



**TOURISM
ALLIANCE**
the voice of tourism

UK TOURISM FACTS & FIGURES 2025



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SECTION 1: VOLUME & VALUE OF UK TOURISM INDUSTRY

Value of Tourism to the UK Economy (2023)

GDP

£145.8 bn

6.5%
of UK GDP

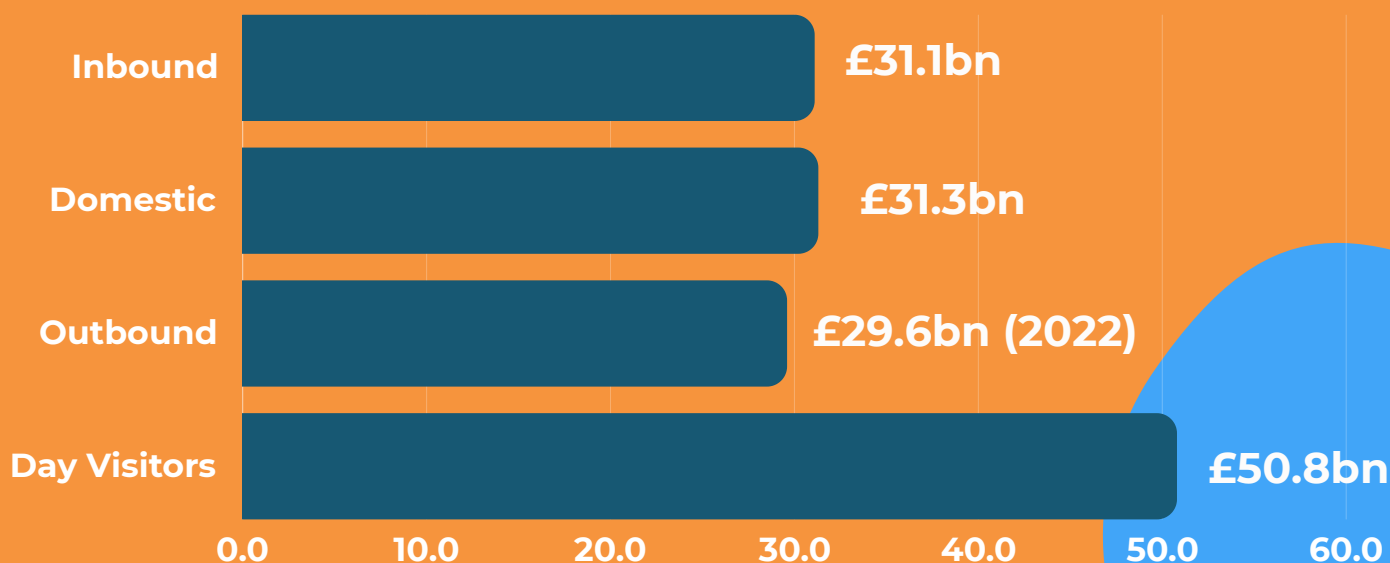
GVA

£76.5 bn (est)*

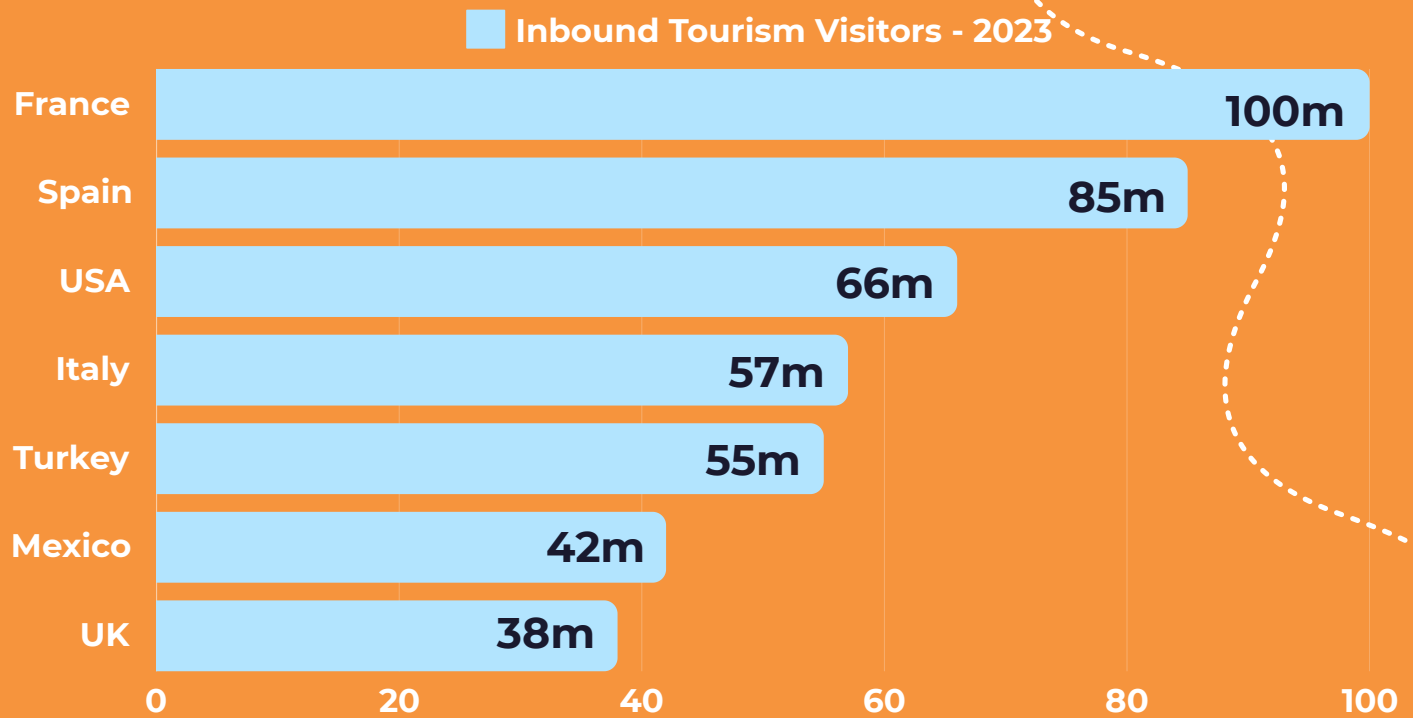
3.5%
of UK GVA

*Tourism Alliance estimate based on applying 2019 Tourism Satellite Account industry ratios to 2022 Tourism Satellite Account data.

