

England Tourism Factsheet – 2017

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.)

2017 Tourism Volumes and Spending

- **£19.0 billion** was spent by British residents on **100.6 million** overnight trips in England, equating to **299.4 million** nights away from home.
- **£50.9 billion** was spent on **1.5 billion** domestic tourism day trips
- Full year inbound visitor data for 2017 is not yet available
 - For reference, in 2016 **£19.7bn** was spent by inbound visitors, who made **32.97 million** trips and stayed for **245.7 million** nights

Accommodation

VisitEngland measures the available accommodation stock in England. Our latest 2016 census of businesses shows that there are:

- **33,374 serviced** accommodation businesses (e.g. B&Bs, guest houses and hotels), with **786,775 bedrooms** and **1,768,795 bedspaces**
- **31,845 non-serviced accommodation** businesses (e.g. holiday homes, camping & caravan parks) offering **1,401,716 bedspaces**

In the serviced accommodation sector, room occupancy in 2016 stood at 71% (+1% on 2015), with bedspace occupancy at 52% (0% change to 2015).

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.

Domestic overnight – further details

Trip Purpose 2017	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total GB	120.68	100%	£23,683	100%
Holidays	59.15	49%	£14,132	60%
Holidays 1-3 nights	38.52	32%	£7,547	32%
Holidays 4+ nights	20.63	17%	£6,585	28%
Visits to Friends and Relatives (VFR)	41.81	35%	£4,652	20%
Business	16.53	14%	£4,244	18%
Total England	100.62	100%	£19,050	100%
Holidays	47.25	47%	£11,022	58%
Holidays 1-3 nights	31.41	31%	£6,054	32%
Holidays 4+ nights	15.83	16%	£4,970	26%
Visits to Friends and Relatives (VFR)	36.61	36%	£3,951	21%
Business	14.17	14%	£3,557	19%

Destination – Region 2017	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total GB	120.68	100%	£23,683	100%
Total England	100.62	100%	£19,050	100%
West Midlands	7.86	8%	£1,225	6%
East of England	9.75	10%	£1,710	9%
East Midlands	7.51	7%	£1,049	6%
London	12.14	12%	£2,689	14%
North West	13.66	14%	£2,733	14%
North East	3.59	4%	£680	4%
South East	16.09	16%	£2,709	14%
South West	20.57	20%	£4,456	23%
Yorkshire & the Humber	10.70	11%	£1,745	9%

Most Visited Towns - All Trip Purposes 3 year average 2014-2016*	Millions
London	12.138
Manchester	2.438
Birmingham	2.319
Scarborough	1.565
Bristol	1.501
Leeds	1.480
Liverpool	1.320
Blackpool	1.247
York	1.177
Newcastle Upon Tyne	1.164

Most Visited Towns - Holiday Trips 3 year average 2014-2016*	Millions
London	3.792
Scarborough	1.314
Blackpool	1.013
Manchester	0.793
Skegness	0.642
York	0.619
Birmingham	0.594
Liverpool	0.590
New Forest	0.522
Newquay	0.509

*2017 data not yet available.

Break in time series 2015-2016 due to changes in the data processing approach – this means that 2016 results are not fully comparable to previous data. Please note that all 2014-2016 averages have been calculated from original data and no re-weighting has taken place.

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

Day Visits – Region 2017	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total GB	1793.4	100%	£62,447	100%
Total England	1505.4	100%	£50,899	100%
North East England	82.1	5%	£2,451	5%
North West England	188.8	13%	£7,628	15%
Yorkshire and The Humber	148.9	10%	£5,023	10%
East Midlands	118.9	8%	£3,800	7%
West Midlands	127.2	8%	£4,305	8%
East of England	132.7	9%	£3,853	8%
London	327.5	22%	£12,626	25%
South East England	231.9	15%	£7,068	14%
South West England	147.4	10%	£4,146	8%

Day Visits - Main Activities 2017	Trips (millions)	Trips (%)	Spend (£ millions)	Spend (%)
Total GB	1793.4	100%	£62,447	100%
Total England	1505.4	100%	£50,899	100%
Visited friends or family for leisure	528.9	35%	£15,011	29%
Going out for a meal	380.6	25%	£17,728	35%
Undertook outdoor activities	274.9	18%	£7,996	16%
Going on a night out	224.1	15%	£8,465	17%
General day out	214.1	14%	£7,059	14%
Special shopping	186.5	12%	£11,790	23%
Going out for entertainment	154.1	10%	£6,108	12%
Visiting attractions	133.6	9%	£4,841	10%
Watching live sporting events	123.6	8%	£4,639	9%
Other leisure / hobbies	102.4	7%	£3,644	7%
Taking part in sports	100.6	7%	£3,544	7%
Other day out for leisure	85.6	6%	£3,380	7%
Special public events	74.4	5%	£2,373	5%
Special personal events	69.1	5%	£2,789	5%
Day out to health / beauty spa	37.8	3%	£1,539	3%

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

Inbound Tourism – Further details*

*Inbound 2017 data not yet available. 2016 data is provided below for reference.

