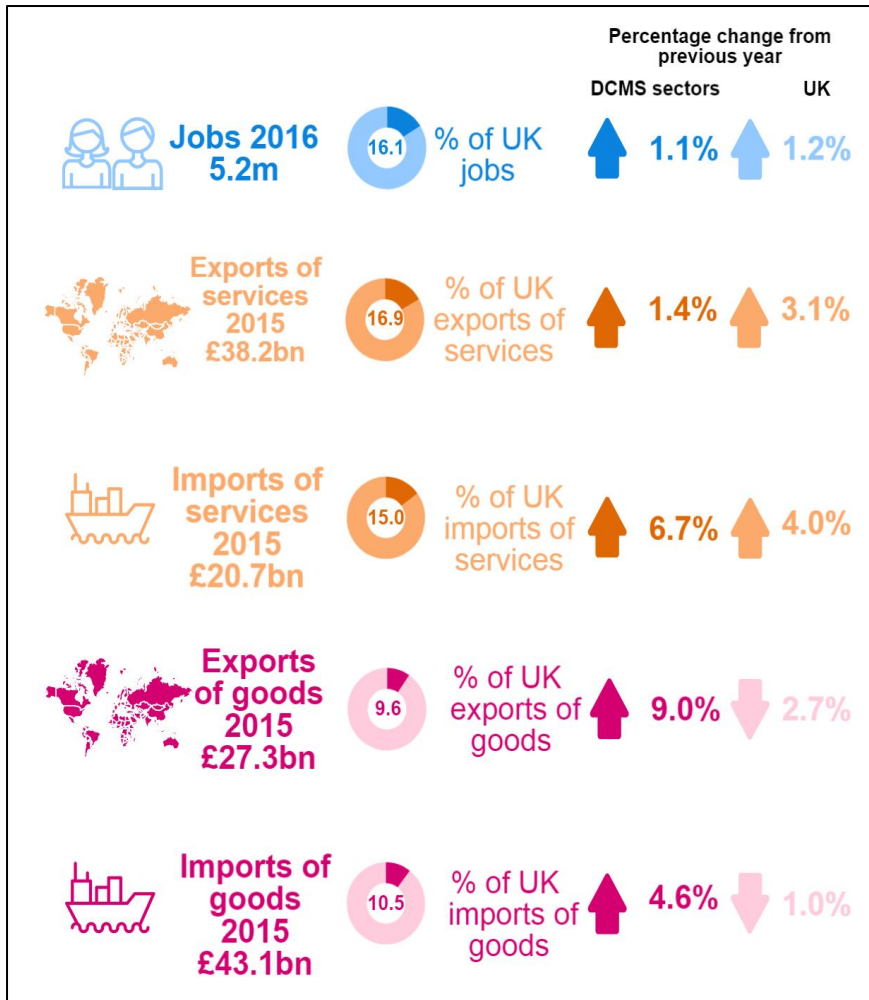




# DCMS Sectors Economic Estimates 2017: Employment and Trade



- In 2016, 5.4 per cent of jobs in DCMS sectors (excluding Tourism) were filled by EU nationals, compared to 7.0 per cent in the UK economy as a whole.
- Exports of services to the EU accounted for 43.3 per cent of exports of services from DCMS sectors in 2015 compared to 39.4 per cent of total UK service exports.
- Imports of services from the EU accounted for 47.7 per cent of imports of services from DCMS sectors in 2015 compared to 49.4 per cent of total UK service imports.

This publication was revised on

- 16 August 2017 to correct an error in the percentage of UK total figures in Table 4.1: Exports of services by DCMS Sectors, and the associated commentary.
- 29 August 2017 to correct an error in the EU percentages in Figure 3.5: Percentage of DCMS sector jobs (excluding Tourism) by nationality.

This release provides estimates of the contribution of DCMS sectors to UK jobs, exports and imports of services, and exports and imports of goods. The DCMS sectors cover:

- Civil Society
- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism

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# Chapter 1: Introduction

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## Code of Practice for Official Statistics

DCMS Sector Economic Estimates is an Official Statistic and has been produced to the standards set out in the Code of Practice for Official Statistics.

## Background

Released: 26 July 2017

Geographic Coverage: United Kingdom

This release provides estimates for the **number of jobs** in DCMS sectors (2016) together with the following breakdowns for all sectors except Tourism:

- region and devolved administration (Scotland, Wales and Northern Ireland);
- employed, self-employed;
- demographics: gender, ethnicity, age, qualification, socio-economic classification;
- full time, part time; and
- UK national, EU national, or other national.

It also provides estimates of **exports and imports of services** in DCMS sectors (2015), and for the first time, it includes experimental estimates of **exports and imports of goods** in DCMS sectors (2010 to 2015). For exports and imports of services, we have also provided a breakdown by:

- Continent;
- EU and rest of the world; and
- Selected countries.

The DCMS sectors cover:

- Civil Society
- Creative Industries
- Cultural Sector
- Digital Sector
- Gambling
- Sport
- Telecoms
- Tourism

The estimates cover the contribution of the sectors covered by the Office for Civil Society for the first time. A definition for each sector is available in the associated [methodology note](#), along with details of methods and data limitations. There is significant overlap between DCMS sectors so users should be aware that the estimate for “DCMS sectors total” is lower than the sum of the individual sectors.

## Limitations

The estimates set out in this report are robust but there are some limitations which users should be aware of:

**Sport** - For the purposes of this publication the statistical definition of sport has been used. This incorporates only those 4 digit Standard Industrial Classification (SIC) codes which are predominately sport (see methodology note Table 2.1). DCMS also publishes estimates of sport based on the EU agreed Vilnius definition. The Vilnius definition is a more comprehensive measure of sport which considers the contribution of sport across a range of industries, for example sport advertising, and sport related construction. The DCMS Sport Satellite Account is currently being developed and therefore has not been used in these estimates.

**Tourism** – Tourism direct employment figures are used in this publication. These are defined as the number of jobs that are directly supported by tourism consumption across the tourism industries. For 2015 and 2016 provisional estimates have been produced using data for previous years.

Estimates for tourism used in this publication are based on a different methodology to all other sectors as they are taken from the Tourism Satellite Account (TSA). This methodology uses survey data to allocate spend by industry which is used to produce robust measures of Gross Value Added (GVA). These data are then used to produce “tourism ratios”, which estimate the proportion of different industries that are supported by the tourism industry. The tourism ratios are then applied to employment in the relevant industries to produce estimates of direct tourism in these industries. Jobs data are taken from the Annual Population Survey (APS), the same source as the other DCMS sectors, but are then pro-rated to Workforce Job estimates. The TSA only provides headline estimates, since the tourism ratios cannot be used to produce robust demographic breakdowns for Tourism direct jobs. Therefore tourism is only included in the headline figures in this report.

Tourism total employment up to 2014 is provided in the latest Tourism Satellite Account (TSA) Table 7. The Tourism figures for 2015 and 2016 are estimates that are not based on a full UK-Tourism Satellite Account and are therefore subject to revision when the TSA for 2015 and 2016 are produced in November 2017. To produce the 2015 tourism direct employment estimate, the growth rate for the relevant SIC categories for the broad tourism industries (from the APS data) was applied to the tourism satellite account tourism industries’ employment estimates for 2014. This gives total employment for 2015, which the 2015 tourism ratios can then be applied to in order to get an estimate of direct tourism employment for 2015. Due to GVA estimates not being available for 2016, we are unable to produce tourism ratios for 2016 and therefore tourism direct employment estimates for 2016 are calculated using tourism ratios as at 2015 and applied to the latest Tourism industries data for 2016. Both 2015 and 2016 employment estimates for tourism are provisional and will be updated in November, when GVA estimates for 2016 are published.

More details are available in the methodology note.

**Industry breakdowns** – The employment estimates in this report are based on survey data from the Annual Population Survey (APS). This is a household survey with industry self-reported by the individual completing the survey. This provides good information on

demographics, but leads to some inaccuracies on the industry breakdown. This should be borne in mind when using these estimates. More information is included in the accompanying [methodology note](#).

**Office for Civil Society** – Responsibility for the Office for Civil Society was transferred from Cabinet Office to DCMS on 21 July 2016. The Office for Civil Society leads cross-government work in support of the voluntary, community and social enterprise sector (VCSE). The estimates included in this report attempt to measure jobs for this sector for people who work in a charity, voluntary organisation or trust. This is an underestimate for the sector and does not include volunteers, social enterprises and mutuals. External data sources have been provided where appropriate to give an approximation of the size for these elements not captured in the DCMS sectors. Employment estimates have been produced from 2011 including the Office for Civil Society to aid comparisons over time. For the purpose of this release, there are no reported exports or imports for this sector.

**Exports/imports of goods** – Estimates for exports and imports of goods have been published in this release for the first time using data from the EU-wide Intrastat survey and from Customs export and import entries. The Intrastat survey and Customs export and import entries data are listed in Combined Nomenclature 2008 (CN08) format. CN08 is based on the Harmonised System (HS) of tariff nomenclature. This is an internationally standardised system of coding for classifying goods for trade. CN08 codes are 8 digit codes that identify categories of goods. DCMS Sectors are defined at the 4 digit SIC code level, and therefore a conversion tool from SIC to CN codes was used to find the best match. These data are “experimental” statistics and we are seeking feedback on these estimates from users.

**Exports and imports** – Estimates are provided for both goods and services. These are based on different data sources, and as a result have been presented as two separate figures. If a user decides to add the two sources together, then they should bear in mind these differences in data sources, and also add Tourism exports or imports to this total. (Estimates for tourism exports and imports combine goods and services and are therefore not included in the separate headline figures for goods or services in DCMS sectors presented in this report).

### **Feedback and consultation**

DCMS aims to continuously improve the quality of estimates and better meet user needs. In response to user requests, this release includes experimental statistics on exports and imports of goods for the first time. DCMS particularly welcomes feedback on this element of the release, as outlined in Annex A. Feedback and responses should be sent to DCMS via email at [evidence@culture.gov.uk](mailto:evidence@culture.gov.uk) by 15 September 2017.

## Chapter 2: Key findings

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### Employment

- In 2016, there were 5.2 million jobs in DCMS sectors, 16.1 per cent of all jobs in the UK. This represents a 1.1 per cent increase since 2015 (5.2 million), and an 11.3 per cent increase since 2011 (4.7 million). Over the same time periods, UK employment increased by 1.2 per cent and 7.6 per cent respectively.
- 5.4 per cent of jobs in DCMS sectors (excluding Tourism) were filled by EU nationals (not including UK nationals), 90.2 per cent were filled by UK nationals and the remaining 4.4 per cent were filled by non-EU nationals. These proportions suggest that there are slightly fewer EU nationals in DCMS sectors than in the UK economy as a whole, where 7.0 per cent were EU (non-UK) nationals, 89.2 per cent were UK nationals and 3.8 per cent were non-EU nationals.

