

What is Tourism Worth?

Understanding the Value of Tourism at Regional and Sub-Regional Level

1. Introduction

It is important for tourism organisations and businesses to be able to understand the value of tourism, both at national level and within the destination or destinations they operate in. This information has not always been easy to access, and so the paper recently published by the Tourism Intelligence Unit (TIU) within the Office for National Statistics (ONS), "[The Sub-Regional Value of Tourism in the UK in 2008](#)" represents a valuable source of information.

The purpose of the following document is to introduce the main findings from the new TIU report, presenting them in the context of other available data sources, and explaining in simple terms how to interpret the findings.

2. Background

At face value, the question of what tourism is worth seems as though it ought to be straightforward to answer. Surveys such as the GB Tourism Survey (domestic overnight trips), the International Passenger Survey (inbound tourism) and measures of tourism day trips (2005 and earlier survey data, soon to be updated with the new 2011 GB Day Visits Survey) all contribute to providing a robust indication of expenditure on tourism.

However, consumer spending is only one measure of worth, and in talking about the value of the sector, it is also useful to understand tourism's contribution to the UK economy. Clearly, economic contribution is not unrelated to consumer spending, but it is not quite the same thing.

For example, a British consumer might choose between spending £500 on a new TV set, or on a domestic holiday. If the TV set was manufactured overseas, then it may be that only a small part of the £500 spent stays in the UK economy, with the rest "lost" by paying the costs of overseas production and transportation. In contrast, if the consumer chooses the holiday, it is likely that more of the money spent will stay in the UK, but not all of it – money spent on things like imported food and drink, or souvenirs manufactured abroad is also "lost." From the consumer's point of view, the same amount of money will have been spent – but the two choices have quite different implications for the UK economy.

Therefore, in order to understand the contribution of tourism to the economy, we need to be able to calculate the proportion of tourism expenditure that stays in the UK and contributes to economic growth – a less straightforward exercise than simply capturing spending information through surveys.

3. Understanding the Economic Impact of Tourism

In 2010, Deloitte, working with Oxford Economics, produced a report, "[The Economic Contribution of the Visitor Economy](#)" which calculated the Gross Domestic Product (GDP) generated by tourism in the UK and its four component nations. As well as calculating the direct impact of tourism (for example, a visitor paying for a meal in a restaurant), the report also considered the indirect impacts of tourism on sectors outside the visitor economy (for example, the investment that a restaurant might make in new kitchen equipment). This report estimated that in 2010 the direct impacts of tourism in the

UK accounted for £52bn of GDP, rising to a contribution of £115bn once indirect impacts were taken into account. This contribution was driven by underlying consumer spending (recorded in the various surveys) of £90bn.

While this report provided estimates for the four nations of the UK, it did not include calculations of value at regional or sub-regional level. Some information about tourism spending at county and local authority level is available from the [GBTS](#) and [IPS](#) surveys, and in some areas, local economic impact models have been commissioned to provide a detailed and up-to-date picture of tourism performance and trends. However, historically there has not been a consistent approach to estimating total tourism spending or economic contribution below the national level.

In parallel to the work carried out by Deloitte, the TIU has developed a method for calculating the value of tourism to the national economy, published in their paper "[The Economic Importance of Tourism – The UK Tourism Satellite Account for 2008](#)." The Unit has now built on this methodology to make estimates of the value of tourism below the national level, published in a 2011 paper, "[The Sub-Regional Value of Tourism in the UK in 2008](#)" which calculates tourism spending and contribution at NUTS2 and NUTS3¹ level .

4. Deloitte vs ONS Approach

One important point to clarify is the difference between the numbers presented in the Deloitte report, and those presented by the TIU.

In essence, the two reports used a very similar methodology, and are based on the same underlying datasets. When reviewing the outputs, the key differences to bear in mind are:

- the inclusion (Deloitte) / exclusion (TIU) of the indirect tourism impacts outlined above.
- the reference year (the TIU calculations are for 2008, based on the most recently available national accounts, while the Deloitte report provides estimates for 2010, with forward forecasts to 2020)
- the measure used (the Deloitte report considers Gross Domestic Product (GDP), the TIU outputs use Gross Value Added (GVA), which can be summarised as GDP less taxes, plus subsidies)

These differences lead to comparable, but slightly different headline numbers for the impact of tourism for the UK economy of

- £47bn (estimate of tourism direct GVA in 2008, TIU)
- £52bn (estimate of tourism direct GDP in 2010, Deloitte)
- £115bn (estimate of tourism direct and indirect GDP in 2010, Deloitte)

Full details of the methodologies used are included in the respective reports, but the most important point to bear in mind when reviewing the following regional and sub-regional GVA calculations from the TIU is that they exclude any indirect impacts, which at a national level account for over half of the total contribution of tourism when both direct and indirect impacts are considered together.

¹NUTS2 areas broadly map to distinct sub-regions, and NUTS3 to counties or unitary authorities or groups of these geographical areas. Definitions of these are not always consistent due to the different sizes of administrative areas across the UK

5. Summary of Outputs

The following six tables bring together the key outputs from the calculations made by the TIU, with brief explanations of how these should be interpreted. These can be considered in three groups:

Tables 1 – 3: Tourism Spending

In calculating consumer spending on tourism, four basic components are included

- Inbound visitor spending
- Domestic overnight visitor spending
- Domestic day visitor spending
- Domestic outbound visitor spending

The fourth of these – spending by UK residents on goods and services related to outbound travel within the UK, such as travel to the airport, spending in the airport etc – tends not to be considered by tourism organisations when reviewing the impact of tourism in their area, as this is generally not an outcome of their marketing activity. However, it is a part of the UK tourism economy, and so needs to be included in any overall calculation of tourism impacts.

Tables 1 and 2 show visitor spending across these four types of tourism, at NUTS1 (regional), NUTS2 and NUTS3 levels across England, estimated for 2008.

Table 1 shows the amount spent, in millions of pounds, providing totals for all types of tourism spending as well as a figure for spending on UK destinations, i.e. excluding the fourth category of spending on outbound trips.

Table 2 looks at the proportion of tourism spending in each area delivered by each type of spending – useful for understanding the relative weight of domestic vs outbound travel across different parts of the country, and clearly showing aspects such as the impact of airport location on outbound spending patterns in areas such as Luton, and the importance of inbound spending for the London area.

Table 3 considers tourism spending by the product or service purchased, broken down into accommodation services for visitors, food & beverage serving services, passenger transport services, cultural, sport and recreational services (e.g. visitor attractions), and other products.

Table 4: Economic Contribution of Tourism

As outlined in the introduction, consumer spending alone cannot tell us how important tourism is to the UK economy. Tables 4 shows the results of the TIU's calculations of the economic contribution of tourism. This is provided using two figures, direct GVA, and the "tourism ratio." The direct GVA figure, expressed in £ billions, shows the financial contribution made by each area through tourism to the national economy. The tourism ratio then indicates the share of the area's total GVA which is delivered by tourism, an important measure, as it helps us to understand which regions are most dependent on the tourism sector to sustain their local economies.

Tables 5 and 6: Tourism Employment

Although not included in the published "Sub-Regional Value of Tourism" document, tourism employment is another key indicator of the contribution of tourism to the economy.

The TIU have used information from the ONS's Business Register and Employment survey (a survey of employers and working proprietors) to calculate levels of tourism employment for each local authority in the country, based on a set of

industries considered to constitute tourism, as defined by the UN World Tourism Organisation – these are listed at the end of this paper.

Table 5 shows the number of individuals employed in tourism, while Table 6 shows this as a proportion of all employment in the local authority, again emphasising the degree to which different destinations around the country are more or less dependent on tourism as a driver of growth.

6. In Conclusion

The work carried out by the TIU is a valuable source of comparative information about the value of tourism in different areas of the country. The following tables summarise the outputs from the Unit's work, and are intended to give an overview of the information available, however, for full detail of the methodology, including an explanation of the limitations of the data, users should refer back to the original reports.

Note: The Tourism Intelligence Unit

The full range of outputs from the Tourism Intelligence Unit can be accessed on their [home page](#) within the website of the Office for National Statistics, and via the [ONS section](#) within the VisitEngland website.

Table 1: Tourism Spending by Type of Tourism (£m, 2008)

How to read this table:

In 2008, consumer spending on tourism in the North East is estimated to have totalled £2,892 million pounds, or £2,184 million if spending made as part of outbound travel is excluded. This was made up of £225 million spent by inbound visitors, £668 million by domestic overnight visitors, £1,290 million by domestic day trippers, and an additional £708 million spent in the North East by those taking overseas trips.

NUTS code	AREA	Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors	Total	Total UK Destinations (excluding outbound)
	UK TOTAL	16,323	22,140	48,310	26,881	113,654	86,773
	ENGLAND TOTAL	14,471	17,267	41,452	24,643	97,833	73,190
UKC	North East	225	668	1,290	708	2,892	2,184
UKC1	Tees Valley & Durham	65	176	554	94	889	794
UKC11	Hartlepool & Stockton-on-Tees	9	40	113	8	170	162
UKC12	South Teesside	16	35	137	7	195	188
UKC13	Darlington	7	21	59	66	153	87
UKC14	Durham CC	33	80	244	14	371	357
UKC2	Northumberland & Tyne & Wear	161	493	736	613	2,003	1,390
UKC21	Northumberland	19	185	133	10	346	337
UKC22	Tyneside	122	266	519	596	1,504	908
UKC23	Sunderland	20	42	83	7	153	146
UKD	North West	908	2,399	4,830	3,284	11,420	8,136
UKD1	Cumbria	68	782	159	14	1,023	1,009
UKD11	West Cumbria	17	237	44	6	304	298
UKD12	East Cumbria	51	545	115	8	718	711
UKD2	Cheshire	106	222	933	34	1,295	1,261
UKD21	Halton & Warrington	23	45	195	10	273	263
UKD22	Cheshire CC	83	177	738	25	1,022	998
UKD3	Greater Manchester	390	648	2,327	2,745	6,109	3,365
UKD31	Greater Manchester South	349	561	2,052	2,713	5,675	2,962
UKD32	Greater Manchester North	41	86	275	31	434	403
UKD4	Lancashire	124	507	701	85	1,417	1,331
UKD41	Blackburn with Darwen	9	15	36	3	63	59
UKD42	Blackpool	24	305	282	3	614	611
UKD43	Lancashire CC	91	188	383	79	740	661
UKD5	Merseyside	220	240	711	406	1,576	1,170
UKD51	East Merseyside	3	4	10	9	26	17
UKD52	Liverpool	188	173	562	380	1,303	923
UKD53	Sefton	6	41	70	8	125	117
UKD54	Wirral	23	22	68	9	122	113
UKE	Yorkshire & the Humber	431	1,503	3,197	571	5,703	5,131
UKE1	East Yorkshire & Northern Lincolnshire	42	181	478	134	835	701
UKE11	Kingston upon Hull, City of	18	44	159	63	283	220
UKE12	East Riding of Yorkshire	8	77	143	11	239	228
UKE13	North & North East Lincolnshire	17	60	176	60	313	253
UKE2	North Yorkshire	133	770	897	27	1,827	1,800
UKE21	York	79	222	401	6	708	702
UKE22	North Yorkshire CC	54	548	496	21	1,119	1,098

