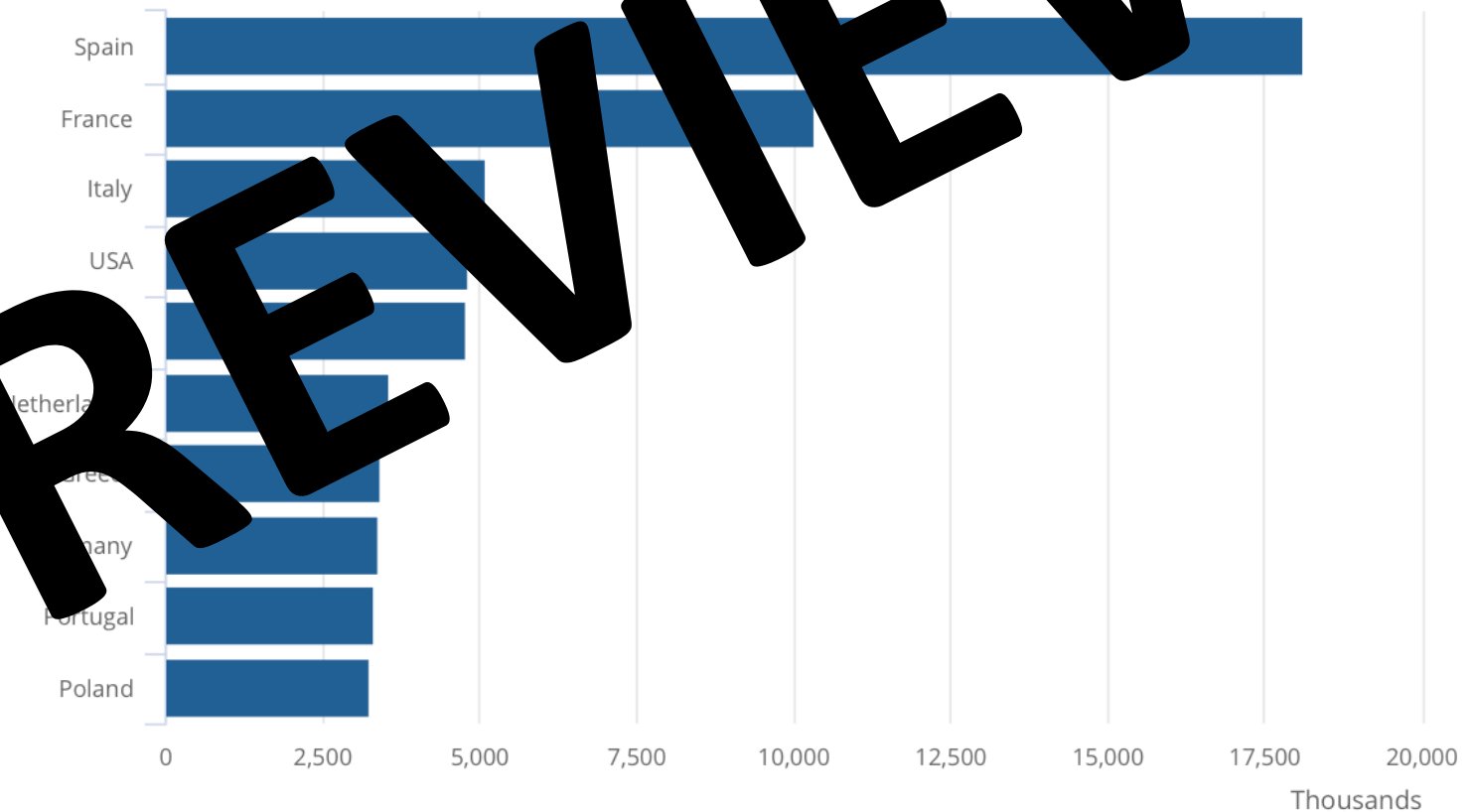
**PREVIEW**

## C3. Visitor numbers



### Outbound tourism

Top 10 countries visited by UK residents, 2018



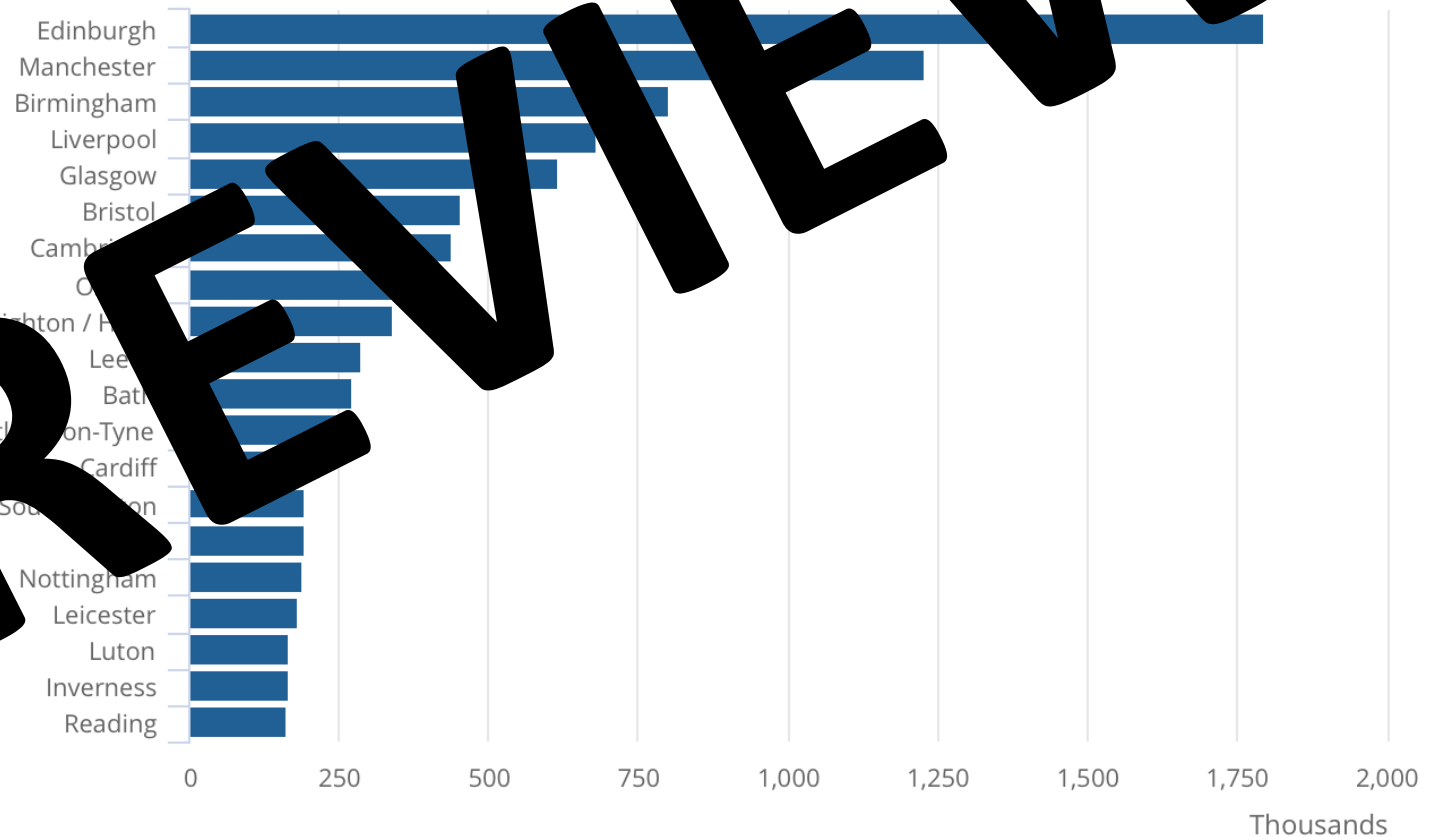
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## C3. Visitor numbers