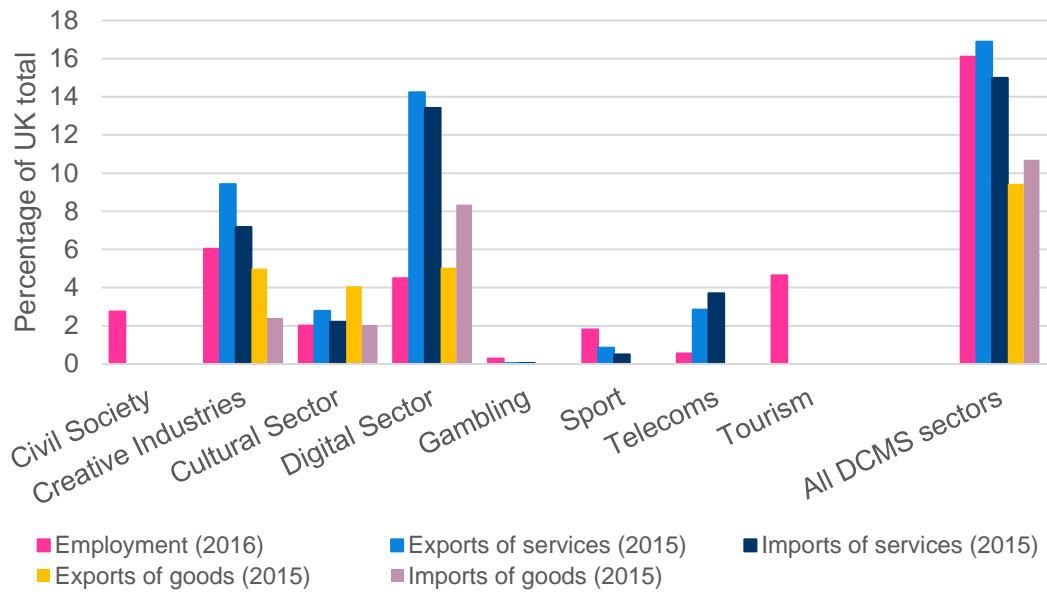
### Exports and imports of services

- In 2015, DCMS sectors exported £38.2 billion worth of services to the rest of the world, 16.9 per cent of total UK service exports. This was 1.4 per cent higher than in 2014, and 42.4 per cent higher than in 2010. This compared to a 3.1 per cent increase between 2014 and 2015, and a 29.5 per cent increase between 2010 and 2015 for the UK as a whole.
- In 2015, 43.3 per cent of exports of services from DCMS sectors went to countries in the European Union (EU); this compares to 39.4 per cent of all UK exports of services.
- In 2015, DCMS sectors imported £20.7 billion worth of services from the rest of the world, 15.0 per cent of total UK imports of services. This was a 6.7 per cent increase from 2014, compared with a 4.0 per cent increase for the UK as a whole.
- In 2015, 47.7 per cent of imports of services for DCMS sectors came from countries in the European Union (EU). This is 6.0 per cent lower than the same figure for 2014. Nearly half (49.4%) of total UK service imports came from the EU in 2015.

### Exports and imports of goods – experimental statistics

- In 2015, DCMS sectors exported an estimated £27.3 billion worth of goods to the rest of the world, 9.6 per cent of total UK goods exports.
- The value of exports of goods for DCMS sectors increased by 9.0 per cent between 2014 and 2015 compared to a decrease of 2.7 per cent for the UK as a whole. Between 2010 and 2015 goods exports for DCMS sectors grew at a smaller rate than the UK as a whole (1.4% and 5.4% respectively).
- In 2015, DCMS sectors imported £43.1 billion worth of goods from the rest of the world, 10.5 per cent of total UK goods exports.
- The value of imports of goods for DCMS sectors increased by 4.6 per cent between 2014 and 2015 compared to a decrease of 1.0 per cent for the UK as a whole. However, between 2010 and 2015 goods imports for DCMS sectors grew at a smaller rate than the UK as a whole (1.0% and 11.9% respectively).

**Figure 2.1: Key economic measures as percentage of UK totals**



## Chapter 3: Employment

### 3.1 Summary

In 2016, there were 5.2 million jobs in DCMS sectors, 16.1 per cent of all jobs in the UK. This represents a 1.1 per cent increase since 2015 (5.2 million), and an 11.3 per cent increase since 2011 (4.7 million). Over the same time periods, UK employment increased by 1.2 per cent and 7.6 per cent respectively.

**Table 3.1: Employment in DCMS sectors: 2011 to 2016**

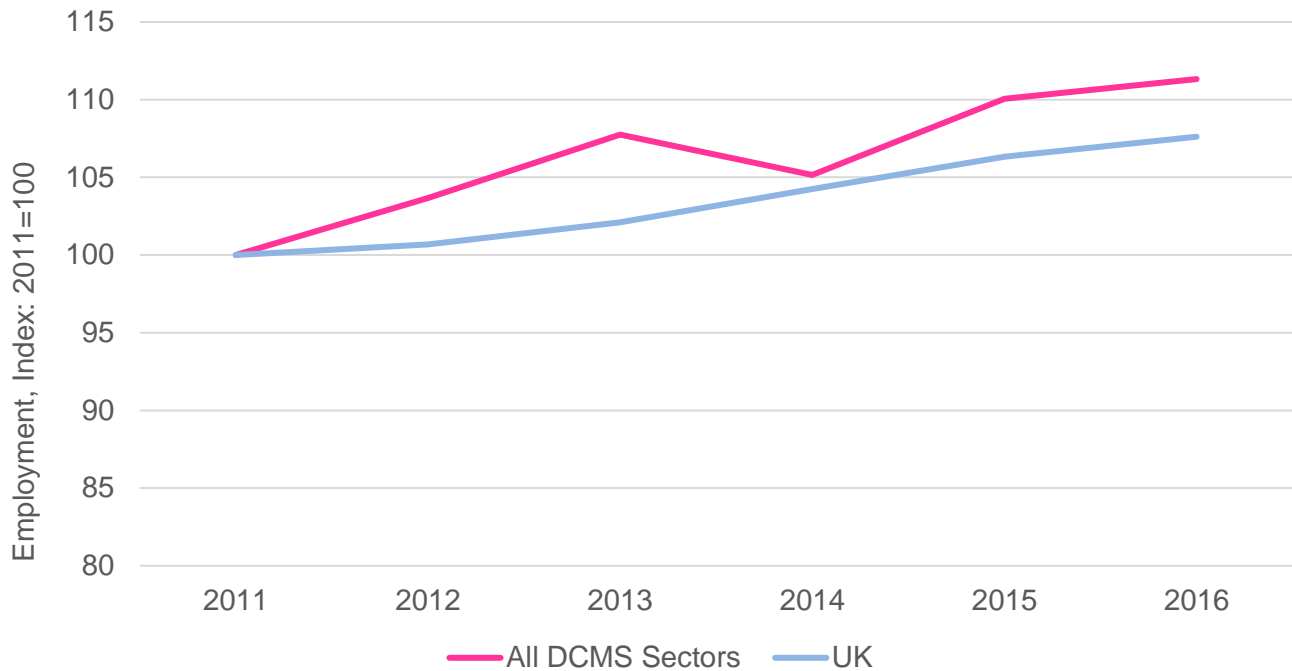
Employment (thousands)

DCMS sector	2011	2012	2013	2014	2015	2016	% change since 2015	% change since 2011	% of UK jobs 2016
Civil Society <sup>1</sup>	825	823	749	857	873	891	2.2	8.1	2.7
Creative Industries	1,562	1,691	1,713	1,808	1,866	1,958	5.0	25.4	6.0
Cultural Sector	545	582	594	623	642	654	1.8	20.0	2.0
Digital Sector	1,292	1,378	1,376	1,394	1,421	1,455	2.4	12.6	4.5
Gambling	89	84	92	84	85	93	9.0	4.2	0.3
Sport	492	505	488	526	563	586	4.2	19.2	1.8
Telecoms	174	164	174	184	174	176	1.3	1.6	0.5
Tourism <sup>2</sup>	1,457	1,532	1,604	1,432	1,587 <sup>P</sup>	1,504 <sup>P</sup>	-5.2	3.2	4.6
<b>DCMS sectors total<sup>3</sup></b>	<b>4,690</b>	<b>4,862</b>	<b>5,053</b>	<b>4,931</b>	<b>5,162</b>	<b>5,221</b>	<b>1.1</b>	<b>11.3</b>	<b>16.1</b>
<i>% of UK jobs</i>	<i>15.6</i>	<i>16.0</i>	<i>16.4</i>	<i>15.7</i>	<i>16.1</i>	<i>16.1</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>
<b>UK total</b>	<b>30,129</b>	<b>30,334</b>	<b>30,760</b>	<b>31,410</b>	<b>32,037</b>	<b>32,422</b>	<b>1.2</b>	<b>7.6</b>	<b>100.0</b>

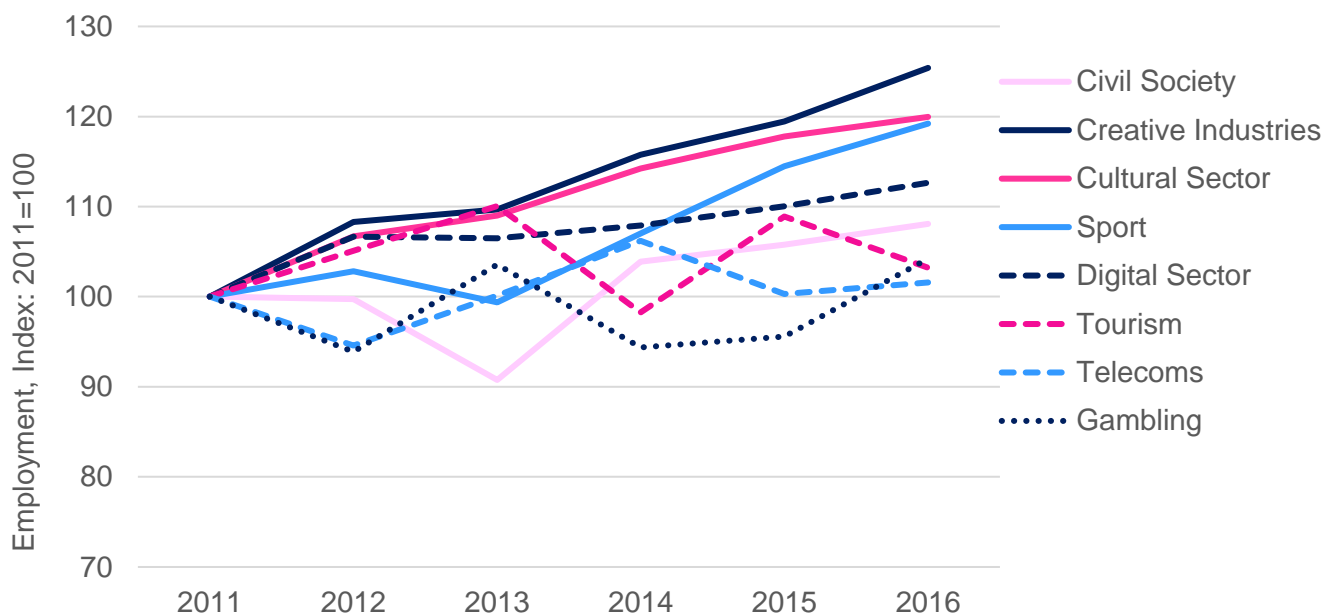
**Notes:**

1. Civil Society in this table represents people who work in a charity, voluntary organisation or trust. This is an underestimate for the sector and does not include volunteers, social enterprises and mutuals.<sup>1</sup>
2. The Tourism figures for 2015 and 2016 are estimates that are not based on a full UK Tourism Satellite Account and are subject to revision when UK-TSA for 2015 and 2016 are produced in November 2017.
3. The total for all DCMS sectors does not equal the sum of each sector due to overlap between sectors.
4. P = provisional

<sup>1</sup> The [Community Life Survey](#) shows that in 2016-17, 39% of adults in England undertook some formal or informal volunteering at least once a month. The [Mutuals Yearbook 2013](#) suggested that approximately 970,000 people were employed in mutuals, although there may be some overlap with DCMS other sectors captured in the table above, and more recent data are not available for 2016. DCMS are currently carrying out some research to identify and define social enterprises. This work is due to report in early 2018, and therefore DCMS hope to include employment in social enterprises in the next annual estimates.