NUTS code	AREA	Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors	Total	Total UK Destinations (excluding outbound)
UKE3	South Yorkshire	88	182	823	123	1,217	1,094
UKE31	Barnsley, Doncaster & Rotherham	29	63	278	107	477	370
UKE32	Sheffield	59	120	545	16	740	724
UKE4	West Yorkshire	168	370	999	287	1,823	1,536
UKE41	Bradford	34	57	175	13	279	266
UKE42	Leeds	100	227	607	247	1,180	934
UKE43	Calderdale, Kirklees & Wakefield	34	86	216	28	364	337
UKF	East Midlands	396	1,081	3,691	560	5,727	5,168
UKF1	Derbyshire & Nottinghamshire	176	465	1,607	52	2,300	2,248
UKF11	Derby	37	57	383	6	483	477
UKF12	East Derbyshire	2	22	58	6	88	82
UKF13	South & West Derbyshire	21	147	433	13	614	601
UKF14	Nottingham	99	166	574	7	846	839
UKF15	North Nottinghamshire	12	50	115	11	189	178
UKF16	South Nottinghamshire	4	22	45	10	81	71
UKF2	Leicestershire, Rutland & Northamptonshire	165	274	1,163	490	2,092	1,602
UKF21	Leicester	57	51	325	6	438	432
UKF22	Leicestershire CC & Rutland	45	103	403	465	1,014	550
UKF23	Northamptonshire	64	121	435	19	639	620
UKF3	Lincolnshire	55	342	921	18	1,335	1,317
UKG	West Midlands	592	1,204	3,916	1,277	6,989	5,712
UKG1	Herefordshire, Worcestershire & Warwickshire	145	357	1,062	72	1,635	1,564
UKG11	Herefordshire, County of	23	80	266	5	374	369
UKG12	Worcestershire	38	100	384	16	539	522
UKG13	Warwickshire	84	177	412	51	723	673
UKG2	Shropshire & Staffordshire	92	309	1,671	40	2,112	2,072
UKG21	Telford & Wrekin	6	53	100	4	163	159
UKG22	Shropshire CC	25	106	270	8	410	401
UKG23	Stoke-on-Trent	17	45	378	5	445	440
UKG24	Staffordshire CC	43	105	923	23	1,094	1,071
UKG3	West Midlands	356	539	1,182	1,164	3,242	2,077
UKG31	Birmingham	248	388	842	25	1,502	1,477
UKG32	Solihull	12	17	39	1,108	1,176	69
UKG33	Coventry	55	71	168	7	301	294
UKG34	Dudley & Sandwell	10	34	54	14	111	98
UKG35	Walsall & Wolverhampton	31	29	80	11	151	140
UKH	East of England	812	1,503	4,554	2,353	9,221	6,869
UKH1	East Anglia	391	997	1,783	115	3,285	3,171
UKH11	Peterborough	28	46	126	4	204	200
UKH12	Cambridgeshire CC	210	110	475	19	814	795
UKH13	Norfolk	78	582	570	69	1,298	1,229
UKH14	Suffolk	76	259	613	22	970	948
UKH2	Bedfordshire & Hertfordshire	235	235	1,650	783	2,902	2,120
UKH21	Luton	34	23	129	730	915	186
UKH22	Bedfordshire CC	40	45	195	13	292	279
UKH23	Hertfordshire	161	168	1,326	40	1,695	1,655

NUTS code	AREA	Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors	Total	Total UK Destinations (ex outb.)
UKH3	Essex	187	271	1,121	1,455	3,034	1,579
UKH31	Southend-on-Sea	13	27	97	5	143	137
UKH32	Thurrock	13	15	71	4	103	99
UKH33	Essex CC	161	228	953	1,445	2,788	1,342
UKI	London	8,310	2,332	6,027	9,815	26,484	16,669
UKI1	Inner London	6,078	1,793	3,973	1,172	13,016	11,844
UKI11	Inner London - West	5,095	1,566	2,923	909	10,492	9,584
UKI12	Inner London - East	983	227	1,050	264	2,524	2,260
UKI2	Outer London	2,232	539	2,054	8,643	13,468	4,826
UKI21	Outer London - East & North East	602	149	545	31	1,326	1,295
UKI22	Outer London - South	542	140	598	30	1,309	1,280
UKI23	Outer London - West & North West	1,088	251	912	8,582	10,833	2,251
UKJ	South East	1,794	2,540	9,648	5,155	19,138	13,983
UKJ1	Berks, Bucks & Oxfordshire	629	559	2,274	67	3,529	3,462
UKJ11	Berkshire	240	203	492	26	961	935
UKJ12	Milton Keynes	62	76	472	6	615	609
UKJ13	Buckinghamshire CC	50	67	392	17	526	509
UKJ14	Oxfordshire	276	214	919	18	1,427	1,409
UKJ2	Surrey, East & West Sussex	651	842	2,695	3,757	7,945	4,189
UKJ21	Brighton & Hove	143	201	299	7	649	642
UKJ22	East Sussex CC	131	196	274	31	632	601
UKJ23	Surrey	225	164	1,159	42	1,590	1,549
UKJ24	West Sussex	152	281	963	3,677	5,074	1,396
UKJ3	Hampshire & Isle of Wight	253	737	2,584	297	3,872	3,575
UKJ31	Portsmouth	45	109	502	126	783	657
UKJ32	Southampton	63	96	563	57	779	723
UKJ33	Hampshire CC	130	288	1,347	112	1,876	1,765
UKJ34	Isle of Wight	14	243	173	3	433	430
UKJ4	Kent	261	402	2,095	1,035	3,792	2,757
UKJ41	Medway	22	37	184	6	248	243
UKJ42	Kent CC	239	365	1,911	1,029	3,544	2,515
UKK	South West	1,002	4,037	4,298	921	10,259	9,338
UKK1	Gloucs, Wiltshire & Bristol/Bath area	455	838	2,028	612	3,934	3,322
UKK11	Bristol, City of	166	242	714	14	1,136	1,122
UKK12	Bath & NE Somerset, N Somerset & S Gloucestershire	96	169	445	556	1,265	709
UKK13	Gloucestershire	114	210	634	20	979	959
UKK14	Swindon	13	46	44	6	109	103
UKK15	Wiltshire CC	67	172	191	16	445	430
UKK2	Dorset & Somerset	252	943	839	145	2,180	2,034
UKK21	Bournemouth & Poole	116	247	105	38	505	468
UKK22	Dorset CC	66	368	96	92	622	530
UKK23	Somerset	70	329	638	16	1,053	1,037
UKK3(0)	Cornwall & Isles of Scilly	120	1,153	736	25	2,034	2,009
UKK4	Devon	175	1,103	695	139	2,111	1,973
UKK41	Plymouth	45	112	127	41	325	284
UKK42	Torbay	32	216	131	4	383	379
UKK43	Devon CC	98	775	436	94	1,404	1,310

**The most recent sources of survey data for day visits (2002 for GB and 2005 for England only) do not provide information for all sub-regional areas, and so where no survey data was available, estimates have been made*

Table 2: Tourism Spending by Type of Tourism (% share, 2008)

How to read this table:

In 2008, the largest share of consumer spending on tourism in the North East came from domestic visitors, either overnight (23%) or day visitors (45%). These shares are slightly higher than the national average (for England, 18% and 42% respectively). In contrast, only 8% of tourism expenditure in the North East came from inbound visitors, just over half the national proportion (15%). At 24%, the share of tourism expenditure derived from outbound travellers matched the national average.

		Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors
	UK TOTAL	14%	19%	43%	24%
	ENGLAND TOTAL	15%	18%	42%	25%
UKC	North East	8%	23%	45%	24%
UKC1	Tees Valley & Durham	7%	20%	62%	11%
UKC11	Hartlepool & Stockton-on-Tees	5%	23%	67%	5%
UKC12	South Teesside	8%	18%	70%	4%
UKC13	Darlington	5%	14%	39%	43%
UKC14	Durham CC	9%	22%	66%	4%
UKC2	Northumberland & Tyne & Wear	8%	25%	37%	31%
UKC21	Northumberland	5%	53%	38%	3%
UKC22	Tyneside	8%	18%	35%	40%
UKC23	Sunderland	13%	27%	55%	5%
UKD	North West	8%	21%	42%	29%
UKD1	Cumbria	7%	76%	16%	1%
UKD11	West Cumbria	6%	78%	15%	2%
UKD12	East Cumbria	7%	76%	16%	1%
UKD2	Cheshire	8%	17%	72%	3%
UKD21	Halton & Warrington	8%	17%	72%	4%
UKD22	Cheshire CC	8%	17%	72%	2%
UKD3	Greater Manchester	6%	11%	38%	45%
UKD31	Greater Manchester South	6%	10%	36%	48%
UKD32	Greater Manchester North	10%	20%	63%	7%
UKD4	Lancashire	9%	36%	49%	6%
UKD41	Blackburn with Darwen	14%	24%	57%	5%
UKD42	Blackpool	4%	50%	46%	1%
UKD43	Lancashire CC	12%	25%	52%	11%
UKD5	Merseyside	14%	15%	45%	26%
UKD51	East Merseyside	13%	14%	39%	33%
UKD52	Liverpool	14%	13%	43%	29%
UKD53	Sefton	4%	33%	56%	7%
UKD54	Wirral	19%	18%	56%	8%
UKE	Yorkshire & the Humber	8%	26%	56%	10%
UKE1	East Yorkshire & Northern Lincolnshire	5%	22%	57%	16%
UKE11	Kingston upon Hull, City of	6%	15%	56%	22%
UKE12	East Riding of Yorkshire	3%	32%	60%	5%
UKE13	North & North East Lincolnshire	5%	19%	56%	19%
UKE2	North Yorkshire	7%	42%	49%	1%

		Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors
UKE21	York	11%	31%	57%	1%
UKE22	North Yorkshire CC	5%	49%	44%	2%
UKE3	South Yorkshire	7%	15%	68%	10%
UKE31	Barnsley, Doncaster & Rotherham	6%	13%	58%	22%
UKE32	Sheffield	8%	16%	74%	2%
UKE4	West Yorkshire	9%	20%	55%	16%
UKE41	Bradford	12%	20%	63%	5%
UKE42	Leeds	8%	19%	51%	21%
UKE43	Calderdale, Kirklees & Wakefield	9%	24%	59%	8%
UKF	East Midlands	7%	19%	64%	10%
UKF1	Derbyshire & Nottinghamshire	8%	20%	70%	2%
UKF11	Derby	8%	12%	79%	1%
UKF12	East Derbyshire	3%	24%	66%	7%
UKF13	South & West Derbyshire	3%	24%	70%	2%
UKF14	Nottingham	12%	20%	68%	1%
UKF15	North Nottinghamshire	7%	27%	61%	6%
UKF16	South Nottinghamshire	5%	28%	56%	12%
UKF2	Leicestershire, Rutland & Northamptonshire	8%	13%	56%	23%
UKF21	Leicester	13%	12%	74%	1%
UKF22	Leicestershire CC & Rutland	4%	10%	40%	46%
UKF23	Northamptonshire	10%	19%	68%	3%
UKF3	Lincolnshire	4%	26%	69%	1%
UKG	West Midlands	8%	17%	56%	18%
UKG1	Herefordshire, Worcestershire & Warwickshire	9%	22%	65%	4%
UKG11	Herefordshire, County of	6%	21%	71%	1%
UKG12	Worcestershire	7%	19%	71%	3%
UKG13	Warwickshire	12%	24%	57%	7%
UKG2	Shropshire & Staffordshire	4%	15%	79%	2%
UKG21	Telford & Wrekin	4%	32%	61%	2%
UKG22	Shropshire CC	6%	26%	66%	2%
UKG23	Stoke-on-Trent	4%	10%	85%	1%
UKG24	Staffordshire CC	4%	10%	84%	2%
UKG3	West Midlands	11%	17%	36%	36%
UKG31	Birmingham	16%	26%	56%	2%
UKG32	Solihull	1%	1%	3%	94%
UKG33	Coventry	18%	23%	56%	2%
UKG34	Dudley & Sandwell	9%	31%	48%	12%
UKG35	Walsall & Wolverhampton	21%	19%	53%	7%
UKH	East of England	9%	16%	49%	26%
UKH1	East Anglia	12%	30%	54%	3%
UKH11	Peterborough	14%	23%	62%	2%
UKH12	Cambridgeshire CC	26%	14%	58%	2%
UKH13	Norfolk	6%	45%	44%	5%
UKH14	Suffolk	8%	27%	63%	2%
UKH2	Bedfordshire & Hertfordshire	8%	8%	57%	27%
UKH21	Luton	4%	2%	14%	80%
UKH22	Bedfordshire CC	14%	15%	67%	4%

		Inbound Visitors	Domestic Overnight Visitors	Domestic Day Visitors*	Domestic Outbound Visitors
UKH23	Hertfordshire	10%	10%	78%	2%
UKH3	Essex	6%	9%	37%	48%
UKH31	Southend-on-Sea	9%	19%	68%	4%
UKH32	Thurrock	12%	15%	69%	4%
UKH33	Essex CC	6%	8%	34%	52%
UKI	London	31%	9%	23%	37%
UKI1	Inner London	47%	14%	31%	9%
UKI11	Inner London - West	49%	15%	28%	9%
UKI12	Inner London - East	39%	9%	42%	10%
UKI2	Outer London	17%	4%	15%	64%
UKI21	Outer London - East & North East	45%	11%	41%	2%
UKI22	Outer London - South	41%	11%	46%	2%
UKI23	Outer London - West & North West	10%	2%	8%	79%
UKJ	South East	9%	13%	50%	27%
UKJ1	Berkshire, Buckinghamshire & Oxfordshire	18%	16%	64%	2%
UKJ11	Berkshire	25%	21%	51%	3%
UKJ12	Milton Keynes	10%	12%	77%	1%
UKJ13	Buckinghamshire CC	10%	13%	75%	3%
UKJ14	Oxfordshire	19%	15%	64%	1%
UKJ2	Surrey, East & West Sussex	8%	11%	34%	47%
UKJ21	Brighton & Hove	22%	31%	46%	1%
UKJ22	East Sussex CC	21%	31%	43%	5%
UKJ23	Surrey	14%	10%	73%	3%
UKJ24	West Sussex	3%	6%	19%	72%
UKJ3	Hampshire & Isle of Wight	7%	19%	67%	8%
UKJ31	Portsmouth	6%	14%	64%	16%
UKJ32	Southampton	8%	12%	72%	7%
UKJ33	Hampshire CC	7%	15%	72%	6%
UKJ34	Isle of Wight	3%	56%	40%	1%
UKJ4	Kent	7%	11%	55%	27%
UKJ41	Medway	9%	15%	74%	2%
UKJ42	Kent CC	7%	10%	54%	29%
UKK	South West	10%	39%	42%	9%
UKK1	Gloucestershire, Wiltshire & Bristol/Bath area	12%	21%	52%	16%
UKK11	Bristol, City of	15%	21%	63%	1%
UKK12	Bath & NE Somerset, N Somerset & S Gloucestershire	8%	13%	35%	44%
UKK13	Gloucestershire	12%	21%	65%	2%
UKK14	Swindon	12%	42%	41%	6%
UKK15	Wiltshire CC	15%	39%	43%	3%
UKK2	Dorset & Somerset	12%	43%	39%	7%
UKK21	Bournemouth & Poole	23%	49%	21%	7%
UKK22	Dorset CC	11%	59%	16%	15%
UKK23	Somerset	7%	31%	61%	2%
UKK3	Cornwall & Isles of Scilly	6%	57%	36%	1%
UKK4	Devon	8%	52%	33%	7%
UKK41	Plymouth	14%	34%	39%	13%
UKK42	Torbay	8%	56%	34%	1%
UKK43	Devon CC	7%	55%	31%	7%

**The most recent sources of survey data for day visits (2002 for GB and 2005 for England only) do not provide information for all sub-regional areas, and so where no survey data was available, estimates have been made*

Table 3: Tourism Spending by Tourism Product (£m, 2008)

How to read this table:

In 2008, out of the total of £2,892 million spent on tourism in the North East (including spend on outbound travel), £305 million was on accommodation, £604 million on food and drink, £573 million on transport, £84 million on cultural, sporting and other recreational services such as visitor attractions, and £1,325 million on other products.

NUTS code		Accomm. Services for Visitors	Food & beverage serving services	Passenger Transport Services	Cultural, sport & recreational services	Other Products	Total
	UK TOTAL	13,152	22,719	22,045	5,683	50,055	113,654
	ENGLAND TOTAL	10,826	19,135	19,955	4,904	43,013	97,833
UKC	North East	305	604	573	84	1,325	2,892
UKC1	Tees Valley and Durham	80	249	71	41	448	889
UKC11	Hartlepool & Stockton-on-Tees	16	44	6	4	100	170
UKC12	South Teesside	16	51	6	5	117	195
UKC13	Darlington	10	31	49	6	56	153
UKC14	Durham CC	38	122	10	26	175	371
UKC2	Northumberland and Tyne & Wear	225	355	502	43	877	2,003
UKC21	Northumberland	73	102	14	16	141	346
UKC22	Tyneside	133	221	481	23	646	1,504
UKC23	Sunderland	20	33	7	3	90	153
UKD	North West	1,126	2,117	2,755	517	4,905	11,420
UKD1	Cumbria	294	210	53	61	404	1,023
UKD11	West Cumbria	87	62	16	18	121	304
UKD12	East Cumbria	207	148	37	43	283	718
UKD2	Cheshire	108	379	90	122	596	1,295
UKD21	Halton & Warrington	22	79	19	25	127	273
UKD22	Cheshire CC	86	300	71	97	469	1,022
UKD3	Greater Manchester	370	732	2,238	165	2,604	6,109
UKD31	Greater Manchester South	330	650	2,219	145	2,331	5,675
UKD32	Greater Manchester North	40	82	19	20	273	434
UKD4	Lancashire	205	373	73	116	650	1,417
UKD41	Blackburn with Darwen	8	17	2	5	31	63
UKD42	Blackpool	104	166	20	55	270	614
UKD43	Lancashire CC	93	189	51	57	349	740
UKD5	Merseyside	149	423	301	52	651	1,576
UKD51	East Merseyside	2	6	1	1	16	26
UKD52	Liverpool	118	336	283	40	525	1,303
UKD53	Sefton	15	41	8	6	54	125
UKD54	Wirral	13	40	8	5	56	122
UKE	Yorkshire & the Humber	658	1,479	574	400	2,591	5,703
UKE1	East Yorks and N. Lincolnshire	81	133	103	89	430	835
UKE11	Kingston upon Hull, City of	23	43	38	28	151	283
UKE12	East Riding of Yorkshire	31	42	14	28	124	239
UKE13	North & North East Lincolnshire	27	48	52	32	154	313
UKE2	North Yorkshire	308	424	96	152	847	1,827
UKE21	York	94	171	39	60	344	708
UKE22	North Yorkshire CC	213	253	58	92	503	1,119
UKE3	South Yorkshire	89	346	147	82	554	1,217

