

England Tourism Factsheet – August 2016

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.)

2015 Tourism Volumes and Spending

- **£19.6 billion** was spent by British residents on **102.7 million** overnight trips in England, equating to **299.6 million** nights away from home.
- **£46.4 billion** was spent on **1.3 billion** domestic tourism day trips
- In 2015, **£19.4bn** was spent by inbound visitors, who made **31.8 million** trips and stayed for **241 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 2015 stood at 70%, 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.

- 86% 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 – further details

Trip Purpose 2015	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	102.73	100%	19,571	100%
Holidays	43.72	43%	10,725	55%
Holidays 1-3 nights	29.18	28%	5,854	30%
Holidays 4+ nights	14.54	14%	4,871	25%
Visits to Friends and Relatives (VFR)	40.55	39%	4,655	24%
Business	13.87	14%	3,339	17%

Destination – Region 2015	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	102.73	100%	19,571	100%
West Midlands	8.83	9%	1,454	7%
East of England	9.73	9%	1,630	8%
East Midlands	8.02	8%	1,146	6%
London	12.94	13%	3,080	16%
North West	13.55	13%	2,555	13%
North East	3.84	4%	710	4%
South East	16.8	16%	2,572	13%
South West	19.68	19%	4,434	23%
Yorkshire & the Humber	11.32	11%	1,922	10%



Most Visited Towns - All Trip Purposes 3 year average 2013-2015	Millions	Most Visited Towns - Holiday Trips 3 year average 2013-2015	Millions
London	12.206	London	3.715
Manchester	2.551	Scarborough	1.385
Birmingham	2.306	Blackpool	1.086
Scarborough	1.671	Manchester	885
Bristol	1.551	York	682
Leeds	1.547	Birmingham	637
Liverpool	1.406	Liverpool	598
Blackpool	1.336	Skegness	594
York	1.244	Torbay	538
Newcastle Upon Tyne	1.158	New Forest	472

For more information about domestic overnight tourism, go to: <https://www.visitbritain.org/great-britain-tourism-survey-latest-monthly-overnight-data>

Day Visits – Further Details

Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1,298	100%	£46,422	100%
North East England	56.6	4%	£2,053	4%
North West England	159.2	12%	£5,776	12%
Yorkshire and The Humber	120.2	9%	£3,701	8%
East Midlands	97.2	7%	£3,290	7%
West Midlands	114.8	9%	£4,692	10%
East of England	118.1	9%	£3,526	8%
London	280	22%	£11,571	25%
South East England	215.9	17%	£6,627	14%
South West England	136.1	10%	£5,186	11%

Main Activities	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	1298	100%	£46,422	100%
Visited friends or family for leisure	327	25%	£7,096	15%
Going out for a meal	134	10%	£5,784	12%
General day out	101	8%	£2,960	6%
Going on a night out	98	8%	£4,067	9%
Undertaking outdoor activities	96	7%	£2,104	5%
Special shopping	88	7%	£7,730	17%
Going out for entertainment	81	6%	£3,564	8%
Visiting attractions	65	5%	£2,389	5%
Watching live sporting events	55	4%	£2,186	5%
Other leisure/ hobbies	41	3%	£830	2%
Special public events	37	3%	£1,597	3%
Other day out for leisure	36	3%	£1,132	2%
Special personal events	34	3%	£888	2%
Taking part in sports	16	1%	£298	1%
Day out to health/beauty spa	8	1%	£398	1%

For more information about day visits, go to: <https://www.visitbritain.org/great-britain-day-visits-survey-latest-monthly-data>

Inbound Tourism – Further details

Trip Purpose	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	31.82	100%	£19,430	100%
Holiday	12.23	38%	£7,180	37%
VFR	9.59	30%	£4,270	22%
Business	7.47	23%	£5,030	26%
Study	0.52	2%	£1,620	8%
Other	2.01	6%	£1,330	7%



Destination - Region	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total England	31.82	100%	£19,430	100%
London	18.581	58%	£11,919	61%
North East	0.576	2%	£272	1%
North West	2.674	8%	£1,211	6%
Yorkshire	1.290	4%	£516	3%
West Midlands	2.118	7%	£816	4%
East Midlands	1.126	4%	£434	2%
East Of England	2.192	7%	£960	5%
South West	2.378	7%	£1,056	5%
South East	5.141	16%	£2,242	12%

Source Markets – Number of Visits	Millions
France	3.435
USA	2.924
Germany	2.749
Spain	2.010
Ireland	2.002
Italy	1.642
Poland	1.570
Netherlands	1.535
Australia	0.989
Belgium	0.930

