



National Sustainable Tourism Indicators

Getting it Right: Monitoring progress towards sustainable tourism in England

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Foreword by the Minister for Creative Industries and Tourism

Tourism is a significant industry in this country with an annual turnover of £75 billion. Tourism therefore has huge potential for local communities and their economies; but if not delivered sensibly there can be serious implications for both the environment and the community.

The new UK Sustainable Development Strategy *Securing the future* launched by the Prime Minister in March 2005 defines sustainable development as the means to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life for future generations. The strategy sets out four priority areas for action. These are:

- Sustainable consumption and production
- Climate change and energy
- Protecting our natural resources and enhancing the environment
- Creating sustainable communities and a fairer world.

Tourism can make a significant contribution to achieving these objectives

We want the tourism industry to thrive and flourish but in doing so we must balance the needs of visitors, the tourism industry, local communities and the environment so we encourage sustainable development at national, regional and local levels. The Six Local Authorities awarded Beacon Council status in April 2004 were positive examples of how to harness the economic benefits that tourism brings to an area. Work has also begun on implementing the recommendations of the Tourism Reform Group to develop a “stepping stone” toolkit that will help businesses to take further steps in incorporating environmental and social responsibilities within their operation. At regional level, RDAs are now embedding sustainable tourism into their regional economic strategies.

It is important however to capture and measure progress and indicators are an effective means of quantifying and measuring how well we are succeeding in making tourism more sustainable. These indicators therefore provide an ongoing snapshot of the state of tourism in England and help identify areas for priority action in the future, either by others or ourselves.

Indicators should not however be a one-off exercise. We will have regular reviews to see whether the information is indeed making a difference to users and helping to solve key problems, and also to determine whether issues have changed. We will therefore be consulting on a new set of indicators over the coming months. This will not only put us in a good position to report on progress when they are published again in three years but also help meet our commitments to the Government’s overall sustainable strategy.



JAMES PURNELL MP

Introduction

Tourism is a key industry in England and for it to be sustainable we must ensure that the long-term needs of the community, its tourism industry, its visitors and its environment are taken into account. Sustainability is a cross cutting theme that should be integrated into all tourism planning, and to achieve a truly sustainable tourism approach all of these elements need to be effectively balanced together.

The indicators give a snapshot about progress towards meeting these aims. Key highlights are listed below but reference should be made to the tables and text for more detailed information.

- The environmental impact of tourism on our beaches and seaside resorts is leading to an improvement in quality with a rise in the number of Blue Flag and Seaside Awards
- CO₂ emissions by the hotel and restaurant industry and recreation and sporting activities are falling
- Tourism facilities for disabled people is improving with more accommodation providers gaining accreditation in the National Accessible Scheme
- The vast majority of visitors enjoy their holidays in this country which should encourage them to return
- Tourism spend on trips in most regions is increasing which will help to contribute to the local economy
- Seasonal spread remains much the same with peak holidays taken between July and September although the number of trips taken between January and March has increased
- The car is still the predominant mode of transport with little change in the use of public transport. There was a prominent increase in the use of air travel within the UK in 2004
- Salaries within the tourism sector still remain lower than those of other industries with just over 50 per cent of employees trained in hospitality.

Background

The Government set out their strategy for developing and promoting a sustainable approach to tourism in *Tomorrow's Tourism (DCMS 1999)*. This promoted adopting of sustainable development principles based on Agenda 21 in all tourism strategies, whether at national, regional or local level, together with the need to develop a series of national statistical indicators to help measure progress in achieving sustainable tourism.

The former English Tourist Council (ETC) published a sustainable strategy *A Time for Action: A strategy for sustainable tourism in England* (ETC 2001) in response to the challenges set down in *Tomorrows Tourism* and the first set of indicators *National Sustainable Tourism Indicators: Monitoring progress towards sustainable tourism in England* were also published in 2001. These identified three core actions for the management of sustainable tourism:

- Protect and enhance the natural environment and destinations;
- Support local communities and culture;
- Benefit the local economies of destinations.

Responsibility for developing the ETC's sustainable tourism indicators passed to DCMS in 2003 with the expectation of a further reporting cycle of the indicators.

Future development of the indicators

It has become increasingly evident to us as we have been collecting data for these indicators that some are already being superseded by more sophisticated thinking, especially at regional level, that data no longer exists, or the basis of measurement has changed so that comparison of the data over time is not possible. A more in depth look at how the indicators support the four components of sustainable tourism i.e. visitor satisfaction, industry profitability, community acceptance and environmental acceptance, and how they are taken together to indicate sustainability is also necessary. We will therefore look again at the indicators developed by the ETC to ensure that they remain relevant, that presentation of the data continues to provide a true snapshot of sustainable tourism in England, and if new indicators need to be developed to reflect current sustainable tourism priorities and concerns. This process will be started off by a wide-ranging consultation exercise during 2006.

One of the key outcomes of the Tourism Reform Implementation Group (TRIG) which was set up in 2004 to oversee the programme of work set out in *Tomorrow's Tourism Today (DCMS 2004)*, was that sustainability work should be at the centre of tourism strategy at all levels and the development of a new set of national sustainable tourism indicators will be a central part of this work.

We will also need to measure our targets for sustainable tourism set out in the Government's wider Sustainable Development Strategy *Securing the Future (DEFRA March 2005)*, which was launched by the Prime Minister in 2005 and builds on the 1999 strategy *A better quality of life*. It sets out the goal of sustainable development in enabling all people throughout the world to satisfy their basic needs and enjoy a better quality of life, without compromising the quality of life for future generations.