NUTS code		Accomm. Services for Visitors	Food & beverage serving services	Passenger Transport Services	Cultural, sport & recreational services	Other Products	Total
UKE31	Barnsley, Doncaster & Rotherham	32	119	87	28	212	477
UKE32	Sheffield	57	227	60	54	342	740
UKE4	West Yorkshire	181	577	227	78	760	1,823
UKE41	Bradford	30	99	13	13	123	279
UKE42	Leeds	112	353	196	48	471	1,180
UKE43	Calderdale, Kirklees & Wakefield	39	125	18	17	166	364
UKF	East Midlands	495	1,399	555	305	2,974	5,727
UKF1	Derbyshire and Nottinghamshire	209	652	146	143	1,150	2,300
UKF11	Derby	32	91	17	30	313	483
UKF12	East Derbyshire	9	15	3	5	56	88
UKF13	South & West Derbyshire	58	114	23	39	380	614
UKF14	Nottingham	81	335	79	53	297	846
UKF15	North Nottinghamshire	20	69	17	12	71	189
UKF16	South Nottinghamshire	9	27	7	4	33	81
UKF2	Leicestershire, Rutland and Northamptonshire	154	448	343	110	1,038	2,092
UKF21	Leicester	33	126	15	31	233	438
UKF22	Leicestershire CC & Rutland	60	173	309	41	432	1,014
UKF23	Northamptonshire	61	149	19	38	373	639
UKF3	Lincolnshire	132	299	66	52	786	1,335
UKG	West Midlands	610	1,451	1,017	460	3,451	6,989
UKG1	Herefordshire, Worcestershire and Warwickshire	167	356	60	142	910	1,635
UKG11	Herefordshire, County of	34	88	8	33	211	374
UKG12	Worcestershire	46	124	12	46	310	539
UKG13	Warwickshire	87	145	40	64	388	723
UKG2	Shropshire and Staffordshire	132	549	39	119	1,273	2,112
UKG21	Telford & Wrekin	20	53	7	8	76	163
UKG22	Shropshire CC	45	137	16	20	191	410
UKG23	Stoke-on-Trent	19	105	4	27	290	445
UKG24	Staffordshire CC	48	254	11	64	716	1,094
UKG3	West Midlands	310	546	919	199	1,268	3,242
UKG31	Birmingham	209	374	56	141	721	1,502
UKG32	Solihull	30	38	843	6	259	1,176
UKG33	Coventry	39	74	11	28	149	301
UKG34	Dudley & Sandwell	15	25	4	9	59	111
UKG35	Walsall & Wolverhampton	18	35	5	13	81	151
UKH	East of England	844	1,888	1,441	431	4,617	9,221
UKH1	East Anglia	479	702	144	234	1,727	3,285
UKH11	Peterborough	24	31	10	11	128	204
UKH12	Cambridgeshire CC	97	120	37	40	520	814
UKH13	Norfolk	237	259	70	132	601	1,298
UKH14	Suffolk	121	292	28	51	479	970
UKH2	Bedfordshire and Hertfordshire	168	664	471	136	1,463	2,902
UKH21	Luton	39	74	444	5	354	915
UKH22	Bedfordshire CC	26	77	5	8	176	292
UKH23	Hertfordshire	103	513	22	123	933	1,695
UKH3	Essex	197	522	827	61	1,426	3,034

NUTS code		Accomm. Services for Visitors	Food & beverage serving services	Passenger Transport Services	Cultural, sport & recreational services	Other Products	Total
UKH31	Southend-on-Sea	12	41	9	5	75	143
UKH32	Thurrock	9	30	6	4	55	103
UKH33	Essex CC	176	452	812	52	1,296	2,788
UKI	London	3,519	4,069	8,420	1,081	9,395	26,484
UKI1	Inner London	2,509	2,751	1,456	759	5,541	13,016
UKI11	Inner London - West	2,125	2,190	1,128	602	4,447	10,492
UKI12	Inner London - East	384	562	327	157	1,093	2,524
UKI2	Outer London	1,010	1,317	6,964	322	3,855	13,468
UKI21	Outer London - East & North East	234	309	107	85	592	1,326
UKI22	Outer London - South	212	316	110	91	581	1,309
UKI23	Outer London - West & North West	565	693	6,747	147	2,682	10,833
UKJ	South East	1,542	3,822	3,800	1,087	8,888	19,138
UKJ1	Berks, Bucks and Oxfordshire	382	852	117	207	1,971	3,529
UKJ11	Berkshire	146	264	38	84	428	961
UKJ12	Milton Keynes	44	189	16	47	319	615
UKJ13	Buckinghamshire CC	39	157	14	39	277	526
UKJ14	Oxfordshire	152	242	49	37	946	1,427
UKJ2	Surrey, East and West Sussex	555	1,317	2,888	212	2,974	7,945
UKJ21	Brighton & Hove	104	185	47	48	265	649
UKJ22	East Sussex CC	107	170	49	45	261	632
UKJ23	Surrey	124	609	54	84	719	1,590
UKJ24	West Sussex	219	354	2,738	34	1,729	5,074
UKJ3	Hampshire and Isle of Wight	343	725	323	475	2,007	3,872
UKJ31	Portsmouth	56	135	87	93	413	783
UKJ32	Southampton	53	144	61	103	419	779
UKJ33	Hampshire CC	144	347	146	249	990	1,876
UKJ34	Isle of Wight	90	98	29	31	185	433
UKJ4	Kent	262	928	472	193	1,937	3,792
UKJ41	Medway	20	78	4	17	129	248
UKJ42	Kent CC	242	850	467	176	1,807	3,544
UKK	South West	1,726	2,306	820	539	4,867	10,259
UKK1	Gloucs, Wiltshire and Bristol/Bath area	433	752	465	185	2,098	3,934
UKK11	Bristol, City of	132	214	37	28	724	1,136
UKK12	Bath & NE Somerset, N Somerset & S Gloucestershire	96	149	393	21	606	1,265
UKK13	Gloucestershire	106	255	19	112	487	979
UKK14	Swindon	20	26	4	4	56	109
UKK15	Wiltshire CC	79	108	13	19	226	445
UKK2	Dorset and Somerset	405	568	136	104	967	2,180
UKK21	Bournemouth & Poole	120	107	36	24	219	505
UKK22	Dorset CC	153	120	76	31	240	622
UKK23	Somerset	132	341	23	48	508	1,053
UKK3	Cornwall and Isles of Scilly	438	425	74	134	963	2,034
UKK4	Devon	449	561	145	118	838	2,111
UKK41	Plymouth	52	90	26	16	142	325
UKK42	Torbay	81	107	15	24	156	383
UKK43	Devon CC	317	363	104	79	540	1,404

Table 4: The Economic Contribution of Tourism (2008)

How to read this table

In the North East of England, the direct GVA of tourism is £1.1bn. This is the amount contributed to the economy of the North East by “direct” tourism sectors such as hotels and visitor attractions, and excludes indirect impacts such as investment in new kitchen equipment by restaurants. £1.1bn equates to 2.71% of the region’s total GVA, indicating that the contribution of tourism to the economy of the North East is slightly lower than its contribution across the UK economy as a whole.

NUTS code		TDGVA (£bn)	Tourism Ratio
	UK TOTAL *	44.9	3.47%
	ENGLAND TOTAL *	38.7	3.47%
UKC	North East	1.1	2.71%
UKC1	Tees Valley and Durham	0.4	2.03%
UKC11	Hartlepool and Stockton-on-Tees	0.07	1.51%
UKC12	South Teesside	0.08	1.83%
UKC13	Darlington	0.06	3.01%
UKC14	Durham CC	0.15	2.20%
UKC2	Northumberland and Tyne and Wear	0.8	3.20%
UKC21	Northumberland	0.14	3.40%
UKC22	Tyneside	0.59	3.76%
UKC23	Sunderland	0.06	1.23%
UKD	North West	4.5	3.63%
UKD1	Cumbria	0.4	4.93%
UKD11	West Cumbria	0.12	3.38%
UKD12	East Cumbria	0.28	6.11%
UKD2	Cheshire	0.5	2.22%
UKD21	Halton and Warrington	0.11	1.40%
UKD22	Cheshire CC	0.40	2.63%
UKD3	Greater Manchester	2.4	4.96%
UKD31	Greater Manchester South	2.24	6.76%
UKD32	Greater Manchester North	0.17	1.11%
UKD4	Lancashire	0.6	2.32%
UKD41&UKD42	Blackburn and Blackpool	0.27	6.85%
UKD43	Lancashire CC	0.29	1.45%
UKD5	Merseyside	0.6	3.07%
UKD51	East Merseyside	0.01	0.23%
UKD52	Liverpool	0.51	5.76%
UKD53	Sefton	0.05	1.55%
UKD54	Wirral	0.05	1.34%
UKE	Yorkshire and the Humber	2.3	2.45%
UKE1	East Yorkshire and Northern Lincolnshire	0.3	2.23%
UKE11	Kingston upon Hull, City of	0.11	2.54%
UKE12	East Riding of Yorkshire	0.09	2.05%
UKE13	North and North East Lincolnshire	0.12	2.13%
UKE2	North Yorkshire	0.7	4.82%
UKE21	York	0.28	6.80%
UKE22	North Yorkshire CC	0.44	4.07%
UKE3	South Yorkshire	0.5	2.32%
UKE31	Barnsley, Doncaster and Rotherham	0.19	1.77%

NUTS code		TDGVA (£bn)	Tourism Ratio
UKE32	Sheffield	0.29	2.91%
UKE4	West Yorkshire	0.7	1.74%
UKE41	Bradford	0.11	1.39%
UKE42	Leeds	0.47	2.51%
UKE43	Calderdale, Kirklees and Wakefield	0.14	0.97%
UKF	East Midlands	2.3	2.78%
UKF1	Derbyshire and Nottinghamshire	0.9	2.49%
UKF11	Derby	0.19	3.46%
UKF12	East Derbyshire	0.03	0.90%
UKF13	South and West Derbyshire	0.24	3.30%
UKF14	Nottingham	0.33	4.24%
UKF15	North Nottinghamshire	0.07	1.05%
UKF16	South Nottinghamshire	0.03	0.67%
UKF2	Leicestershire, Rutland and Northamptonshire	0.8	2.39%
UKF21	Leicester	0.17	2.79%
UKF22	Leicestershire CC and Rutland	0.40	2.91%
UKF23	Northamptonshire	0.25	1.74%
UKF3	Lincolnshire	0.5	5.03%
UKG	West Midlands	2.8	2.87%
UKG1	Herefordshire, Worcestershire and Warwickshire	0.6	2.74%
UKG11	Herefordshire, County of	0.15	4.95%
UKG12	Worcestershire	0.21	2.35%
UKG13	Warwickshire	0.29	2.47%
UKG2	Shropshire and Staffordshire	0.8	3.43%
UKG21	Telford and Wrekin	0.06	1.95%
UKG22	Shropshire CC	0.16	3.66%
UKG23	Stoke-on-Trent	0.18	4.80%
UKG24	Staffordshire CC	0.43	3.33%
UKG3	West Midlands	1.3	2.65%
UKG31	Birmingham	0.59	2.87%
UKG32	Solihull	0.46	9.58%
UKG33	Coventry	0.12	1.97%
UKG34	Dudley and Sandwell	0.04	0.49%
UKG35	Walsall and Wolverhampton	0.06	0.77%
UKH	East of England	3.6	3.20%
UKH1	East Anglia	1.3	2.88%
UKH11	Peterborough	0.08	1.90%
UKH12	Cambridgeshire CC	0.32	2.23%
UKH13	Norfolk	0.51	3.80%
UKH14	Suffolk	0.38	2.96%
UKH2	Bedfordshire and Hertfordshire	1.1	2.96%
UKH21	Luton	0.36	8.26%
UKH22	Bedfordshire CC	0.12	1.65%
UKH23	Hertfordshire	0.67	2.44%
UKH3	Essex	1.2	4.01%
UKH31	Southend-on-Sea	0.06	2.18%
UKH32	Thurrock	0.04	1.66%
UKH33	Essex CC	1.10	4.43%