**Figure 3.1: Index of growth in jobs for DCMS sectors and UK: 2011 to 2016 (2011=100)**

Of the DCMS sectors, the Creative Industries saw the largest percentage growth in employment since 2011 (25.4%). Telecoms (1.6%), Gambling (4.2%) and Tourism (3.2%) were the only sectors that experienced growth below the rate of the rest of the UK as a whole (7.6%) between 2011 and 2016.

**Figure 3.2: Index of growth in jobs by DCMS sector: 2011 to 2016 (2011=100)**

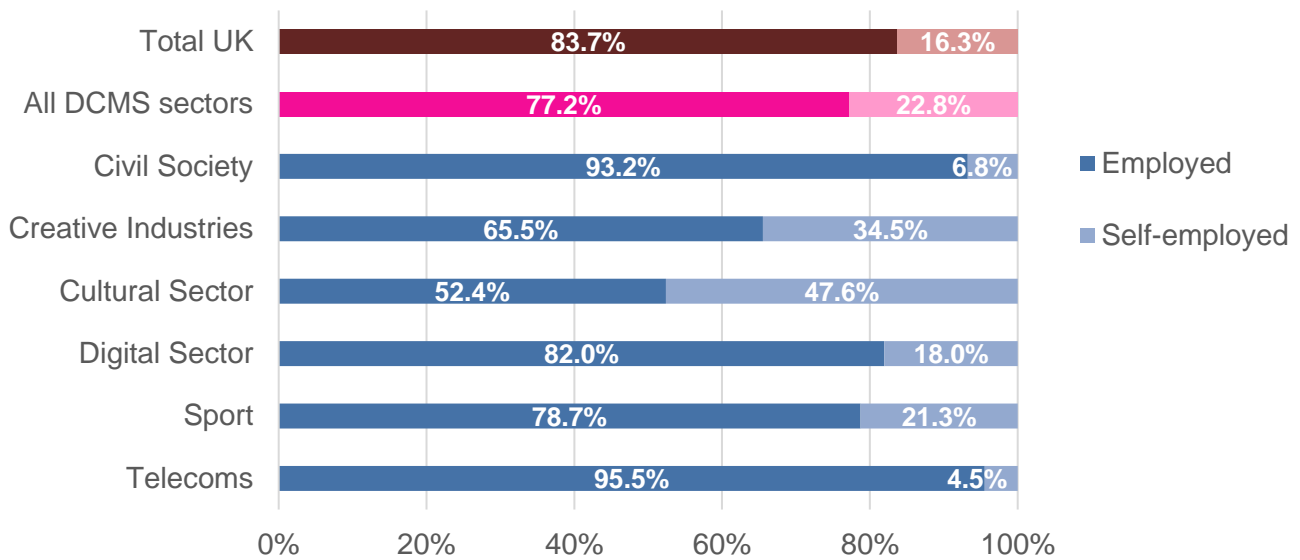
[More detailed tables](#) including further data have been published alongside this report. A summary of the key breakdowns is provided in this chapter.



### 3.2 Employment status

In 2016, 77.2 per cent of jobs in DCMS sectors (excluding Tourism<sup>2</sup>) were employed (rather than self-employed), compared with 83.7 per cent in the UK as a whole. This varied from 95.5 per cent in Telecoms to 52.4 per cent in the Cultural Sector.

**Figure 3.3: Proportion of employed and self-employed jobs, by DCMS sector (excluding Tourism): 2016**



### 3.3 Region and Devolved Administration

DCMS sectors accounted for more than 1 in 7 (16.1%) of all jobs in the UK in 2016, the same as in 2015 (16.1%). Excluding Tourism from the DCMS sectors, they accounted for approximately 1 in 8 (12.0%) UK jobs in 2016. Of all jobs in DCMS sectors (excluding Tourism), nearly a quarter were located in London (23.8%), with a further 15.9 per cent in the South East. The proportion in London varied across DCMS sectors with only 12.2 per cent of jobs in Sport compared with 33.2 per cent in the Cultural Sector.

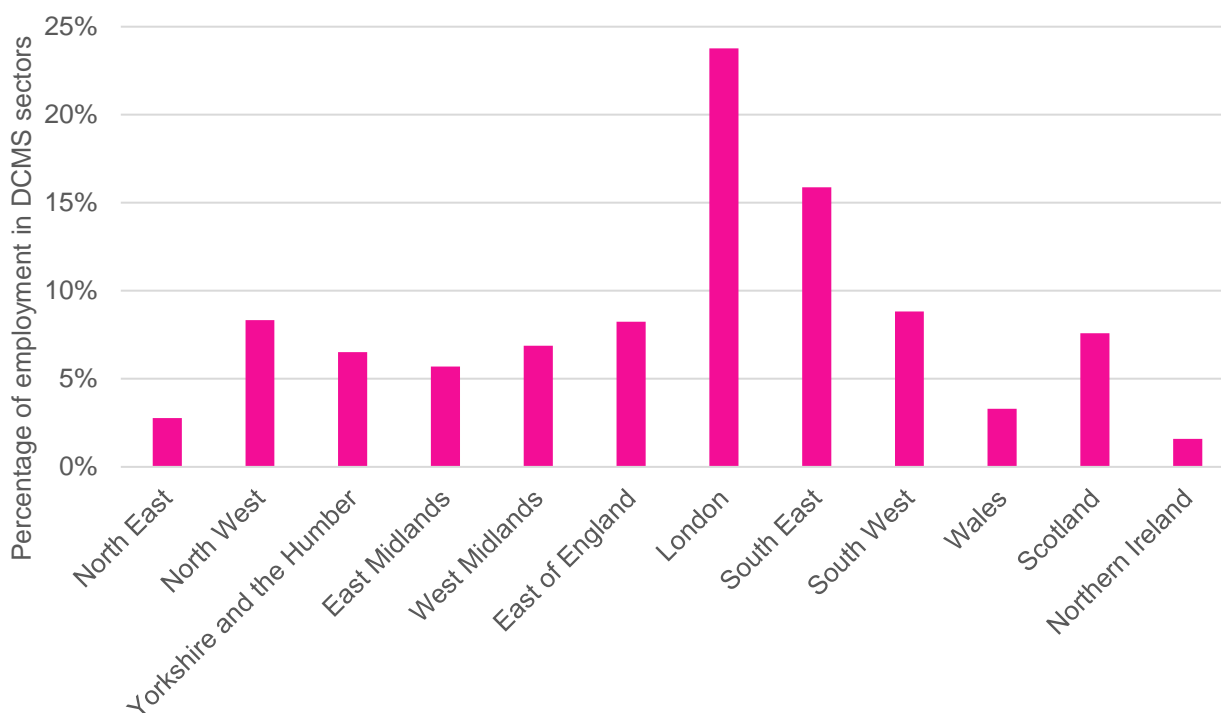
<sup>2</sup> Tourism data are from the Tourism Satellite Account which does not split Tourism direct employment by employed and self-employed status. However in 2014, 84.4 per cent of jobs in the Tourism Industries (not just tourism direct jobs) were employed jobs. These are not available for 2015 currently.

**Table 3.2: Employment in DCMS sectors (excluding Tourism), by region: 2016**

Region	Jobs 2016 (thousands)	% of DCMS sectors jobs	% of UK jobs
North East	108	2.8	9.2
North West	325	8.3	9.5
Yorkshire & The Humber	254	6.5	9.8
East Midlands	222	5.7	10.0
West Midlands	268	6.9	10.0
East of England	322	8.2	11.6
London	927	23.8	17.8
South East	619	15.9	14.0
South West	344	8.8	12.3
Wales	129	3.3	9.2
Scotland	296	7.6	11.2
Northern Ireland	62	1.6	7.6
<b>UK<sup>1</sup></b>	<b>3,901</b>	<b>100.0</b>	<b>12.0</b>

**Notes:**

1. Total not equal to sum of regions as a small number of jobs are allocated outside the UK.

**Figure 3.4: Percentage of DCMS sector jobs (excluding Tourism), by region: 2016**

[More detailed tables](#) on employment within each DCMS sector by region and devolved administration have been published alongside this report.

### 3.4 Nationality

In 2016, 90.2 per cent of jobs in DCMS sectors (excluding Tourism) were filled by UK nationals, 5.4 per cent were filled by other EU nationals and the remaining 4.4 per cent were filled by non-EU nationals. These proportions suggest that there are slightly fewer EU nationals in DCMS sectors than in the UK economy as a whole, where 89.2 per cent were UK nationals, 7.0 per cent were other EU nationals and 3.8 per cent were non-EU nationals.

There is variation between different DCMS sectors; the Creative Industries and the Digital Sector had the highest proportion of EU nationals (6.7 per cent of jobs), compared to 3.4 per cent in Sport.

Tourism is not included in the DCMS total due to data not being available for direct tourism. Estimates for “Tourism Industries” are available in a separate [ONS release](#). In the broader tourism industries, just over 9 per cent of jobs were filled by EU nationals (not including UK nationals), approximately 85 per cent were filled by UK nationals and the rest (6%) by non-EU nationals.