### Domestic tourism

Top 20 UK towns visited for at least one night, excluding London, 2022



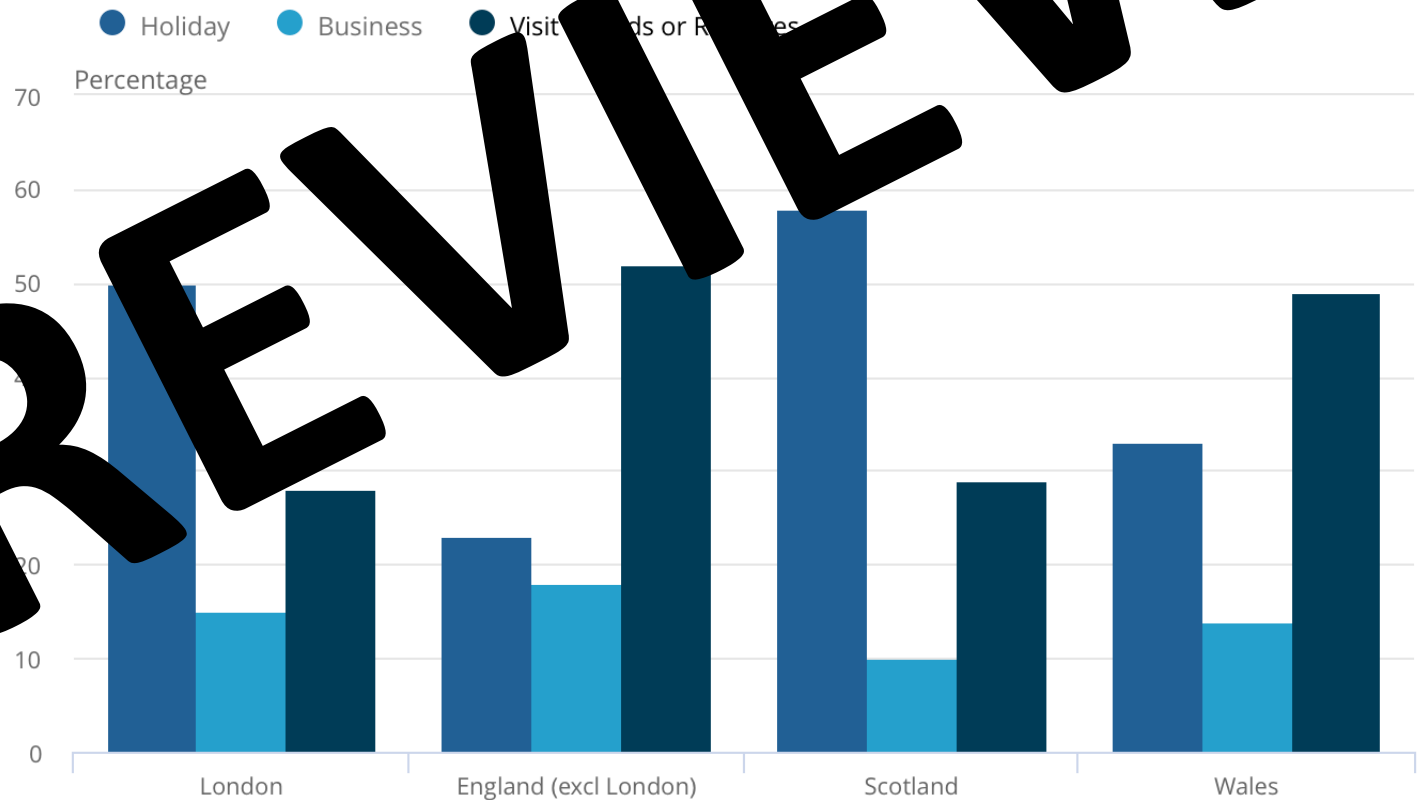
Source: International Passenger Survey 2022 from the Office for National Statistics