Trip Purpose - 2016	Visits (millions)	Visits (%)	Spend (£ millions)	Spend (%)
Total UK	37.61	100%	£22,543	100%
Holiday	13.90	37%	£8,500	39%
VFR	11.57	31%	£4,980	23%
Business	9.19	23%	£5,320	24%
Study	0.53	1%	£1,810	8%
Other	2.43	6%	£1,370	6%
Total England	32.97	100%	£19,690	100%
Holiday	12.20	37%	£7,150	36%
VFR	10.54	32%	£4,520	23%
Business	7.68	23%	£5,070	26%
Study	0.48	2%	£1,630	8%
Other	2.07	6%	£1,310	7%

Destination Region - 2016	Visits (millions)	Visits (%)	Spend (£ millions)	Spend (%)
Total UK	37.61	100%	£22,543	100%
Total England	32.97	100%	£19,690	100%
London	19.06	58%	£11,870	60%
North East	0.56	2%	£413	2%
North West	2.84	9%	£1,150	6%
Yorkshire	1.36	4%	£516	3%
West Midlands	2.20	7%	£855	4%
East Midlands	1.33	4%	£481	2%
East Of England	2.41	7%	£854	4%
South West	2.50	8%	£1,340	7%
South East	5.21	16%	£2,210	11%



UK Source Markets – Number of Visits - 2016	Millions
France	4.06
USA	3.46
Germany	3.34
Irish Republic	2.90
Spain	2.40
Netherlands	2.06
Italy	1.99
Poland	1.92
Belgium	1.05
Australia	0.98

UK Source Markets – Spend by Visitors - 2016	Millions
USA	£3,354
Germany	£1,490
France	£1,372
Australia	£1,060
Irish Republic	£1,059
Spain	£992
Italy	£980
Switzerland	£792
Netherlands	£714
Canada	£634

England Source Markets – Number of Visits - 2016	Millions
France	3.36
USA	3.09
Germany	2.78
Spain	2.24
Irish Republic	2.20
Italy	1.80
Netherlands	1.71
Poland	1.70
Australia	0.92
Belgium	0.83

England Source Markets – Spend by Visitors - 2016	Millions
USA	£2,762
France	£1,223
Germany	£1,222
Spain	£927
Australia	£912
Irish Republic	£860
Italy	£849
Switzerland	£718
Netherlands	£608
UAE	£532

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

Trends Over time

Domestic Overnight Tourism Trends for England 2006-2017*

All Trips GB (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 vs 2016
Trips	122.58	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242	124.425	119.456	120.676	+1%
Bednights	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607	349.546	377.102	359.556	369.455	+3%
Expenditure	£20,094	£20,234	£20,168	£20,971	£19,797	£22,666	£23,976	£23,294	£22,692	£24,826	£23,079	£23,683	+3%

All Trips England (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 vs 2016
Trips	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	92.613	102.731	99.342	100.622	+1%
Bednights	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.568	287.702	299.410	+4%
Expenditure	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	£19,570	£18,493	£19,049	+3%

Holiday Trips GB (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016	2017 vs 2016
Trips	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969	52.903	55.961	55.887	59.149	+6%
Bednights	192.292	198.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799	194.635	190.899	202.318	+6%
Expenditure	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065	£14,173	£13,312	£14,134	+6%

Holiday Trips England (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2017 vs 2016
Trips	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	40.740	43.724	44.705	47.245	+6%
Bednights	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.493	147.079	157.809	+7%
Expenditure	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725	£10,414	£11,023	+6%

*Break in time series 2015-2016 due to changes in the data processing approach – this means that results from 2016 onwards are not fully comparable to previous data.

For full details please see: <https://www.visitbritain.org/gb-tourism-survey-2016-overview>

Domestic Day Visits Trends For England 2012-2017

All Trips GB (Millions)	2012	2013	2014	2015	2016	2017	2017 vs 2016
Trips	1,969	1,826	1,822	1,754	1,834	1,793	-2%
Expenditure	£65,610	£62,039	£61,833	£61,942	£63,904	£62,447	-2%

All Trips England (Millions)	2012	2013	2014	2015	2016	2017	2017 vs 2016
Trips	1,687	1,576	1,547	1,493	1,557	1,505	-3%
Expenditure	£55,728	£52,928	£51,866	£53,385	£53,534	£50,900	-5%

Inbound Tourism Trends for England 2007-2016*

*Inbound 2017 data not yet available. 2007-2016 data provided below for reference.