The data sheets

The table and text in the remainder of this document reports against progress on those indicators developed by the ETC that we believe still remain relevant and useful and where data is still readily available.


As far as possible the indicators are based on updated data consistent with the indicator as it appeared in the ETC publication *National Sustainable Tourism Indicators: Monitoring progress towards sustainable tourism in England* (ETC 2001). Where this has not been possible similar data has been collected. Information about how each indicator relates to the old ETC indicator are shown in the Notes section.

A number of the indicators have used data on the volume and value of domestic overnight trips from the United Kingdom Tourism Survey (UKTS) 2004. However these figures should be treated with caution because of concerns over the survey methodology used in 2004. Further details are available via the [data usage notice](#) on the StarUK website. As a result of these concerns, the UKTS moved to a new methodology from May 2005.

Comparisons


For each indicator, where possible, the following is shown:

- A comparison with the last data set collected by ETC for 1999 with the first data series collected by DCMS where measurement is compatible. The 1999 data is shown in a different colour in the charts.
- A direct comparison between 2000 and 2004 or the latest data shown, to give a visual interpretation of whether trends are going up or down. A downward trend may be positive in some circumstances (e.g. spreading visits more evenly). The assessments is as follows

 = Green. Improvement (where the indicator value has changed by more than 3%¹)

 = Amber. No significant change















 = Red. Deterioration

 = Insufficient or no comparable data













These assessments are for indication only and based on the data as presented.

¹ This measurement is identical to that used in DEFRA's *sustainable indicators in your pocket 2005*.

Summary table

	Indicator	Change since 2000 ²
1	Number beaches with a Blue Flag Award / Number of Seaside Awards	
2	CO ₂ Emissions by the hotel & restaurant industry and recreation and sporting activities	
3	Transport used on holiday trips by UK residents	
4	Number of businesses with a direct or indirect link to tourism signed up to Bio-Diversity action plans	
5	Percentage of the total workforce employed in tourism	
6	Tourism sector average gross hourly earnings verses all industries gross hourly earnings	
7	Number of serviced accommodation providers participating in the National Accessible Scheme (NAS) - Mobility, hearing & visual	
8	Number of employees in the hospitality business trained in hospitality programmes (Welcome to Excellence)	
9	Percentage of accommodation registered in National Quality Assurance Standards - Serviced - Self catering - Caravan parks - Hostels - Campus	    
10	Visitor satisfaction	

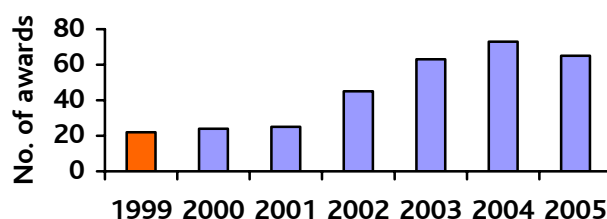
² This may be later if 2002 data is unavailable

	Indicator	Change since 2000 ²
<u>11</u>	Tourism spend in region <ul style="list-style-type: none"> - Cumbria - Northumbria - North West - Yorkshire - Heart of England - East of England - London - South West - South East 	<ul style="list-style-type: none">         
<u>12</u>	Percentage of trips made by UK residents <ul style="list-style-type: none"> - Jan – March - April – June - July – September - October – December 	<ul style="list-style-type: none">    
<u>13</u>	<ul style="list-style-type: none"> - Net domestic spend by UK tourists 	<ul style="list-style-type: none"> 

Indicator 1

Number of beaches with a Blue Flag and a Seaside Award

Beaches with a Blue Flag Award

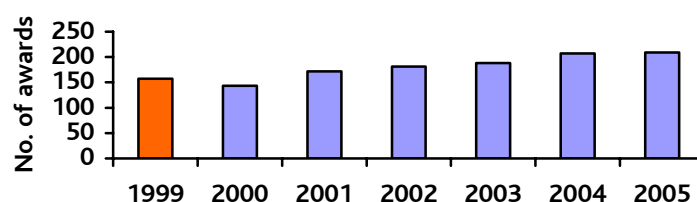


Source: ENCAMS

Change 2000 – 2005



Beaches with a Seaside Award



Source: ENCAMS

Change 2000 – 2005

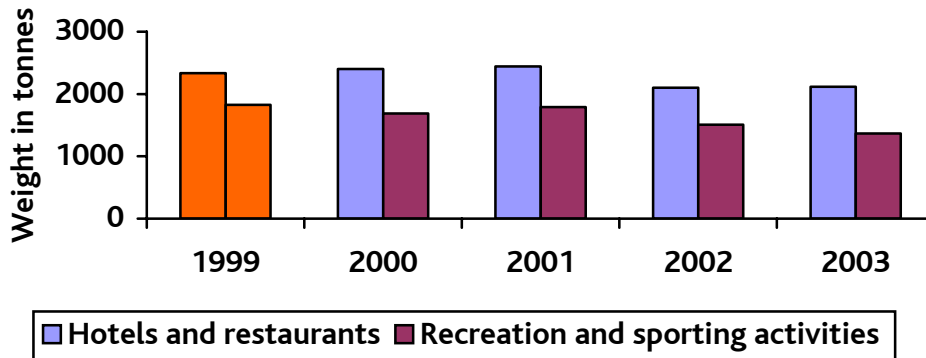


- 65 beaches had a Blue Flag award in 2004 compared to 22 in 1999 and 209 had Seaside Awards in 2004 compared with 157 in 1999.
- The quality of beaches and their management is closely linked in the public perception to tourism's effect on the environment. Improvements in the quality of beaches via environmental and management quality standards, provide a useful indicator of the effect of tourism on the coastal zone.
- Seaside Awards are only given to beaches that are clean, safe well managed and have water quality that meets European legislation. The Blue Flag Campaign that ENCAMS administers on behalf of FEE (Foundation for Environmental Education) is an international campaign that aims to promote the care of our coastal environment and recognises quality resort beaches and marinas worldwide. Some resorts have both awards.

