

18th March 2013

Press Release

TOURISM REVENUE INCREASES BY £9BN

Launching the Tourism Alliance's new 2013 Tourism Statistics Review in Parliament today, it was revealed that total tourism expenditure in the UK increased by 6.9% from £125bn to £134bn.

This increase of £9bn was sufficient to generate 180,000 new jobs for the UK economy – over one third of all additional jobs generated in the UK last year.

Speaking at the launch, Tourism Alliance Chairman, Michael Hirst OBE stated, "Despite the strong economic headwinds, this result highlights the fact that people no longer regard travel and tourism as a discretionary luxury product – it is an essential of modern life."

This strong increase in tourism expenditure comes despite the disruption in tourism flows associated with hosting the Olympics and the fact that 2012 was the second wettest year on record. The overwhelming success of hosting the Olympics and the likelihood of a better summer this year means that tourism expenditure in 2013 should produce another record year.

However, there is still considerable work to be done to maximise the benefit to the UK of a growing tourism industry.

"It is poignant that, despite the strong growth of the UK tourism industry, the World Economic Forum has just produced a report that places us 138th of 140 countries worldwide in terms of tourism-related taxation." If we are to continue to provide Government with growth, then the Government needs to reduce tourism-related taxation"

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Notes to Editors

- Tourism is the sixth largest industry in Britain. It generates £134bn p.a. for the UK economy (9% of GDP), directly supports over 2.7m jobs (9.1% of the total workforce) and is the UK's sixth largest export earner.
- For further details on the Tourism Alliance and its policy objectives, visit the website, www.tourismalliance.com

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