**Table 3.3: Percentage of DCMS sector jobs (excluding Tourism) by nationality: 2016**

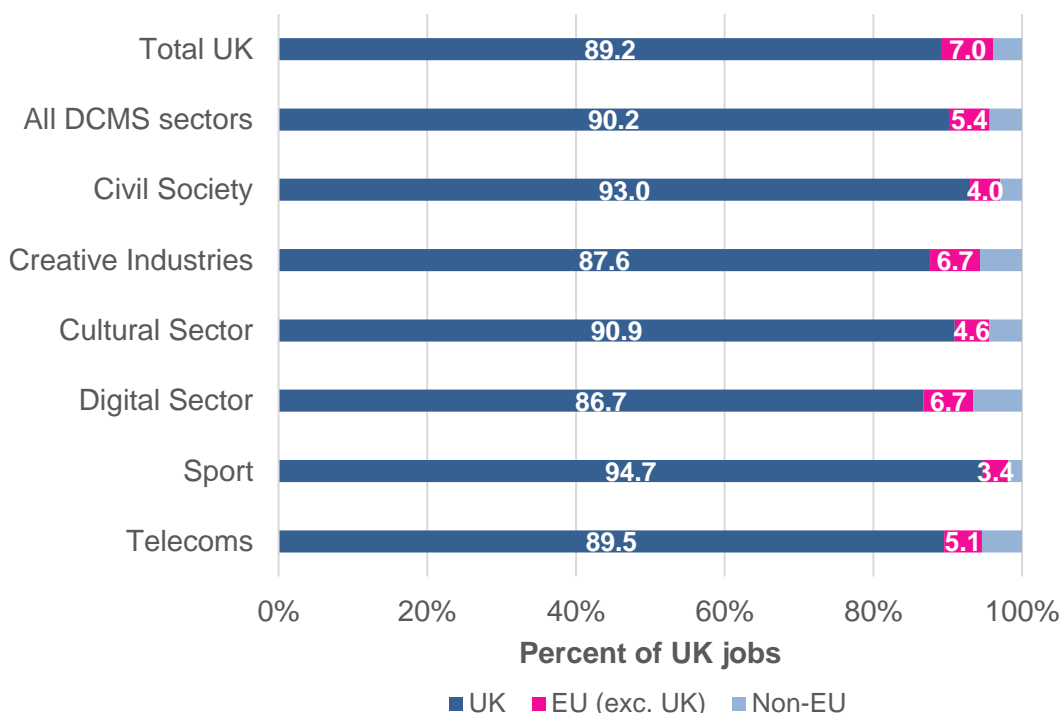
Nationality		Civil Society <sup>1</sup>	Creative Industries	Cultural Sector	Digital Sector	Gambling	Sport	Telecoms	All DCMS	All UK
UK	Employed	93.2	87.1	91.1	86.8	-	95.4	89.9	89.4	89.3
	Self-employed	89.6	88.6	90.7	86.5	-	92.2	82.5	89.3	88.8
	<b>Total</b>	<b>93.0</b>	<b>87.6</b>	<b>90.9</b>	<b>86.7</b>	<b>90.5</b>	<b>94.7</b>	<b>89.5</b>	<b>90.2</b>	<b>89.2</b>
EU	Employed	-	6.9	4.2	6.7	-	-	-	5.8	6.9
	Self-employed	-	6.4	5.1	6.8	-	-	-	5.9	7.3
	<b>Total</b>	<b>4.0</b>	<b>6.7</b>	<b>4.6</b>	<b>6.7</b>	<b>-</b>	<b>3.4</b>	<b>5.1</b>	<b>5.4</b>	<b>7.0</b>
Non-EU	Employed	-	6.0	4.6	6.5	-	-	-	4.8	3.8
	Self-employed	-	5.0	4.2	6.7	-	-	-	4.8	3.9
<b>Total</b>		<b>2.9</b>	<b>5.7</b>	<b>4.4</b>	<b>6.5</b>	<b>-</b>	<b>1.9</b>	<b>5.4</b>	<b>4.4</b>	<b>3.8</b>

**Notes:**

1. Civil Society in this table represents people who work in a charity, voluntary organisation or trust. This is an underestimate for the sector and does not include volunteers, social enterprises and mutuals.

2. “-” denotes figures have been suppressed. All figures under 6,000 are suppressed in order to prevent any disclosure of personal data in the statistics in accordance with APS guidance. Where one category has been suppressed, the second lowest category is also suppressed.

**Figure 3.5: Percentage of DCMS sector jobs (excluding Tourism) by nationality: 2016**



### 3.5 Demographics

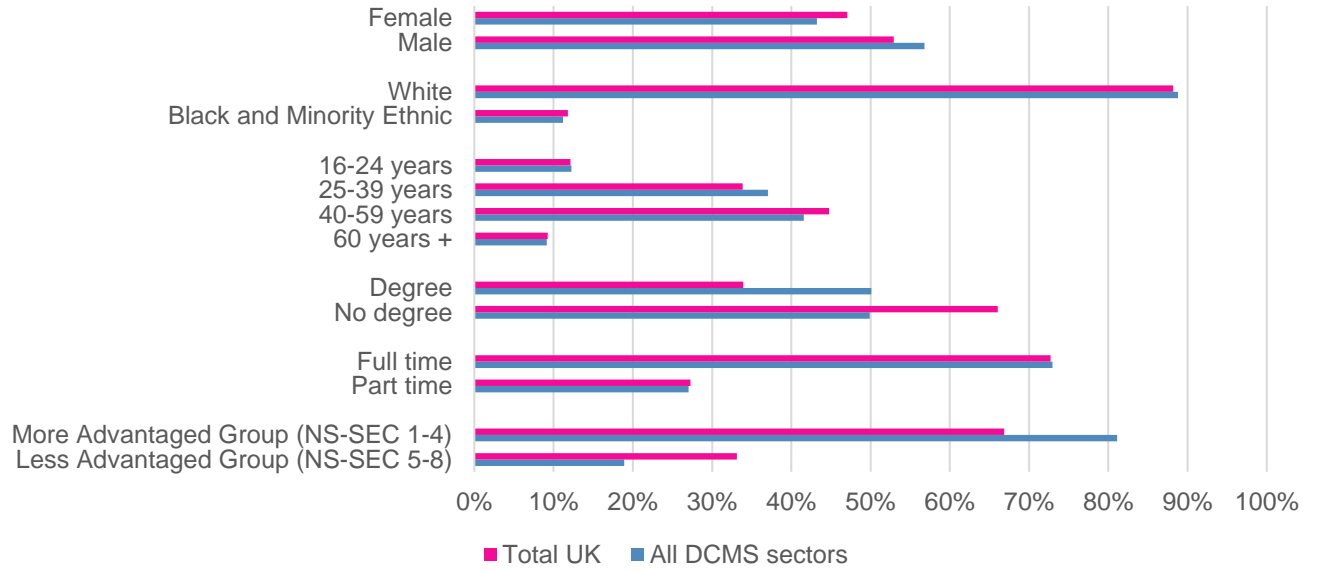
In 2016,

- 55.6 per cent of jobs in DCMS sectors (excluding Tourism) were done by a male, compared with 50.4 per cent in the UK as a whole. This varied amongst DCMS sectors, from 71.7 per cent in the Digital Sector to 33.7 per cent in Civil Society.
- 88.8 per cent of jobs in DCMS sectors (excluding Tourism) were done by people from a white ethnic group. This is a similar proportion to the UK as a whole (88.2%). This varied amongst DCMS sectors, from 93.0 per cent in Sport to 84.9 per cent in Telecoms.
- Over 2 in 5 jobs in DCMS sectors (excluding Tourism) in 2016 were held by 40-59 year olds (41.6%), with over a third (37.0%) held by 25-39 year olds. These were similar proportions to the UK as a whole. Within Sport, 31.4 per cent of jobs were by 16-24 year olds, compared to 12.1 per cent for all DCMS sectors.
- Half of people in jobs in DCMS sectors (excluding Tourism) had a degree, compared to 33.9 per cent in the UK as a whole. This varied from 61.6 per cent in Creative Industries to 16.3 per cent in the Gambling sector.
- Nearly three quarters of people in jobs in DCMS sectors (excluding Tourism) were full time (72.9%); a similar proportion to the UK as a whole (72.6%). This however varied from 93.8 per cent in Telecoms to 56.1 per cent in Sport.
- 81.1 per cent of people in jobs in DCMS sectors (excluding Tourism) were from a more advantaged group<sup>3</sup>, compared with 66.9 per cent in the UK as a whole. This varied from 91.6 per cent in the Creative Industries to 55.5 per cent in Sport.

**Figure 3.6: Percentage of DCMS sector jobs by demographics (excluding Tourism): 2016**

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<sup>3</sup> This report uses the [National Statistics Socio-economic Classification \(NS-SEC\)](#) to analyse socio-economic class. The NS-SEC is an occupationally based classification, i.e. based on jobs. The term 'more advantaged groups' refers to NS-SEC 1-4, with 'less advantaged groups' referring to NS-SEC 5-8.



## Chapter 4: Exports and imports of services

This section provides estimates of exports and imports of services from and to DCMS sectors, excluding Tourism. Estimates are given in current prices (i.e. not adjusted for inflation) and are based on data from the International Trade in Services survey. Further information on methodology is available in the [methodology note](#). Latest data available for exports and imports from the International Trade in Services survey are for 2015.

Exports and imports in the Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in this section.

### 4.1 Exports of services

In 2015, DCMS sectors exported £38.2 billion worth of services to the rest of the world, representing 16.9 per cent of total UK service exports. This was a slight increase of 1.4 per cent from 2014 and a 42.4 per cent increase compared to 2010.

The percentage growth in the value of service exports for DCMS sectors between 2010 and 2015 was greater than that for all UK industries (42.4% for DCMS sectors compared to 29.5% for the UK as a whole). However, the growth rate in service exports between 2014 and 2015 was lower for DCMS sectors than for all industries, at 1.4 per cent and 3.1 per cent respectively.

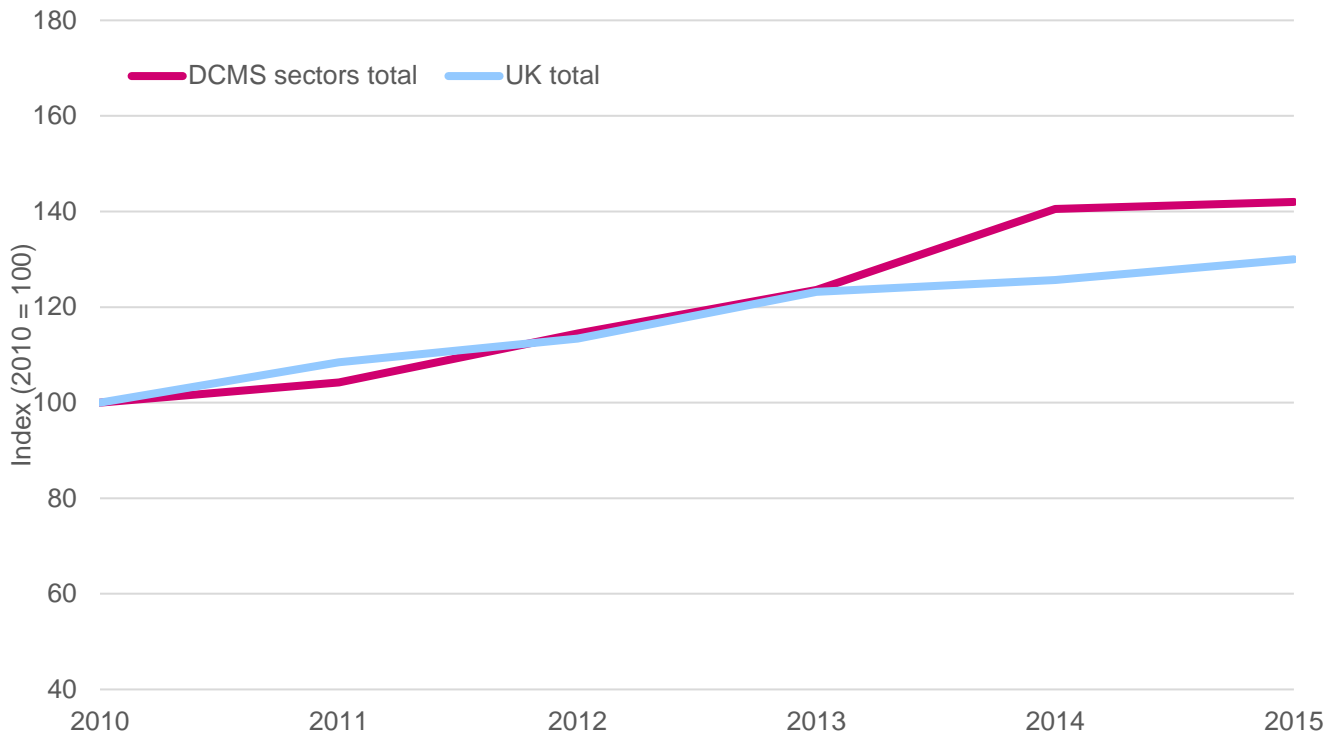
**Table 4.1: Exports of services by DCMS sectors<sup>1,2</sup>: 2010 to 2015**