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Indicator 2

C0₂ Emissions by the hotel & restaurant industry and recreation and sporting activities



Source: ONS Environmental Accounts

Change 2000 – 2003

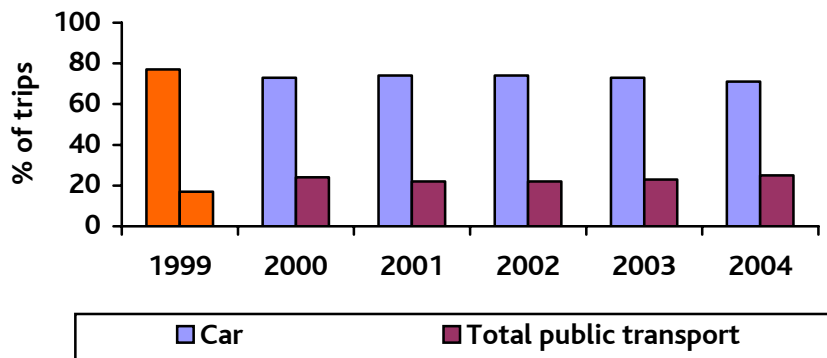


- CO₂ emissions from hotels dropped from 2335 tonnes in 1999 to 2117 tonnes in 2003 and in recreational and sporting activities from 1827 tonnes in 1999 to 1370 tonnes in 2003.
- The tourism industry is a major user of energy and part of any strategy to promote sustainable tourism must look to increase the overall energy efficiency of the industry itself. Carbon dioxide is considered to be a major contributor to global warming. A number of tourism related businesses are now beginning to install energy efficiency measures. This is aided through schemes such as the Green Tourism Businesses Scheme (GTBS) that enables accommodation providers who have met certain environmental standards, including energy efficiency, to apply for accreditation.
- Current data is only available for the hotel and restaurant industry and recreational and sporting activities and does not therefore cover the wider tourism sector. Future indicators will need to cover energy use in other parts of the sector in order to build up a more complete indicator of industry progress together with some indication of how businesses are meeting the challenge to reduce energy consumption through schemes such as the GTBS. They will also need to take account any decline or growth in the industry.

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Indicator 3

Transport used on holiday trips within England

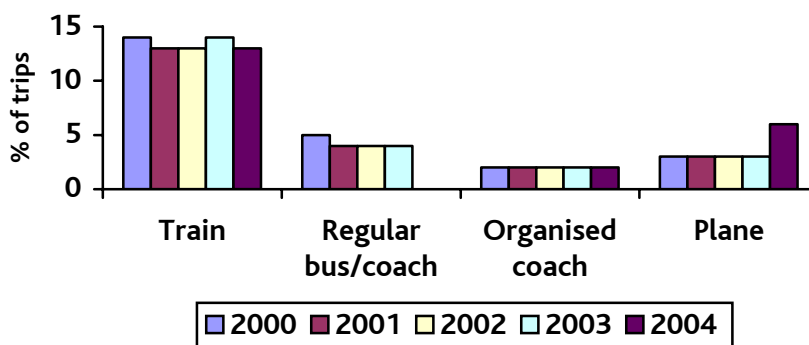


Change 2000 – 2004



- Most travel in England is by car. The environmental impacts of tourism are normally greater when private transport is used and 71% of the 101 million trips made in 2004 were by car. Marginal improvements have been made since 2000 with a drop from 74% in 2000 to 71% in 2004. The use of public transport has also marginally risen from 24% in 2000 to 25% in 2004 but part of the rise reflects an increase in the use of aircraft that have high emissions.
- It is not always possible to get to destinations easily by public transport. Nevertheless there are opportunities to reduce car use where these journeys are taken once visitors arrive at their destinations. Walking and cycling are becoming increasingly popular and provide low impact way of accessing the countryside and some local transport providers are providing innovative solutions for local travel. It will be interesting to see what impact this has in coming years on transport use and it may be useful to capture this information in the development of future indicators.
- To put public transport use into overall context the table below shows the percentage of type of transport used between 2000- 2004

Public transport use on holidays within England



Source: United Kingdom Tourism Survey (UKTS)

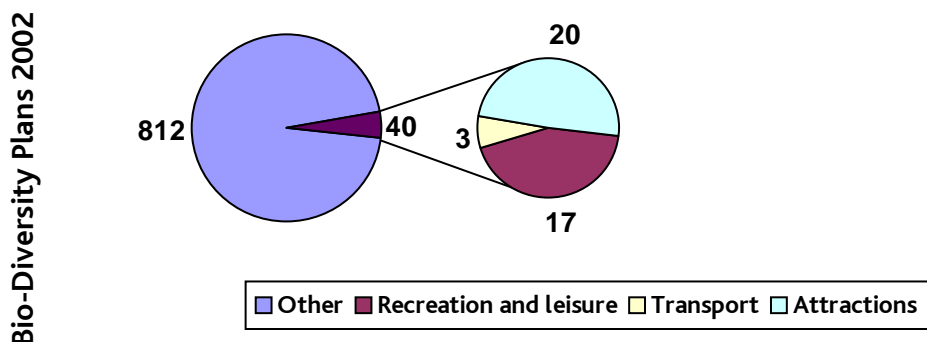
Note: Figures for 2004 should be treated with caution due to survey methodological concerns. For a full explanation, please see the [data usage notice](#) on the StarUK website.