Spend by Tourism Type 2023



The UK Tourism Industry's International Ranking

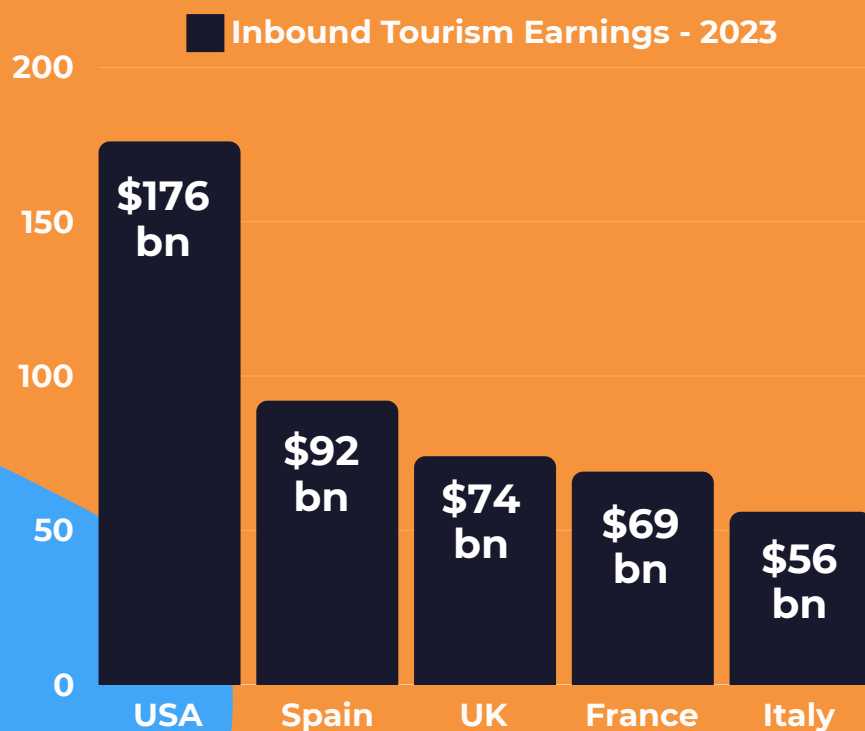


The UK is the 7th

largest international
tourism destination ranked
by visitor numbers

The UK is the 3rd

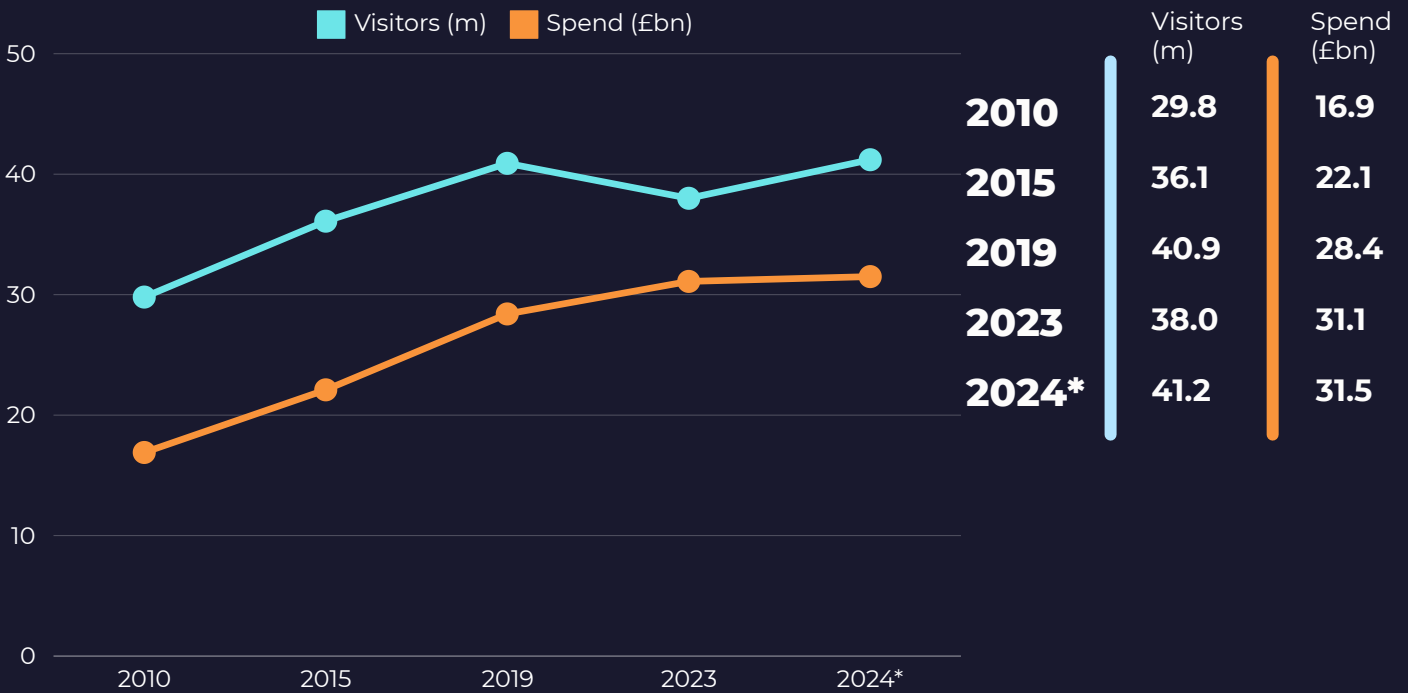
largest international tourism
destination ranked by visitor
expenditure



