

England Tourism Factsheet – 2018

Economic Impact

* Latest Figures to Economic value of tourism 2016

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.)

2018 Tourism Volumes and Spending

- **£19.3 billion** was spent by British residents on **97.4 million** overnight trips in England, equating to **295.8 million** nights away from home.
- **£53.0 billion** was spent on **1.4 billion** domestic tourism day trips
- Full year inbound visitor data for 2017 is not yet available
 - For reference, in 2018 **£19.8bn** was spent by inbound visitors, who made **32.7 million** trips

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 Detail

Trip Purpose 2018	Trips (millions)	Trips (%)	Spend (£millions)	Spend (%)
Total GB	118.556	100%	£23,961	100%
Holidays	57.894	49%	£14,292	60%
Holidays 1-3 nights	37.538	32%	£7,336	31%
Holidays 4+ nights	20.356	17%	£6,956	29%
Visits to Friends and Relatives	41.05	35%	£4,706	20%
Business	16.272	14%	£4,371	18%
Other	3.34	3%	£592	2%
Total England	97.404	100%	£19,347	100%
Holidays	45.231	46%	£11,100	57%
Holidays 1-3 nights	29.724	31%	£5,904	31%
Holidays 4+ nights	15.508	16%	£5,197	27%
Visits to Friends and Relatives	35.494	36%	£3,909	20%
Business	13.952	14%	£3,834	20%
Other	2.727	3%	£504	3%

Destination - Region 2018	Trips (millions)	Trips (%)	Spend (£millions)	Spend (%)
Total GB	118.556	100%	£23,961	100%
Total England	97.404	100%	£19,347	100%
West Midlands	7.749	8%	£1,327	7%
East of England	8.746	9%	£1,570	8%
East Midlands	7.747	8%	£1,192	6%
London	11.858	12%	£2,984	15%
North West England	13.278	14%	£2,677	14%
North East England	3.989	4%	£759	4%
South East England	16.172	17%	£2,705	14%
South West England	19.066	20%	£4,338	22%
Yorkshire and The Humber	10.479	11%	£1,744	9%

Most Visited Towns - All Trip Purposes 3 year average (2016-2018)	Millions
London	12.031
Manchester	2.610
Birmingham	2.248
Liverpool	1.596
Leeds	1.548
Bristol	1.495
Scarborough	1.391
York	1.247
Blackpool	1.143
Newcastle Upon Tyne	1.135

Most Visited Towns - Holiday trips 3 year average (2016-2018)	Millions
London	3.955
Scarborough	1.162
Blackpool	0.976
Manchester	0.973
Liverpool	0.811
York	0.738
Skegness	0.608
Torbay	0.572
Birmingham	0.542
Brighton	0.518

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-tourismsurvey-latest-monthly-overnight-data>

Day Visits - Further Details

Day Visits - Region 2018	Trips (millions)	Trips (%)	Spend (£millions)	Spend (%)
Total GB	1703.4	100%	£63,782	100%
Total England	1431.3	100%	£53,036	100%
West Midlands	121.5	8%	£3,829	7%
East of England	137.4	10%	£5,042	10%
East Midlands	102.4	7%	£2,867	5%
London	319.2	22%	£13,964	26%
North West England	170.2	12%	£6,345	12%
North East England	77.3	5%	£2,547	5%
South East England	225.1	16%	£7,515	14%
South West England	148.3	10%	£5,862	11%
Yorkshire and The Humber	129.8	9%	£5,066	10%

Day Visits - Main Activities 2018	Trips (millions)	Trips (%)	Spend (£millions)	Spend (%)
Total GB	1703.4	100%	£63,782	100%
Total England	1431.3	100%	£53,036	100%
Visited friends or family for leisure	346.7	24%	£8,968	17%
Going out for a meal	152.5	11%	£7,155	13%
Going on a night out	109.2	8%	£4,296	8%
Undertook outdoor activities	107.9	8%	£2,388	5%
general day out	107.4	8%	£3,718	7%
Special Shopping	100.0	7%	£7,496	14%
Going out for entertainment	96.7	7%	£4,224	8%
visiting attractions	69.7	5%	£2,555	5%
watching live sporting events	61.2	4%	£2,497	5%
Other leisure / hobbies	40.2	3%	£1,577	3%
Other days out for leisure	35.8	3%	£1,137	2%
special public events	33.9	2%	£1,045	2%
special personal events	33.8	2%	£783	1%
taking part in sports	28.4	2%	£1,334	3%
day out to health / beauty spa	8.5	1%	£352	1%

