



UK TOURISM FACTS & FIGURES 2024



CONTENTS

Section 1: Volume & Value of UK Tourism Industry

- 4 Value of Tourism to the UK Economy
- 4 Revenue from Tourists by Tourism Type 2023
- 5 The UK Tourism Industry's International Ranking

Section 2: Inbound Tourism

- 6 Visitor Numbers & Total Spend
- 6 Visitor Numbers and Total Spend by Sector - 2023
- 7 Top 10 Source Markets - 2023

Section 3: Domestic Tourism

- 8 Visitor Numbers & Total Spend
- 8 Domestic Tourist Numbers & Total Spend by Sector - 2023
- 9 Domestic Visits by Destination Type

Section 4: Outbound Tourism

- 10 Outbound Tourism Expenditure
- 10 Domestic Tourist Numbers & Total Spend by Sector - 2023
- 11 Domestic Visits by Destination Type

Section 5: Day Visitors

12 Day Visitor Numbers and Expenditure

12 Day Visits by Destination Type

Section 6: Tourism Economics

13 Price Elasticity of Tourism

13 Tourism Export Earnings

14 Tourism Taxation 2022/23

14 International Competitiveness

15 Job Creation

Section 7: Tourism Employment

16 Employment Statics

17 Tourism Employment by Sector

SECTION 1: VOLUME & VALUE OF UK TOURISM INDUSTRY

Value of Tourism to the UK Economy

2023 GVA

£77.5 bn

3.2%
of UK GVA

2021 GVA

£15.9 bn

0.8%
of UK GVA

2019 GVA

£73.6 bn

3.6%
of UK GVA

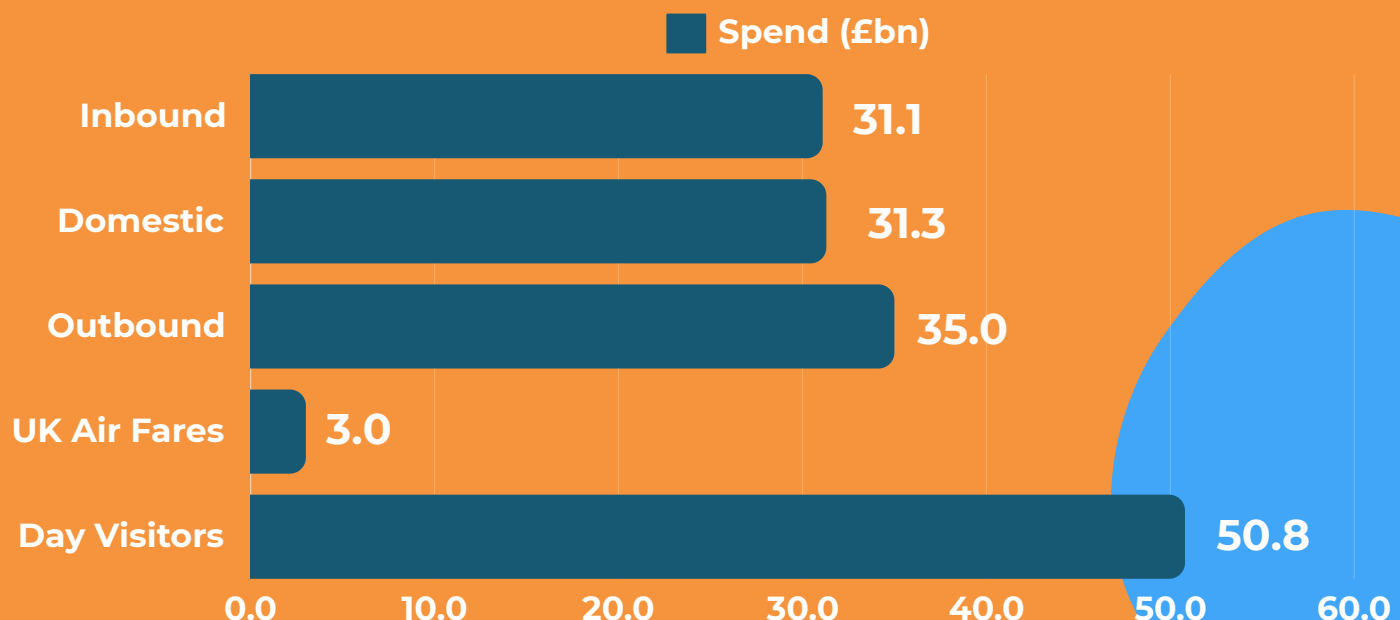
*Tourism Satellite Accounts, ONS 2019 and 2021

