



VisitEngland™

## English Tourism Week

22-31 May 2021

# HERE FOR TOURISM

### English Tourism factsheet

**An annual celebration of English tourism, English Tourism Week will take place from 22-31 May to highlight the importance, value and vast contribution the sector makes to the UK economy. We are honoured to have the patronage of HRH The Prince of Wales.**

Although the COVID-19 pandemic had a devastating impact on tourism in the UK and worldwide, continuing to affect both the domestic and international sectors, in 2019, tourism was one of England's largest and most valuable industries.

- £100.8bn was spent on tourism in England in 2019. This included 99m overnight domestic trips, 1.4bn domestic day trips and 36.1m inbound trips.
- Pre-pandemic the industry supported 2.6m jobs in England.
- Domestic tourism spend for Britain will reach just 67% of 2019 levels.
- English destinations are a huge draw for overseas visits – in the first nine months of 2019 there were a record 12.6 million visits to English regions outside London. International visitors spent £6.25 billion across England's regions during this period.
- Domestic tourism in England is also driving growth and supporting jobs. In the first 11 months of 2019 there were 43 million domestic holiday trips in England, with these holidaymakers spending over £10 billion in the same period
- Tourism delivers economic growth in every city, local authority, and region, benefitting local communities and the wider economy.

### Get involved in English Tourism Week

The slogan this year is "Here for Tourism". Visit [EnglishTourismWeek.org](https://www.EnglishTourismWeek.org) to download the toolkit of assets to help you brand your activities and show you are here for tourism. Share the message with local tourism businesses and stakeholders in your region and encourage them to join the campaign using the assets on social media, along with the hashtag **#EnglishTourismWeek21**.



### About the work of VisitEngland

VisitEngland supports both the supply and the demand-side of England's tourism industry and is actively working to help the industry recover from the impact of the pandemic, and re-stimulate domestic demand. Some of our corporate priorities for 2021/22 include:

- Re-stimulating domestic demand to drive immediate visitor spend as quickly as possible



VisitEngland™

# English Tourism Week

22-31 May 2021

# HERE FOR TOURISM

- Supporting the English tourism industry so that SMEs and DMOs/CVBs are ready to welcome back visitors
- Focusing on winning events for England, supporting the sector and driving demand.
- Being the authority on tourism, advising industry and government so they can make informed decisions

## Impact of COVID-19 on the tourism industry

### 2021 inbound forecast

Due to the pandemic, VisitBritain's annual forecast for the volume and value of inbound tourism has been regularly revised. Currently, a central scenario for inbound tourism in 2021 is for 11.7 million visits, up 21% on 2020 but only 29% of the 2019 level; and £6.6 billion to be spent by inbound tourists, up 16% on 2020 but only 23% of the 2019 level. This is a significant downgrade from the original forecast for 2021, which was run in early December.

### Domestic forecast

VisitBritain's domestic forecast is for a recovery to £61.7bn in domestic tourism spending in 2021; this is up 79% compared to 2020 but still only 67% of the level of spending seen in 2019. We are forecasting £18.0bn in domestic overnight tourism spending (82% growth on 2020 but 73% of the 2019 level) and £44.6bn in leisure day trip spending (82% growth on 2020 and 67% of the 2019 level).

### Tracking consumer sentiment

In 2020, we commissioned a series of [COVID-19 Consumer Sentiment](#) reports to track domestic intent towards short breaks and holidays in the UK, focusing on barriers and concerns among a representative sample of 1,500 adults aged 16+ in the UK. Working with Visit Wales and VisitScotland, as series of tracking reports looked at [international consumer sentiment](#) during the pandemic.

## VisitBritain/VisitEngland Activity during COVID-19

During the pandemic, we have been providing a range of support and resources to the industry, either directly through our business support and campaigns work, and indirectly, through our work representing the interests of the tourism sector to Government and stakeholders and push for support.

- **Business Communication:** Since the start of the pandemic, we have been providing a regular [COVID-19](#) communications programme to industry and DMOs, sharing



VisitEngland™

## English Tourism Week

22-31 May 2021

# HERE FOR TOURISM

situation updates, Government advice and guidance, as and when it happens.