## C3. Visitor numbers



### Domestic tourism

Proportion of purpose by regions of the UK for overnight visits 2022

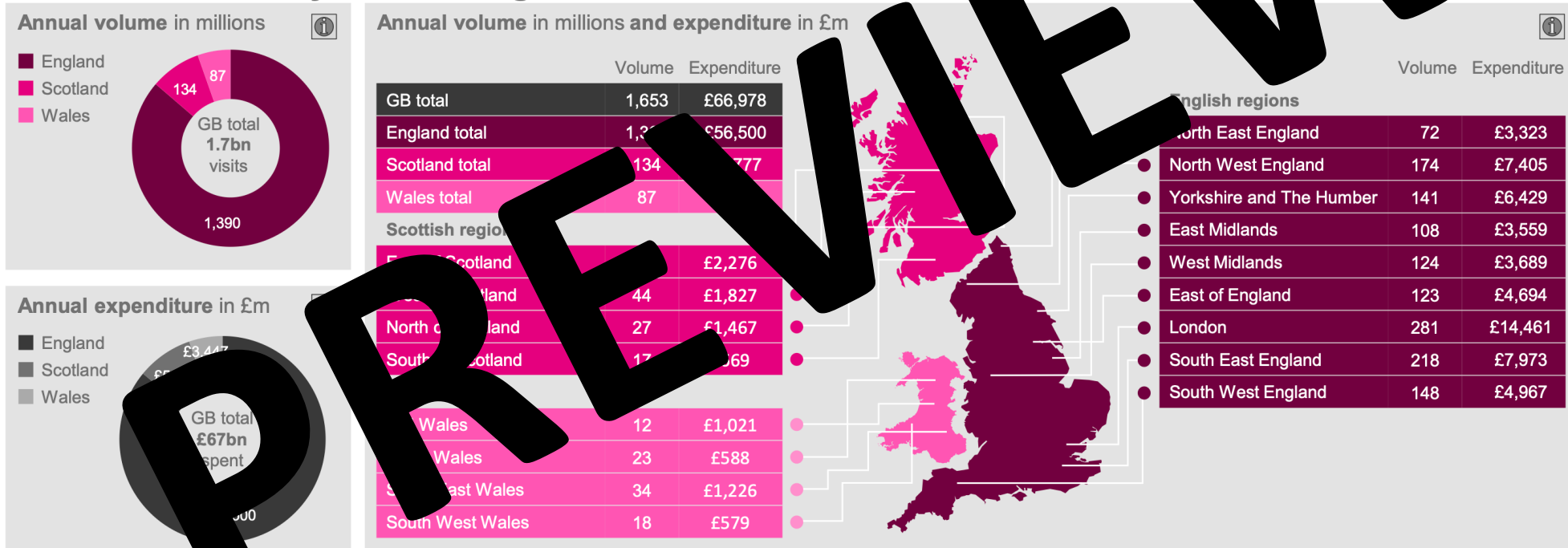


Source: International Passenger Survey 2022 from the Office for National Statistics

## C3. Visitor numbers

### Domestic tourism – Day visits

#### 2019 – Tourism Day Visits at a glance



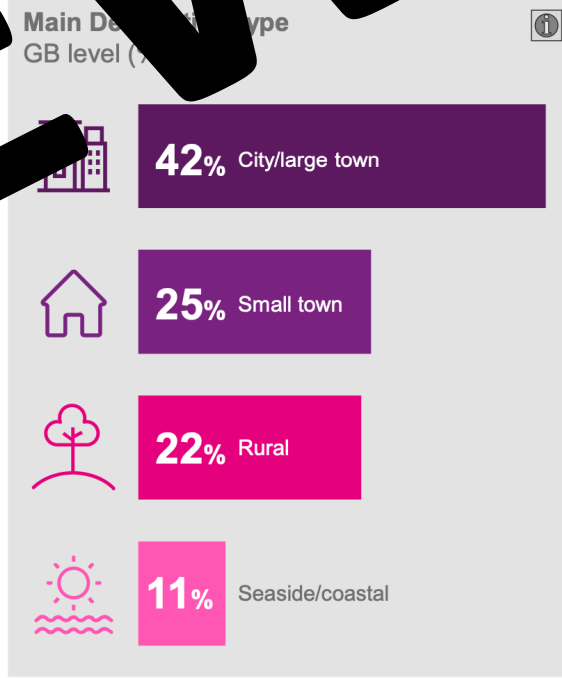
\*Please note that a discrepancy between the national and the regional figures for Wales and Scotland exist due to the self-completion nature of the questionnaire. It is possible for respondents to select a region of visit and enter a town that they visited which is not related to the region they previously selected.