In 2023
the UK
accounted for
5.7%
of global inbound
tourism receipts

SECTION 2: INBOUND TOURISM

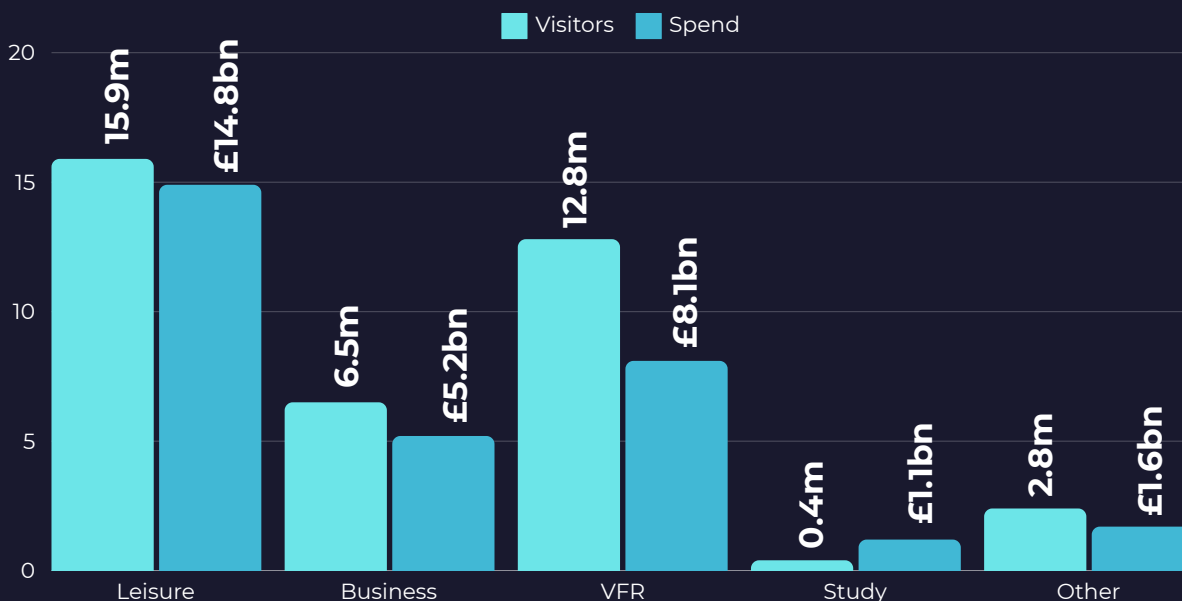
Visitor Numbers & Total Spend



International Passenger Survey, 2010 – 2023 & 2024

*VisitBritain's Inbound Forecast 2024

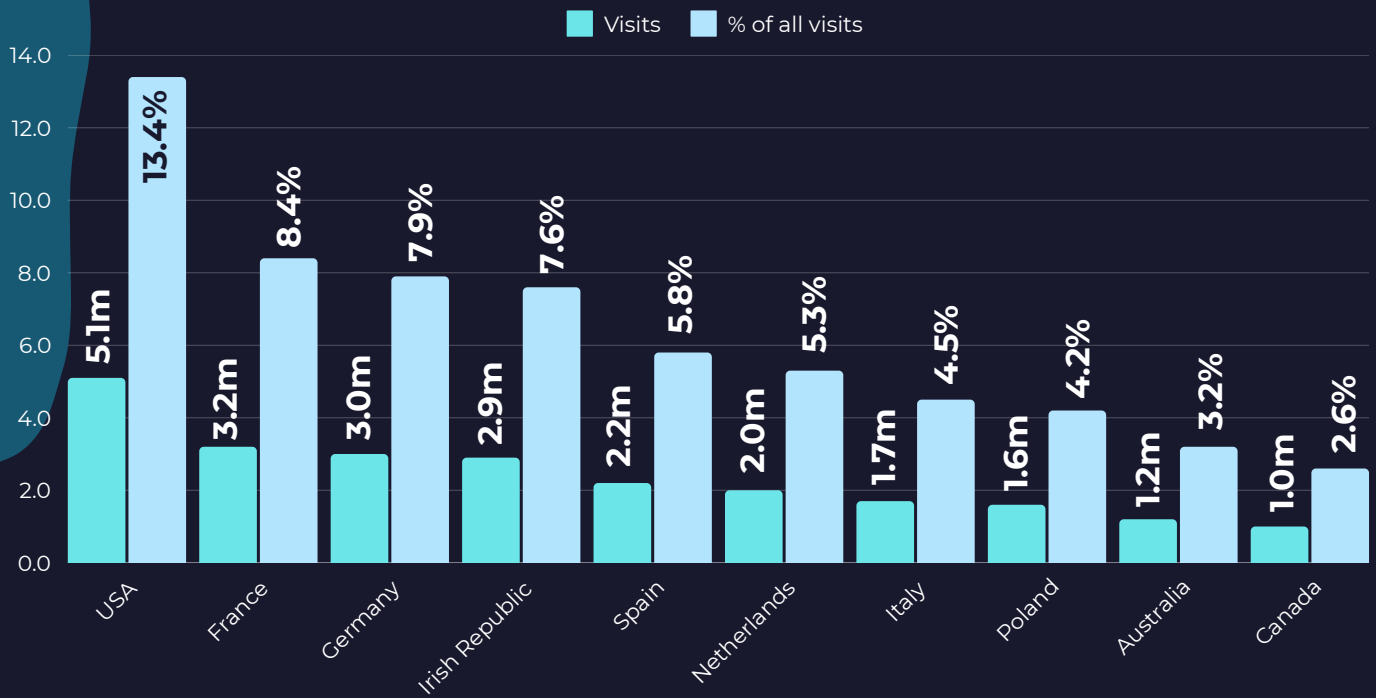
Visitor Numbers and Total Spend by Sector - 2023