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Indicator 4

The number businesses and organisations with a direct or indirect link to tourism signed up to Bio-Diversity Action Plans



Source: United Kingdom Biodiversity Action Plan

Change 2000 – 2004



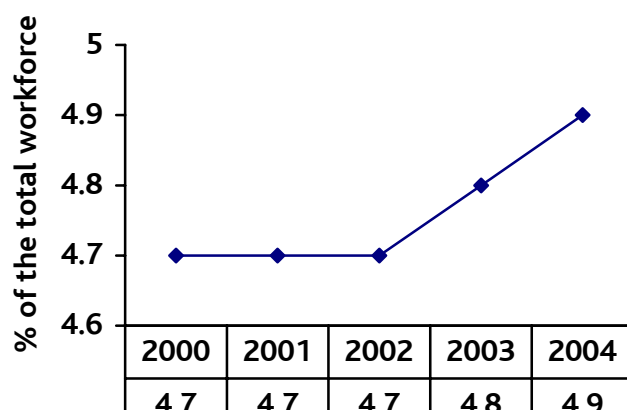
- There is a concern that tourism and local recreational access may damage sensitive sites, particularly those that are home to fragile habitats or endangered wildlife. It is difficult to measure this however, as tourism is rarely the sole or major contributory factor in damage in individual sites.
- One way in which tourism related businesses can help is by sponsoring the upkeep of elements of the local environment by signing up to a Bio-diversity Action Plan. Each Local Biodiversity Action Plan works on the basis of partnership to identify local priorities and to determine the contribution that they can make to the delivery of the national species and habitat action plans. This indicator has therefore been designed to provide a measure of the extent to which tourism contributes to the protection and increase of bio-diversity in England.
- The first bio-diversity survey was carried out in 2002. Only 40 of the 833 organisations that signed up to a Bio-Diversity action Plan in England in 2002 were linked to tourism activities either directly, encouraged the use of their facilities for recreational purposes, or were involved with transport. A further review of Bio-Diversity Action Plans took place in 2005 and a report is due at the end of June 2006.
- Participating in a Bio-Diversity Action Plan is not however the only way in which tourism businesses can participate in environmental projects. For example more than 500 holiday parks have gained the David Bellamy Conservation Award by providing a commitment to preserving and enhancing the natural world, and South Hams District Council has involved over 110 businesses in green lanes heritage conservation. Future indicators will therefore have to take a wider look at commitment of tourism related businesses to the local environment.

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Indicator 5

Percentage of the total workforce employed in tourism



Source: Estimates based on 'UK Tourism Satellite Account First Steps Project' & ONS Labour Force Survey

Change 2000 – 2004



- The percentage of the total workforce employed in tourism remained constant at 4.7% from 2000 – 2002 and increased only slightly to 4.9% in 2004.
- Significant economic and social benefits arise when businesses recruit and train local people. In turn residents are more likely to appreciate the value of tourism to their area and be supportive of it. In many places tourism is one of the largest employers. Visitor spending generates jobs, income and wealth in the local community, which is then spent on other goods and services. In addition tourism provides employment opportunities for more flexible working patterns, allowing a wider group of people, such as part-timers, the young and the old to have access to jobs. Tourism therefore helps to sustain the economies of many local communities.
- Measuring the number of people employed by tourism nationally provides an indirect measure of tourism's contribution to the health of local communities but patterns will vary from area to area as will dependence on tourism in the local economy. In future it may be more helpful to break down the percentage of the workforce employed in tourism into different sub sectors.

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Indicator 6

Tourism sector average gross hourly earnings verses all industries gross hourly earnings



Note: Figures are available for the summer months only (June – August)

Source: ONS Labour Force Survey

Change 2002 – 2004



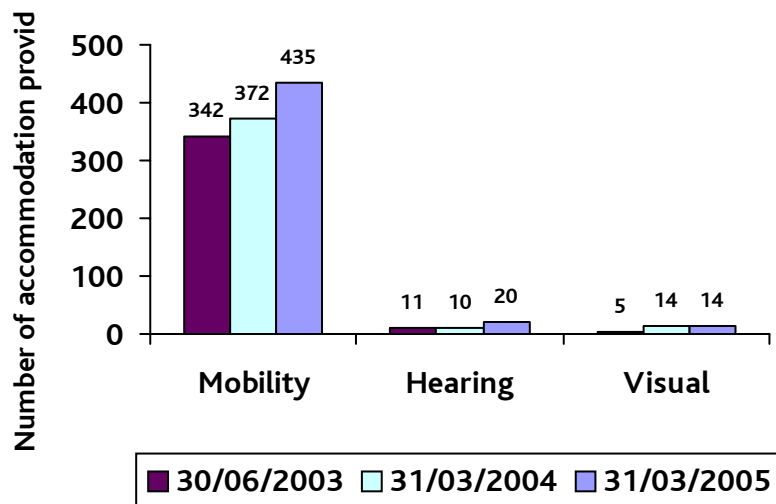
- Tourism sector average gross hourly earnings in 2002 were £6.16 compared with £9.45 for all other industries. This increased slightly to £6.80 in 2004 but was still well below the £10.20 earned by employees in other industries.
- Salaries within the tourism sector vary between different sub sectors (for example hotels and campsites, restaurants and bars) but If tourism wages are below the average for other industries this can deter people from seeking a career in tourism and reduce the overall pool of skills and talent available for the industry to call on. Improving the terms and conditions of tourism employment will therefore, be a key challenge for the industry's sustainability.
- It may be helpful in future to break down the figures into different sub-sectors or by job type.