DCMS sectors	Export of services (£ billion)						% UK total 2015	% change since 2014	% change since 2010
	2010	2011	2012	2013	2014	2015			
Creative Industries	14.7	15.5	17.3	17.9	19.8	21.2	9.4	7.2	44.3
Cultural Sector	5.1	4.6	4.9	4.8	5.4	6.3	2.8	15.9	23.8
Digital Sector	23.0	23.6	26.1	27.6	31.8	32.1	14.2	1.1	39.6
Gambling <sup>3</sup>	0.2	0.2	0.1	0.3	0.2	0.1	0.0	-37.8	-45.2
Sport	0.9	1.3	1.1	1.4	1.8	1.9	0.9	8.1	106.4
Telecoms	4.6	4.6	5.2	6.3	6.8	6.4	2.9	-5.1	39.4
<b>DCMS sectors total<sup>4</sup></b>	<b>26.8</b>	<b>27.9</b>	<b>30.7</b>	<b>33.1</b>	<b>37.7</b>	<b>38.2</b>	<b>16.9</b>	<b>1.4</b>	<b>42.4</b>
<b>UK total<sup>5</sup></b>	<b>174.1</b>	<b>188.8</b>	<b>197.5</b>	<b>214.5</b>	<b>218.8</b>	<b>225.5</b>	<b>N/A</b>	<b>3.1</b>	<b>29.5</b>
<i>DCMS sectors as a % of UK total</i>	<i>15.4</i>	<i>14.8</i>	<i>15.5</i>	<i>15.4</i>	<i>17.2</i>	<i>16.9</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>

**Notes:**

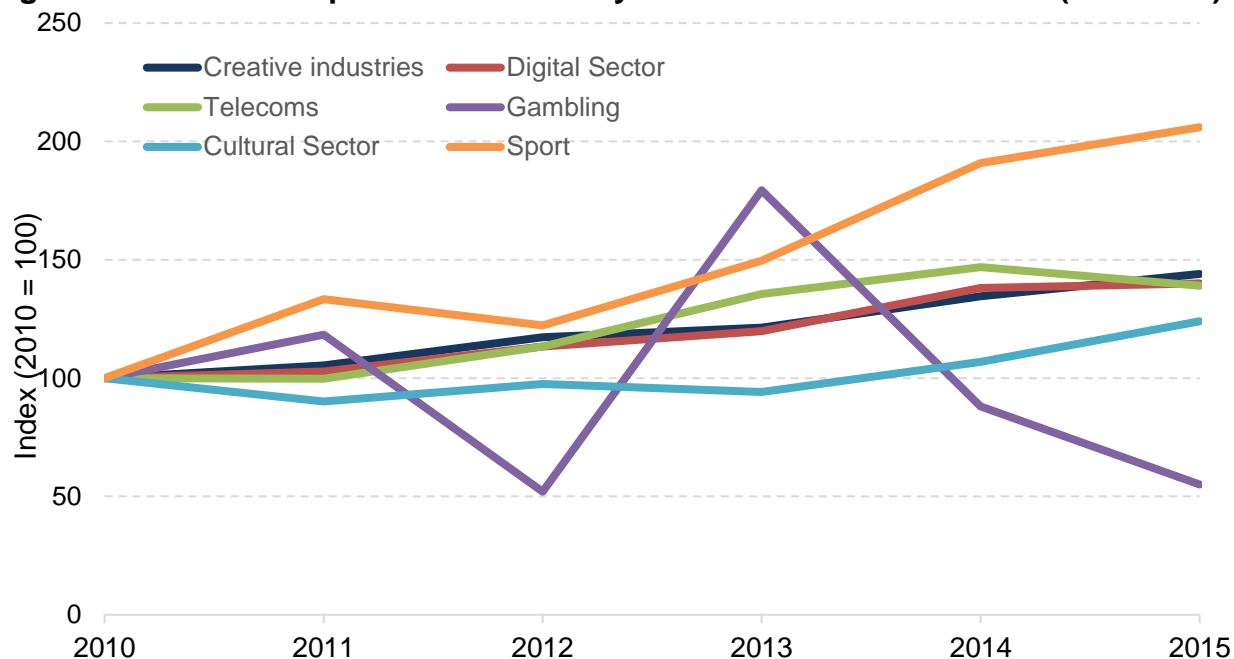
- DCMS sector total does not include Tourism as it is not possible to split goods and services. In 2015, the UK Tourism sector exported £22.1 billion worth of goods and services to the rest of the world. This accounted for 4.3 per cent of total UK exports of goods and services (see section 6.1).
- Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.
- There is a substantial percentage change for the Gambling sector (SIC 92.00) for both exports and imports of services. This sector is relatively small and therefore changes in trading activity, reporting structure or industrial classification for any business can have a large impact on the overall sector figures. Care should therefore be taken when comparing figures over time.
- DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
- UK estimate is taken from ONS Pink Book 2016 (Chapter 9)

**Figure 4.1: Index of value of exports of services, DCMS sectors and UK: 2010 to 2015 (2010=100)**



The greatest contribution to UK and DCMS sector service exports was from the Digital Sector (14.2% of total UK service exports in 2015), followed by the Creative Industries (9.4%).

Gambling is the only sector which has not seen growth in service exports since 2010 (37.8% decrease since 2014 and a 45.2% decrease since 2010). Estimates for Gambling are volatile because the number of enterprises in the sector and the value of exports is relatively small. Some of the change may also be due to changes in regulations on where firms must be located in order to operate in the UK, which applied from late 2014.

**Figure 4.2: Index of exports of services by DCMS sector: 2010 to 2015 (2010=100)****Notes:**

1. There is a substantial percentage change for the Gambling sector (SIC 92.00) for both exports and imports of services. This sector is relatively small and therefore changes in trading activity, reporting structure or industrial classification for any business can have a large impact on the overall sector figures. Care should therefore be taken when comparing figures over time.

**4.1.2 Exports by continent, EU and country**

In value terms, more than half (55.8 per cent or £21.3 billion) of exports of services from DCMS sectors in 2015 went to Europe. This compares with 52.9 per cent of total UK service exports in 2015. Exports of services to the EU accounted for 43.3 per cent of exports of services from DCMS sectors in 2015, compared with 39.4 per cent of total UK service exports.

**Table 4.2: Exports of services by continent: 2015**

DCMS sectors	Exports of services (£ million)					
	Africa	Americas <sup>1</sup>	Asia	Australasia & Oceania	Europe	World <sup>2</sup>
Creative Industries	399	6,194	2,046	404	12,022	21,233
Cultural Sector	169	1,851	462	140	3,580	6,260
Digital Sector	1,101	8,583	3,192	570	18,382	32,113
Gambling	-	16	0	-	90	106
Sport	132	448	769	14	570	1,936
Telecoms	591	1,377	1,181	109	3,119	6,433
<b>DCMS sector total<sup>3,4,5</sup></b>	<b>1,276</b>	<b>10,110</b>	<b>4,507</b>	<b>633</b>	<b>21,303</b>	<b>38,166</b>
<i>% of DCMS sector total</i>	<i>3.3</i>	<i>26.5</i>	<i>11.8</i>	<i>1.7</i>	<i>55.8</i>	<i>100</i>

**Notes:**

- Americas includes Canada, USA, Central America and South America.
- Sum of continents does not equal world figure due to omission of some areas from specific continents, see [methodology note](#).
- DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
- DCMS sector total does not include Tourism as it is not possible to split services and goods.
- Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.



**Table 4.3: Exports of services to EU<sup>1,2</sup> versus rest of world: 2015**

	Exports of services (£ million)		Exports of services (%)	
	EU	Rest of World	EU	Rest of World
Creative Industries	9,563	11,670	45.0	55.0
Cultural Sector	3,035	3,225	48.5	51.5
Digital Sector	14,462	17,651	45.0	55.0
Gambling	15	92	13.8	86.2
Sport	488	1,449	25.2	74.8
Telecoms	2,663	3,770	41.4	58.6
<b>DCMS sector total<sup>3,4,5</sup></b>	<b>16,541</b>	<b>21,625</b>	<b>43.3</b>	<b>56.7</b>
<b>UK Total</b>	<b>88,909</b>	<b>136,576</b>	<b>39.4</b>	<b>60.6</b>

**Notes:**

1. For definition of EU, see [methodology note](#).
2. In line with ONS estimates Gibraltar has not been included in the EU total. This has very limited impact on most sectors, but is significant for Gambling, leading to a large difference between the EU and Europe estimates for this sector.
3. DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
4. DCMS sector total does not include Tourism as it is not possible to split goods and services.
5. Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.

At a country level, the largest proportion of DCMS sector service exports in 2015 was to the USA (23.1%), followed by Ireland (7.8%) and Germany (7.4%). Together, these three countries accounted for more than a third of all DCMS sector exports of services (38.3%).

**Table 4.4: Exports of services for DCMS sectors, by selected countries<sup>1</sup> (£ million): 2015**

Country	Creative Industries	Cultural Sector	Digital Sector	Gambling	Sport	Telecoms	DCMS sectors total <sup>3,4,5</sup>	% of DCMS sectors total
USA	5,656	1,723	7,506	-	348	908	8,824	23.1
Ireland	1,742	144	2,702	0	5	205	2,974	7.8
Germany	1,450	306	2,449	-	72	558	2,815	7.4
France	1,288	269	1,958	-	133	343	2,304	6.0
Gulf <sup>2</sup>	669	199	946	-	172	424	1,369	3.6
Spain	431	181	786	-	77	209	929	2.4
Italy	368	127	647	0	53	249	766	2.0
South Africa	228	125	485	-	-	227	584	1.5
Australia	362	126	461	-	14	44	522	1.4
Japan	226	40	377	-	110	83	536	1.4
<b>DCMS sectors total<sup>3,4,5</sup></b>	<b>21,233</b>	<b>6,260</b>	<b>32,113</b>	<b>106</b>	<b>1,936</b>	<b>6,433</b>	<b>38,166</b>	<b>100.0</b>