**C3.** Visitor numbers

Domestic tourism – Day visits

2019 – Tourism Day Visits at a glance

Top 5 Main activities undertaken by volume in millions and expenditure in £m GB level



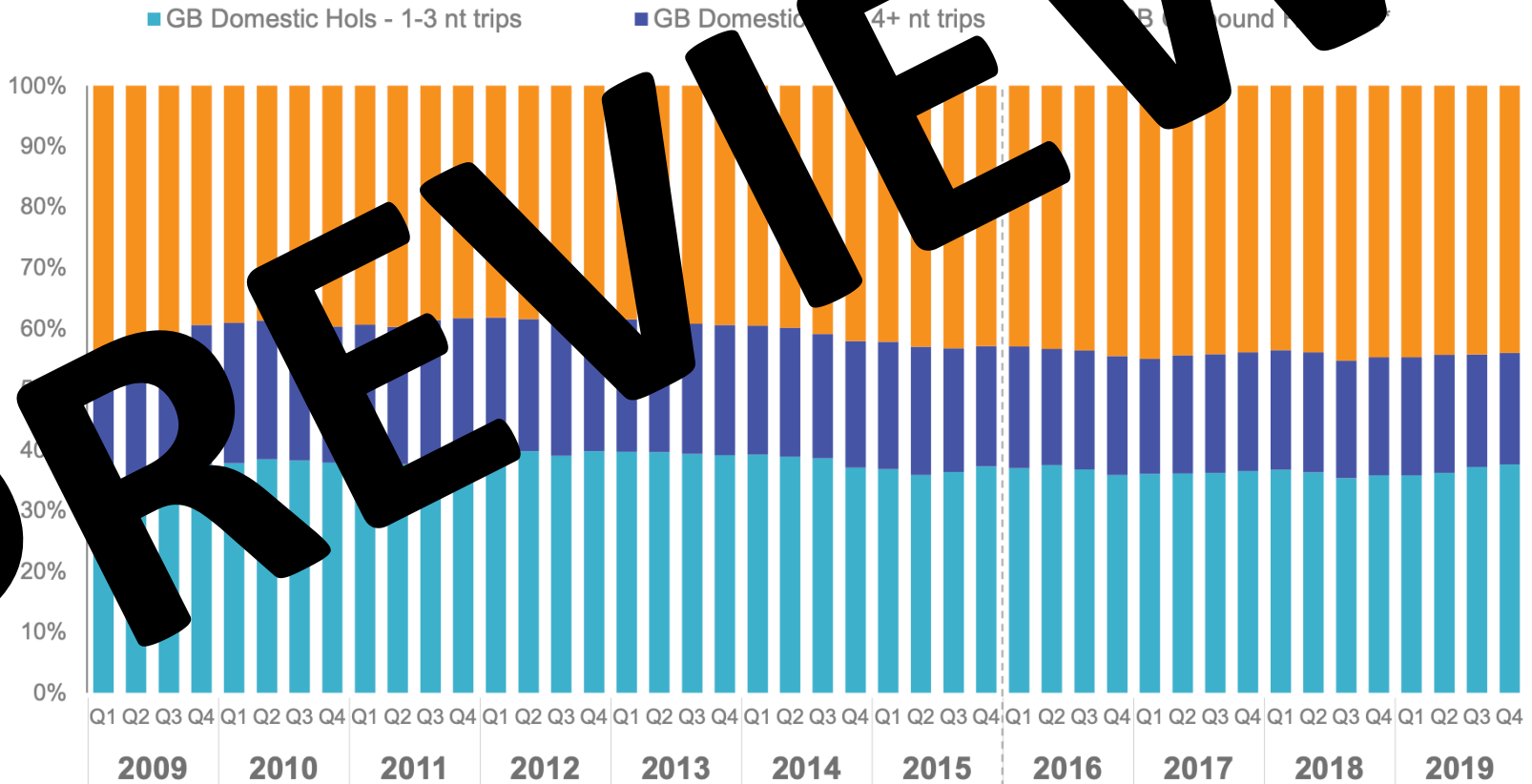
PREVIEW

## C3. Visitor numbers



### Types of holiday trips

**PREVIEW**



\*Source: International Passenger Survey (IPS)

## C3. Visitor numbers

### Accommodation type (2019)

**Table 1.4.5 – Trips in GB by Accommodation Type**

Accommodation	England % share	Scotland % share	Wales % share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	61.7%	69.7%	71.8%
Commercial serviced accommodation	38.0%	47.2%	34.7%
Hotel/motel	30.0%	38.9%	25.3%
Guest house/B&B	4.9%	5.5%	7.1%
Self-catering (incl caravan and camping)	19.3%	22.9%	38.6%
Self-catering (excl caravan and camping)	9.0%	10.4%	14.4%
Caravan or camping	10.2%	12.7%	23.9%
Touring caravan (towed)\nvan/motorhome	6.1%	6.1%	6.5%
Static caravan (owned)\nstatic	2.9%	1.5%	6.6%
Static caravan – hired	1.5%	1.8%	6.0%
Tent	2.7%	2.9%	4.7%
Glamping alternative accommodation e.g. yurt, tipi, pod	0.5%	0.5%	0.3%
Hostel	0.6%	0.7%	0.8%
Airbnb/Someone else's home	1.4%	2.1%	1.6%
Friend's home, Relative's home, Own second home/timeshare	36.8%	29.8%	27.2%



## C3. Visitor numbers



### Trips by place (2019)

**Table 1.4.16 – Trips in GB by type of place visited**

Type of place visited	England	Scotland	Wales
	Million	Million	Million
<b>Total</b>	<b>19.071</b>	<b>13.810</b>	<b>10.698</b>
Seaside/coastal	20.614	2.309	4.579
City/large town	45.224	6.538	1.898
Small town	18.712	2.829	2.076
Countryside/village	15.912	2.716	2.514
<b>Purpose of visit</b>	<b>% share</b>	<b>% share</b>	<b>% share</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside/coastal	20.8%	16.7%	42.8%
City/large town	45.6%	47.3%	17.7%
Small town	19.0%	20.5%	19.4%
Countryside/village	15.9%	19.7%	23.5%

PREVIEW

## C3. Visitor numbers



### Trips by region + place of residency(2019)

Table 1.6.7 – Overnight tourism: All holiday trips by region of residence and region visited (millions)