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Indicator 7

The number of serviced accommodation providers participating in the National Accessible Scheme for disabled people



Source: VisitBritain

Change 2003- 2005

✔ Mobility and hearing ✔ Visual

- Making English tourism accessible to the widest range of customers as possible is an important aspect of sustainability.
- The Disability Discrimination Act 1999 came fully into force on 1 October 2004. Where a physical feature makes it impossible or unreasonably difficult for disabled persons to make use of a service it is the duty of the service provide to make reasonable adjustments to ensure that the service can be available to disabled people.
- The National Accessible Scheme (NAS) ensures a level of standards in meeting the needs of disabled people across three areas of disability, mobility, hearing, and visual impairment, in hotels, guesthouses and self-catering accommodation. The number of accommodation providers who have mobility standards has risen dramatically since 2003 with an increase of 93 properties but the number of properties specialising in facilities for those with hearing or visual difficulties remains small with a small increase from 11 – 20 for hearing and 5 – 14 for visual.
- This indicator gives an indication of the level of facilities for people with disabilities in England but this may mask the true figure as the NAS is a voluntary scheme and some accommodation providers who fully meet the requirements of the DDA may have decided not to apply for registration.

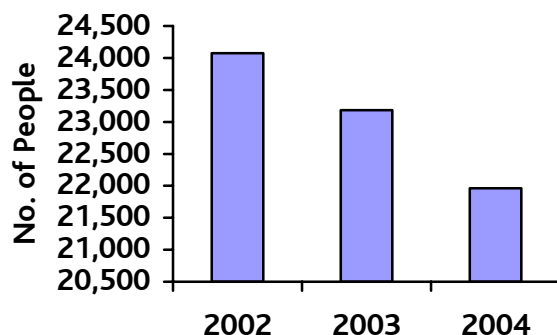
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Indicator 8

Number of employees in the hospitality business trained in hospitality programmes

Number of people attending Welcome to Excellence courses 2002 - 2004



Source: Tourism South East

Change 2002 – 2004



- The quality of the tourist experience is vital to ensure successful long-term tourism. This indicator aims to measure the uptake of training within the hospitality sector. It uses Welcome to Excellence courses as a measure and has been used to provide continuity with the ETC indicators.
- Welcome to Excellence courses offer one-day training programmes for front line staff and managers with the skills they need to provide high standards of service in areas such as customer service, dealing with international visitors and customers with disabilities or special needs. Until 2001 all regions were able to claim Further Education Funding Council grants for courses which resulted in a dramatic uptake in the Welcome to Excellence courses but since then funding has been geared to longer courses or full qualifications to which Welcome to Excellence is not part. Figures may rise in future with the development on a new Level 2 Certificate in Customer Service for Hospitality leisure, Travel and Tourism which will be based on the Welcome to Excellence courses.
- The experience that people have of the quality of service from employees is a key element in determining satisfaction. Many employers believe that customer service skills are generally lacking in UK born staff, in particular the young, and employers are increasingly requiring employees to have high-level customer service skills such as up selling
- . Ensuring that the workforce is properly trained will contribute to the economic stability of the industry, as satisfied customers will return and recommend to others. In addition it benefits the local economy to have well-motivated people with a wider range of skills as this attracts inward investment. It is also important that staff are familiar with the latest developments and good practice and have access to continuing training opportunities.

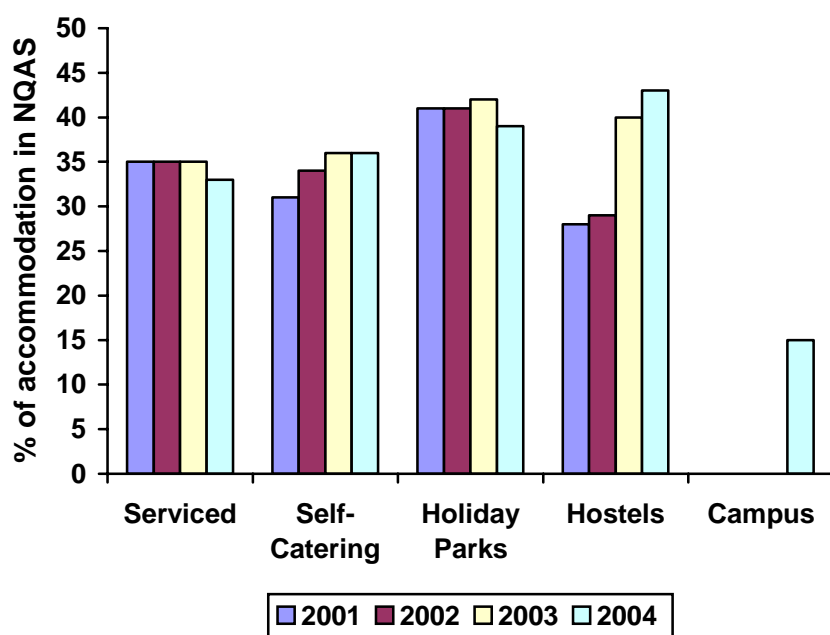
- Welcome to Excellence is not however the only training course available to the hospitality industry. Information from the national employers skills survey for instance, shows that the number of employees trained in hospitality has risen from 53% in 2003 to 55% in 2004 and nearly 60% of employers in the sector have provided training and development in the past 18 months based around job specific skills and perceived legislative areas, such as health and safety. This is explained in more detail in *Hospitality, Leisure, Travel and Tourism: A skills and labour market profile* compiled by [People 1st](#). Existing courses do not necessarily meet the industries needs and People 1st are working to rationalise qualifications and make them “fit for purpose”. Future indicators will therefore need to source data from a wider range of training courses and take some of these considerations into account.