Source Markets – Spend by Visitors	Millions
USA	£2,528
France	£1,280
Germany	£1,145
Australia	£926
Spain	£867
Italy	£792
Ireland	£733
Netherlands	£566
China	£548
Saudi Arabia	£544

For more information about inbound tourism, go to: <https://www.visitbritain.org/inbound-tourism-performance>

Trends Over time

Domestic Overnight Tourism Trends for England 2006-2015

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014
Trips	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.742	92.613	102.730	+11%
Bednights	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.569	+10%
Expenditure	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	19.571	+8%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014
Trips	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.918	40.740	43.724	7%
Bednights	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.492	7%
Expenditure	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	10.725	7%

Domestic Day Visits Trends For England 2011-2015

All Trips (Millions)	2011	2012	2013	2014	2015	2015 vs 2014
Trips	1307	1467	1370	1345	1298	-4%
Expenditure	£42,671	£48,459	£46,024	£45,101	£46,422	+3%

Inbound Tourism Trends for England 2006-2015

All Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014
Trips	27.586	27.794	27.291	25.402	25.659	26.753	26.802	28.522	29.824	31.82	+7%
Bednights	235.319	218.145	215.589	198.558	197.243	208.164	203.067	217.336	232.846	241.43	+4%
Expenditure	£13,793	£13,812	£14,272	£14,426	£14,620	£15,657	£16,292	£18,654	£19,081	£19,430	+2%

Holiday Trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014
Trips	8.989	9.139	9.351	9.819	10.119	10.578	10.356	11.204	11.914	12.23	+3%
Bednights	61.393	58.912	60.738	60.890	63.237	63.386	63.090	68.198	69.962	71.95	+3%
Expenditure	£4,055	£4,383	£4,539	£5,440	£5,602	£5,859	£6,405	£7,309	£7,382	£7,180	-3%

All trips (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014	2015 vs 2008
London	15.593	15.340	14.753	14.211	14.706	15.289	15.461	16.811	17.404	18.580	+7%	+26%
Rest of England	13.942	14.293	14.252	12.932	12.568	12.996	12.846	13.516	14.193	15.170	+7%	+6%

All trips spend (£ Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2015 vs 2014	2015 vs 2008
London	£7,822	£8,192	£8,126	£8,238	£8,741	£9,411	£10,075	£11,496	£11,822	£11,920	+1%	+47%
Rest of England	£5,971	£5,619	£6,147	£6,188	£5,878	£6,246	£6,188	£7,158	£7,259	£7,510	+3%	+22%

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	2015
Trips abroad by UK residents	69,536	69,450	69,011	58,614	55,562	56,836	56,538	57,792	60,082	65,720
Spend abroad by UK residents	£34,411	£35,013	£36,838	£31,694	£31,820	£31,701	£32,450	£34,510	£35,537	£39,028
UK Spend by inbound visitors	£16,002	£15,960	£16,323	£16,592	£16,899	£17,998	£18,640	£21,258	£21,849	£22,072
UK Balance of Payments	£-18,409	£-19,053	£-20,515	£-15,102	£-14,921	£-13,703	£-13,810	£-13,252	£-13,688	£-16,956

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 2015

Note: E = estimate

Rank	Name Attraction	Number of visitors in 2015	Rank	Name Attraction	Number of visitors in 2015
1	British Museum	6,820,686	11	National Maritime Museum	1,358,964
2	National Gallery	5,908,254	12	Tate Britain	1,284,519
3	Natural History Museum	5,284,023	13	Imperial War Museum London	1,102,655
4	Tate Modern	4,712,581	14	MAC Birmingham	1,028,371
5	Brighton Pier	4,600,000 (E)	15	Birmingham Museum and Art Gallery	909,935
6	Victoria and Albert Museum	3,888,374	16	Museum of London	872,978
7	Science Museum	3,356,212	17	Ashmolean Museum	848,359
8	Alexandra Park and Palace	2,800,000 (E)	18	Museums Sheffield: Millennium Gallery	764,639
9	National Portrait Gallery	2,145,486	19	Horniman Museum and Gardens	758,868
10	British Library	1,579,570 (E)	20	Durham Cathedral	755,000 (E)