2023 GDP

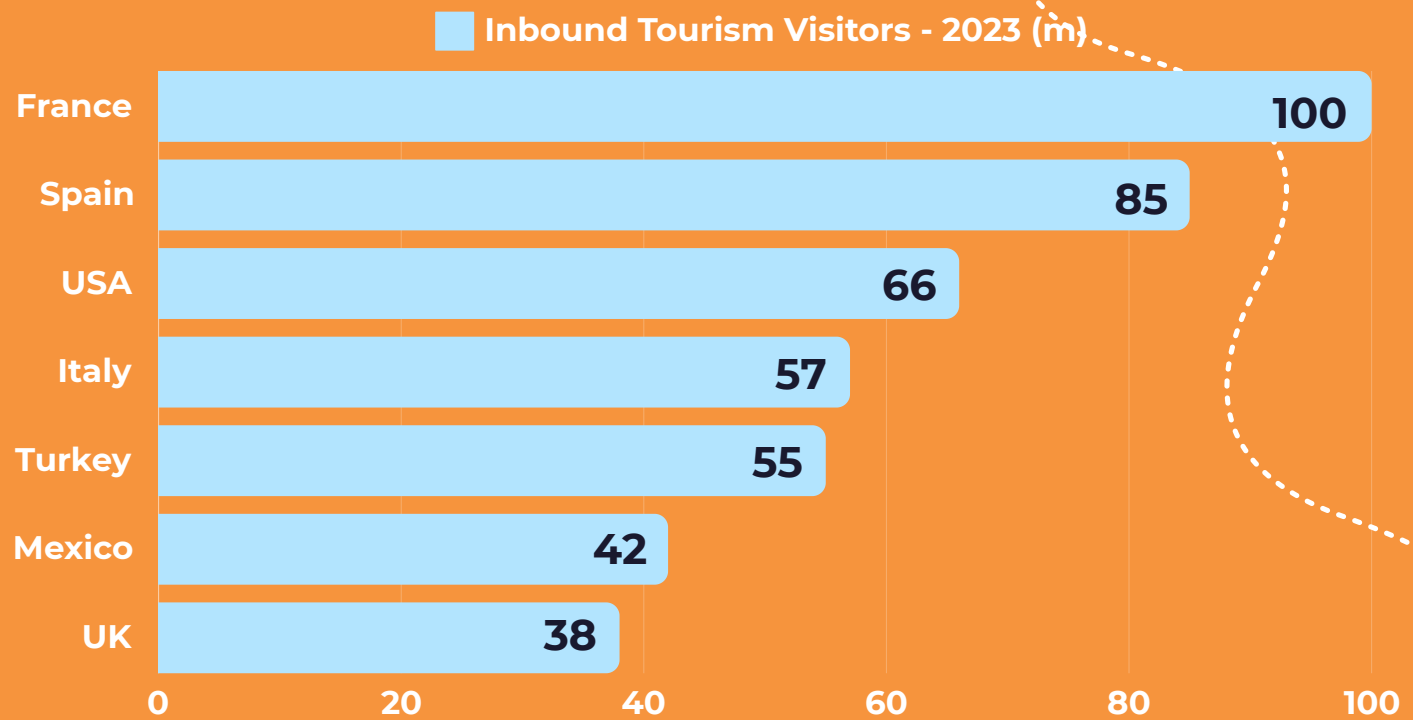
£151.2 bn

6.6% of UK GDP

Revenue from Tourists by Tourism Type 2023



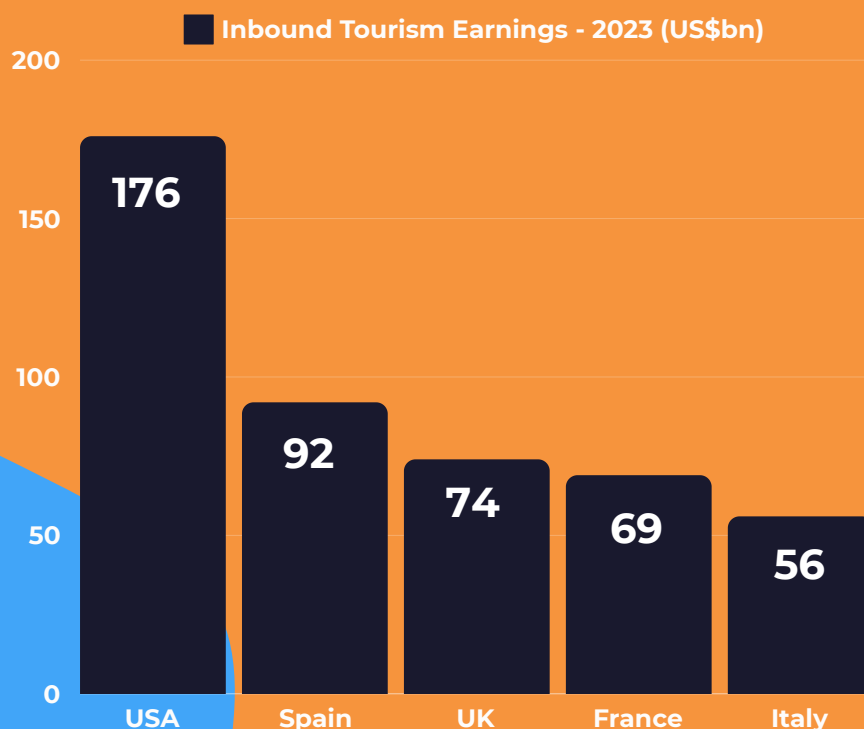
The UK Tourism Industry's International Ranking



*UN Tourism, 2024

The UK is the 7th
largest international
tourism destination ranked
by visitor numbers

The UK is the 3rd
largest international tourism
destination ranked by visitor
expenditure