NUTS code		TDGVA (£bn)	Tourism Ratio
UKI	London	10.5	3.78%
UKI1	Inner London	5.1	2.70%
UKI11	Inner London - West	4.15	3.34%
UKI12	Inner London - East	1.00	1.50%
UKI2	Outer London	5.3	6.19%
UKI21	Outer London - East and North East	0.52	2.29%
UKI22	Outer London - South	0.52	2.44%
UKI23	Outer London - West and North West	4.28	10.22%
UKJ	South East	7.6	4.06%
UKJ1	Berkshire, Buckinghamshire and Oxfordshire	1.4	2.25%
UKJ11	Berkshire	0.38	1.35%
UKJ12	Milton Keynes	0.24	3.36%
UKJ13	Buckinghamshire CC	0.21	1.87%
UKJ14	Oxfordshire	0.56	3.63%
UKJ2	Surrey, East and West Sussex	3.1	5.52%
UKJ21	Brighton and Hove	0.26	4.97%
UKJ22	East Sussex CC	0.25	3.67%
UKJ23	Surrey	0.63	2.12%
UKJ24	West Sussex	2.01	13.07%
UKJ3	Hampshire and Isle of Wight	1.5	3.89%
UKJ31	Portsmouth	0.31	6.77%
UKJ32	Southampton	0.31	6.30%
UKJ33&UKJ34	Hampshire and Isle of Wight	0.91	3.06%
UKJ4	Kent	1.5	5.32%
UKJ41	Medway	0.10	2.95%
UKJ42	Kent CC	1.40	5.64%
UKK	South West	4.1	4.05%
UKK1	Gloucestershire, Wiltshire and Bristol/Bath area	1.6	2.95%
UKK11	Bristol City of	0.45	3.79%
UKK12	Bath and North East Somerset, North Somerset and South Gloucestershire	0.50	3.45%
UKK13	Gloucestershire	0.39	3.23%
UKK14	Swindon	0.04	0.71%
UKK15	Wiltshire CC	0.18	2.12%
UKK2	Dorset and Somerset	0.9	3.96%
UKK21	Bournemouth and Poole	0.20	2.99%
UKK22	Dorset CC	0.25	4.00%
UKK23	Somerset	0.42	4.64%
UKK3	Cornwall and Isles of Scilly	0.8	10.98%
UKK4	Devon	0.8	4.58%
UKK41	Plymouth	0.13	2.99%
UKK42	Torbay	0.15	8.84%
UKK43	Devon CC	0.55	4.55%

**Note that the UK and England totals are slightly different to those published in the 2008 national Tourism Satellite Account. This is due to a difference in the calculation of value at sub-national level, where available data is not sufficiently robust to allow calculations by industry type within region, leading to variation in the national total (£44.9 billion in this table versus 47.1 billion in the national TSA.) More detail about this can be found in the ONS publication.*

Table 5: Tourism Employment by Local Authority – Numbers in Employment (2009)

How to read this table

In the North East, 105,300 individuals are employed in tourism, of whom 97,100 are employees (a lower number than the total employment figure, as those who are working proprietors are not classified as employees). Just under half of all tourism employees, 45,900, are in full-time jobs, and the remaining 51,100 work part time. Tourism employment is defined as employment in any of the industries listed at the end of this section.

	Employees	Full-time employees	Part-time employees	Employment
Great Britain	2,717,900	1,395,900	1,322,100	2,938,000
England	2,343,400	1,213,100	1,130,300	2,536,100
North East	97,100	45,900	51,100	105,300
Darlington	3,700	1,500	2,200	4,000
County Durham	16,200	7,400	8,700	17,500
Hartlepool	2,700	1,200	1,500	2,900
Middlesbrough	4,500	2,000	2,500	4,900
Northumberland	12,000	5,400	6,600	13,300
Redcar and Cleveland	2,700	1,000	1,700	3,000
Stockton-on-Tees	6,200	2,700	3,500	6,700
Gateshead	7,200	3,400	3,800	7,800
Newcastle upon Tyne	20,800	10,900	9,900	22,500
North Tyneside	5,600	2,600	3,000	6,200
South Tyneside	4,100	1,800	2,300	4,400
Sunderland	11,400	6,000	5,300	12,100
North West	303,100	149,000	154,100	323,600
Blackburn with Darwen	3,700	1,800	2,000	4,000
Blackpool	11,200	5,800	5,400	11,700
Cheshire East	15,500	7,300	8,200	16,800
Cheshire West & Chester	16,000	7,700	8,200	16,900
Halton	4,300	2,100	2,200	4,600
Warrington	12,300	7,200	5,100	12,900
Allerdale	5,100	2,300	2,800	5,500
Barrow-in-Furness	2,600	1,100	1,500	2,800
Carlisle	4,700	2,000	2,700	5,100
Copeland	2,500	900	1,600	2,700
Eden	5,100	2,400	2,700	5,300
South Lakeland	10,100	5,000	5,200	10,900
Bolton	8,800	4,300	4,500	9,300
Bury	5,900	2,900	2,900	6,400
Manchester	40,800	23,700	17,100	43,300
Oldham	6,400	3,100	3,200	6,900
Rochdale	6,600	3,400	3,200	7,000
Salford	10,000	5,800	4,200	10,800
Stockport	9,000	4,400	4,600	9,600
Tameside	5,700	2,700	3,000	6,000
Trafford	10,400	5,100	5,300	11,600
Wigan	9,700	4,400	5,300	10,200

	Employees	Full-time employees	Part-time employees	Employment
Burnley	3,500	1,800	1,700	3,700
Chorley	4,100	1,900	2,200	4,300
Fylde	4,200	2,200	2,000	4,500
Hyndburn	1,900	900	1,000	2,000
Lancaster	5,600	2,600	3,000	6,000
Pendle	2,500	1,100	1,400	2,700
Preston	7,100	3,100	4,000	7,800
Ribble Valley	3,300	1,400	1,900	3,600
Rossendale	1,900	900	1,000	2,100
South Ribble	3,700	1,500	2,200	4,000
West Lancashire	3,600	1,600	2,000	3,900
Wyre	4,300	2,000	2,300	4,600
Knowsley	3,100	1,500	1,600	3,400
Liverpool	24,600	11,600	13,100	26,100
Sefton	9,800	4,200	5,600	10,400
St. Helens	5,000	1,700	3,300	5,300
Wirral	8,600	3,600	5,100	9,200
Yorkshire & The Humber	211,100	92,700	118,400	229,200
East Riding of Yorkshire	11,800	4,000	7,800	12,900
Kingston upon Hull, City of	9,200	3,900	5,300	9,900
North East Lincolnshire	6,200	2,700	3,500	6,700
North Lincolnshire	5,400	2,000	3,500	5,900
York	17,300	10,200	7,100	18,300
Craven	3,500	1,400	2,100	4,000
Hambleton	4,400	1,800	2,500	4,800
Harrogate	9,500	4,200	5,300	10,400
Richmondshire	2,800	1,000	1,700	3,100
Ryedale	3,700	1,600	2,200	4,100
Scarborough	8,400	3,700	4,700	9,200
Selby	2,900	1,200	1,600	3,200
Barnsley	7,200	3,100	4,100	7,800
Doncaster	9,700	3,900	5,800	10,500
Rotherham	7,400	3,400	4,100	8,000
Sheffield	22,500	10,000	12,500	24,200
Bradford	15,100	6,400	8,700	16,500
Calderdale	6,500	2,600	3,900	7,200
Kirklees	11,600	4,300	7,300	12,700
Leeds	35,100	17,200	17,900	38,200
Wakefield	10,800	4,000	6,800	11,800
East Midlands	180,400	78,200	102,200	195,900
Derby	10,400	4,800	5,700	11,000
Leicester	12,200	5,800	6,400	13,300
Nottingham	18,500	8,100	10,300	19,900
Rutland	1,800	700	1,100	1,900
Amber Valley	4,300	1,500	2,900	4,700
Bolsover	1,900	900	1,000	2,000
Chesterfield	3,500	1,400	2,000	3,800
Derbyshire Dales	5,000	2,200	2,800	5,500
Erewash	3,500	1,400	2,100	3,800
High Peak	3,300	1,300	1,900	3,600