**Notes:**

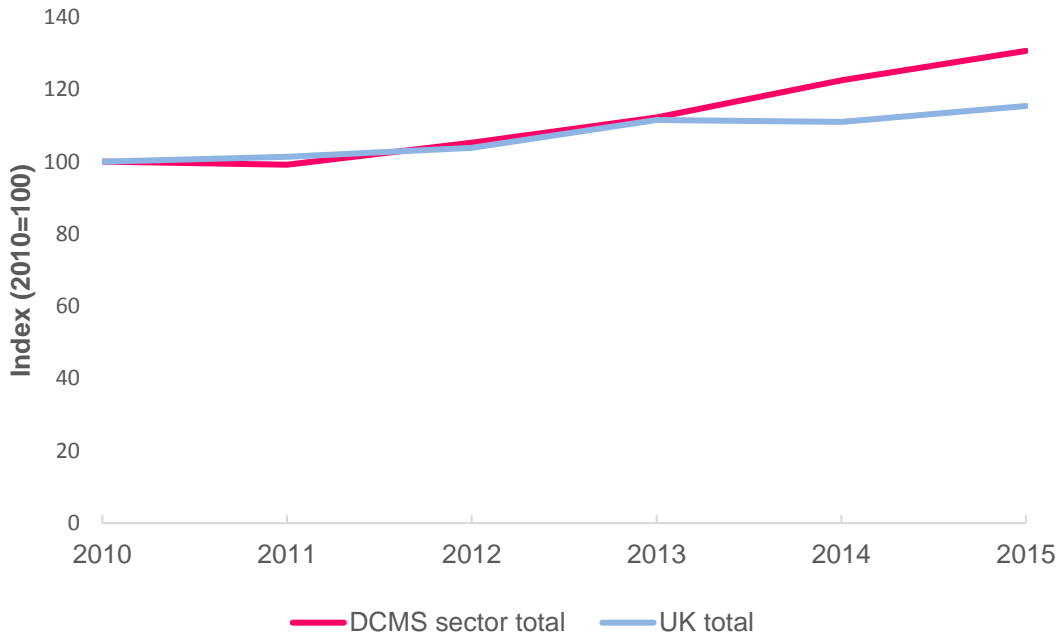
1. The list of countries has been chosen based on policy interest and should not be read as a definitive list of top contributors to the DCMS total. The above table has been ordered according to percentage of total DCMS exports of services.
2. The Gulf includes Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia and UAE.
3. DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
4. DCMS sector total does not include Tourism as it is not possible to split services and goods.
5. Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.
6. "-" denotes figures have been suppressed due to data becoming disclosive.

### 4.2 Imports of services

In 2015, DCMS sectors imported £20.7 billion worth of services from the rest of the world, representing 15 per cent of total UK imports of services. This was a 6.7 per cent increase from 2014 and 30.7 per cent since 2010.

Growth in the value of service imports for DCMS sectors has been greater than for all UK industries, with the latter increasing by 4.0 per cent between 2014 and 2015, and by 15.4 per cent compared with 2010.

**Figure 4.3: Index of imports of services by DCMS sectors and UK: 2010 to 2015 (2010=100)**



**Table 4.5: Imports of services by DCMS sectors: 2010 to 2015 (£ billion)**

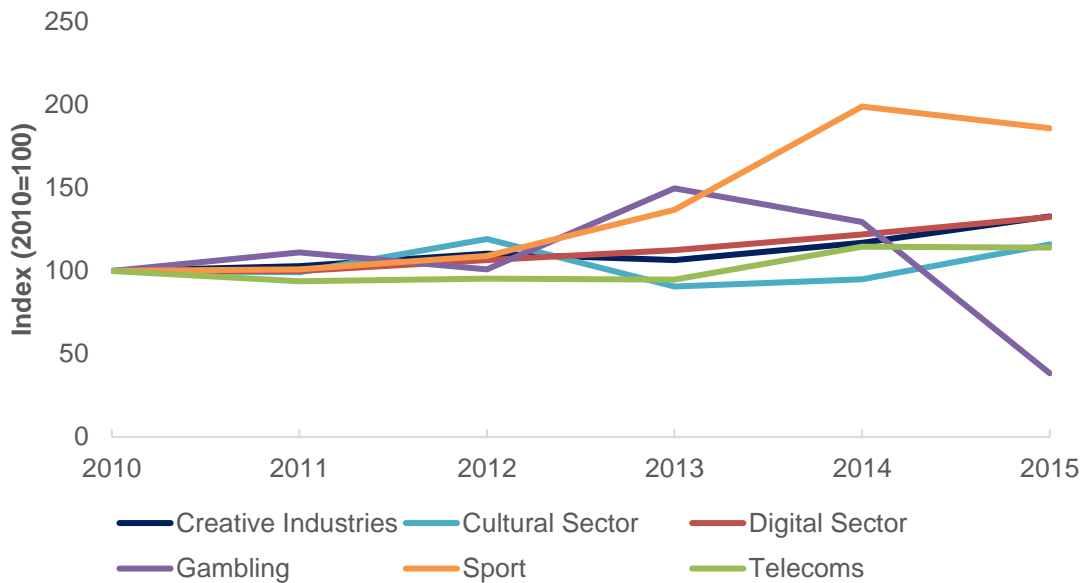
Imports of services (£ billion)									
	2010	2011	2012	2013	2014	2015	% of UK total 2015	% change since 2014	% change since 2010
Creative Industries	7.4	7.7	8.2	7.9	8.7	9.9	7.2	13.5	32.7
Cultural Sector	2.6	2.6	3.1	2.4	2.5	3.0	2.2	22.1	16.0
Digital Sector	14.0	13.9	14.9	15.7	17.0	18.5	13.4	8.7	32.4
Gambling <sup>1</sup>	0.2	0.2	0.2	0.2	0.2	0.1	0.0	-70.3	-61.6
Sport	0.4	0.4	0.4	0.5	0.7	0.7	0.5	-6.5	85.9
Telecoms	4.5	4.2	4.3	4.2	5.1	5.1	3.7	-0.5	14.0
<b>DCMS sector total<sup>2,3,4</sup></b>	<b>15.8</b>	<b>15.7</b>	<b>16.6</b>	<b>17.7</b>	<b>19.4</b>	<b>20.7</b>	<b>15.0</b>	<b>6.7</b>	<b>30.7</b>
<b>UK total<sup>5</sup></b>	<b>119.3</b>	<b>120.9</b>	<b>123.9</b>	<b>133.1</b>	<b>132.4</b>	<b>137.7</b>	<b>N/A</b>	<b>4.0</b>	<b>15.4</b>
<i>DCMS sectors as a % of UK total</i>	<i>13.2</i>	<i>13.0</i>	<i>13.4</i>	<i>13.3</i>	<i>14.6</i>	<i>15.0</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>

**Notes:**

1. There is a substantial percentage change for the Gambling sector (SIC 92.00) for both exports and imports of services. This sector is relatively small and therefore changes in trading activity, reporting structure or industrial classification for any business can have a large impact on the overall sector figures. Care should therefore be taken when comparing figures over time.
2. DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
3. DCMS sector total does not include Tourism as it is not possible to split goods and services. In 2015, the UK Tourism sector imported £39.0 billion worth of goods and services from the rest of the world.
4. Imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.
5. UK estimate is taken from [ONS Pink Book 2016 \(Chapter 9\)](#)

The greatest contribution to UK and DCMS sector service imports was from the Digital Sector (13.4% of total UK service imports in 2015), followed by the Creative Industries (7.2%). Since 2014, only the Creative Industries, Cultural Sector and Digital Sector have seen growth in service imports (13.5%, 22.1% and 8.7% respectively).

Since 2010 only the Gambling sector has not had growth in service imports (a decrease of 61.6%). Estimates for the Gambling sector are volatile because the number of enterprises in the sector and the value of imports are relatively small.

**Figure 4.4: Index of imports of services by DCMS sectors and UK: 2010 to 2015 (2010=100)****Notes:**

1. There is a substantial percentage change for the Gambling sector (SIC 92.00) for both exports and imports of services. This sector is relatively small and therefore changes in trading activity, reporting structure or industrial classification for any business can have a large impact on the overall sector figures. Care should therefore be taken when comparing figures over time.

**4.2.2 Imports by continent, EU and country**

In 2015 60.6 per cent of the value of imports of services in DCMS sectors came from Europe (£12.5 billion), with 47.7 per cent coming from countries in the EU. This is 6.0 per cent lower than the 2014 figure when 49.4 per cent came from the EU in 2015.

**Table 4.6: Imports of services by continent: 2015**

DCMS sectors	Imports of services (£ million)					
	Africa	Americas <sup>1</sup>	Asia	Australasia & Oceania	Europe	World <sup>2</sup>
Creative Industries	75	2,853	1,135	404	5,374	9,886
Cultural Sector	26	1,194	162	264	1,372	3,035
Digital Sector	448	3,896	2,575	475	11,034	18,472
Gambling	-	12	-	-	47	59
Sport	5	73	16	4	592	691
Telecoms	247	560	640	40	3,607	5,102
<b>DCMS sector total<sup>3,4</sup></b>	<b>463</b>	<b>4,413</b>	<b>2,710</b>	<b>488</b>	<b>12,511</b>	<b>20,652</b>
<b>Percentage of DCMS sector total</b>	<b>2.2</b>	<b>21.4</b>	<b>13.1</b>	<b>2.4</b>	<b>60.6</b>	<b>100.0</b>

**Notes:**

1. Americas includes Canada, USA, Central America and South America.
2. Sum of continents does not equal world figure due to omission of some areas from specific continents.
3. DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
4. Imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.

**Table 4.7: Imports of services from EU<sup>1</sup> versus rest of world: 2015**

	Imports of services (£ million)		Imports of services (%)	
	EU	Rest of World	EU	Rest of World
Creative Industries	3,959	5,927	40.0	60.0
Cultural Sector	1,203	1,832	39.6	60.4
Digital Sector	8,517	9,954	46.1	53.9
Gambling	47	12	79.8	20.2
Sport	536	155	77.6	22.4
Telecoms	3,378	1,723	66.2	33.8
<b>DCMS sector total<sup>2,3</sup></b>	<b>9,853</b>	<b>10,799</b>	<b>47.7</b>	<b>52.3</b>
<b>UK total</b>	<b>67,977</b>	<b>69,745</b>	<b>49.4</b>	<b>50.6</b>

**Notes:**

1. For definition of EU, see [methodology note](#).
2. DCMS sectors total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
3. Imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.

At a country level, in 2015, the largest proportion of DCMS sector service imports came from the USA (18.9%). Imports from Germany and Ireland accounted for 8.0 per cent each, with a further 6.0 per cent from France and 4.1 per cent from India.

**Table 4.8: Imports of services by DCMS sectors, by selected countries<sup>1</sup> (£ million): 2015**

Country	Creative Industries	Cultural sector	Digital Sector	Gambling	Sport	Telecoms	DCMS Sector Total	% of DCMS sector total
USA	2,599	1,109	3,469	11	26	415	3,901	18.9
Ireland	1,030	102	1,200	1	13	191	1,649	8.0
Germany	463	68	1,494	-	77	803	1,649	8.0
France	622	104	1,052	-	121	238	1,244	6.0
India	597	46	846	-	1	83	852	4.1
Spain	119	30	343	-	118	104	495	2.4
Australia	385	259	435	-	4	32	447	2.2
Italy	99	31	313	3	50	197	391	1.9
Gulf <sup>2</sup>	87	42	311	-	2	180	337	1.6
Singapore	84	28	311	-	1	59	328	1.6
<b>DCMS sector total<sup>3,4,5</sup></b>	<b>9,886</b>	<b>3,035</b>	<b>18,472</b>	<b>59</b>	<b>691</b>	<b>5,102</b>	<b>20,652</b>	<b>100.0</b>

**Notes:**

- 1 The list of countries has been chosen based on policy interest and should not be read as a definitive list of top contributors to the DCMS total. The table has been ordered according to percentage of total DCMS imports of services.
- 2 The Gulf includes Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia and UAE.
- 3 DCMS sector total is lower than the sum of individual DCMS sectors because of overlaps between sectors.
- 4 DCMS total does not include Tourism as it is not possible to split goods and services.
- 5 Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.
- 6 “-“ denotes figures have been suppressed due to data becoming disclosive.