All Trips UK (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015
Visits	31.57	30.85	28.94	28.91	29.98	29.88	31.81	33.45	35.38	36.79	+4%
Nights	249.05	243.00	226.64	224.82	232.17	227.68	242.45	261.02	270.27	274.10	+1%
Spend	£15,520	£15,830	£16,130	£16,410	£17,480	£18,010	£20,680	£21,290	£21,530	£21,980	+2%

All Trips England (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015
Visits	27.794	27.291	25.402	25.659	26.753	26.802	28.522	29.824	31.82	32.97	+4%
Nights	218.145	215.589	198.558	197.243	208.164	203.067	217.336	232.846	241.43	245.70	+2%
Spend	£13,812	£14,272	£14,426	£14,620	£15,657	£16,292	£18,654	£19,081	£19,430	£19,690	+1%

Holiday Trips GB (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015
Visits	10.82	10.95	11.40	11.70	12.19	11.83	12.77	13.69	14.05	14.14	+1%
Nights	70.51	71.23	71.35	73.87	73.56	72.57	78.28	81.99	84.65	83.07	-2%
Spend	£5,200	£5,310	£6,230	£6,450	£6,850	£7,270	£8,340	£8,540	£8,410	£8,500	+1%

Holiday Trips England (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015
Visits	9.139	9.351	9.819	10.119	10.578	10.356	11.204	11.914	12.23	12.20	+0%
Nights	58.912	60.738	60.890	63.237	63.386	63.090	68.198	70.132	71.95	70.56	-2%
Spend	£4,383	£4,539	£5,440	£5,602	£5,859	£6,405	£7,309	£7,387	£7,180	£7,150	+0%



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All trips (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015	2016 vs 2008
London	15.340	14.753	14.211	14.706	15.289	15.461	16.811	17.404	18.580	19.06	+3%	+29%
Rest of England	14.293	14.252	12.932	12.568	12.996	12.846	13.516	14.191	15.170	15.98	+5%	+12%
All trips spend (£ Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2016 vs 2015	2016 vs 2008
London	£8,192	£8,126	£8,238	£8,741	£9,411	£10,075	£11,496	£11,825	£11,920	£11,870	+0%	+46%
Rest of England	£5,619	£6,147	£6,188	£5,878	£6,246	£6,188	£7,158	£7,252	£7,510	£7,820	+4%	+27%

Outbound Travel and UK Tourism Balance of Payments*

*Inbound 2017 data not yet available. 2007-2016 data provided below for reference.

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)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Trips abroad by UK residents	69,450	69,011	58,614	55,562	56,836	56,538	57,792	60,082	65,720	70,815
Spend abroad by UK residents	£35,013	£36,838	£31,694	£31,820	£31,701	£32,450	£34,510	£35,537	£39,028	£43,711
UK Spend by inbound visitors	£15,960	£16,323	£16,592	£16,899	£17,998	£18,640	£21,258	£21,849	£22,072	£22,543
UK Balance of Payments	-£19,053	-£20,515	-£15,102	-£14,921	-£13,703	-£13,810	-£13,252	-£13,688	-£16,956	-£21,168

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 2016*

*2017 results not available yet. 2016 results are shown below for reference.

Note: E = estimate

Rank	Name Attraction	Number of visitors in 2016	Rank	Name Attraction	Number of visitors in 2016
1	British Museum	6,420,395	11	MAC Birmingham	1,130,030
2	National Gallery	6,262,839	12	Serpentine Gallery	1,111,015
3	Tate Modern	5,839,197	13	Tate Britain	1,081,542
4	Brighton Pier	4,650,000 (E)	14	Imperial War Museum London	1,011,172
5	Natural History Museum	4,624,113 (E)	15	Discover Greenwich Visitor Centre	936013
6	Somerset House	3,443,220	16	Ashmolean Museum	910419
7	Science Museum	3,245,750	17	Museum of London	856559
8	Victoria and Albert Museum	3,022,086	18	Merseyside Maritime Museum	840675
9	National Portrait Gallery	1,949,330	19	The Ice Cream Farm	821462
10	British Library	1,496,685	20	Museum of Liverpool	802722

Visitor Attractions – Most Visited Paid Attractions 2016*

*2017 results not available yet. 2016 results are shown below for reference.

Note: E = estimate

Rank	Name Attraction	Number of visitors in 2015	Rank	Name Attraction	Number of visitors in 2015
1	Tower of London	2,741,126	11	RHS Garden Wisley	1,135,976
2	Chester Zoo	1,898,059	12	Roman Baths	1,093,856
3	Royal Botanic Gardens, Kew Gardens	1,828,956	13	Drayton Manor Theme Park	1,054,102 (E)
4	Flamingo Land Theme Park and Zoo	1,610,556	14	Colchester Zoo	1,017,023
5	Windermere Lake Cruises, Bowness	1,557,423	15	Eden Project	1,,000,363
6	St Paul's Cathedral	1,519,018	16	Pleasure Beach	1,000,000
7	Stonehenge	1,381,855	17	Houses of Parliament	990,014
8	Royal Academy of Arts	1,285,595	18	Shakespeare's Globe	938,432
9	ZSL London Zoo	1,211,279	19	Canterbury Cathedral	903,319 (E)
10	Westminster Abbey	1,202,000 (E)	20	Hampton Court Palace	903,270