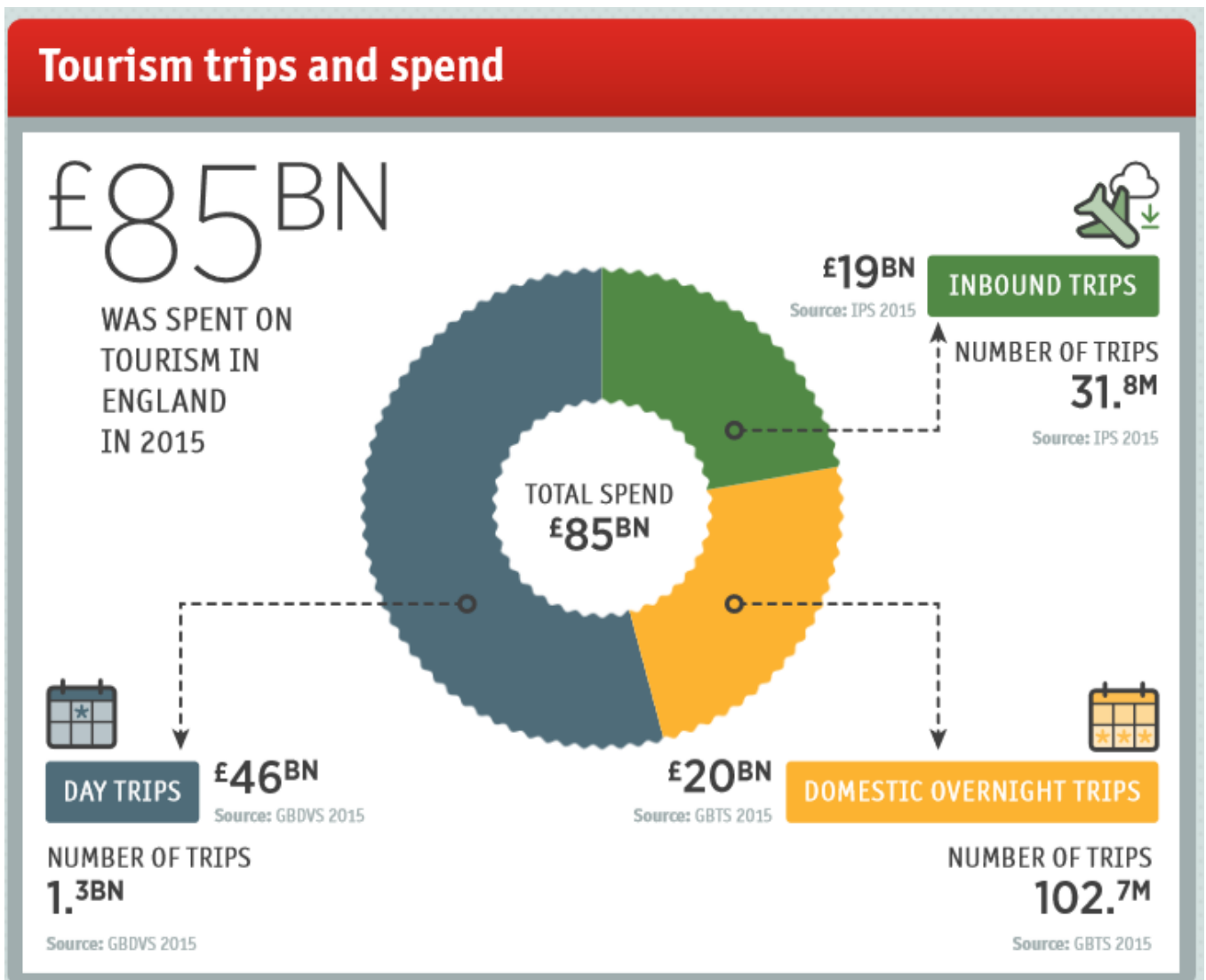
Visitor Attractions – Most Visited Paid Attractions 2015

Note: E = estimate

Rank	Name Attraction	Number of visitors in 2015	Rank	Name Attraction	Number of visitors in 2015
1	Tower of London	2,785,249	11	Royal Academy of Arts	1,096,608
2	Westminster Abbey	1,664,850	12	RHS Garden Wisley	1,087,927
3	Royal Botanic Gardens, Kew Gardens	1,622,821	13	Roman Baths	1,044,802
4	St Paul's Cathedral	1,609,325 (E)	14	Colchester Zoo	964,050
5	Chester Zoo	1,516,808	15	Eden Project	960,029
6	Windermere Lake Cruises, Bowness	1,482,899	16	Canterbury Cathedral	957,355 (E)
7	Flamingo Land Theme Park and Zoo	1,470,828	17	Houses of Parliament	928,855
8	Stonehenge	1,366,765	18	Tatton Park	875,000 (E)
9	ZSL London Zoo	1,265,911	19	Tower Bridge Exhibition	786,603
10	Drayton Manor Theme Park	1,210,141	20	Royal Observatory Greenwich	778,865

