

# British Tourism Facts

## THRIVING TOURISM



Tourism provides  
**3.1MIL JOBS**  
That's **1 in 10** of all jobs



Jobs in tourism are  
**GROWING AT  
TWICE THE RATE**  
of rest of the UK economy

By the time you've  
finished reading  
this sentence the  
tourism industry  
will have generated  
**£12,403.27**  
for the UK economy



Tourism generates  
**£6.4MIL EVERY HOUR**  
in the UK

## OVERSEAS VISITORS



In 2014, the number of  
**INTERNATIONAL VISITS**  
to the UK reached a record level of  
**34.8MIL**  
while spending was also  
at a record high of  
**£21.7BN**

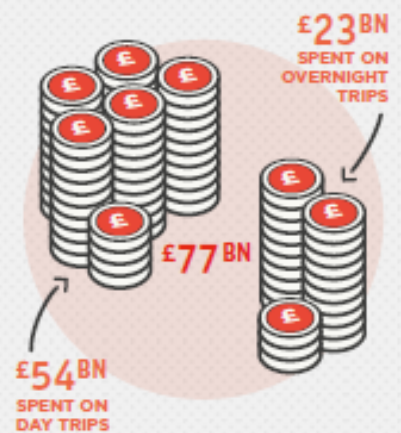


Tourism is the UK's  
**7TH BIGGEST  
EXPORT INDUSTRY**

## BRITS AT HOME



**BRITS SPEND  
£77 BN**  
on day trip and overnight tourism  
within their own country



**NOW**

Great now

a great industry  
with a greater future

**2025**

Greater future

**£127 BN / 9% OF GDP**

Bigger than automotive,  
utilities or pharma

Value



**£257 BN / 10% OF GDP**

Faster growth than retail  
and financial services

**80%**  
OF TOURISM SPEND  
IS BRITS TRAVELING IN BRITAIN

Domestic Tourism



**EXPECTED TO GROW  
3% PA**  
TOTAL: £172BN

SPENDING GROWN BY  
**33%** SINCE 2008

Inbound Tourism



Overseas visitor spending:  
**EXPECTED TO GROW TO REACH  
£63.3BN**

# UK Holiday Parks in 2013

## Thriving business

2013 generated £2.25 billion in tourism spend.

3,500 holiday and touring parks in the UK.

95% of all holiday parks are SME's or micro-enterprises and are usually independently owned and managed as a family concern.

50% of the British population will stay on a UK holiday park during their lifetime.

One in ten British people regularly use a touring or mobile caravan for a domestic holiday.

Holiday and Touring Parks enjoy high levels of repeat business in excess of 80% - 90%, indicating their success in customer loyalty.



## Bed nights

31.2% of all holiday bed nights taken in UK.

Pitches for tents and touring caravans (let by night, short break or longer) 16.4% of all GB holiday bed nights.

Caravan Holiday Homes let to holiday makers (by the short break or week) 8% of all GB holiday bed nights.



## Contributing to the economy

16.8% of Britain's entire holiday economy.

53,000 jobs, direct and indirect.

19.5 million visitors and 168 million visitor days.

£4 billion turnover and £1.4 billion Gross Value Added (GVA).

A study in Wales indicated that each caravan holiday home generates spending of between £7,525 and £15,300 each year to the local economy.

Research has confirmed that the activities pursued by holiday visitors includes:

- Visiting the local pub (58%)
- Eating in local restaurants (52%)
- Visiting other tourist attractions (68%)

The tourism sector supports over 3 million jobs (9.6% of all UK jobs).

Every additional £54,000 in tourism revenue generates a new full time equivalent job.