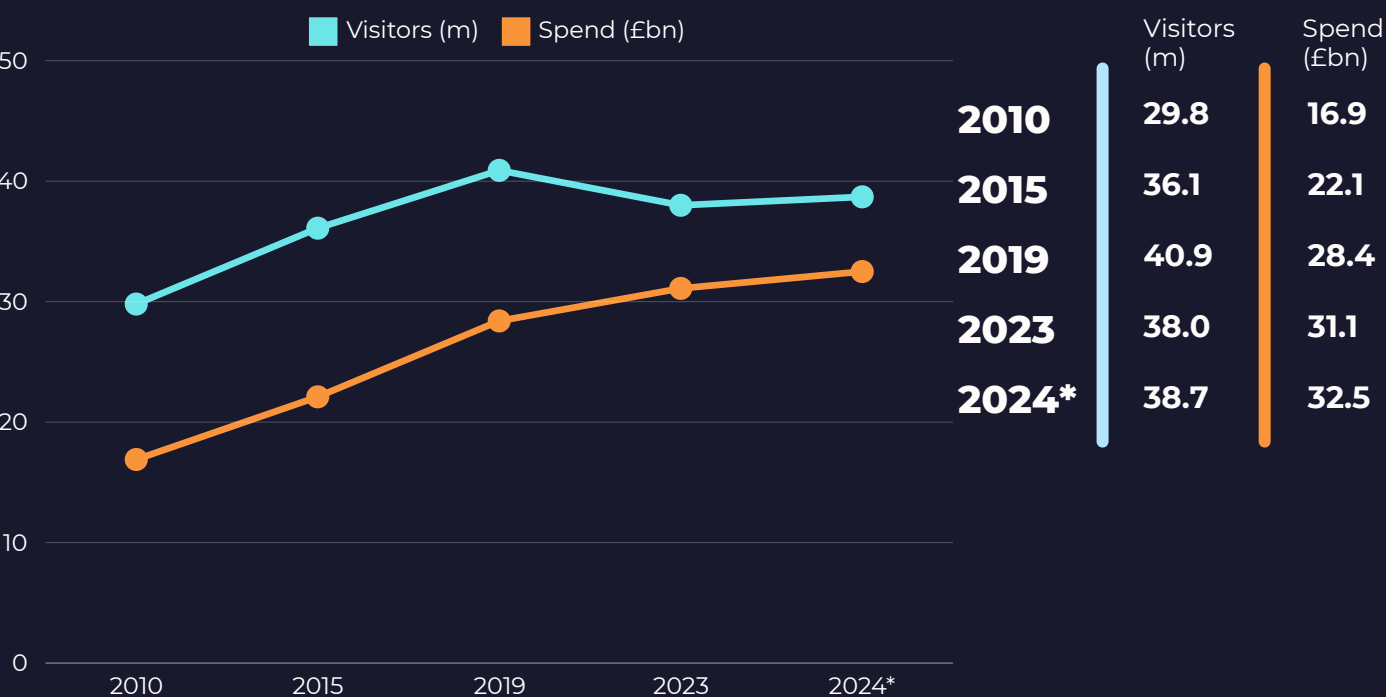


*UN Tourism, 2024

In 2023
the UK
accounted for
5.7%
of global Inbound
Tourism Receipts

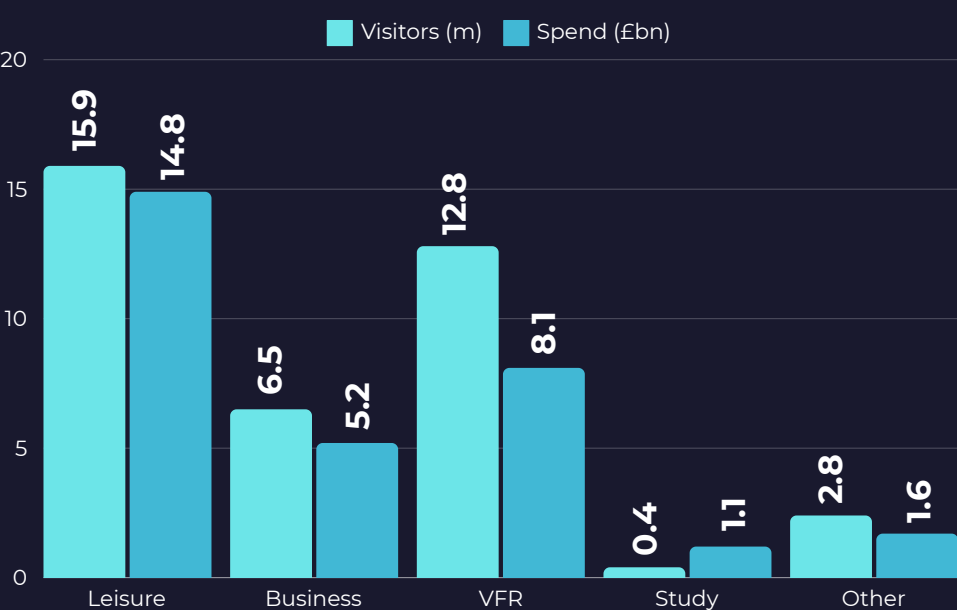
SECTION 2: INBOUND TOURISM

Visitor Numbers & Total Spend



*International Passenger Survey, 2010 – 2023 & 2024 inbound tourism forecast, VisitBritain, 2024
*2024 figures are VisitBritain estimates. Note that the UK is not projected to recover to 2019 figures on visitors until 2025 at the earliest.