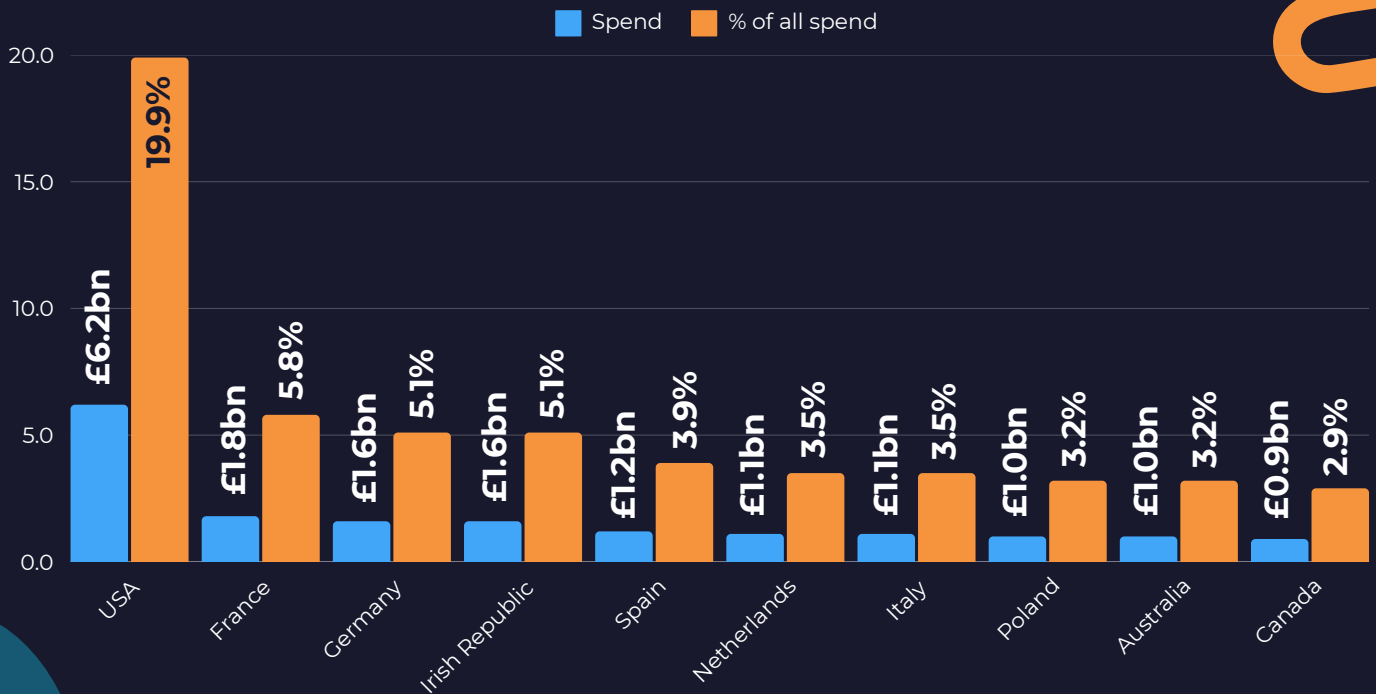
*International Passenger Survey, 2023

Top 10 Source Markets - 2023

By Visitors



By Expenditure



*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

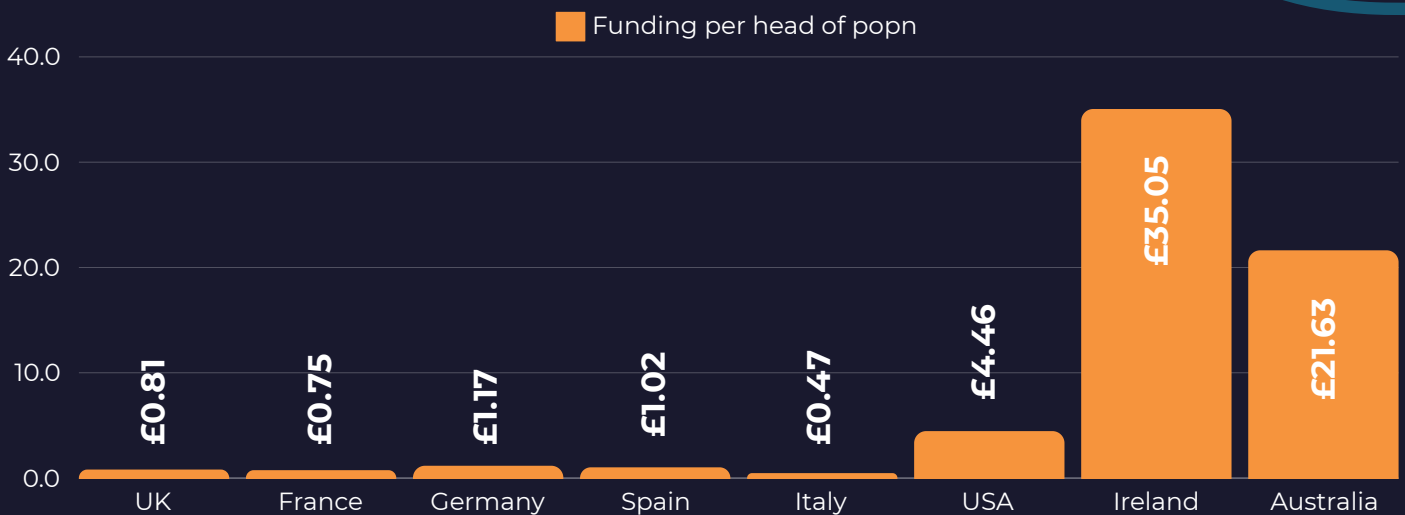


Inbound Tourism Revenue in 2023

4 % of total UK service exports

ONS UK Trade November 2024

National Tourist Board Funding



Average

of 9 competitor destinations in report

£10.02 Funding per head of popn

Tourism Alliance, National Tourist Board Funding, 2024

Visa National Visits - 2023



Total Visits:
2.41 mil



Total Spend:
£3.5 bn