## Chapter 5: Exports and imports of goods: experimental statistics

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This section provides estimates of exports and imports of goods from and to DCMS sectors<sup>4</sup>. Estimates are given in current prices (i.e. not adjusted for inflation) and are based on data from the EU-wide Intrastat survey and from Customs import and export entries, collected by HMRC. These data are combined to produce overall estimates of exports and imports of goods. Further information on methodology is available in the [methodology note](#). Latest data available for exports and imports are for 2015.

This is the first time that trade in goods have been published for DCMS sectors using these data sources, and as a result we are publishing these as experimental statistics. DCMS aims to continuously improve the quality of estimates and better meet user needs. DCMS welcomes feedback on the new methodology for trade in goods. Feedback and responses should be sent to DCMS via email at [evidence@culture.gov.uk](mailto:evidence@culture.gov.uk) by **15<sup>th</sup> September 2017**. Consultation questions are provided in Annex A.

### 5.1 Exports of goods

In 2015, DCMS sectors exported £27.3 billion worth of goods to the rest of the world, accounting for 9.6 per cent of total UK goods exports.

Growth in goods exports for DCMS sectors was greater between 2014 and 2015 (an increase of 9.0%) than for the UK as a whole (a decrease of 2.7%). Between 2010 and 2015 goods exports for DCMS sectors grew at a smaller rate in comparison to the UK as a whole (1.4% and 5.4% respectively).

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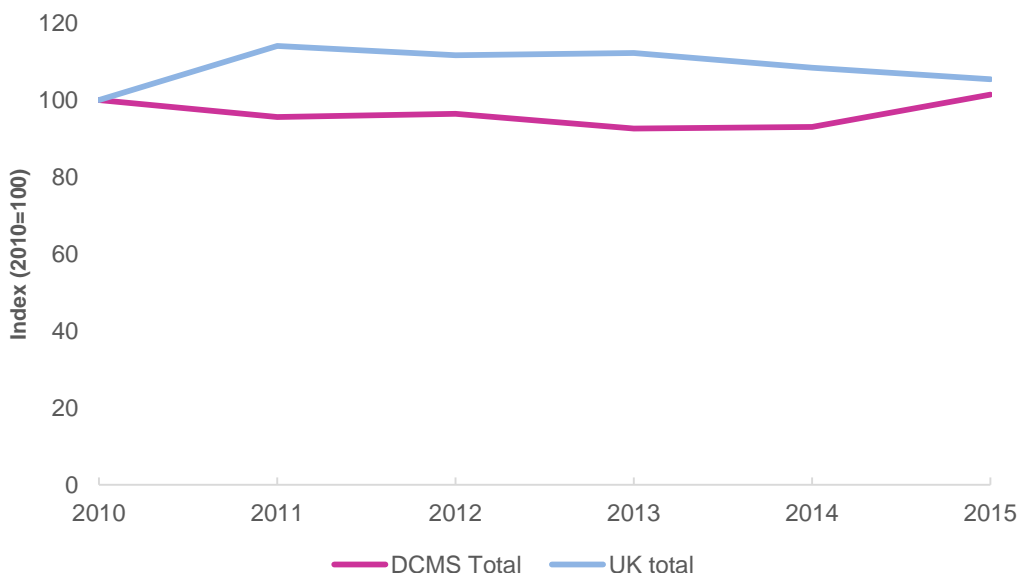
<sup>4</sup> Exports and imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society are therefore not included in the DCMS sector totals.

**Table 5.1: Exports of goods by DCMS sectors (£ million): 2010 to 2015**

Exports of goods (£ million)									
DCMS sectors	2010	2011	2012	2013	2014	2015	% of UK total 2015	% change since 2014	% change since 2010
Creative Industries	10,630	10,685	12,535	11,453	12,128	14,728	5.2	21.4	38.6
Cultural Sector	7,493	7,808	9,698	8,692	9,435	11,965	4.2	26.8	59.7
Digital Sector	18,915	17,360	15,586	15,701	15,055	14,756	5.2	-2.0	-22.0
Gambling	-	-	-	-	-	-	-	-	-
Sport	1,002	1,074	1,092	963	982	982	0.3	0.1	-2.0
Telecoms	-	-	-	-	-	-	-	-	-
<b>DCMS sectors total<sup>1,2,3,4</sup></b>	<b>26,878</b>	<b>25,685</b>	<b>25,921</b>	<b>24,890</b>	<b>25,009</b>	<b>27,263</b>	<b>9.6</b>	<b>9.0</b>	<b>1.4</b>
<b>UK total<sup>5</sup></b>	<b>270,196</b>	<b>308,171</b>	<b>301,621</b>	<b>303,147</b>	<b>292,894</b>	<b>284,855</b>	<b>100.0</b>	<b>-2.7</b>	<b>5.4</b>
DCMS sectors as a % of UK total	9.9	8.3	8.6	8.2	8.5	9.6	N/A	N/A	N/A

**Notes:**

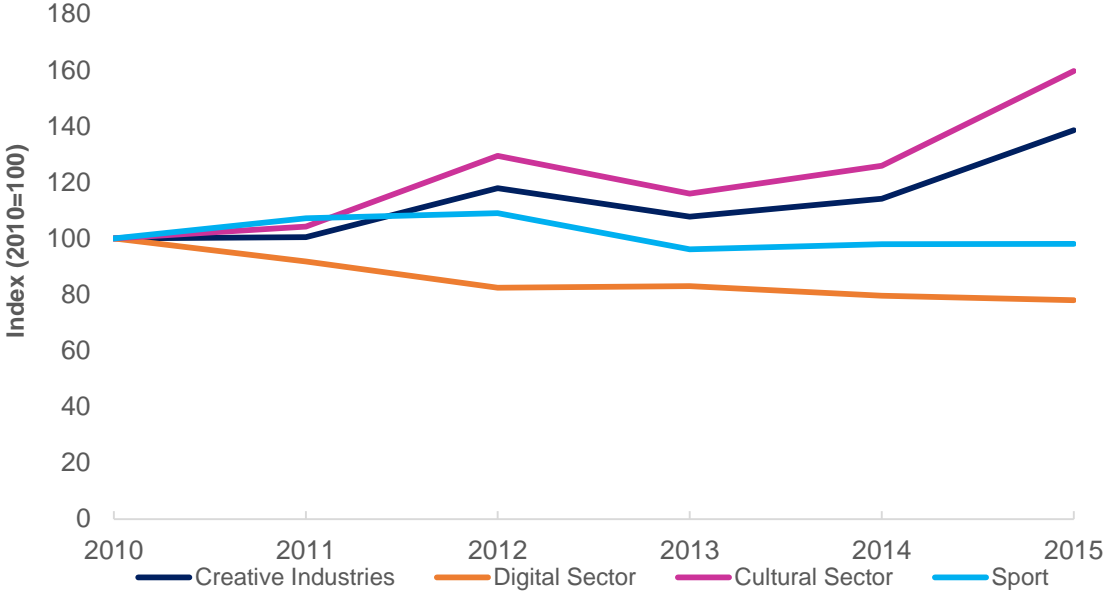
1. DCMS sector total is lower than the sum of individual DCMS sectors because of overlap between sectors.
2. DCMS sector total does not include Tourism as it is not possible to split goods and services. In 2015, the UK Tourism sector exported £22.1 billion to the rest of the world. This accounted for 4.3 per cent of total UK exports of goods and services (see section 6.1).
3. Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society is therefore not included in the DCMS sector totals.
4. Exports of goods for Telecoms and Gambling sectors do not amount to a value sufficient to be included in the original data source.
5. UK estimate is taken from [ONS Pink Book 2016 \(Chapter 9\)](#)

**Figure 5.1: Index of exports of goods by DCMS sectors and UK: 2010 to 2015 (2010=100)**


In 2015 the Digital Sector was the largest exporter of the DCMS sectors, exporting £14.8 billion worth of goods, followed by the Creative Industries which exported £14.7 billion.

The value of goods exports for the Digital Sector fell by 2.0 per cent between 2014 and 2015 and by 22.0 per cent between 2010 and 2015. Over the same period (2010 to 2015) Creative Industries and Cultural Sector goods exports grew by 38.6 and 59.7 per cent respectively.

**Figure 5.2: Index of exports of goods by DCMS sectors: 2010 to 2015 (2010=100)**



- Notes:**
1. Tourism is not included as it is not possible to split goods and services. In 2015, the UK Tourism sector exported £22.1 billion to the rest of the world. This accounted for 4.3 per cent of total UK exports of goods and services (see section 6.1).
  2. Exports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society is therefore not included in the DCMS sector totals.
  3. Exports of goods for Telecoms and Gambling sectors do not amount to a value sufficient to be included in the original data source.

### 5.2 Imports of goods

In 2015, DCMS sectors imported £43.1 billion worth of goods from the rest of the world, accounting for 10.5 per cent of total UK goods imports.

Between 2014 and 2015 the value of goods imports in DCMS sectors increased by 4.6 per cent, compared with a decrease of 1.0 per cent for the UK as a whole. However, between 2010 and 2015 goods imports for DCMS sectors grew at a smaller rate than the UK as a whole (1.0% and 11.9% respectively).