Visitor Numbers and Total Spend by Sector - 2023



*International Passenger Survey, 2023



Average Spend
per Visit

£819

International Passenger Survey
2023, Office for National Statistics



Average Length
of Stay

7.7 nights

International Passenger Survey
2023, Office for National Statistics

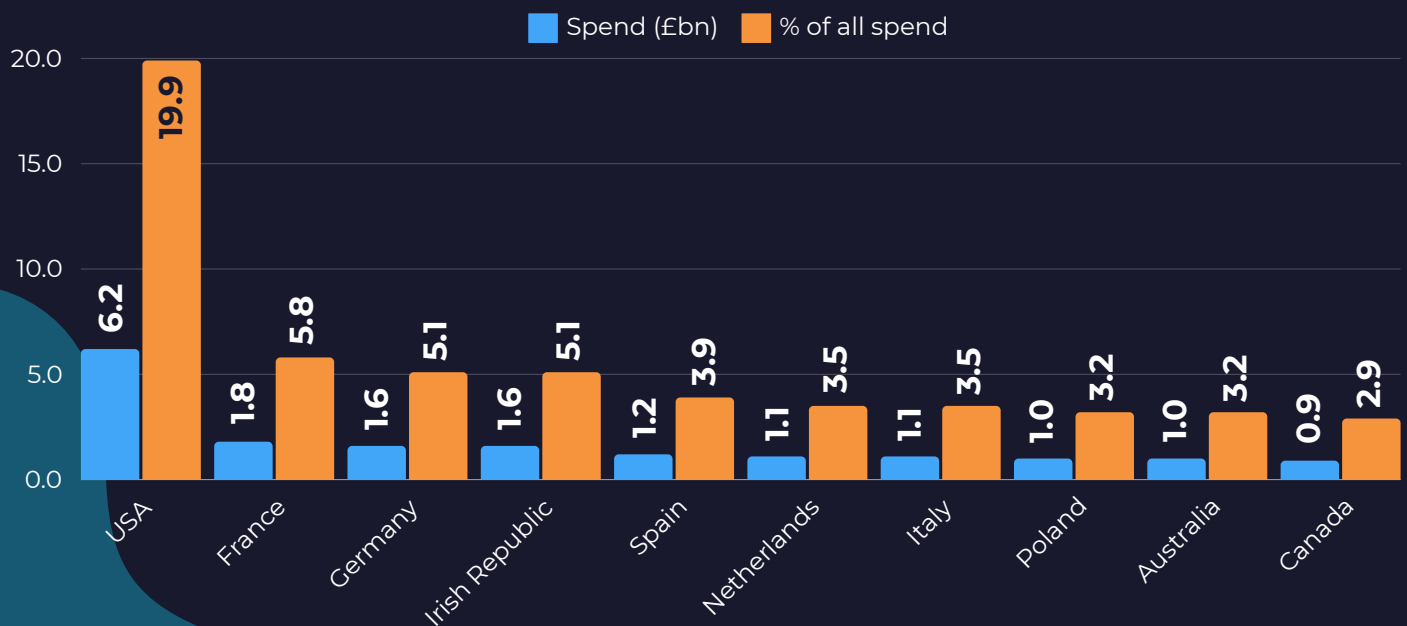
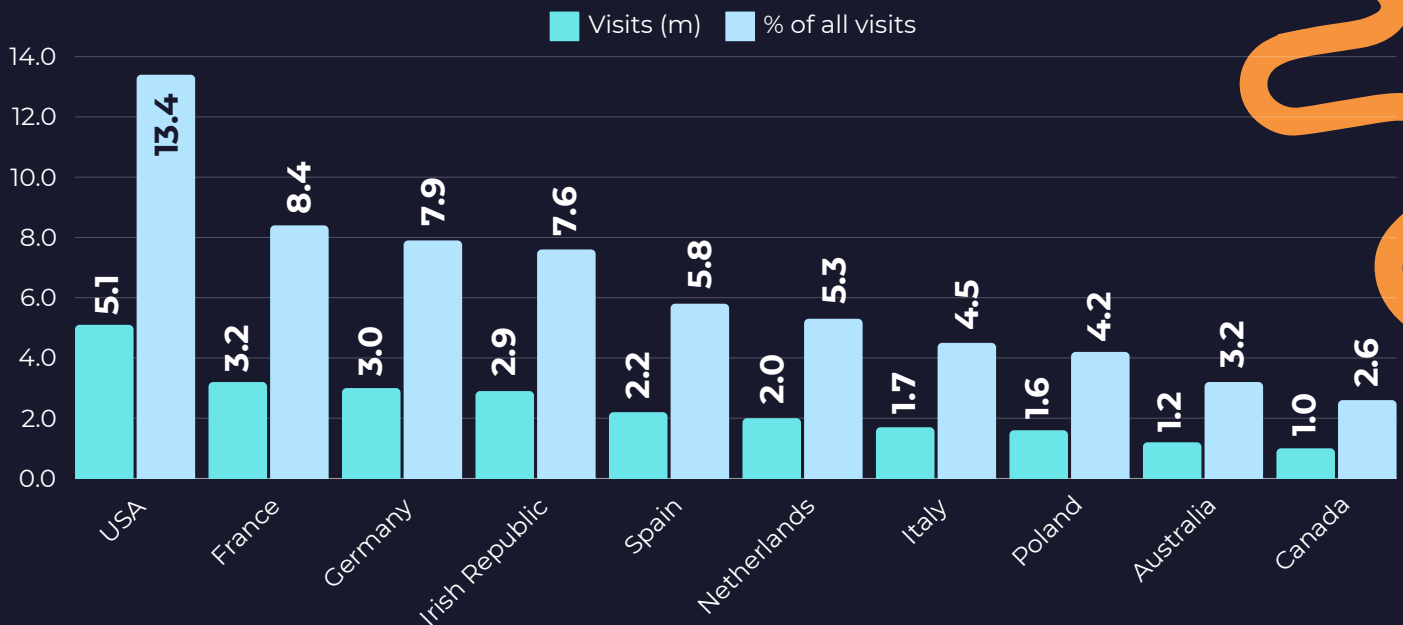