- **Government Advisory:** Throughout the pandemic VisitEngland have been the link between industry and Government, providing a platform for feedback on changing policy. We have also been carrying out our role as a statutory advisor to Government on Tourism, providing economic modelling as well as shaping and contributing to policy (including the Global Travel Taskforce and Tourism Recovery Plan).
- **New industry standard:** Working with national tourism bodies for Scotland, Wales and Northern Ireland, we run the [We're Good to Go](#) industry standard which is free for businesses to apply to. The quality mark has been recognised by the World Travel and Tourism Council (WTTC) as meeting its international global standardised health and hygiene protocols and for its role in supporting the recovery of the UK tourism sector. Applicants to We're Good to Go can now download an additional "Safe Travels" stamp to reassure international travellers they are a safe place to book.
- **DMO Support.** Over the past year we administered three funds to help destinations who were badly impacted by the pandemic. These were:
  - A £1.3m Destination Management Resilience Scheme which helped 56 DMOs to continue to pay employees who have a critical role to play in communicating and engaging with tourism businesses during the COVID-19 outbreak, and connect with our Regional Taskforce, to work together on recovery planning.
  - Two rounds of a £1m [DMO Financial Emergency Assistance Fund](#) to 15 eligible DMOs that were at acute risk of closure.
  - A [Marketing Recovery Fund](#) to support local marketing activity aligned to our national 'Escape the Everyday' campaign from January-March 2021. The fund has supported 14 DMOs during the pandemic, creating opportunities to directly support the DMO and local businesses and provide information for the consumer in planning and booking domestic breaks and experiences.
- **Recovery campaigns:** We launched our £5 million domestic marketing campaign, [Escape the Everyday](#), last year to tap into consumers' desire to escape following lockdown and build their confidence to book trips. A 'lockdown edition' of the campaign, *Escape The Everyday at Home* was launched to inspire and keep Britain top of visitors' minds during periods of restrictions. In 2021 we launched *Escape The Everyday...Responsibly* in line with Step 2 of the Government's roadmap for reopening after lockdown, along with an updated ETE toolkit for industry to help prepare for Step 3 of the roadmap, expected to take place in May.
- **Supporting recovery for businesses** Over the past year we have been holding a series of free business recovery webinars providing insights, practical advice and



VisitEngland™

## English Tourism Week

22-31 May 2021

# HERE FOR TOURISM

guidance to support businesses and DMOs impacted by the pandemic. Topics have ranged from bookability, micro-businesses, coach travel and tour guiding to destination marketing, travel technology, customer support and the latest domestic and inbound insights, along with partnerships with other providers including Google Digital Garage to offer businesses a chance to boost their digital and presentation skills. Recordings of past sessions are available on the website.

We also offer support to businesses wanting to build their international customer base with resources including:

- **'Taking England to the World'** – a free [toolkit](#) to help businesses in England to sell products and services internationally.
- **Tourism Exchange Great Britain (TXGB)** is our online business-to-business [platform](#) which connects tourism suppliers to global distributors. It enables UK tourism SMEs to promote their products to an international audience, and offers distributors real-time access to a wider range of accommodation and attractions.

### Tourism will be an important part of any recovery

- **Tourism will be one of the main drivers of any economic recovery after the COVID-19 crisis:** After the 2008 Financial Crisis Inbound tourism revenue grew faster than both the economy and the service sector as a whole between 2010 and 2013. Tourism can also quickly create jobs. A third of all new UK jobs created between 2010 and 2012 were in tourism.
- **The UK has experience of delivering recovery campaigns following** geopolitical events and natural disasters. Following terrible floods in the North of England in the winter of 2015/16, VisitEngland joined government partners including the Cabinet Office and DEFRA to showcase the world-leading attractions and stunning countryside in the North of England with a £1m #lovethenorth campaign.
  - **Future ambitions:** Whilst our immediate concern is for public health and that businesses and employees are supported, we are ambitious about the future of tourism and the role it can play, not just in recovery, but in levelling up the UK's economy and promoting prosperity. The forthcoming Tourism Recovery Plan will map out the new long term vision for the sector.