



VisitEngland™

English Tourism Week

22-31 May 2021

HERE FOR TOURISM

Key English Tourism Facts:

- £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.
- Tourism has the power to 'level up', delivering economic growth in every city, local authority, and region.

Tourism spend in your region (2019):

North East - £4.5bn	South West - £10.4bn	East of England - £7.4bn
North West - £12bn	Yorkshire & Humberside - £8.8bn	South East - £13.1bn
West Midlands - £6.2bn	East Midlands - £5.2bn	London - £33.2bn

2021 Forecast (Britain):

- Inbound: 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 2019 levels.
- Domestic: £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.

Latest domestic consumer sentiment research:

- Between now and the end of the year, almost half of UK adults intend to take more or about the same number of domestic overnight short breaks (49%) or longer breaks of 4+ nights (47%) compared to normal.
- 30% of those intending to travel in spring say that they'll choose coastal/seaside towns, with countryside or village being the choice for 27% of intended travellers.
- Restrictions on travel remain the top reason for not feeling confident about travelling.
- 70% of those intending to travel this Summer intend to use their own car to get to their chosen destination, with just 12% predicting they will use trains.

Escape the Everyday campaign:

Our £5m domestic tourism campaign, 'Escape the Everyday', is already live, encouraging visitors to travel responsibly in line with the roadmap. Further activity will be launched later this Spring, and will include a focus on cities whose visitor attractions have been particularly impacted by the lack of international visitors.



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VisitEngland's role during COVID-19:

- Industry Communications: We have provided regular updates to the industry on changing guidance, and communicated feedback on regulations back to Government.
- Policy Advice: 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.
- Industry Standard: Working with national tourism bodies for Scotland, Wales and Northern Ireland, we run the We're Good to Go industry standard which has had almost 50,000 business sign up. The quality mark has now also been recognised by the World Travel and Tourism Council (WTTC).
- Research: Our research and insights teams have been closely tracking domestic and international consumer sentiment, to understand the barriers to recovery and the impact of the pandemic on consumer interests.
- Industry support: Through our Destination Management Resilience Scheme and series of industry webinars we have provided the industry with vital knowledge and financial support to help them through the crisis.

Show you are "Here for Tourism":

Visit a tourist destination or attraction in your constituency between 22 - 31 May 2021 and share your trip with us via [#EnglishTourismWeek21](#).

Need further information, facts or figures on tourism? Contact rachael.farrington@visitbritain.org