Inbound Tourism
Revenue

7.4 % of total
UK service
exports

DCMS Sectors Economic Estimates
2023: UK Trade in numbers, 2023

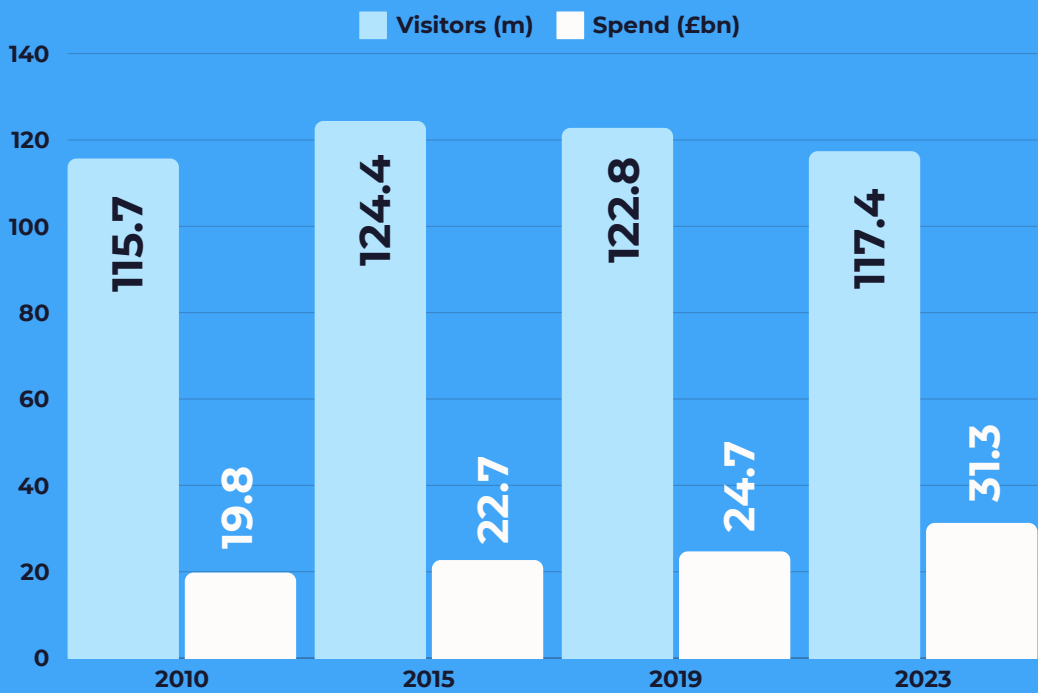
Top 10 Source Markets - 2023



*International Passenger Survey, 2023

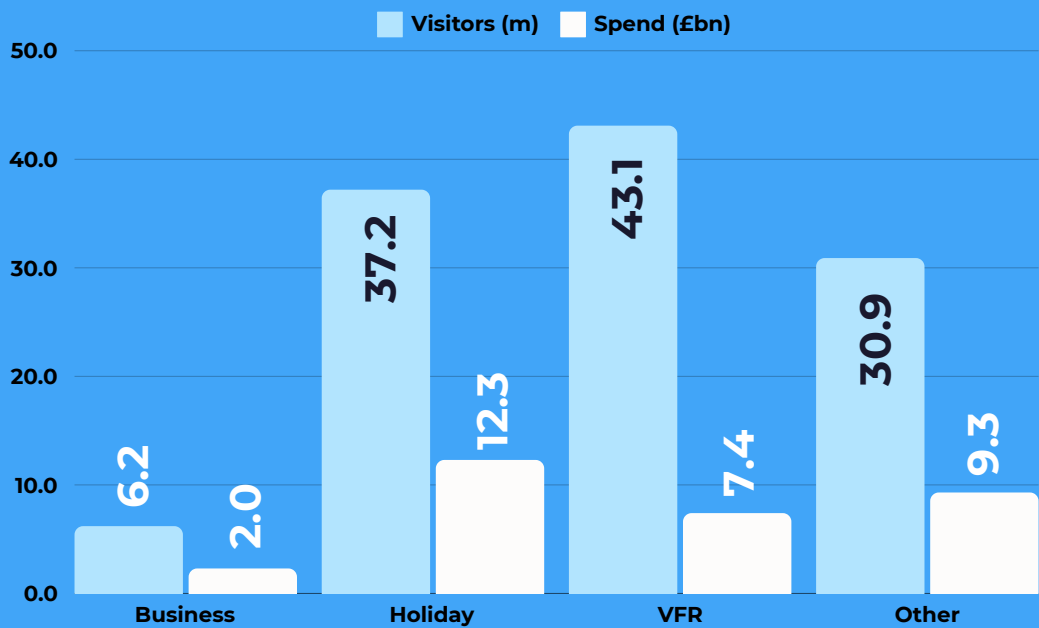
SECTION 3: DOMESTIC TOURISM

Visitor Numbers & Total Spend



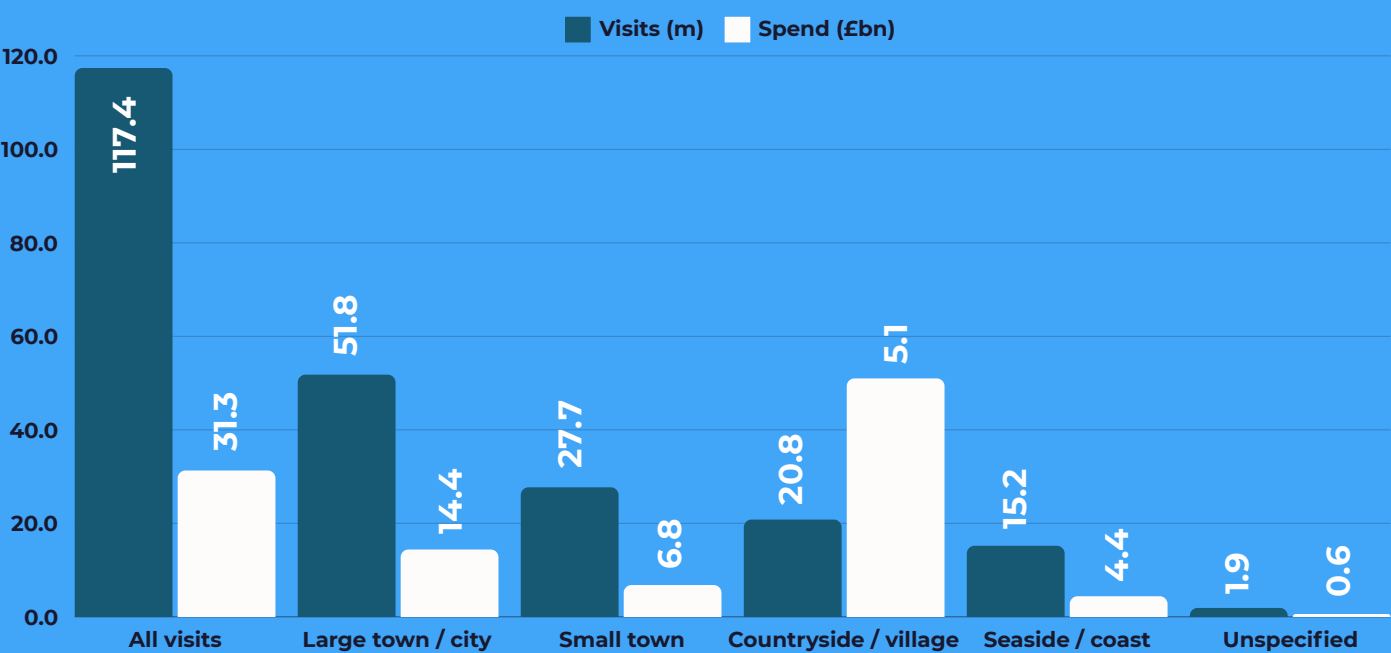
*International Passenger Survey, 2010 – 2023 & 2024 inbound tourism forecast, VisitBritain, 2024