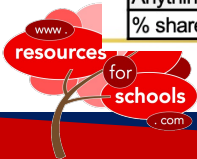
Area of origin	Scotland	Wales	North East England	North East England	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	4.413			0.61	0.195	0.130	0.108	0.063	0.412	0.064	0.167
Wales	0.0	1.347	0.042	0.264	0.096	0.052	0.210	0.038	0.123	0.155	0.720
North East England	0.394	0.058	0.589		0.557	0.100	0.097	0.068	0.139	0.037	0.132
North East England	0.819	0.095	0.361	2.3	0.793	0.232	0.372	0.110	0.357	0.288	0.628
Yorkshire and the Humber	0.386	0.0		1.088	1.345	0.686	0.177	0.290	0.291	0.268	0.250
East Midlands	0.0	0.0	0.127	0.463	0.810	0.946	0.275	0.371	0.311	0.262	0.518
West Midlands	0.0	1.452	0.045	0.730	0.503	0.497	0.806	0.282	0.580	0.391	1.832
East of England	0.283	0.242	0.064	0.376	0.294	0.312	0.314	1.649	0.379	0.774	0.756
London	0.275	0.307	0.099	0.292	0.251	0.222	0.176	0.593	0.242	1.457	1.170
South East England	0.412	0.599	0.098	0.336	0.164	0.238	0.364	0.624	0.706	2.273	2.009
South West England	0.147	0.429	0.072	0.172	0.152	0.051	0.172	0.114	0.450	0.525	3.268
<b>Total</b>	<b>7.748</b>	<b>6.710</b>	<b>2.074</b>	<b>7.316</b>	<b>5.159</b>	<b>3.468</b>	<b>3.070</b>	<b>4.202</b>	<b>3.991</b>	<b>6.494</b>	<b>11.452</b>

## C3. Visitor numbers

### Tourist expenditure (2011 - 2019)

**Table 1.7.11 – Tourism expenditure breakdown in GB (2011-2019)**

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	2019	% change (18-19)	Average annual % change (11-19)
	£million	£million	-	£million	-	£million	-	£million	-	£million	-	£million	-	£million	-	£million	-	-
<b>Total</b>	<b>£22,666</b>	<b>£23,976</b>	<b>+5.8%</b>	<b>£23,294</b>	<b>-2.8%</b>	<b>£22,695</b>	<b>-2.1%</b>	<b>£24,825</b>	<b>+9.3%</b>	<b>£23,071</b>	<b>-7.0%</b>	<b>£24,200</b>	<b>+4.7%</b>	<b>£23,961</b>	<b>+1.2%</b>	<b>£24,651</b>	<b>+2.9%</b>	<b>+1.2%</b>
Package holiday / inclusive trip	£891	£1,046	+17.4%	£912	-12.8%	£975	+7.0%	£920	-5.6%	£716	-22.2%	£716	+0.4%	£732	+1.8%	£626	-14.5%	-3.6%
% share	4%	4%	-	4%	-	4%	-	4%	-	3%	-	3%	-	3%	-	3%	-	-
Accommodation	£7,528	£7,870	+4.5%	£7,884	+0.2%	£8,091	+2.6%	£8,091	+0.0%	£8,672	+7.2%	£9,042	+4.3%	£9,170	+1.4%	£9,378	+2.3%	+2.8%
% share	33%	33%	-	34%	+1%	36%	+2%	33%	-3%	38%	+5%	38%	-	38%	-	38%	-	-
Travel costs to and from destination, and during the trip	£4,813	£4,813	0%	£4,864	+1.0%	£4,521	-7.1%	£4,750	+5.0%	£4,202	-11.5%	£4,316	+2.7%	£4,450	+3.1%	£4,628	+4.0%	-0.3%
% share	21%	20%	-5%	21%	+5%	20%	-5%	19%	-5%	18%	-5%	18%	-	19%	-	19%	-	-
Services or activities (e.g. travel insurance, sightseeing, shopping)	£1,223	£1,223	0%	£1,223	0%	£1,223	0%	£1,223	0%	£1,223	0%	£1,223	0%	£1,223	0%	£1,223	0%	0%
% share	5%	5%	-	5%	-	5%	-	5%	-	5%	-	5%	-	5%	-	5%	-	-
Buying goods	£1,313	£1,313	0%	£1,155	-12.0%	£1,080	-6.5%	£1,147	+6.2%	£1,087	-5.2%	£942	-13.3%	£914	-3.0%	£878	-3.9%	-3.4%
% share	6%	5%	-17%	5%	-	5%	-	5%	-	5%	-	4%	-	4%	-	4%	-	-
Eating/drinking	£4,643	£4,640	-0.1%	£4,635	-0.1%	£4,563	-1.6%	£5,269	+15.5%	£4,817	-8.6%	£5,035	+4.5%	£5,099	+1.3%	£5,372	+5.4%	+2.3%
% share	20%	19%	-5%	20%	-	20%	-	21%	+5%	21%	+5%	21%	+5%	21%	+5%	22%	+5%	+2.3%
Other shopping	£2,073	£2,133	+2.9%	£2,038	-4.5%	£1,881	-7.7%	£2,201	+17.0%	£1,949	-11.4%	£1,931	-0.9%	£1,952	+1.1%	£1,964	+0.6%	-0.4%
% share	9%	9%	-	9%	-	8%	-	9%	+1%	8%	-	8%	-	8%	-	8%	-	-
Entertainment	£1,223	£1,450	+18.6%	£1,398	-3.6%	£1,303	-6.8%	£1,452	+11.4%	£1,323	-8.9%	£1,332	+0.7%	£1,323	-0.7%	£1,445	+9.2%	+2.5%
% share	5%	6%	+20%	6%	-	6%	-	6%	+1%	6%	-	6%	-	6%	-	6%	-	-
Anything else	£364	£427	+17.3%	£362	-15.2%	£321	-11.3%	£402	+25.2%	£276	-31.3%	£320	+15.9%	£278	-13.1%	£315	+13.3%	+0.1%
% share	2%	2%	-	2%	-	1%	-	2%	+6%	1%	-	1%	-	1%	-	1%	-	-