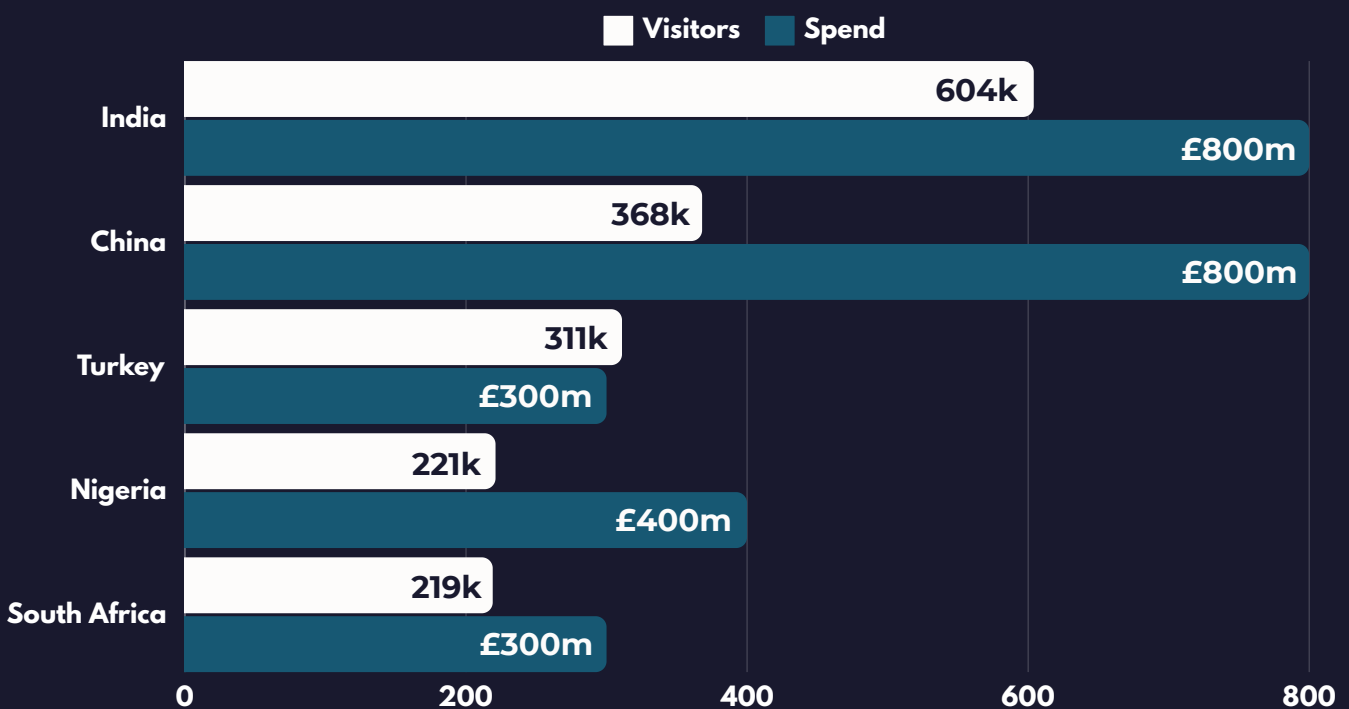


Average Stay:
20.3 days



Spend Per Trip:
£1,456

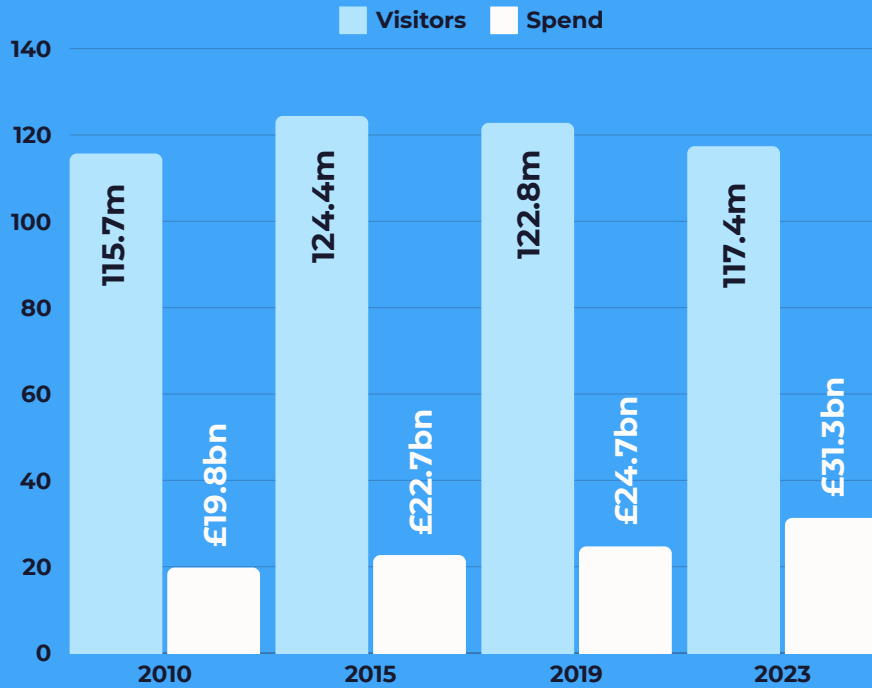
Top 5 Visa National Source Markets



*International Passenger Survey, 2023

SECTION 3: DOMESTIC TOURISM

Visitor Numbers & Total Spend



*GB Tourism Survey 2023, VisitEngland

**Average Spend
per Visit**

£266

GBTS 2023, VisitEngland

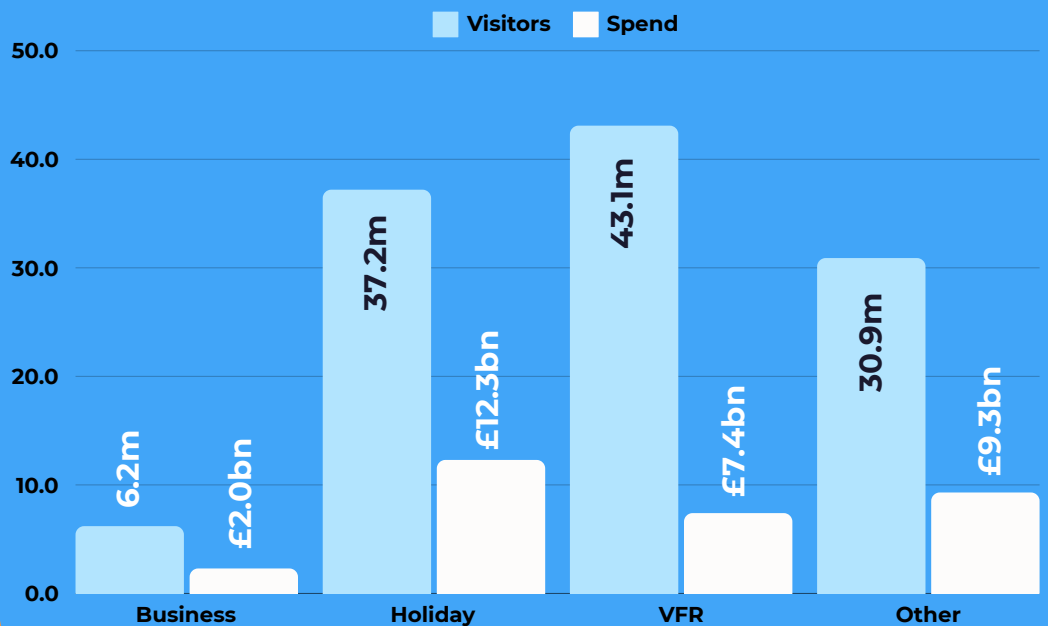
**Average Length
of Stay**

2.9 nights

GBTS 2023, VisitEngland

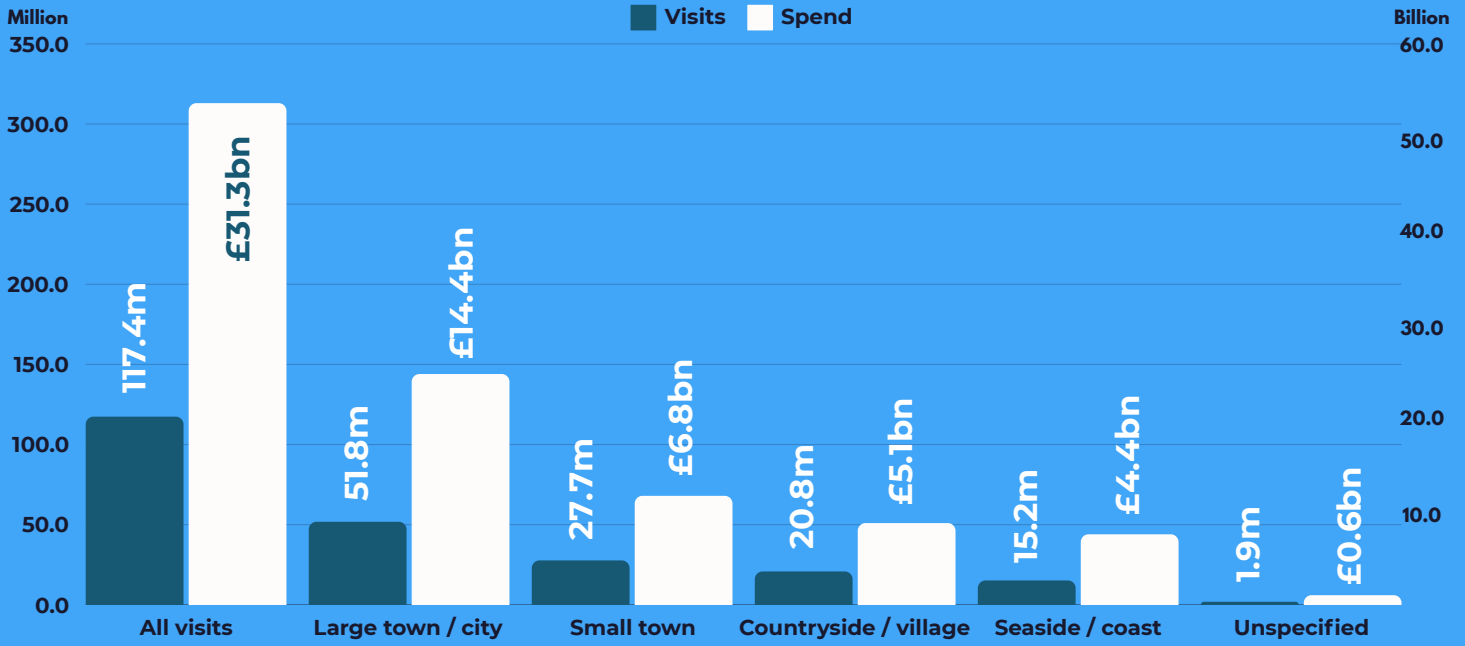
*International Passenger Survey, 2010 – 2023 & 2024 inbound tourism forecast, VisitBritain, 2024