Domestic Tourist Numbers & Total Spend by Sector - 2023



*GB Tourism Survey 2023, VisitEngland

Domestic Visits by Destination Type



*GBTS 2023



Average Spend
per Visit

£266

GBTS 2023, VisitEngland



Average Length
of Stay

2.9 nights

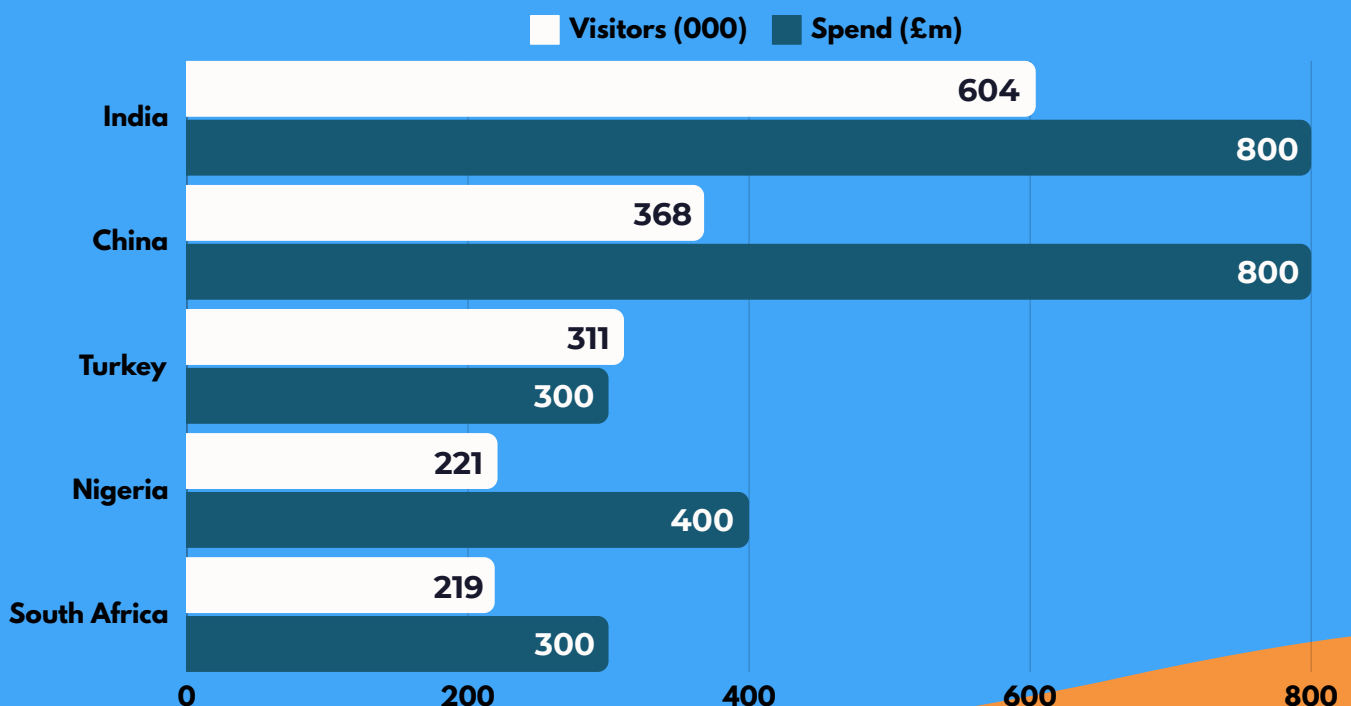
GBTS 2023, VisitEngland

*International Passenger Survey, 2010 – 2023 & 2024 inbound tourism forecast, VisitBritain, 2024