	Employees	Full-time employees	Part-time employees	Employment
North East Derbyshire	2,900	1,200	1,800	3,200
South Derbyshire	2,900	1,100	1,800	3,200
Blaby	3,400	1,500	2,000	3,700
Charnwood	6,100	2,800	3,300	6,600
Harborough	3,500	1,500	2,000	3,900
Hinckley and Bosworth	4,000	1,500	2,600	4,300
Melton	2,000	800	1,200	2,100
North West Leicestershire	6,300	3,500	2,800	6,600
Oadby and Wigston	2,100	1,100	1,000	2,400
Boston	1,700	700	1,000	1,900
East Lindsey	8,100	4,300	3,800	8,700
Lincoln	5,800	2,500	3,300	6,300
North Kesteven	3,300	1,300	2,000	3,500
South Holland	1,700	700	1,000	1,900
South Kesteven	5,700	2,600	3,100	6,200
West Lindsey	2,400	900	1,400	2,700
Corby	1,800	700	1,100	2,000
Daventry	3,100	1,300	1,800	3,400
East Northamptonshire	2,300	800	1,500	2,600
Kettering	3,400	1,500	1,900	3,600
Northampton	8,300	3,600	4,700	9,100
South Northamptonshire	3,700	1,800	1,900	4,000
Wellingborough	2,700	1,100	1,600	3,000
Ashfield	2,900	1,200	1,700	3,100
Bassetlaw	3,900	1,600	2,200	4,200
Broxtowe	3,200	1,400	1,900	3,500
Gedling	3,200	1,100	2,000	3,500
Mansfield	3,600	1,500	2,100	3,800
Newark and Sherwood	7,300	2,800	4,500	7,800
Rushcliffe	4,700	1,700	3,000	5,300
West Midlands	209,900	102,500	107,400	226,300
Herefordshire, County of	7,000	3,000	4,000	7,800
Shropshire	12,100	5,400	6,700	13,200
Stoke-on-Trent	9,000	4,800	4,200	9,700
Telford and Wrekin	5,500	2,600	2,900	5,900
Cannock Chase	3,000	1,200	1,900	3,300
East Staffordshire	4,400	2,100	2,300	4,700
Lichfield	4,500	2,100	2,400	5,000
Newcastle-under-Lyme	3,400	1,500	2,000	3,700
South Staffordshire	3,100	1,200	1,900	3,400
Stafford	5,400	2,400	3,000	5,900
Staffordshire Moorlands	4,200	2,300	1,900	4,500
Tamworth	2,700	1,300	1,400	2,900
North Warwickshire	4,800	2,600	2,200	5,000
Nuneaton and Bedworth	3,200	1,500	1,700	3,400
Rugby	4,500	2,000	2,600	4,800
Stratford-on-Avon	7,900	3,700	4,200	8,700
Warwick	7,700	3,800	3,800	8,300
Birmingham	38,100	20,700	17,400	40,900
Coventry	10,700	5,300	5,400	11,400
Dudley	8,000	3,400	4,600	8,500

	Employees	Full-time employees	Part-time employees	Employment
Sandwell	9,200	5,000	4,200	9,800
Solihull	13,000	7,400	5,600	13,700
Walsall	6,900	3,300	3,500	7,400
Wolverhampton	8,600	3,700	4,900	9,400
Bromsgrove	4,300	1,800	2,500	4,700
Malvern Hills	3,200	1,500	1,600	3,500
Redditch	2,200	900	1,300	2,400
Worcester	4,500	2,100	2,500	4,900
Wychavon	4,600	2,200	2,500	5,000
Wyre Forest	4,100	1,700	2,300	4,600
East	218,700	112,700	106,100	241,400
Bedford	5,700	2,700	2,900	6,200
Central Bedfordshire	8,900	4,800	4,100	9,800
Luton	11,000	7,300	3,800	11,700
Peterborough	7,800	4,500	3,300	8,300
Southend-on-Sea	6,900	3,300	3,700	7,700
Thurrock	4,200	1,800	2,500	4,600
Cambridge	7,200	4,200	2,900	7,800
East Cambridgeshire	1,700	800	900	2,000
Fenland	1,600	800	900	1,900
Huntingdonshire	5,900	2,800	3,200	6,500
South Cambridgeshire	3,600	1,800	1,700	4,000
Basildon	5,300	2,500	2,700	5,700
Braintree	4,100	2,000	2,200	4,600
Brentwood	2,900	1,600	1,400	3,200
Castle Point	1,800	700	1,100	2,000
Chelmsford	6,100	2,900	3,300	6,900
Colchester	7,600	3,700	4,000	8,300
Epping Forest	4,300	2,100	2,200	4,900
Harlow	2,600	1,300	1,300	2,800
Maldon	1,600	800	900	1,900
Rochford	2,000	1,000	1,100	2,300
Tendring	4,200	2,200	2,000	4,600
Uttlesford	5,400	3,300	2,000	5,800
Broxbourne	2,800	1,500	1,200	3,100
Dacorum	5,100	2,600	2,500	5,500
East Hertfordshire	5,000	2,700	2,300	5,700
Hertsmere	4,800	2,600	2,100	5,300
North Hertfordshire	4,400	2,100	2,300	4,900
St Albans	5,600	3,000	2,600	6,200
Stevenage	3,700	2,200	1,600	4,000
Three Rivers	3,500	2,100	1,400	3,900
Watford	4,100	2,200	1,800	4,400
Welwyn Hatfield	4,200	2,200	2,000	4,600
Breckland	3,500	1,600	1,900	4,100
Broadland	3,500	1,800	1,700	3,900
Great Yarmouth	6,300	3,200	3,200	7,000
King's Lynn and West Norfolk	4,800	2,300	2,500	5,400
North Norfolk	4,700	2,500	2,200	5,300
Norwich	8,600	4,300	4,200	9,300
South Norfolk	3,100	1,500	1,600	3,500

	Employees	Full-time employees	Part-time employees	Employment
Babergh	2,400	1,100	1,300	2,800
Forest Heath	4,300	2,200	2,100	4,500
Ipswich	5,500	2,500	3,000	6,100
Mid Suffolk	2,400	1,000	1,300	2,600
St Edmundsbury	4,300	2,000	2,300	4,800
Suffolk Coastal	4,800	2,200	2,600	5,400
Waveney	5,000	2,400	2,600	5,500
London	487,800	308,500	179,300	519,000
Camden	33,800	22,600	11,200	36,300
City of London	21,200	14,100	7,100	22,500
Hackney	8,000	4,700	3,300	9,000
Hammersmith and Fulham	14,800	8,800	5,900	15,600
Haringey	5,900	3,400	2,500	6,500
Islington	16,900	10,700	6,200	18,300
Kensington and Chelsea	27,000	18,500	8,500	29,000
Lambeth	14,700	8,900	5,800	15,900
Lewisham	5,100	3,100	2,000	5,400
Newham	7,000	3,600	3,400	7,400
Southwark	16,700	11,100	5,600	17,900
Tower Hamlets	15,800	10,600	5,200	16,700
Wandsworth	11,300	6,600	4,700	12,300
Westminster	105,300	70,700	34,700	112,500
Barking and Dagenham	2,600	1,300	1,400	2,800
Barnet	13,300	8,000	5,300	14,500
Bexley	5,200	2,700	2,600	5,600
Brent	9,600	5,300	4,300	10,200
Bromley	9,800	5,300	4,500	10,300
Croydon	9,300	5,400	3,900	9,800
Ealing	10,000	5,200	4,800	10,700
Enfield	7,000	4,100	2,900	7,400
Greenwich	6,500	3,300	3,100	6,800
Harrow	5,800	3,700	2,100	6,200
Havering	6,700	3,500	3,300	7,100
Hillingdon	49,100	34,000	15,100	49,600
Hounslow	10,700	7,100	3,600	11,400
Kingston upon Thames	7,400	4,200	3,200	7,700
Merton	6,900	4,000	2,900	7,300
Redbridge	5,600	3,100	2,500	6,000
Richmond upon Thames	10,300	6,600	3,700	11,100
Sutton	4,300	2,200	2,100	4,600
Waltham Forest	4,100	2,100	2,000	4,400
South East	373,800	199,000	174,800	408,200
Bracknell Forest	6,100	3,500	2,600	6,500
Brighton and Hove	17,300	9,700	7,600	19,300
Isle of Wight	7,400	3,700	3,700	8,100
Medway	7,600	3,500	4,100	8,200
Milton Keynes	10,800	6,200	4,600	11,700
Portsmouth	10,900	5,100	5,800	11,600
Reading	7,800	4,400	3,400	8,400
Slough	4,600	2,800	1,800	4,900

	Employees	Full-time employees	Part-time employees	Employment
Southampton	9,200	5,000	4,200	10,000
West Berkshire	7,900	4,500	3,500	8,700
Windsor and Maidenhead	9,800	4,300	5,600	10,700
Wokingham	4,400	2,400	2,000	4,800
Aylesbury Vale	4,600	2,400	2,200	5,200
Chiltern	2,700	1,100	1,500	3,100
South Bucks	4,400	2,700	1,600	4,900
Wycombe	5,300	2,700	2,600	5,900
Eastbourne	4,200	2,300	1,900	4,500
Hastings	2,900	1,500	1,300	3,100
Lewes	3,000	1,600	1,400	3,400
Rother	3,700	1,900	1,800	4,100
Wealden	6,100	2,600	3,500	6,700
Basingstoke and Deane	5,600	2,900	2,800	6,300
East Hampshire	3,900	1,800	2,200	4,300
Eastleigh	4,600	2,300	2,300	5,000
Fareham	3,300	1,600	1,700	3,600
Gosport	1,700	700	1,000	1,900
Hart	4,000	1,800	2,200	4,400
Havant	3,300	1,600	1,700	3,600
New Forest	10,600	5,500	5,100	11,500
Rushmoor	4,400	2,700	1,700	4,700
Test Valley	4,500	2,100	2,300	4,900
Winchester	5,900	3,100	2,800	6,500
Ashford	4,700	2,500	2,200	5,200
Canterbury	5,200	2,300	2,900	5,700
Dartford	3,600	1,900	1,700	3,900
Dover	4,600	2,500	2,100	4,900
Gravesham	2,500	1,100	1,400	2,700
Maidstone	5,800	2,800	3,000	6,400
Sevenoaks	4,800	2,200	2,500	5,300
Shepway	5,100	3,100	2,100	5,600
Swale	3,700	1,800	1,800	4,000
Thanet	4,600	2,400	2,100	5,000
Tonbridge and Malling	4,300	2,300	2,000	4,700
Tunbridge Wells	4,300	2,100	2,200	4,800
Cherwell	7,200	3,700	3,500	7,700
Oxford	8,200	4,300	3,800	9,000
South Oxfordshire	5,900	2,900	3,000	6,600
Vale of White Horse	4,400	2,000	2,400	4,900
West Oxfordshire	4,400	2,200	2,200	4,900
Elmbridge	6,100	3,200	2,900	6,900
Epsom and Ewell	2,500	1,200	1,300	2,700
Guildford	6,600	3,200	3,400	7,400
Mole Valley	3,600	2,100	1,500	4,000
Reigate and Banstead	4,900	2,700	2,200	5,400
Runnymede	4,500	2,700	1,800	4,800
Spelthorne	3,200	1,700	1,500	3,400
Surrey Heath	4,200	2,100	2,000	4,500
Tandridge	3,500	1,700	1,800	3,800
Waverley	4,300	2,100	2,200	5,000
Woking	4,400	2,500	1,800	4,800