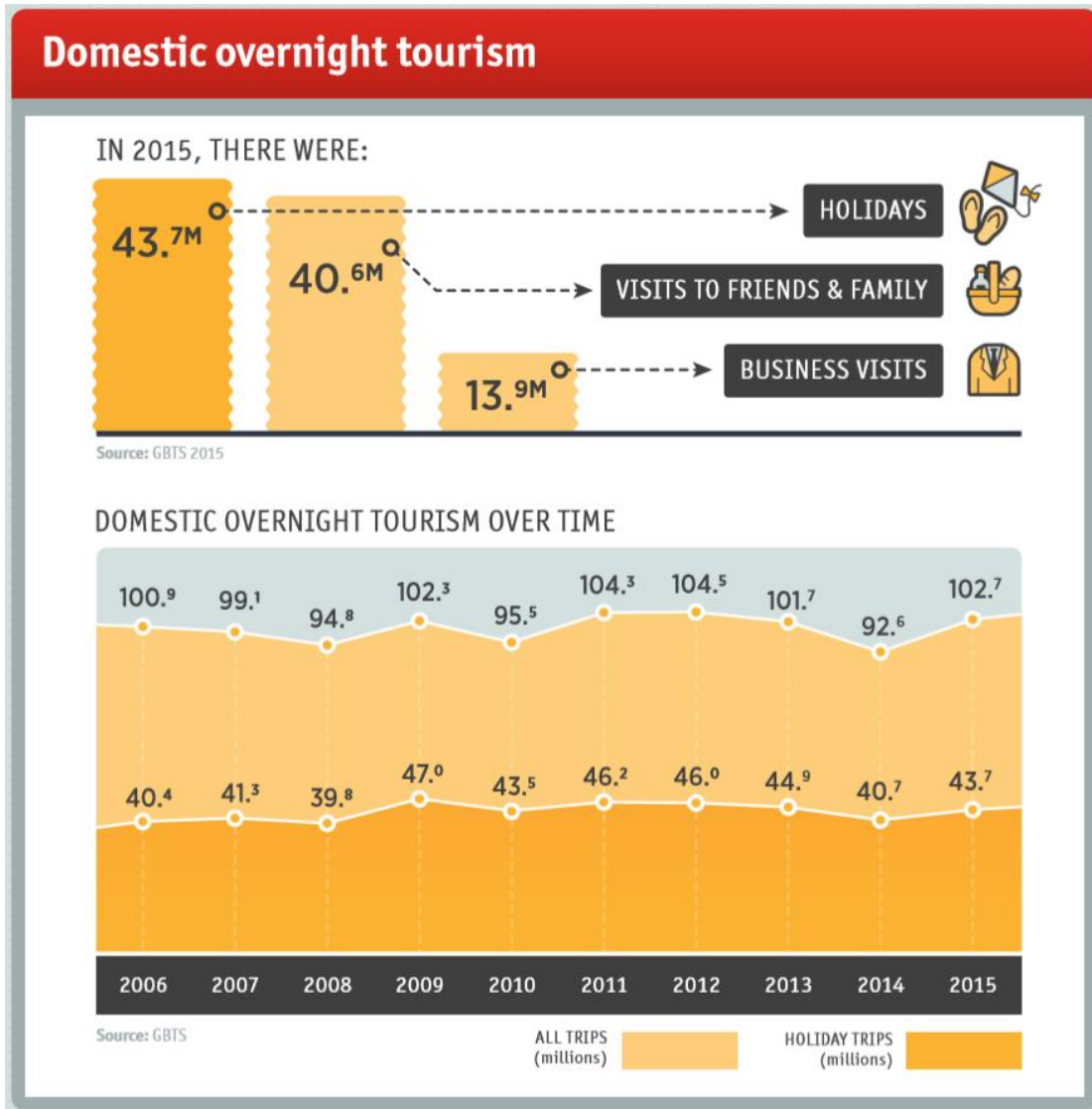
Domestic and Inbound Tourism Trends – at a glance

Headline figures for 2015





Domestic Tourism Trends over time





Inbound Tourism – Trip Purpose and Trends





Tourism Spending in England – Regional Spread