Domestic Tourist Numbers & Total Spend by Sector - 2023



*GB Tourism Survey 2023, VisitEngland

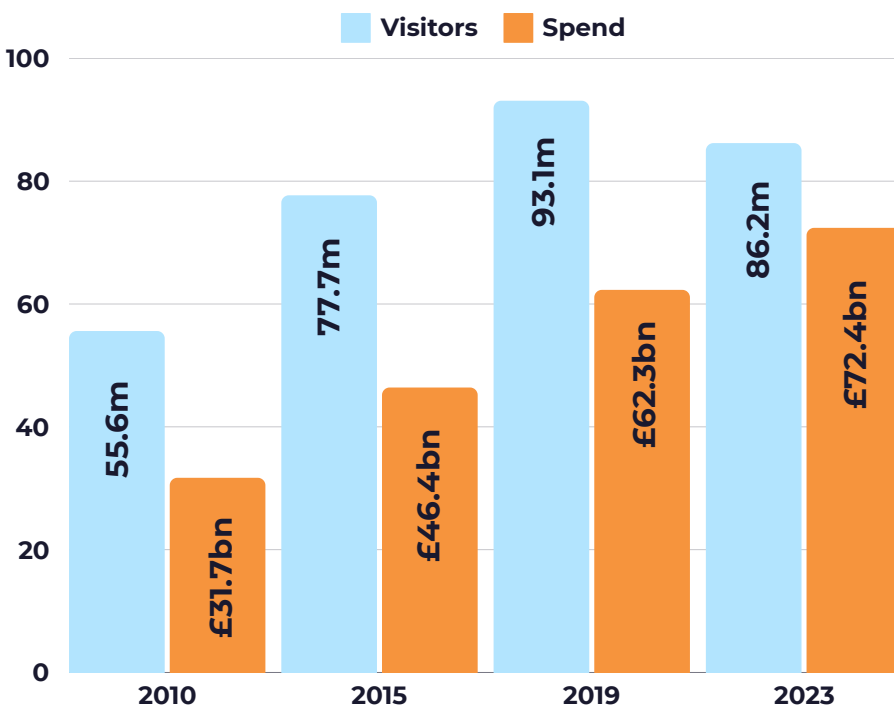
Domestic Visits by Destination Type



*GBTS 2023

SECTION 4: OUTBOUND TOURISM

Outbound Tourism Expenditure



305,000
FTE roles directly supported by outbound tourism

£21bn
direct total GVA from outbound travel

International Passenger Survey, 2023

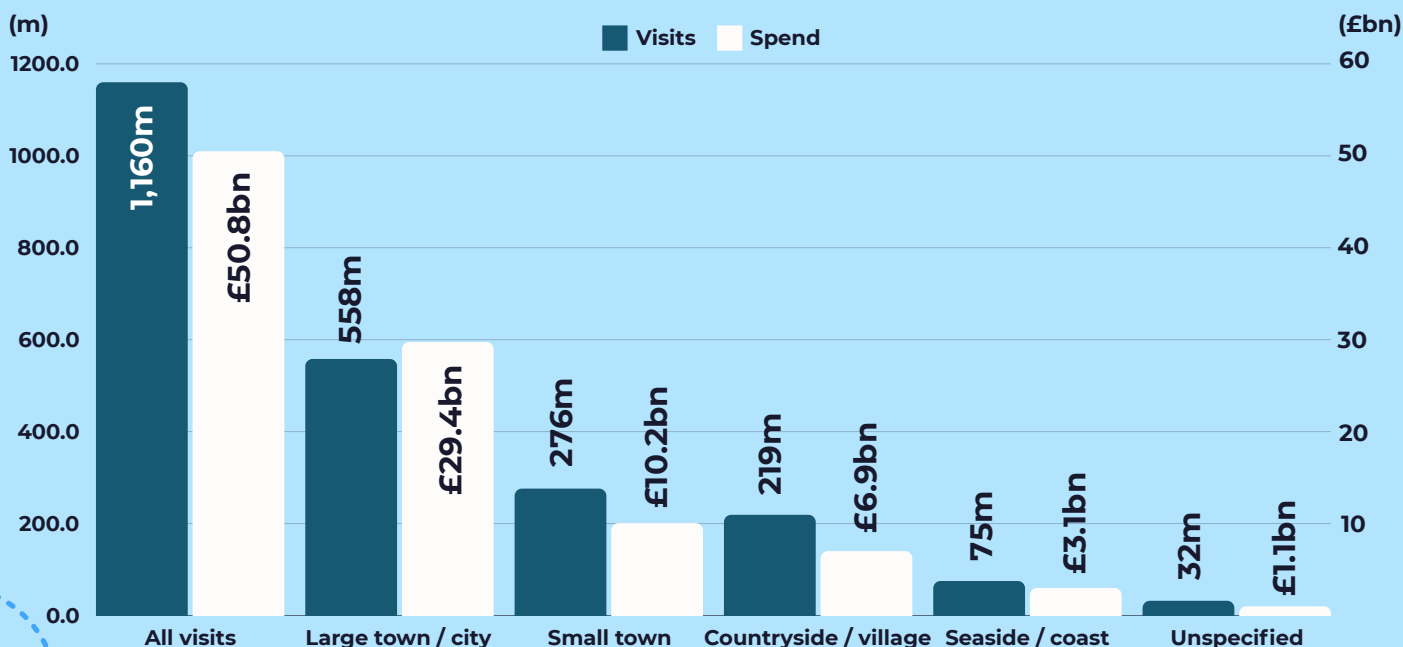
SECTION 5: DAY VISITORS

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 **7.5%** of UK service sector exports

& 4.0% of total UK exports

Tourism is the UK's

6th

largest export earner

1st

Computer & Information Services

3rd

Cars

2nd

Mechanical Power Generators

5th

Financial Services

4th

Telecoms

TOURISM

6th

* UK trade in numbers, ONS 2024

Tourism Taxation 2024/25

Air Passenger Duty

£4.5 bn

Office for Budget Responsibility
2024/5 estimate

VAT (estimate)

