



### Key English tourism facts:

- £88.93 billion was spent on tourism in England in 2022. This included 107 million overnight domestic trips, 945 million domestic day trips and 27.8 million inbound trips.
- Pre-pandemic, the industry supported 2.6 million jobs in England.
- Tourism has the power to deliver economic growth in every city, local authority, and region.

### Total tourism spend in your region (2022):

- North East - £2.2bn
- South West - £8.4bn
- East of England - £5.8bn
- North West - £9.9bn
- Yorkshire & Humberside - £5.2bn
- South East - £10bn
- West Midlands - £5.6bn
- East Midlands - £4.6bn
- London – £24.1bn

### 2024 forecast (Britain):

- Inbound visits are forecast to increase to 37.8 million (92% of the 2019 level and 5% higher than in 2023) and £31.7 billion spend (112% of the 2019 level and 7% higher than in 2023).
- If an inbound spend figure of £31.7 billion is achieved, it would be a record for the value of inbound spend in the UK in nominal terms, although adjusting for inflation it would be 92% of the 2019 level in real terms, in line with the trend in visitor volumes.

### Latest domestic consumer sentiment research:

- 33% of respondents indicated they are more likely to choose a trip in the UK than overseas compared to the last 12 months. The top reasons for choosing a UK holiday instead of going overseas are 'UK holidays are easier to plan' (60%) and 'UK holidays are cheaper' (51%)
- The top potential barrier to taking overnight UK trips in the next 6 months is the 'rising cost of living' followed by 'UK weather and 'personal finances'.
- With regards to the cost-of-living crisis, about 4 in 10 think 'the worst is still to come' in the next few months. With 25% thinking the worst has passed.

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- UK adults plan to cut their overnight trip spending mainly on accommodation, activities and eating out. 25% will cut the number of trips, less than previously, whilst 29% will seek out cheaper accommodation.
- The top destination type for an overnight domestic trip up to March 2024 is a 'City or Large Town'. From April to June 2024, it is 'traditional coastline/seaside town'.
- London is the most preferred UK overnight destination for Jan-March 2024, while the South West is the top destination for April-June 2024
- The top activity for January-March 2024 is 'Trying local food and drink', while 'Walking, hiking or rambling' is top in April to June

The full report is available [here](#)

### **Business support**

- VisitEngland host the Business Advice Hub, an online resource for SMES in the visitor economy.
- It provides tips and insights on how to grow their business, particularly in improving the accessibility and sustainability of destinations.
- Our 'Taking England to the World' training programme supports SMEs in selling destinations, activities, and itineraries internationally.

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