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

Inbound Tourism – Further details

Trip Purpose - 2018	Trips (millions)	Trips (%)	Spend (£Billions)	Spend (%)
Total UK	37.90	100%	£22.80	100%
Holidays	15.20	40%	£10.32	45%
Visits to Friends and Relatives	11.77	31%	£5.69	25%
Business	8.45	22%	£4.50	20%
Other	2.56	7%	£2.30	10%
Total England	32.73	100%	£19.79	100%
Holidays	13.01	40%	£8.58	43%
Visits to Friends and Relatives	10.48	32%	£5.01	25%
Business	7.02	21%	£4.08	21%
Other	2.22	7%	£2.11	11%

Trip Region - 2018	Trips (millions)	Trips (%)	Spend (£Billions)	Spend (%)
Total UK	37.90	100%	£22.80	100%
Total England	32.73	100%	£19.79	100%
West Midlands	2.13	7%	£0.84	4%
East of England	2.20	7%	£0.70	4%
East Midlands	1.26	4%	£0.53	3%
London	19.10	58%	£12.33	62%
North West England	3.10	9%	£1.35	7%
North East England	0.47	1%	£0.29	1%
South East England	4.93	15%	£2.01	10%
South West England	2.40	7%	£1.13	6%
Yorkshire and The Humber	1.39	4%	£0.60	3%

UK Source Markets - Number of Visits 2018	Millions
USA	3.88
France	3.69
Germany	3.26
Irish Republic	2.78
Spain	2.53
Netherlands	1.95
Poland	1.82
Italy	1.81
Belgium	1.12
Australia	1.00

Uk Source Markets - Spend by Visitors 2018	Millions
USA	£3,378
Germany	£1,520
France	£1,386
Spain	£1,110
Australia	£1,044
Irish Republic	£895
Italy	£784
Netherlands	£716
Canada	£676
China	£657

England Source Markets - Number of Visits 2018	Millions
USA	3.50
France	3.00
Germany	2.70
Spain	2.24
Irish Republic	1.97
Poland	1.65
Netherlands	1.55
Italy	1.50
Romania	0.92
Australia	0.90

England Source Markets - Spend by Visitors 2018	Millions
USA	£2,863
Germany	£1,213
France	£1,122
Spain	£1,007
Australia	£838
Italy	£659
Irish Republic	£659
China	£604
Netherlands	£581
UAE	£549

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

Trends over time

Domestic Overnight Tourism Trends for England 2006-2016

All Trips GB (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
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	118.56	-2%
Night	386.89	382.055	367.635	387.448	361.398	387.329	388.24	373.607	349.546	377.102	359.556	369.455	371.75	1%
Spend	£20,094	£20,234	£20,168	£20,971	£19,797	£22,666	£23,976	£23,294	£22,692	£24,826	£23,079	£23,683	£23,961	1%

All Trips England (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Trips	100.872	99.127	94.782	102.249	95.503	104.28	104.458	101.756	92.613	102.731	99.342	100.622	97.4	-3%
Night	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.568	287.702	299.41	295.78	-1%
Spend	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	£19,570	£18,493	£19,049	£19,347	2%

Holiday Trips GB (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
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	57.89	-2%
Night	192.292	198.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799	194.635	190.899	202.318	200.25	-1%
Spend	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065	£14,173	£13,312	£14,134	£14,292	1%

Holiday Trips England (Millions)	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Trips	40.397	41.263	39.753	47.01	43.544	46.157	45.992	44.926	40.74	43.724	44.705	47.245	45.23	-4%
Night	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.493	147.079	157.809	151.1	-4%
Spend	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725	£10,414	£11,023	£11,100	1%

*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 2012-2018

All Trips GB (Millions)	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Trips	1,969	1,826	1,822	1,754	1,834	1,793	1,703	-5%
Expenditure	£65,610	£62,039	£61,833	£61,942	£63,904	£62,447	£63,782	2%

All Trips England (Millions)	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Trips	1,687	1,576	1,547	1,493	1,557	1,505	1,431	-5%
Expenditure	£55,728	£52,928	£51,866	£53,385	£53,534	£50,900	£53,036	4%

Inbound Tourism Trends for England 2007 – 2018

All Trips GB (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Visits	31.57	30.85	28.94	28.91	29.98	29.88	31.81	33.45	35.38	36.79	38.593	37.213	-4%
Nights	249.05	243	226.64	224.82	232.17	227.68	242.45	261.02	270.27	274.1	281.4	263.25	-6%
Spend	£15,520	£15,830	£16,130	£16,410	£17,480	£18,010	£20,680	£21,290	£21,530	£21,980	£24,005	£22,403	-7%