£6.4 bn

Based in ONS sectorial VAT revenue
being applied to Tourism Satellite
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 overall for its tourism development
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

£74,300*

increase in tourism revenue

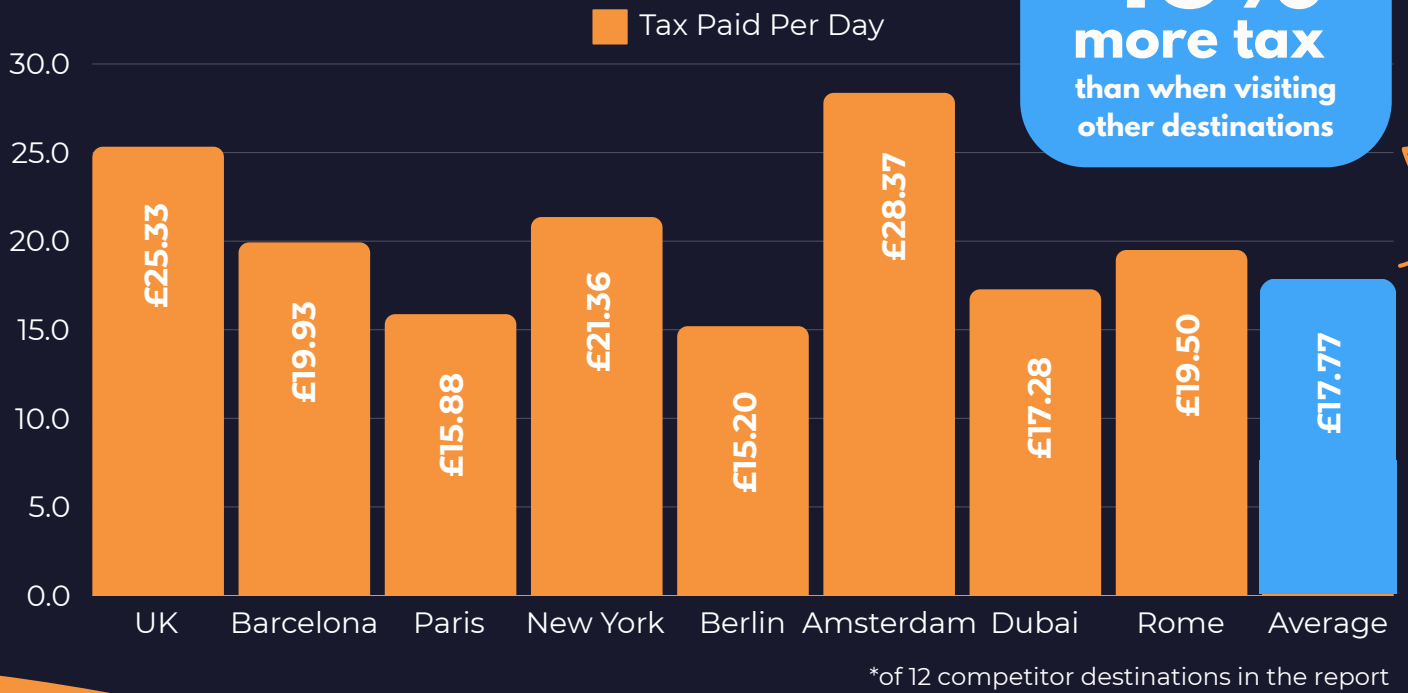


*Tourism: jobs and growth, VisitBritain / Deloitte, 2013 – adjusted for inflation

Destination Tax Rates Compared

Tourism Alliance, Tourism Tax Report, 2023 (Based on a couple sharing a room in a 3 star hotel).

Visitors to the UK pay on average **43% more tax** than when visiting other destinations