	Employees	Full-time employees	Part-time employees	Employment
Adur	1,300	600	800	1,500
Arun	6,100	3,700	2,400	6,600
Chichester	6,700	3,400	3,200	7,400
Crawley	22,400	17,100	5,300	22,800
Horsham	4,900	2,400	2,600	5,400
Mid Sussex	5,900	3,200	2,700	6,500
Worthing	3,200	1,500	1,700	3,600
South West	261,600	124,600	137,000	287,400
Bath and North East Somerset	10,700	5,100	5,600	11,800
Bournemouth	11,200	5,800	5,400	12,200
Bristol, City of	21,400	11,000	10,400	23,300
Cornwall	33,000	15,800	17,300	36,500
Isles of Scilly	300	200	100	400
North Somerset	8,500	3,900	4,500	9,300
Plymouth	10,900	5,000	5,900	11,800
Poole	6,800	3,300	3,500	7,500
South Gloucestershire	9,700	4,200	5,500	10,400
Swindon	10,200	4,900	5,400	11,000
Torbay	8,900	4,500	4,500	9,800
Wiltshire	22,000	11,100	11,000	23,900
East Devon	7,200	3,900	3,400	8,000
Exeter	6,900	3,400	3,400	7,500
Mid Devon	2,200	900	1,300	2,400
North Devon	6,700	3,200	3,500	7,400
South Hams	5,000	2,100	2,800	5,600
Teignbridge	6,000	2,600	3,400	6,700
Torridge	2,400	1,100	1,400	2,700
West Devon	2,800	1,300	1,500	3,100
Christchurch	2,600	1,300	1,300	2,800
East Dorset	2,700	1,200	1,600	3,200
North Dorset	2,100	900	1,100	2,300
Purbeck	3,200	1,600	1,600	3,600
West Dorset	5,300	2,500	2,900	5,900
Weymouth and Portland	4,100	1,900	2,300	4,500
Cheltenham	6,100	2,900	3,200	6,700
Cotswold	5,200	2,300	2,800	5,800
Forest of Dean	2,100	900	1,300	2,400
Gloucester	4,400	2,100	2,300	4,800
Stroud	4,600	2,000	2,600	5,100
Tewkesbury	3,100	1,300	1,700	3,300
Mendip	5,000	2,100	2,900	5,600
Sedgemoor	5,000	2,300	2,700	5,500
South Somerset	5,300	2,300	3,100	5,900
Taunton Deane	4,900	2,100	2,900	5,400
West Somerset	3,100	2,100	1,100	3,400

Table 6: Tourism Employment by Local Authority – Share of Employment (2009)

How to read this table

In the North East, 10% of all total employment derives from tourism industries, the same proportion as the national average. 7% of those in full time employment in the region work in tourism, while 15% of all part time jobs in the North East are in the tourism sector. Tourism employment is defined as employment in any of the industries listed at the end of this section.

	Employees	Full-time employees	Part-time employees	Employment
Great Britain	10%	8%	16%	11%
England	10%	8%	16%	10%
North East	10%	7%	15%	10%
Darlington	8%	5%	16%	8%
County Durham	10%	7%	17%	10%
Hartlepool	9%	6%	14%	9%
Middlesbrough	7%	5%	11%	7%
Northumberland	12%	9%	15%	12%
Redcar and Cleveland	7%	4%	14%	8%
Stockton-on-Tees	8%	5%	13%	8%
Gateshead	8%	5%	14%	8%
Newcastle upon Tyne	12%	9%	18%	13%
North Tyneside	8%	6%	14%	9%
South Tyneside	10%	7%	15%	10%
Sunderland	10%	8%	15%	10%
North West	10%	7%	16%	10%
Blackburn with Darwen	6%	4%	12%	6%
Blackpool	19%	16%	24%	19%
Cheshire East	9%	6%	16%	10%
Cheshire West & Chester	11%	8%	17%	11%
Halton	9%	6%	17%	9%
Warrington	11%	9%	16%	11%
Allerdale	15%	10%	23%	15%
Barrow-in-Furness	9%	6%	15%	9%
Carlisle	9%	6%	15%	9%
Copeland	9%	4%	20%	9%
Eden	23%	17%	34%	22%
South Lakeland	22%	17%	30%	22%
Bolton	9%	6%	13%	9%
Bury	10%	7%	14%	10%
Manchester	13%	11%	19%	14%
Oldham	9%	6%	14%	9%
Rochdale	9%	7%	14%	9%
Salford	9%	7%	15%	9%
Stockport	7%	5%	12%	7%
Tameside	8%	6%	13%	8%
Trafford	8%	6%	14%	9%
Wigan	10%	7%	17%	10%
Burnley	11%	8%	16%	11%
Chorley	10%	8%	14%	10%
Fylde	10%	7%	21%	11%

	Employees	Full-time employees	Part-time employees	Employment
Hyndburn	7%	5%	13%	7%
Lancaster	11%	8%	16%	11%
Pendle	9%	5%	17%	9%
Preston	8%	5%	14%	9%
Ribble Valley	11%	6%	27%	12%
Rossendale	9%	6%	16%	10%
South Ribble	8%	4%	17%	8%
West Lancashire	9%	6%	16%	9%
Wyre	13%	10%	19%	13%
Knowsley	6%	4%	10%	6%
Liverpool	11%	8%	17%	11%
Sefton	11%	8%	15%	11%
St. Helens	8%	4%	17%	8%
Wirral	9%	6%	13%	9%
Yorkshire & The Humber	10%	6%	16%	10%
East Riding of Yorkshire	10%	6%	16%	11%
Kingston upon Hull, City of	8%	5%	13%	8%
North East Lincolnshire	9%	6%	13%	9%
North Lincolnshire	8%	4%	16%	8%
York	17%	16%	18%	17%
Craven	13%	9%	18%	13%
Hambleton	12%	8%	18%	12%
Harrogate	13%	10%	17%	13%
Richmondshire	19%	11%	28%	19%
Ryedale	18%	12%	29%	18%
Scarborough	20%	16%	26%	21%
Selby	10%	6%	17%	10%
Barnsley	10%	7%	16%	10%
Doncaster	9%	5%	18%	9%
Rotherham	8%	5%	15%	8%
Sheffield	9%	6%	15%	9%
Bradford	8%	5%	13%	8%
Calderdale	8%	5%	14%	8%
Kirklees	8%	5%	13%	8%
Leeds	9%	6%	15%	9%
Wakefield	8%	4%	15%	8%
East Midlands	10%	6%	16%	10%
Derby	9%	6%	15%	9%
Leicester	8%	6%	12%	8%
Nottingham	10%	7%	17%	10%
Rutland	13%	8%	22%	12%
Amber Valley	9%	5%	18%	9%
Bolsover	8%	5%	12%	8%
Chesterfield	8%	5%	11%	8%
Derbyshire Dales	15%	11%	19%	15%
Erewash	10%	6%	16%	10%
High Peak	11%	7%	16%	11%
North East Derbyshire	11%	7%	19%	11%
South Derbyshire	11%	6%	21%	11%
Blaby	7%	5%	13%	7%

	Employees	Full-time employees	Part-time employees	Employment
Charnwood	10%	7%	16%	10%
Harborough	10%	6%	19%	11%
Hinckley and Bosworth	11%	6%	22%	11%
Melton	11%	6%	19%	10%
North West Leicestershire	13%	10%	21%	13%
Oadby and Wigston	11%	9%	16%	12%
Boston	6%	4%	11%	7%
East Lindsey	20%	18%	22%	19%
Lincoln	11%	7%	17%	11%
North Kesteven	10%	6%	18%	10%
South Holland	6%	3%	11%	6%
South Kesteven	11%	8%	18%	12%
West Lindsey	11%	6%	17%	11%
Corby	6%	4%	13%	7%
Daventry	9%	5%	18%	9%
East Northamptonshire	9%	4%	19%	9%
Kettering	9%	6%	15%	9%
Northampton	7%	4%	13%	7%
South Northamptonshire	13%	10%	22%	13%
Wellingborough	9%	5%	17%	9%
Ashfield	6%	4%	12%	6%
Bassetlaw	9%	6%	14%	9%
Broxtowe	8%	5%	16%	9%
Gedling	10%	6%	16%	10%
Mansfield	9%	6%	14%	9%
Newark and Sherwood	17%	10%	28%	17%
Rushcliffe	12%	7%	20%	13%
West Midlands	9%	7%	15%	9%
Herefordshire, County of	10%	7%	17%	11%
Shropshire	11%	8%	17%	11%
Stoke-on-Trent	9%	7%	11%	9%
Telford and Wrekin	7%	5%	13%	7%
Cannock Chase	9%	5%	18%	9%
East Staffordshire	8%	6%	15%	8%
Lichfield	11%	8%	20%	12%
Newcastle-under-Lyme	8%	5%	14%	8%
South Staffordshire	11%	7%	21%	11%
Stafford	9%	6%	15%	10%
Staffordshire Moorlands	15%	12%	21%	15%
Tamworth	10%	7%	17%	10%
North Warwickshire	13%	10%	21%	13%
Nuneaton and Bedworth	8%	7%	11%	8%
Rugby	11%	7%	19%	11%
Stratford-on-Avon	15%	11%	22%	15%
Warwick	10%	7%	14%	10%
Birmingham	8%	7%	12%	9%
Coventry	8%	6%	13%	8%
Dudley	7%	5%	11%	7%
Sandwell	8%	6%	13%	8%
Solihull	14%	12%	20%	14%
Walsall	7%	5%	11%	8%