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Indicator 9

Percentage of accommodation registered in National Quality Assurance Standards in England



Source: VisitBritain

Comparison of the values for number of accommodation properties participating in the NQAS in 2002 and 2004

Accommodation type		Total known stock of properties in England	Properties participating in the NQAS	% participating in the NQAS
Serviced	2002	33645	11634	35%
	2004	33489	10913	33%
Self-catering	2002	20640	9355	45%
	2004	23671	10765	45%
Holiday Parks	2002	2537	1045	41%
	2004	2677	1055	39%
Hostels	2002	749	217	29%
	2004	617	266	43%
Campus	2002	N/A	N/A	N/A
	2004	199	29	15%

Change 2000 – 2004

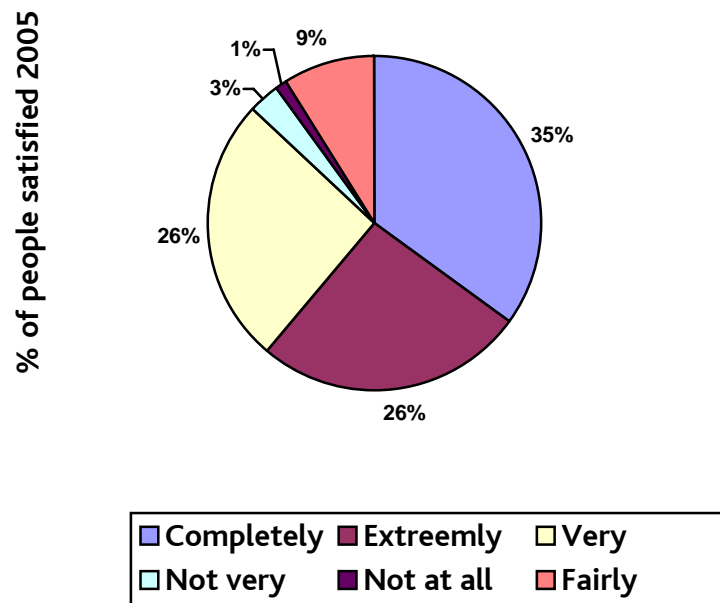
⊗ Serviced ⊕ Self-catering ⊗ Caravan parks ⊕ Hostels
Campus

- Quality assurance and grading schemes have a vital role to play in raising standards and provide clear guidance to what might be expected from accommodation.
- Improving quality for customers, rewarding those who invest in improvements, and identifying and acting on the barriers to investment in improving quality is vital if the economies of tourism destinations are to benefit. In England the harmonised Quality Assurance Standards between VisitBritain, the AA and RAC promotes good practice in service delivery and the provision of a quality standard of facilities for a variety of serviced accommodation. The table shows the percentage of known accommodation registered with Quality Assurance Schemes.
- There are however other locally run schemes that operators can participate in that can help improve quality and future indicators will need to take this into account. For instance caravan parks can participate in the David Bellamy Conservation Award and over 500 holiday parks have the award. This indicator therefore only measures one aspect of an improvement in quality.

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Indicator 10

Visitor satisfaction with holidays in England



Source: NOP

Change 2000 – 2005

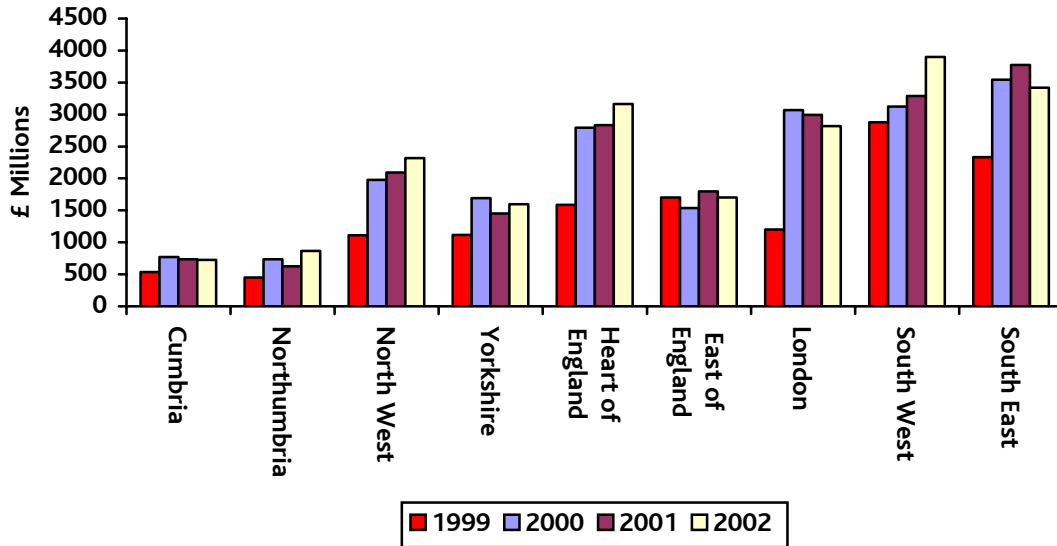


- Tourist satisfaction is central to whether tourists return and recommend the destination to others. Visitors' enjoyment is an important aspect of sustainable tourism and the longer-term sustainability of a destination. Tourist satisfaction is based on a number of factors:
 - Meeting tourists' expectations;
 - Providing a sense of good value for money;
 - Ensuring a clean, safe and secure environment;
 - Hospitality;
 - Quality of sites, events, attractions and services related to them;
 - Expectations and interests.
- A survey of tourists by the NOP in 2005 showed that 87% of tourists aged 16 or over were completely happy, extremely happy or very happy with their holiday in England, with 9% fairly happy and only 4% being concerned.