## C3. Visitor numbers



### Type of accommodation (2011-2022)

% of nights by accommodation type	2011	2012	2014	2015	2016	2017	2018	2019	2020	2022
Hotel/guest house	50%	49%	51%	50%	48%	50%	51%	51%	33%	50%
Free guest	38%	37%	34%	31%	32%	32%	33%	33%	51%	36%
Bed & breakfast	3%	3%	3%	3%	4%	5%	5%	4%	2%	3%
Rented house/flat	3%	3%	4%	4%	4%	5%	5%	6%	5%	6%
Public house/university/school	4%	4%	4%	4%	4%	3%	3%	3%	2%	2%
Self-catering guest	2%	2%	2%	2%	2%	1%	1%	1%	0%	0%
Own home	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%
Camping/Caravan	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%
Holiday village/Centre	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Other	5%	5%	6%	6%	7%	6%	6%	6%	8%	5%

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## C3. Visitor numbers



Tourist numbers

Data not only shows what happened previously but can also be used by T+T organisations to identify trends in the market or areas that are in decline.



Trends report 2017

# PREVIEW

Changes in the type of tourism

Changes in the length of stay

New markets  
Very old markets

Changing purpose of visit



Visitor trends

Changes in type of transport used

Emerging + growing destinations

Destinations in decline

## C3. Visitor numbers



Comparison with previous years would show 'trends' - growth or decline

### Visitor attractions 2019

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Sightseeing famous monuments/building	35%	32%	31%	48%	20%	20%	14%	3%	3%	3%	3%	50%
Going on a guided tour	15%	15%	12%	19%	7%	7%	6%	7%	8%	7%	7%	30%
Visiting literary, music, TV, film locations	5%	6%	4%	7%	1%	1%	2%	4%	5%	3%	3%	5%
Zoo, aquarium or other wildlife attraction	4%	6%	4%	2%	2%	2%	2%	5%	3%	4%	2%	6%

### Heritage + history 2019

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Visiting castles or historic houses	28%	33%	33%	33%	20%	12%	15%	20%	11%	23%	27%	51%
Visiting religious buildings	20%	23%	17%	25%	15%	10%	11%	18%	12%	17%	12%	22%
Archaeological sites or searching for history	1%	1%	1%	1%	1%	1%	1%	2%	1%	3%	2%	4%

### Nature 2019

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Going to countryside or villages	13%	29%	17%	5%	13%	11%	11%	23%	11%	18%	26%	31%
Going to the coast or beaches	10%	26%	18%	3%	6%	2%	4%	11%	8%	14%	33%	30%
Visiting a national park	7%	12%	5%	5%	3%	2%	4%	9%	6%	6%	15%	17%



## C3. Visitor numbers



Comparison with previous years would show 'trends' - growth or decline

### Activities in towns + cities

	ALL	SW	SE	LON	NG	W MID	MID	W	WLS	SCOT	
Dining in restaurants	61%	67%	58%	75%	61%	54%	58%	57%	61%	67%	78%
Shopping	54%	54%	53%	62%	54%	40%	44%	54%	54%	49%	64%
Going to the pub	42%	42%	42%	44%	42%	32%	38%	45%	49%	56%	59%
Visiting parks and gardens	32%	28%	26%	36%	22%	18%	15%	24%	17%	20%	41%
Socialising with the locals	44%	44%	36%	36%	32%	32%	33%	36%	36%	44%	44%
Visiting museums and galleries	28%	28%	19%	40%	17%	10%	10%	17%	17%	12%	36%
Going to bars and nightclubs	12%	12%	9%	16%	8%	8%	11%	11%	16%	17%	17%
Visiting a spa/beauty centre	2%	3%	2%	3%	2%	1%	3%	3%	2%	3%	3%