All Trips England (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Visits	27.794	27.291	25.402	25.659	26.753	26.802	28.522	29.824	31.82	32.97	34.304	32.734	-5%
Nights	218.15	215.59	198.56	197.24	208.16	203.07	217.34	232.85	241.43	245.7	250.11	232.49	-7%
Spend	£13,812	£14,272	£14,426	£14,620	£15,657	£16,292	£18,654	£19,081	£19,430	£19,690	£21,360	£19,792	-7%

Holiday Trips GB (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Visits	10.82	10.95	11.4	11.7	12.19	11.83	12.77	13.69	14.05	14.14	15.751	15.413	-2%
Nights	70.51	71.23	71.35	73.87	73.56	72.57	78.28	81.99	84.65	83.07	92.766	86.871	-6%
Spend	£5,200	£5,310	£6,230	£6,450	£6,850	£7,270	£8,340	£8,540	£8,410	£8,500	£10,467	£10,189	-3%

Holiday Trips England (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017
Visits	9.139	9.351	9.819	10.119	10.578	10.356	11.204	11.914	12.23	12.2	13.463	13.013	-3%
Nights	58.912	60.738	60.89	63.237	63.386	63.09	68.198	70.132	71.95	70.56	77.755	72.394	-7%
Spend	£4,383	£4,539	£5,440	£5,602	£5,859	£6,405	£7,309	£7,387	£7,180	£7,150	£8,919	£8,594	-4%

All Trips (Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017	2018 vs 2008
London	15.34	14.753	14.211	14.706	15.289	15.461	16.811	17.404	18.58	19.06	19.828	19.09	-4%	29%
Rest of England	14.293	14.252	12.932	12.568	12.996	12.846	13.516	14.191	15.17	15.98	16.496	15.708	-5%	10%
All Trips Spend (£Millions)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2018 vs 2017	2018 vs 2008
London	£8,192	£8,126	£8,238	£8,741	£9,411	£10,075	£11,496	£11,825	£11,920	£11,870	£13,547	£12,329	-9%	52%
Rest of England	£5,619	£6,147	£6,188	£5,878	£6,246	£6,188	£7,158	£7,252	£7,510	£7,820	£7,814	£7,463	-4%	21%

Outbound travel and 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)	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
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	72,772	98,481
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	£44,840	£45,435
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	£24,426	£22,799
UK Balance of Payments	£-19,053	£-20,515	£-15,102	£-14,921	£-13,703	£-13,810	£-13,252	£-13,688	£-16,956	£-21,168	£-20,414	£-22,636

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 2018

Note E = estimate

Rank	Name Attraction	Number of Visitors in 2018	Rank	Name Attraction	Number of visitors in 2018
1	Tate Modern	5,868,562	11	World Museum Liverpool	1,416,632
2	British Museum	5,828,552	12	Tate Britain	1,272,523
3	National Gallery	5,735,831	13	Serpentine Gallery	1,208,531
4	Natural History Museum (South Kensington)	5,226,320	14	Imperial War Museum London	1,061,798
5	Brighton Pier	4,890,680 (E)	15	MAC Birmingham	1,011,351
6	V&A (South Kensington)	3,967,566	16	Museum of Liverpool	962,009
7	Science Museum	3,174,963	17	Herriman Museum and Gardens	926,849
8	Somerset House	3,143,626	18	Merseyside Maritime Museum	897,415
9	National Portrait Gallery	1,586,451 (E)	19	Ashmolean Museum	882,494
10	British Library	1,437,839	20	Birmingham Museum and Art Gallery	831,548

Visitor Attractions – Most visited Paid Attractions 2018

Note E = estimate

Rank	Name Attraction	Number of Visitors in 2018	Rank	Name Attraction	Number of visitors in 2018
1	Tower of London	2,855,438	11	Houses of Parliament	1,075,550
2	Chester Zoo	1,969,768	12	RHS Garden Wisley	1,071,088
3	Royal Botanic Gardens, Kew Gardens*	1,858,513	13	Eden Project	1,006,928
4	St Paul's Cathedral	1,657,446 (E)	14	Bodleian Library	910,806
5	Windermere Lake Cruises, Bowness	1,634,654	15	Blenheim Palace	906,885
6	Royal Academy of Arts	1,594,140	16	Longleat	904,714
7	Stonehenge	1,555,868	17	Hampton Court Palace	902,584
8	Westminster Abbey	1,546,017	18	Tower Bridge Exhibition	836,654
9	Roman Baths and Pump Room	1,302,381	19	Shakespeare's Globe	819,000
10	ZSL London Zoo	1,133,952	20	Tatton Park	775,000 (E)