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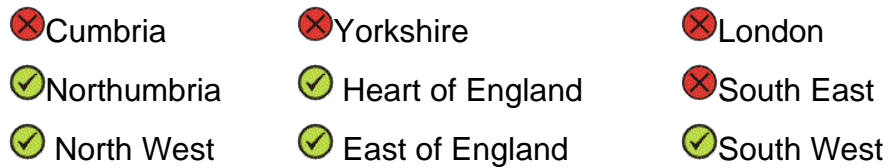
Indicator 11

**Tourism spend on trips by domestic residents by Regional Tourist Board
2000 - 2002**

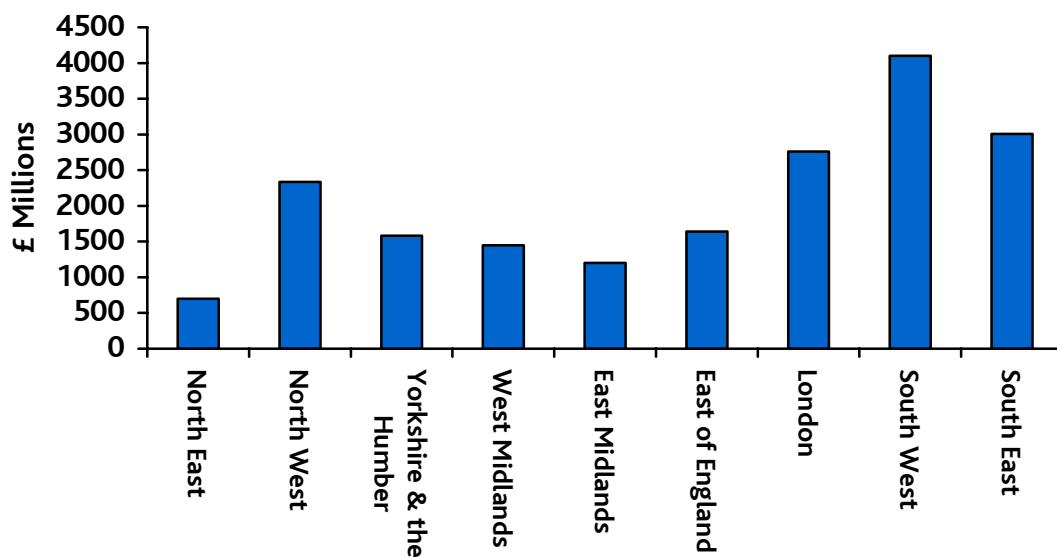


Source: UKTS & IPS

Change 2000 – 2002



Tourism spend on trips by domestic residents by Government Office 2004



Source: UKTS & IPS

Note: Figures for 2004 should be treated with caution due to survey methodological concerns. For a full explanation, please see the [data usage notice](#) on the StarUK website.

Change 2000 – 2004



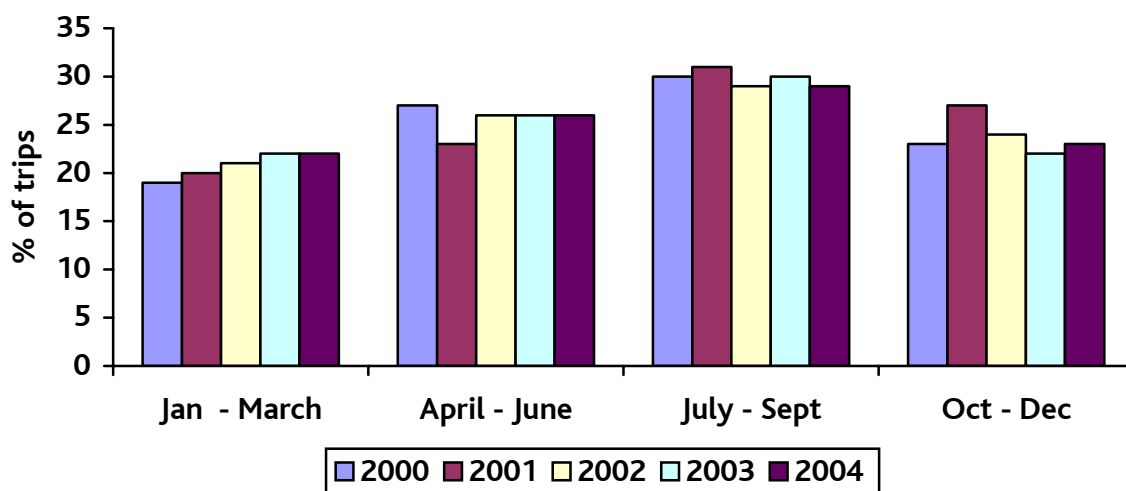
- Tourism helps to create more jobs and wealth in less favoured areas which are often peripheral or far from economic centres. A measure of tourism spends in each of the regions gives a good indication of tourism's overall contribution to regional economies.
- The method of collecting this information changed in 2004 with the use of Government Office areas rather than Regional Tourist Board areas.
- A regional analysis also does not estimate local economic impact or importance and although there may be decreases in some regions this does not necessarily mean that they are less sustainable than a region where there has been an increase. A national figure perhaps based on RDA areas, which can then be aggregated to form a national picture, may be better in future with regions providing their own assessments in their annual reporting cycles.