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C4. Income + spending



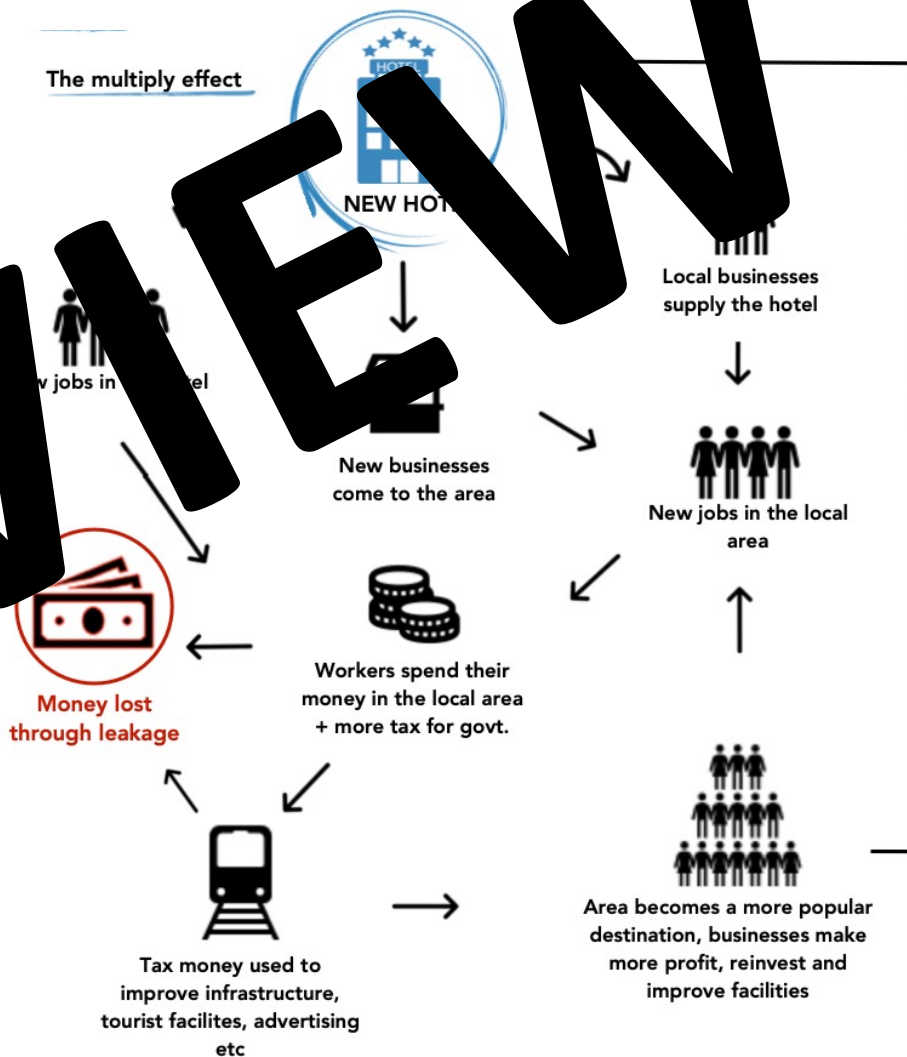
Travel + Tourism contributes to a country's GDP – 10% for the UK

The **multiplier effect** creates employment directly and indirectly.

Increasingly the tourism industry is trying to be more sustainable to reduce leakage. Money is not earned rather from local sources and is spent locally rather than leaving the area to go to overseas based businesses. Sustainable means involving the local economy in tourism – local employees and local businesses (farmers, suppliers rather than importing)

PREVIEW

The multiply effect





## C4. Income + spending



In terms of the economy, the amount spent is more important than that the number of visitors.

United Kingdom: Internal tourism consumption

Million GBP

	Domestic tourism expenditure	International tourism expenditure	Total internal tourism consumption
<b>Total</b>	179 220	69 112	248 332
<b>Consumption products</b>	179 220	69 112	248 332
Tourism characteristic products	110 108	110 108	220 216
Accommodation services for visitors	11 791	6 705	17 791
Food and beverage serving services	33 968	4 572	38 540
Passenger transport services	23 422	6 040	29 463
Air passenger transport services	18 765	4 651	20 416
Railways passenger transport services	4 478	472	4 950
Other passenger transport services	1 906	624	2 530
Other passenger transport services	1 273	293	1 567
Transport support services	..	..	..
Transport rental services	4 163	211	4 375
Travel agencies and other reservation services industry	5 636	131	5 767
Cultural services	6 429	260	6 688
Sports and recreation services	6 584	227	6 811
Country-specific tourism characteristic goods	..	..	..
Country-specific tourism characteristic services	484	189	673
Other consumption products	52 377	14 960	69 112

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**C4. Income + spending**



## A surge in travel staycations: UK domestic tourism statistics

- Between April and December 2021, Brits embarked on nearly 45 million overnight stays within the UK.
- In 2021, domestic travelers in the UK spent £98 billion on trips around the UK.
- In 2019, British tourists embarked on almost 123 million domestic holidays.
- The number of outbound international travel trips in 2019 amounted to 93 million.
- Brits took an average of 2.5 domestic vacations between September 2021 and August 2022.
- 20% of Brits said that the South West of the UK is their top destination for overnight domestic trips during summer.
- With staycations on the rise, Brits spent an average of almost £770 on UK getaways in 2021.
- Throughout 2022, British residents made 1.1 billion day trips to places within the UK, spending £45 billion on these trips alone.

Sources: [Tourism Alliance](#), [Statista](#), [IBIS World](#), [UNWTO](#)

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## C4. Income + spending



### Adventure tourism statistics: visitors to the UK have caught the adventure bug

- The UNWTO reports that the UK is the top European destination for adventure tourists, accounting for 19% of the world's adventure travel tourists.
- By 2024, the adventure tourism industry revenue is expected to reach £3.8 billion.
- From 2011 to 2019, spending on adventure and water sports in the UK increased from £1.5 billion to £1.9 billion.
- The number of people taking part in adventure and water sports activities in the UK also increased from 57 million in 2011 to 100 million in 2019.
- In 2019, spending on camping trips rose to £2.7 billion.
- In 2019, outdoor-related activities in urban settings accounted for over 60% of all nature-based spending.
- 59% of European millennials have had at least one kind of adventure experience.

Sources: [ONS](#), [Condor Ferries](#), [CBI](#), [Business Gateway](#)

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**C4. Income + spending**



## Healthcare tourism statistics beyond borders: Medical tourism in the UK is on the rise

- The UK medical tourism market is expected to reach a valuation of over £1 billion by 2032.
- The global medical tourism market is projected to be worth \$35.9 billion by 2032.
- In 2020, the UK ranked fifth in the global destination environment for medical tourism.
- In 2021, a total of 34,000 patients came to the UK for medical treatment.
- Of the 34,000 medical tourists in 2021, 62% were from countries in the EU-15, and less than 10% were from North America.
- Tourism spending on medical treatment in the UK is between £178 million to £325 million annually.
- Patients and medical travelers and their companions contribute approximately £219 million to the UK economy through additional tourism expenditures every year.
- Dental care, cosmetic surgery, fertility treatments, organ and tissue transplantation, and cancer treatment top the list of popular procedures for medical tourism trips.