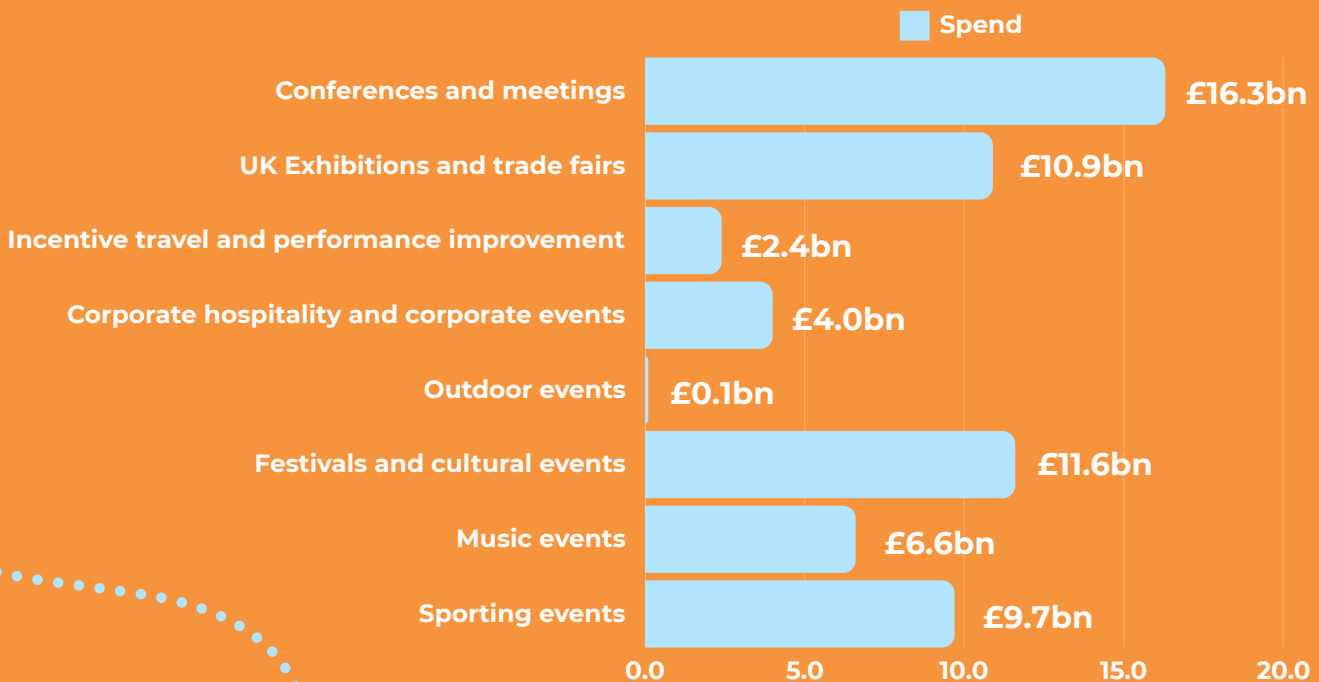


SECTION 7: EVENTS

Total Spend **£61.6 Bn**

*UK Events :UK Events Report 2024

Visitor Expenditure From Events



SECTION 8: TOURISM EMPLOYMENT



3.8
million

people work in
tourism-related
businesses

2.0 million
are in fulltime employment

1.7 million
are part-time employees

0.4 million
are self-employed

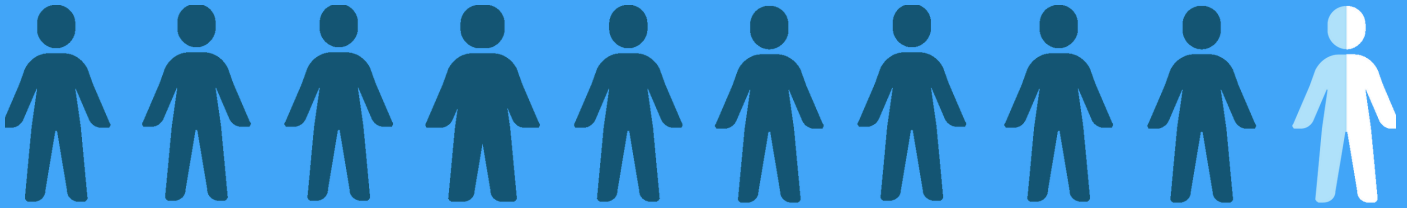


Tourism businesses
represent

6.6%

of all businesses
in the UK

*Based on 2022 Tourism Satellite Account data

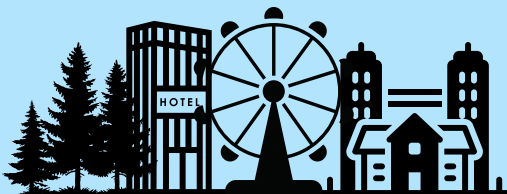


90% of these are
**Permanent
Employees**

5% of these are
**Casual
Employees**

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

TOURISM BUSINESSES



76% MICRO
BUSINESSES

0.34% ARE
LARGE BUSINESSES

VS

VS

ALL BUSINESSES



21% MICRO
BUSINESSES

0.15% ARE
LARGE BUSINESSES

There are
328,000
BUSINESSES
 in the UK tourism industry

Between
2019 → 2022
 the number of tourism businesses
 increased by
28,900 (9.7%)

Direct total employment in
Tourism is

1.6 m

*Based on 2022
 Tourism Satellite
 Account data

**Agriculture
 & Fisheries**

489 k

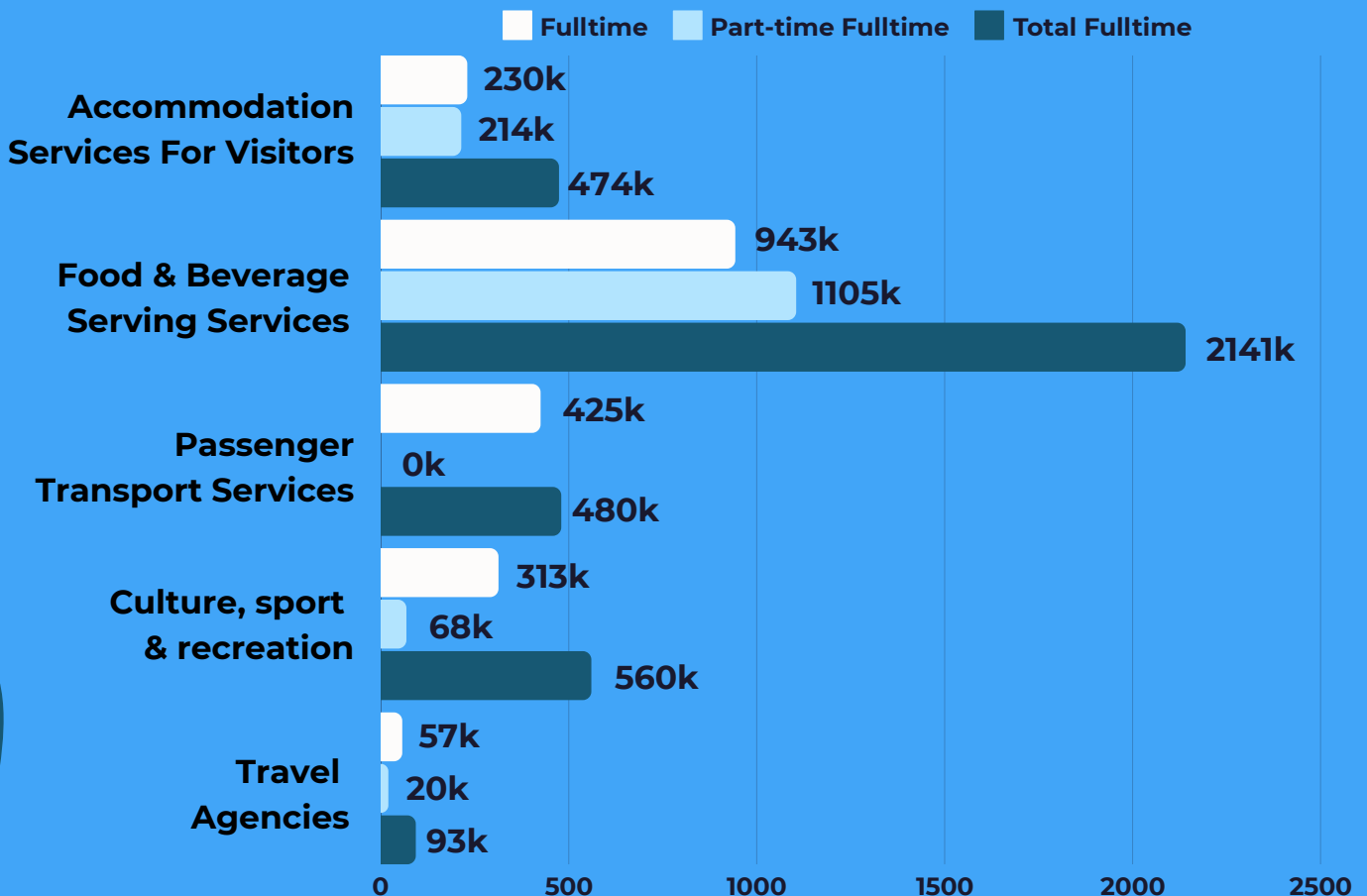
**Construction
 & Engineering**

710 k

**Telecoms &
 Computer
 Services**

1.01 m

Tourism Employment by Sector



*ONS Tourism Satellite Accounts, 2022

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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The 2024 edition of UK Tourism Facts and Figures won the award for Best Publication at the 2025 Trade Association Forum Awards.

OUR MEMBERS