	Employees	Full-time employees	Part-time employees	Employment
Wolverhampton	8%	5%	15%	9%
Bromsgrove	13%	9%	21%	13%
Malvern Hills	13%	9%	20%	13%
Redditch	6%	4%	12%	6%
Worcester	9%	6%	14%	9%
Wychavon	10%	7%	17%	10%
Wyre Forest	13%	9%	20%	14%
East	9%	7%	13%	9%
Bedford	8%	6%	12%	9%
Central Bedfordshire	11%	8%	18%	11%
Luton	13%	13%	15%	13%
Peterborough	8%	7%	12%	8%
Southend-on-Sea	11%	8%	15%	11%
Thurrock	7%	5%	12%	7%
Cambridge	8%	7%	11%	9%
East Cambridgeshire	7%	5%	12%	8%
Fenland	5%	4%	11%	6%
Huntingdonshire	9%	6%	16%	9%
South Cambridgeshire	6%	4%	11%	6%
Basildon	7%	5%	11%	7%
Braintree	9%	7%	13%	9%
Brentwood	8%	8%	10%	9%
Castle Point	9%	6%	13%	9%
Chelmsford	8%	6%	11%	8%
Colchester	11%	8%	14%	11%
Epping Forest	10%	7%	15%	10%
Harlow	7%	5%	11%	7%
Maldon	9%	7%	14%	9%
Rochford	10%	8%	15%	10%
Tendring	12%	11%	14%	12%
Uttlesford	16%	14%	19%	16%
Broxbourne	8%	6%	10%	8%
Dacorum	9%	7%	14%	9%
East Hertfordshire	9%	7%	13%	9%
Hertsmere	12%	9%	17%	12%
North Hertfordshire	10%	7%	16%	10%
St Albans	9%	7%	11%	9%
Stevenage	9%	7%	12%	9%
Three Rivers	11%	9%	17%	12%
Watford	6%	6%	7%	6%
Welwyn Hatfield	6%	4%	9%	6%
Breckland	9%	6%	15%	10%
Broadland	8%	6%	13%	8%
Great Yarmouth	17%	14%	23%	18%
King's Lynn & West Norfolk	10%	7%	15%	10%
North Norfolk	16%	14%	21%	17%
Norwich	10%	8%	12%	10%
South Norfolk	7%	5%	11%	8%
Babergh	8%	6%	13%	9%
Forest Heath	19%	15%	27%	19%
Ipswich	8%	6%	12%	9%

	Employees	Full-time employees	Part-time employees	Employment
Mid Suffolk	8%	5%	13%	8%
St Edmundsbury	8%	6%	12%	9%
Suffolk Coastal	11%	7%	18%	11%
Waveney	12%	9%	17%	13%
London	12%	10%	17%	12%
Camden	12%	10%	19%	12%
City of London	7%	5%	18%	7%
Hackney	10%	8%	14%	10%
Hammersmith and Fulham	13%	10%	19%	13%
Haringey	10%	9%	12%	10%
Islington	9%	8%	16%	10%
Kensington and Chelsea	25%	24%	28%	25%
Lambeth	12%	10%	17%	12%
Lewisham	9%	9%	9%	9%
Newham	10%	7%	15%	10%
Southwark	10%	8%	14%	10%
Tower Hamlets	8%	6%	14%	8%
Wandsworth	11%	9%	16%	11%
Westminster	18%	15%	27%	18%
Barking and Dagenham	6%	4%	10%	6%
Barnet	12%	11%	14%	12%
Bexley	8%	7%	12%	8%
Brent	11%	8%	17%	11%
Bromley	10%	8%	13%	10%
Croydon	8%	7%	10%	8%
Ealing	10%	7%	17%	10%
Enfield	8%	7%	10%	8%
Greenwich	10%	8%	14%	10%
Harrow	9%	8%	11%	9%
Havering	10%	8%	13%	10%
Hillingdon	28%	25%	35%	27%
Hounslow	9%	8%	12%	9%
Kingston upon Thames	10%	9%	12%	10%
Merton	11%	9%	15%	11%
Redbridge	9%	8%	11%	9%
Richmond upon Thames	15%	14%	19%	16%
Sutton	7%	5%	10%	7%
Waltham Forest	8%	6%	12%	8%
South East	10%	8%	15%	10%
Bracknell Forest	11%	9%	17%	11%
Brighton and Hove	15%	14%	18%	16%
Isle of Wight	16%	13%	22%	16%
Medway	9%	7%	14%	10%
Milton Keynes	8%	6%	12%	8%
Portsmouth	11%	8%	17%	11%
Reading	9%	7%	12%	9%
Slough	6%	5%	11%	6%
Southampton	9%	7%	12%	9%
West Berkshire	9%	7%	15%	10%
Windsor and Maidenhead	13%	9%	24%	14%

	Employees	Full-time employees	Part-time employees	Employment
Wokingham	7%	5%	9%	7%
Aylesbury Vale	7%	6%	10%	8%
Chiltern	9%	5%	15%	9%
South Bucks	14%	13%	18%	14%
Wycombe	7%	5%	12%	7%
Eastbourne	11%	10%	14%	11%
Hastings	10%	8%	13%	11%
Lewes	10%	8%	13%	10%
Rother	15%	13%	20%	16%
Wealden	14%	9%	23%	14%
Basingstoke and Deane	7%	5%	13%	7%
East Hampshire	9%	7%	13%	9%
Eastleigh	8%	6%	13%	8%
Fareham	7%	5%	11%	7%
Gosport	9%	6%	15%	9%
Hart	12%	8%	22%	12%
Havant	9%	6%	13%	9%
New Forest	16%	13%	23%	16%
Rushmoor	10%	8%	15%	10%
Test Valley	10%	6%	17%	10%
Winchester	9%	7%	13%	9%
Ashford	10%	8%	14%	10%
Canterbury	9%	6%	12%	9%
Dartford	7%	6%	10%	8%
Dover	13%	11%	18%	13%
Gravesham	10%	7%	14%	10%
Maidstone	8%	6%	13%	9%
Sevenoaks	12%	8%	19%	12%
Shepway	14%	13%	17%	15%
Swale	9%	7%	13%	9%
Thanet	12%	10%	14%	12%
Tonbridge and Malling	8%	6%	13%	8%
Tunbridge Wells	9%	7%	13%	10%
Cherwell	11%	8%	17%	11%
Oxford	8%	6%	11%	8%
South Oxfordshire	12%	9%	17%	12%
Vale of White Horse	8%	5%	16%	9%
West Oxfordshire	12%	9%	18%	12%
Elmbridge	12%	9%	17%	12%
Epsom and Ewell	9%	7%	13%	9%
Guildford	9%	7%	15%	10%
Mole Valley	9%	7%	13%	9%
Reigate and Banstead	8%	6%	13%	9%
Runnymede	9%	8%	11%	9%
Spelthorne	9%	7%	13%	9%
Surrey Heath	9%	6%	16%	9%
Tandridge	12%	9%	16%	12%
Waverley	9%	7%	13%	9%
Woking	10%	8%	14%	10%
Adur	7%	5%	14%	8%
Arun	16%	15%	18%	16%
Chichester	13%	10%	18%	13%

	Employees	Full-time employees	Part-time employees	Employment
Crawley	27%	28%	26%	27%
Horsham	10%	8%	17%	11%
Mid Sussex	11%	9%	16%	12%
Worthing	7%	6%	11%	8%
South West	12%	9%	17%	12%
Bath and N.E. Somerset	13%	10%	18%	13%
Bournemouth	16%	13%	20%	16%
Bristol, City of	9%	7%	14%	9%
Cornwall	17%	14%	22%	18%
Isles of Scilly	30%	33%	25%	36%
North Somerset	11%	8%	16%	11%
Plymouth	10%	8%	15%	11%
Poole	9%	7%	13%	9%
South Gloucestershire	7%	4%	13%	7%
Swindon	9%	6%	14%	9%
Torbay	19%	17%	22%	19%
Wiltshire	12%	9%	18%	12%
East Devon	18%	16%	21%	18%
Exeter	7%	5%	12%	8%
Mid Devon	10%	6%	15%	10%
North Devon	17%	13%	23%	17%
South Hams	15%	10%	23%	15%
Teignbridge	14%	10%	21%	14%
Torridge	14%	11%	20%	14%
West Devon	17%	13%	23%	18%
Christchurch	14%	11%	20%	14%
East Dorset	9%	6%	14%	10%
North Dorset	9%	6%	13%	9%
Purbeck	18%	14%	24%	18%
West Dorset	11%	9%	15%	12%
Weymouth and Portland	20%	17%	23%	20%
Cheltenham	11%	9%	16%	12%
Cotswold	15%	11%	21%	15%
Forest of Dean	9%	6%	15%	9%
Gloucester	7%	5%	10%	7%
Stroud	10%	7%	16%	11%
Tewkesbury	8%	5%	16%	8%
Mendip	12%	8%	18%	13%
Sedgemoor	13%	9%	19%	13%
South Somerset	8%	5%	14%	8%
Taunton Deane	9%	6%	14%	9%
West Somerset	28%	30%	27%	28%

Note on Tourism Employment Figures

Figures for tourism employment are based on employment in the following set of industries, as defined by the UN World Tourism Organisation

Tourism Industries	SIC 2007	Description
Accommodation for visitors	55100	Hotels and similar accommodation
	55202	Youth hostels
	55300	Recreational vehicle parks, trailer parks and camping grounds
	55201	Holiday centres and villages
	55209	Other holiday and other collective accommodation
	55900	Other accommodation
	68209	Other letting and operating of own or leased real estate
Food and beverage serving activities	68320	Management of real estate on a fee or contract basis
	56101	Licensed restaurants
	56102	Unlicensed restaurants and cafes
	56103	Take-away food shops and mobile food stands
	56290	Other food services
	56210	Event Catering Activities
	56301	Licensed clubs
Railway passenger transport	56302	Public houses and bars
	49100	Passenger rail transport, interurban
Road passenger transport	49320	Taxi Operation
	49390	Other passenger land transport
Water passenger transport	50100	Sea and coastal passenger water transport
	50300	Inland passenger water transport
Air passenger transport	51101	Scheduled passenger air transport
	51102	Non-scheduled passenger air transport
Transport equipment rental	77110	Renting and leasing of cars and light motor vehicles
	77341	Renting and leasing of passenger water transport equipment
	77351	Renting and leasing of passenger air transport equipment
Travel agencies & other reservation services activities	79110	Travel agency activities
	79120	Tour operator activities
	79901	Activities of tour guides
	79909	Other reservation service activities n.e.c.
Cultural activities	90010	Performing arts
	90020	Support Activities for the performing arts
	90030	Artistic creation
	90040	Operation of arts facilities
	91020	Museums activities
	91030	Operation of historical sites and buildings and similar visitor attractions
Sporting & Recreational activities	91040	Botanical & zoological gardens and nature reserves activities
	92000	Gambling & betting activities
	93110	Operation of sports facilities
	93199	Other sports activities
	93210	Activities of amusement parks and theme parks
	93290	Other amusement and recreation activities nec
Country-specific tourism characteristic activities	77210	Renting and leasing of recreational and sports goods
	82301	Activities of exhibition and fair organisers
	82302	Activities of Conference Organisers

All employment figures have been rounded to the nearest 100. Estimates are subject to sampling errors which increase as geographic areas become smaller and industry more detailed. The BRES section of the ONS website provides guidance about gauging the magnitude of these errors. <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=15390>