Sources: [Statista](#), [Future Market Insights](#), [National Library of Medicine](#), [CDC](#), [Market.US](#)

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## C4. Income + spending



### Sports tourism statistic scoring big: Football rules UK sports tourism

- In 2022, 76.2 million people attended professional sporting events throughout the UK.
- According to the latest figures, inbound tourism expenditure on sport and recreation reached an impressive £231 million in the UK.
- In 2019, around 1.5 million inbound visitors attended a live football match, accounting for approximately 1 in every 27 visitors.
- Football is the number one sporting attraction for international tourists visiting the UK, with over 800,000 visitors annually attending a football match.
- Cricket is the second biggest sporting draw with 225,000 annual visitors.
- Since 2010, the value of sport to the UK economy has increased by 40%.
- In 2019, inbound football tourists spent an average of £909 per visit, 31% higher than the average visitor spend of £696 by other inbound tourists.
- In 2019, the Old Trafford Stadium in Manchester and the Anfield Stadium in Liverpool had the highest attendance at 440,000 tourist visits.
- The amount spent on golfing activities in the UK grew by 40% between 2011 and 2019, from £800 million to £1.1 billion

Sources: [ONS](#), [VisitBritain](#), [Gov.uk](#), [Statista](#)

## C4. Income + spending



### Business tourism statistics: MICE fuel the business tourism boom in the UK

- In 2022, there were 5.1 million visits to the UK for business reasons.
- Business contributed £5.8 billion in spend in 2019, representing an incredible 20% of all tourism spend.
- Business travellers tend to make flying visits to the UK. In 2019, most (two-thirds) of all business visits to the UK lasted between 1 and 3 nights.
- Unlike typical tourism flows, business visits to the UK don't show much seasonality, which means there's a steady number of visitors year-round.
- In 2019, MICE made up nearly one-third of all UK business travel expenses, with visitors spending a hefty £1.7 billion.
- In 2019, conferences, conventions, and congresses were the largest of the MICE sub-categories, accounting for 742,000 visits and a total spend of £710 million.
- Large meetings consisting of over 100 people in 2019 accounted for approximately 7% of all business visits (646,000 visits in total), and these visitors spent £573 million.
- In 2019, incentive and team-building visits made 67,000 visits and spent £69 million, making them one of the most popular types of business travel groups with an expenditure of £1,039 per visit.
- In 2019, attendees of exhibitions, events, and trade shows spent a total of £319 million during 319,000 visits.
- In 2019, UK residents made an estimated total of 8.3 million business trips.
- In 2022, 70% of UK businesses plan to boost business travel spend by 50% or more in 2023.
- In 2019, business travellers flocked to London in 2019, with a remarkable 3.98 million visits from abroad, solidifying its position as the top business travel destination in the UK.
- The average cost of a business trip to London has risen by 15% since 2022.
- As of 2023, London is the third most expensive business travel location in Europe.
- Ranked as the eighth most expensive city in the world for business travel, a trip to London costs around £497 per day visit.
- The average spend per domestic business trip in 2019 was £280.
- Over half of business trips to the UK turn into [bleisure trips](#).

Sources: [ONS](#), [VisitBritain](#), [Statista](#), [American Express](#), [ECA International](#), [Stratos](#)

## C4. Income + spending



### Rural tourism statistics: The charm of rural tourism and sustainable travel is on the rise

- A testament to its beauty, UK nature contributed a remarkable £12 billion to the tourism and outdoor leisure in 2019.
- In 2021, the Gross Value Added (GVA) from tourism in predominantly Rural areas was worth an impressive £5 billion.
- During 2019/20, rural areas boasted 66,800 registered travel and tourism businesses, making up 11% of the total registered businesses in those regions.
- Tourism-related industries play a significant role in rural employment, representing 15% of the total workforce, compared to 11% in urban areas.
- A majority of UK travelers (71%) and US travelers (69%) say that **sustainable travel practices** are important to them and strive to make more eco-conscious journeys.
- 23% of travelers chose to travel to a destination closer to home in order to **reduce their carbon footprint**.
- In a bid to enhance rural tourism, Scotland allocated £3 million in 2022 to support 10 infrastructure projects, focusing on visitor facilities, access improvements, and promoting eco-friendly transport options.
- An estimated 34% of holidays in Wales involve camping or caravanning, compared to 20% in England and 21% in Scotland.

Sources: [ONS](#), [Gov.uk](#), [Savills](#), [Booking.com](#), [Highland.gov.uk](#), [Pitchup](#)

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**C4. Income + spending**



## Music tourism is hitting high notes in the UK

- In 2022, the global music tourism market value was valued at \$5.5 billion and is on track to *rock 'n' roll* all the way up to an increase of \$11.3 billion by 2027.
- The thriving music tourism sector sustained a total of 5,000 jobs across the UK in 2022, massively contributing to overall tourism and economic statistics in the country.
- In 2022, the UK music scene drew in an impressive 1.1 million international music tourists, a 13.5% increase on domestic music tourists.
- London marked a crescendo in music tourism spending in the UK, peaking at an impressive £6.6 billion — a 25% increase on the pre-pandemic total in 2019 of £4.7 billion.
- Attracting a staggering 4.9 million music tourists, London is a major magnet for music lovers.
- Thanks to the draw of legendary groups The Beatles, The Stone Roses, and The Beatles, the North West region is close behind with 1.9 million music tourists.
- 10% of British people would travel eight hours by plane to see their favorite artists.
- 63% of Brits have been on trips that combined travel with a gig or festival.
- New York and Barcelona are the top dream travel destinations for British music lovers.

Sources: [Future Market Insights](#), [UK Music](#), [Statista](#), [UK Music Report](#), [NME](#)

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