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Indicator 12

Percentage of trips made by UK residents (seasonal spread)



Source: UKTS

Note: Figures for 2004 should be treated with caution due to survey methodological concerns. For a full explanation, please see the [data usage notice](#) on the StarUK website.

Change 2000 – 2004

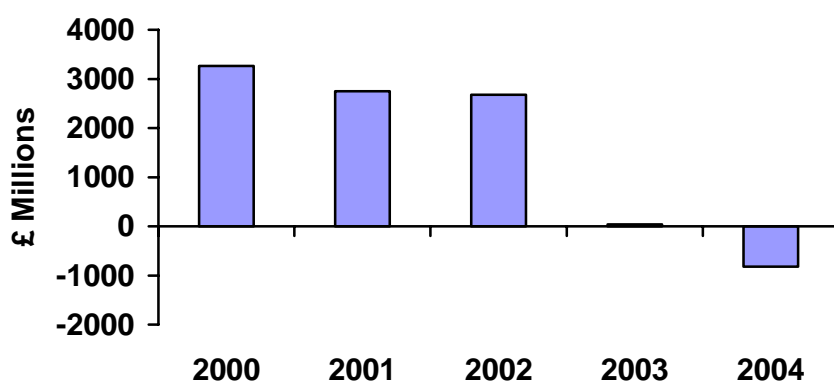
	2000	2004	
Q1	19%	22%	✓
Q2	27%	26%	≈
Q3	30%	29%	≈
Q4	23%	23%	≈

- Tourism that is heavily concentrated into a few months of the year can damage natural and built heritage, reduce the quality of experience for visitors, upset residents and cause cash flow strain on small businesses. A more even spread of visitor numbers throughout the year is usually more sustainable.
- Seasonal spread remains much the same between 2000 – 2004 with peak holidays taken between July and September although the number of trips taken between January and March has increased.

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Indicator 13

Net domestic holiday spend by UK tourists in England



Source: UKTS & IPS

Note: Figures for 2004 should be treated with caution due to survey methodological concerns. For a full explanation, please see the [data usage notice](#) on the StarUK website.

Change 2000 – 2004



Figs in £ millions		2000	2001	2002	2003	2004
A	English domestic holiday spend (inc VFR) UKTS	13,416	13,567	14,289	13,519	12,700
B	Spend by other UK residents in England (UKTS - Holidays & VFR)	1,519	1,572	1,773	1,463	1,500
C	Overseas visitor spend in England (IPS - Holidays & VFR only)	5,720	4,886	5,308	5,426	6,092
D	Spend abroad on tourism by English residents (IPS – Holiday & VFR only)	17,391	17,276	18,690	20,372	21,116

- The purpose of this indicator is to measure the net domestic inflow/outflow over time for English holiday spend. There are four components:
 - A English domestic holiday spend
 - B Spend by other UK residents in England
 - C Overseas visitor spend in England

D Spend abroad on tourism by English residents

- The net effect of these four components is arrived at by $(A+B+C) - D$ and provides a measure of the overall pattern of spend on English tourism.
- English domestic holiday spend, spend by other UK residents in England and overseas visitor spend in England has remained fairly static (although influenced by world events such as Foot and Mouth, 11 September and the war in Iraq) but spend abroad on tourism by English residents has risen steadily from £17,391m in 2000 to a record high of £21,116m in 2004.
- Although relatively static over the period from 2000, it is thought that the UK Tourism Survey methodology concerns in 2004 may have led to an under-representation of the true value of English domestic holiday spend (A). As such, the change to this indicator over the period should be treated with caution.
- It should also be noted that the figures for spend abroad on tourism by English residents (D) includes spending on day trips abroad (for the purposes of holiday or visits to friends and relatives). Expenditure on domestic tourism day trips by English (A), or other UK (B), residents is not included in this indicator. It is expected however that this amount does not significantly contribute to the overall net value.
- For future indicators it may be helpful to show total tourism expenditure and measure inbound and inbound tourism as well as domestic tourism.

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Notes

Indicator	Notes	Equivalent ETC indicator
1		2A
2	2004 data will not be available until May 2006.	2B
3		3
4	The indicator was devised by the ETC for the 2001 report but the first data was not available until 2002.	6
5	Figures in the ETC 2001 report were based on the Labour Force Survey	7A
6	The figures are presented in £s rather than as a % figure. £s not seasonally adjusted.	7B
7	The NAS was revised in 2002.	11
8	Figures are no longer collected on individual sectors of the hospitality sector as shown in the 2001 ETC data	13
9		14
10	The indicator was devised by the ETC for the 2001 report but the first data was not available until after publication	15
11	Data for 2000 – 2002 does not include figures for spend recorded in the surveys where the region was unspecified. Figures for the Southern and South East Tourism Board have been aggregated as both merged to form Tourism South East in 2003	16
12		19
13	Figures may not be directly comparable with ETC 2001 statistics, as a slightly different methodology to compile the figures has been used.	20