Visa National Visits - 2023

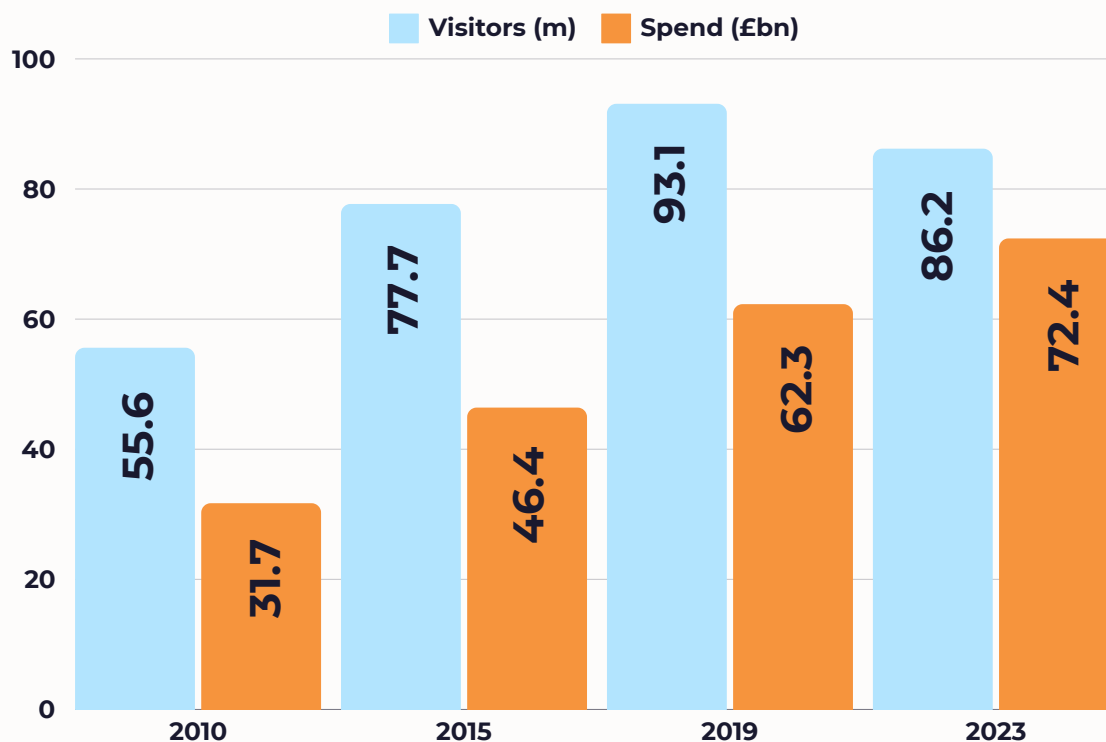


Top 5 Visa National Source Markets



Section 4: Outbound Tourism

Outbound Tourism Expenditure

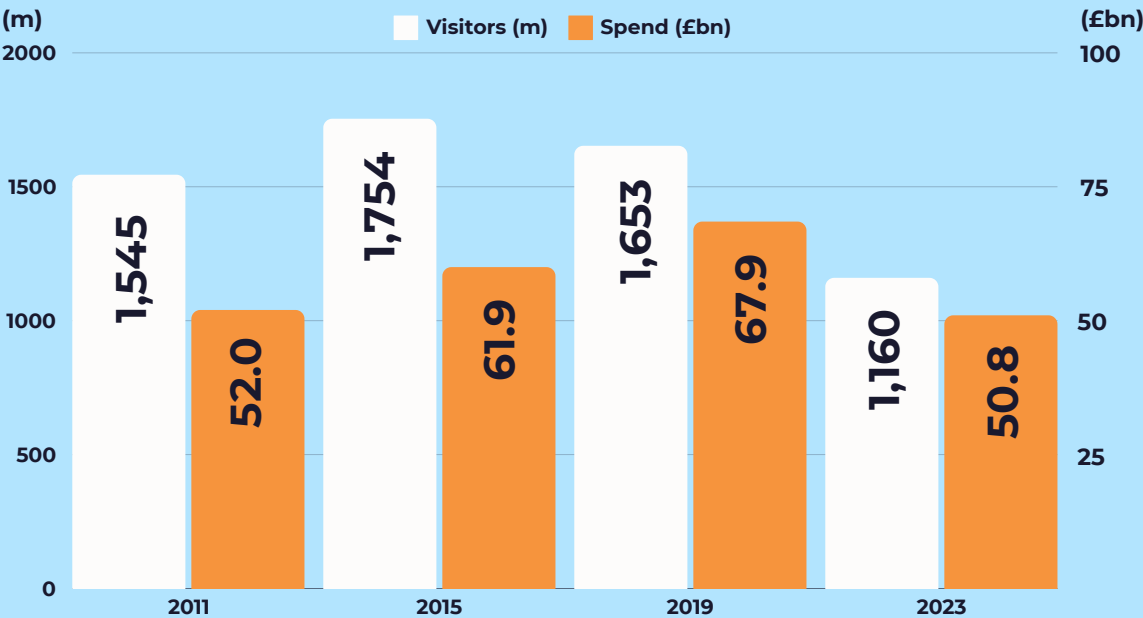


International Passenger Survey, 2023



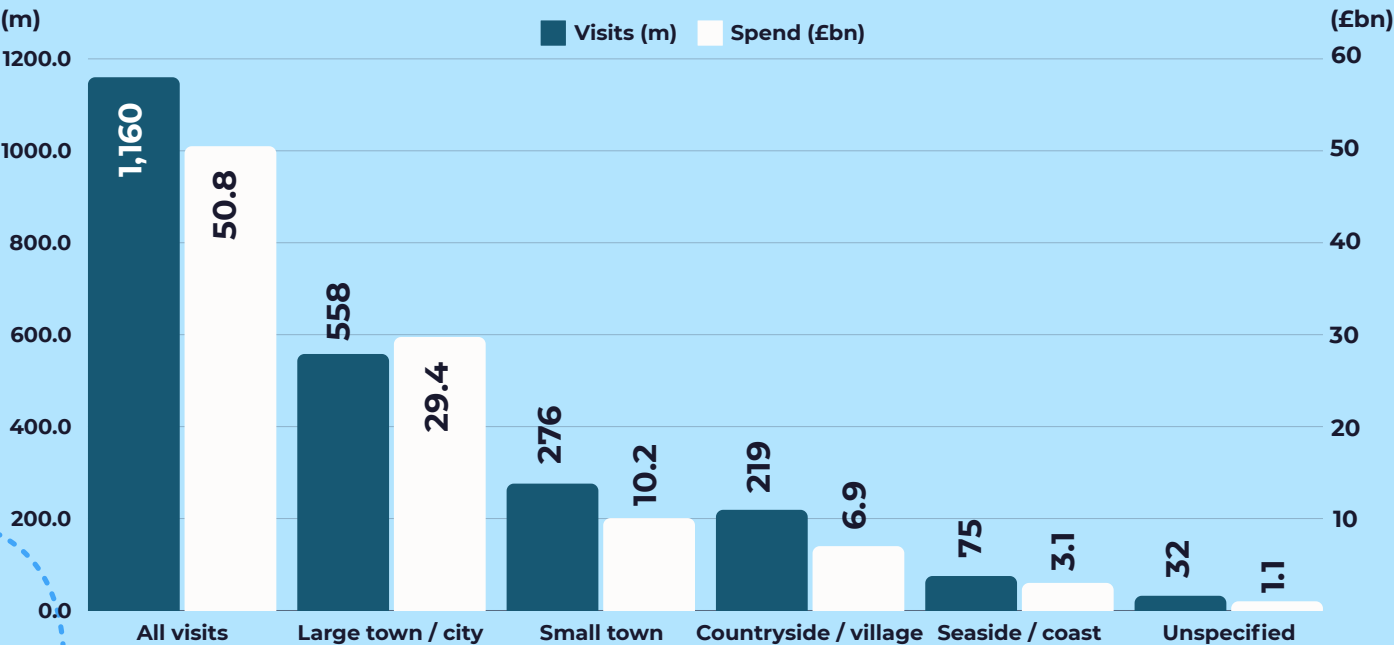
SECTION 5: DAY VISITORS

Day Visitor Numbers and Expenditure



Domestic Day Visits Survey 2023, VisitEngland

Day Visits by Destination Type





Average Spend per Visit

£44

Domestic Day Visits Survey 2023, VisitEngland

SECTION 6: TOURISM ECONOMICS

Price Elasticity of Tourism

For every
1% DECREASE
cost of visiting
the UK
^
the UK's inbound
tourism earnings
INCREASE BY 1.3%

For every
1% INCREASE
in the cost of
travelling
overseas
^
the UK's domestic
tourism earnings
INCREASE BY 0.8%

Tourism Export Earnings

*Sensitive Tourists, BTA, 2001

In 2023 travel expenditure
by non-residents visiting
the UK totalled

£35_{bn}
expenditure in the UK

£31.1_{bn} + £1_{bn} APD + £3_{bn} to UK Carriers

Accounting for **7.4%** of UK service sector exports

& 4.0% of total UK exports

Tourism is the UK's

6th

largest export earner

TOURISM

1st

Computer &
Information
Services

3rd

Cars

2nd

Mechanical
Power Generators

4th

Telecoms

5th

Financial
Services

6th

* UK trade in numbers, ONS 2024

Tourism Taxation 2022/23

Air Passenger Duty

£3.8_{bn}

Office for Budget Responsibility
2023/4 estimate

VAT (estimate)

£6.4_{bn}

2 Based in ONS sectorial VAT
revenue being applied to Tourism
Satellite Account data

* The UK Tourism industry generates 4.1% of the UK's VAT revenue

International Competitiveness

The World Economic Forum's 2024 Travel & Tourism Development Index ranks the UK as the 7th most competitive tourism destination in the world. However, out of 119 countries it ranks:

The UK is ranked
7th for most competitive
tourism destination
out of 119 countries

113th for price competitiveness

106th for tourism visa requirements

96th for travel and tourism policy

78th for prioritisation of travel and tourism

63rd for Government expenditure on travel and tourism

*Travel & Tourism Development Index, WEF, 2024

Job Creation



A new Full Time Equivalent
tourism job is created with every

£73,500*

increase in tourism revenue



*Tourism: jobs and growth, VisitBritain /
Deloitte, 2013 – adjusted for inflation

SECTION 7: TOURISM EMPLOYMENT



3.6 million

people work in
tourism-related
businesses

1.7 million
are in fulltime employment

1.9 million
are part-time employees



90% of these are
**Permanent
Employees**

5% of these are
**Casual
Employees**

*Tourism employment summaries:
Characteristics of tourism industries, ONS 2016

Direct total employment in

Tourism is

1.3_m

Agriculture
& Fisheries

489_k

Construction
& Engineering

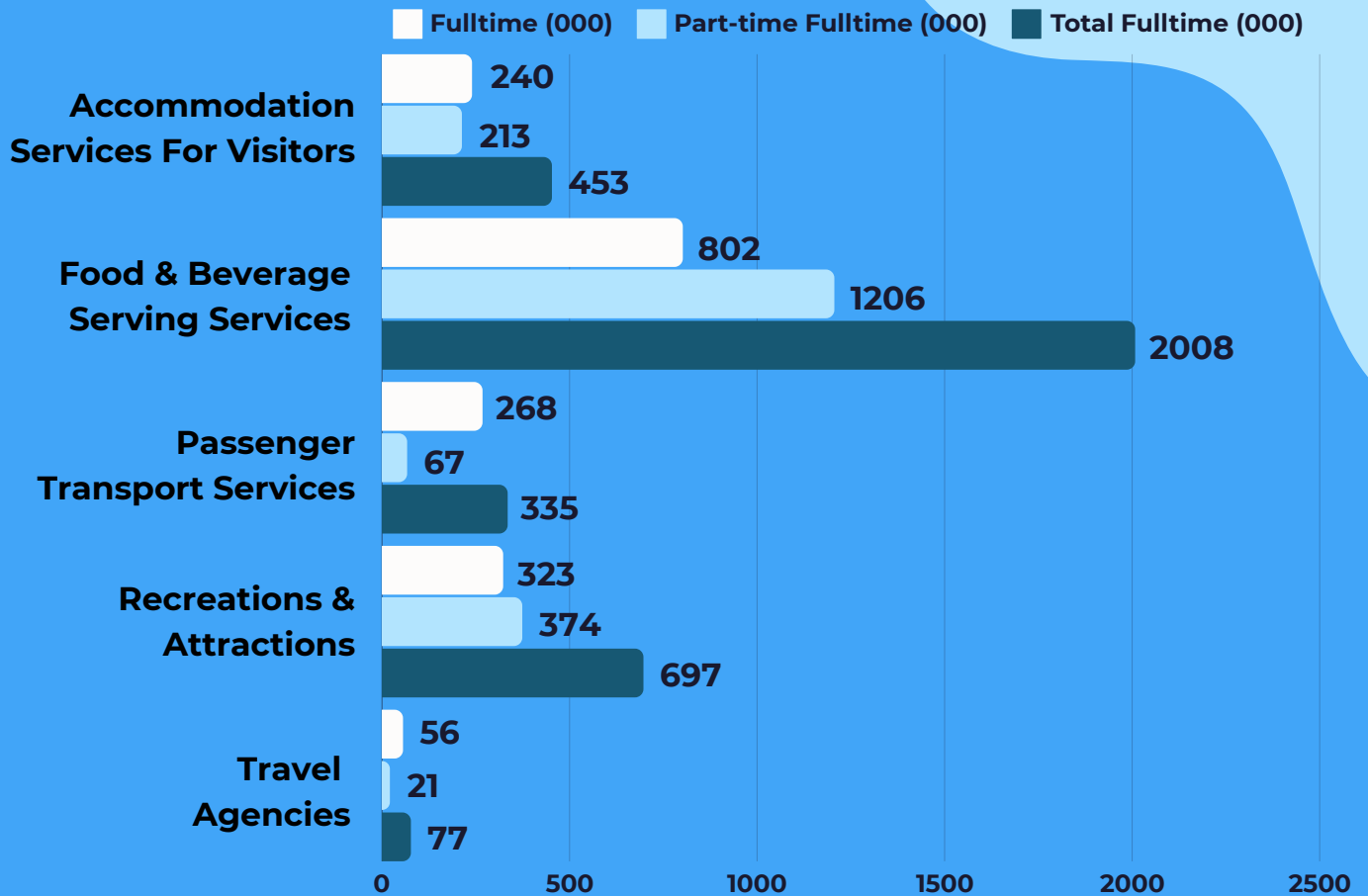
710_k

Telecoms &
Computer
Services

1.01_m

*Based in ONS
sectorial employment
data being applied to
Tourism Satellite data

Tourism Employment by Sector



There are

321,000
BUSINESSES
in the UK tourism industry

Between

2019→2022
the number of tourism businesses
increased by
7000 (2.3%)

TOURISM
BUSINESSES



84% MICRO BUSINESSES

0.35% ARE
LARGE BUSINESSES

THE TOURISM ALLIANCE



The Tourism Alliance is the voice of the tourism industry, comprising more than 75 tourism industry organisations that together represent some 200,000 businesses of all sizes throughout the UK. The purpose of the Tourism Alliance is to identify and develop policies and strategies to raise standards and promote quality within the industry and work with Government and Parliament on all key issues relevant to the growth and development of tourism in order to maximise its contribution to the economy.

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OUR MEMBERS