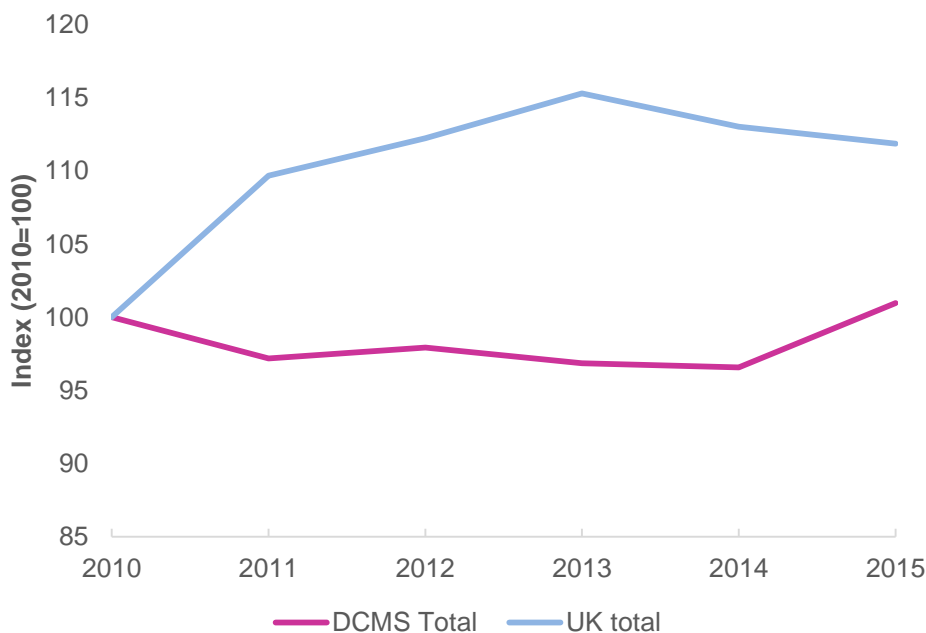


**Table 5.2: Imports of goods by DCMS sectors (£ million): 2010 to 2015**

Imports of goods (£ million)									
DCMS sectors	2010	2011	2012	2013	2014	2015	% of UK total 2015	% change since 2014	% change since 2010
Creative Industries	8,726	10,681	11,536	9,907	9,846	10,594	2.6	7.6	21.4
Cultural Sector	6,735	8,680	9,512	8,057	8,004	8,778	2.1	9.7	30.3
Digital Sector	35,532	32,362	31,706	32,756	32,233	33,503	8.1	3.9	-5.7
Gambling	-	-	-	-	-	-	-	-	-
Sport	1,029	1,133	1,154	1,139	1,475	1,262	0.3	-14.4	22.7
Telecoms	-	-	-	-	-	-	-	-	-
<b>DCMS sector total<sup>1,2,3,4</sup></b>	<b>42,720</b>	<b>41,518</b>	<b>41,830</b>	<b>41,377</b>	<b>41,255</b>	<b>43,135</b>	<b>10.5</b>	<b>4.6</b>	<b>1.0</b>
<b>UK total<sup>5</sup></b>	<b>367,580</b>	<b>403,126</b>	<b>412,528</b>	<b>423,811</b>	<b>415,469</b>	<b>411,186</b>	<b>100.0</b>	<b>-1.0</b>	<b>11.9</b>
<i>DCMS sectors as a percentage of UK total</i>	<i>11.6</i>	<i>10.3</i>	<i>10.1</i>	<i>9.8</i>	<i>9.9</i>	<i>10.5</i>	<i>N/A</i>	<i>N/A</i>	<i>N/A</i>

**Notes:**

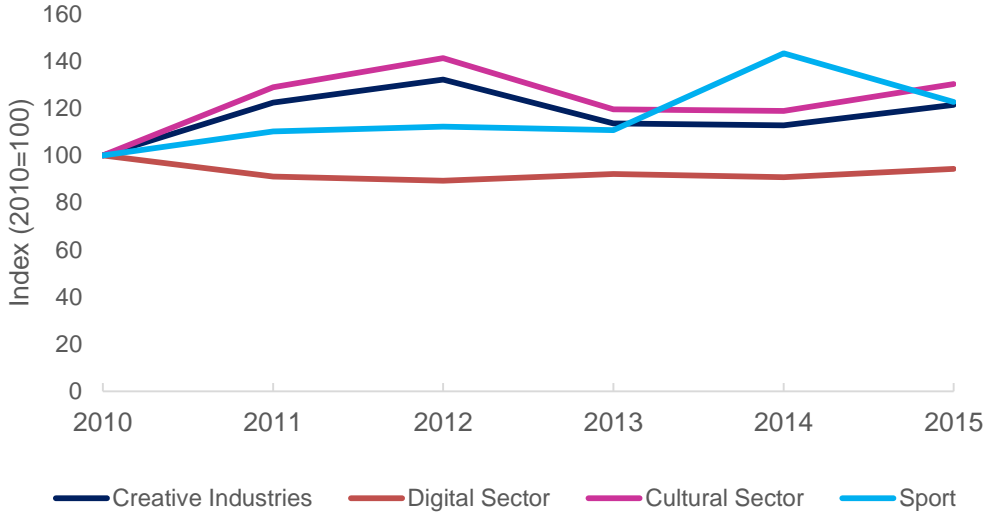
- DCMS sector total is lower than the sum of individual DCMS sectors because of overlap between sectors.
- DCMS sector total does not include Tourism as it is not possible to split goods and services. In 2015, the UK Tourism sector imported £39.0 billion from the rest of the world. This accounted for 6.5 per cent of total UK imports of goods and services (see section 6.2).
- Imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society is therefore not included in the DCMS sector totals.
- Imports of goods for Telecoms and Gambling sectors do not amount to a value sufficient to be included in the original data source.
- UK estimate is taken from [ONS Pink Book 2016 \(Chapter 9\)](#)

**Figure 5.3: Index of imports of goods by DCMS sectors and UK: 2010 to 2015 (2010=100)**


In 2015, the Digital Sector was the largest importer of the DCMS sectors, importing £33.5 billion worth of goods. The majority of this was in the Manufacturing of electronics and computers sub sector (92.7%).

Growth in goods imports for the Digital Sector between 2014 and 2015 was smaller than growth for Creative Industries and the Cultural Sector for this period (3.9% compared with 7.6% and 9.7% respectively). The Digital Sector was the only DCMS sector for which there was negative growth in goods imports between 2010 and 2015 (-5.7%). This was mainly driven by a 28.8 per cent decrease since 2010 in the Film, TV, video, radio and music sub sector.

**Figure 5.4: Index of imports of goods by DCMS sectors<sup>1,2,3</sup>: 2010 to 2015 (2010=100)**



- Notes:**
1. Tourism is not included as it is not possible to split goods and services. In 2015, the UK Tourism sector imported £39.0 billion from the rest of the world. This accounted for 6.5 per cent of total UK imports of goods and services (see section 6.2).
  2. Imports in Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society is therefore not included in the DCMS sector totals.
  3. Imports of goods for Telecoms and Gambling sectors do not amount to a value sufficient to be included in the original data source.

## Chapter 6: Tourism: Exports and imports of goods and services

This section provides estimates of exports and imports of services from and to the Tourism sector. Estimates are given in current prices (i.e. not adjusted for inflation) and are based on the International Passenger Survey. Further information on methodology is available in the [methodology note](#). Latest data available for exports and imports from the International Passenger Survey are for 2016.

### 6.1 Exports by the Tourism sector

Estimates of exports for Tourism are based on data from the International Passenger Survey. It is assumed that exports of tourism are equal to the spend by overseas residents during visits to the UK. These figures represent exports of services and exports of goods combined and therefore are not directly comparable with the exports of services figures presented in chapters 4 and 5.

In 2015, the UK Tourism sector exported £22.1 billion to the rest of the world. This accounted for 4.3 per cent of total UK exports of goods and services (an increase from 3.8 per cent in 2010). In 2016, the UK Tourism sector exported £22.5 billion to the rest of world. (The total UK exports of goods and services for 2016 has not yet been published).

The value of exports by the Tourism sector increased by 1.0 per cent between 2014 and 2015 and by 30.6 per cent compared with 2010. The value of total UK exports (goods and services) has remained broadly unchanged since 2013 (a slight decrease of 0.3%) but has increased by 14.9 per cent since 2010<sup>5</sup>. The value of exports by the Tourism sector increased by 2.1 per cent between 2015 and 2016 and by 33.4 per cent compared with 2010.

Visitors from countries in the European Union were responsible for 44.0 per cent of Tourism exports in 2015 (£9.7 billion) and 44.1 per cent of Tourism exports in 2016 (£10.0 billion).

**Table 6.1: Tourism exports by market: 2010 to 2016**

Market	Exports (£ million)							%
	2010	2011	2012	2013	2014	2015	2016	
EU <sup>1</sup>	8,016	8,257	8,257	9,188	9,551	9,705	9,953	44.1
Rest of world	8,882	9,742	10,365	12,070	12,298	12,367	12,591	55.9
<b>World</b>	<b>16,899</b>	<b>17,998</b>	<b>18,640</b>	<b>21,258</b>	<b>21,849</b>	<b>22,072</b>	<b>22,543</b>	<b>100</b>

**Notes:**

1. For a definition of EU see [methodology note](#).

## 6.2 Imports by the Tourism sector

Estimates of imports for the Tourism sector are based on data from the International Passenger Survey. It is assumed that imports of Tourism is equal to spend by UK residents travelling overseas. These figures represent imports of goods and services combined and therefore are not directly comparable with the imports of services figures presented in the rest of this chapter.

In 2015, the UK Tourism sector imported £39.0 billion from the rest of the world. This accounted for 6.5 per cent of total UK imports of goods and services. In 2016, the UK Tourism sector imported £43.8 billion from the rest of the world. (The total UK exports of goods and services in 2016 has not yet been published).

Visits to countries in the EU were responsible for 56.8 per cent of Tourism imports in 2015 (£22.2 billion). This is an increase of 12.1 per cent from 2014, compared with a 1.0 per cent increase over the same period for UK imports of goods and services from the EU as whole. In 2016, visits to countries in the EU were responsible for 58.0 per cent of Tourism imports (£25.4 billion).

**Table 6.2: Tourism imports by market: 2010 to 2016**

Market	Imports (£ million)						
	2010	2011	2012	2013	2014	2015	2016
EU <sup>1</sup>	17,350	17,145	17,915	19,302	19,759	22,158	25,398
Rest of world	14,470	14,557	14,535	15,208	15,777	16,870	18,374
<b>World</b>	<b>31,820</b>	<b>31,701</b>	<b>32,450</b>	<b>34,510</b>	<b>35,537</b>	<b>39,028</b>	<b>43,771</b>

**Notes:**

1. For a definition of EU see [methodology note](#).

## Chapter 7: Next Steps

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DCMS will continue to take forward work to develop our economic estimates for DCMS sectors further:

- **GVA and Enterprises** - In November 2017, DCMS will publish 2016 estimates of Gross Value Added (GVA) and number of businesses for each of its sectors.
- **Regional GVA** – DCMS are aware of the importance of the regions and variations in economic output across the UK. We are therefore working with ONS to adopt a methodology to enable us to publish regional GVA estimates for each of our sectors. We aim to publish this in November 2017.
- **Sport Satellite Account** - DCMS are continuing to work on the development of the Sports Satellite Account to ensure that it is robust and replicable on an annual basis. An update will be published on the DCMS website when the next Sport Satellite Account is due to be published.
- **Deflators** – DCMS are working with ONS to produce estimates of deflators for DCMS sectors. This will allow estimates to be adjusted for inflation (constant prices/real terms estimates). This is also important in the measurement of productivity, to ensure any observed changes in productivity are real rather than a result of inflation. These should be published in November 2017.
- **Productivity** - Understanding of productivity is of critical importance to understanding the economic impact of DCMS sectors. The improved methodology for GVA and jobs adopted in the DCMS sectors Economic Estimates report should support further development enabling DCMS to publish estimates of productivity for DCMS sectors by early 2018.
- **Export and Import of goods** – Once we have agreed our methodological approach with users, we plan to develop our analysis to enable trade by country to be published for each of DCMS' sectors.
- **Feedback** - Views on this publication are welcomed from users, in particular in response to the request for feedback on the Exports and Imports of Goods estimates. Annex A outlines this further. **Responses should be provided to [evidence@culture.gov.uk](mailto:evidence@culture.gov.uk) by Friday 15 September 2017.**

The next publication of DCMS Sectors Economic Estimates will be in November 2017, once the latest balanced Supply Use Tables are available. The date will be announced via the [DCMS statistical release calendar](#) nearer the time.

## Annex A: Export and import of goods consultation

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**Deadline for responses:** Friday 15 September 2017

This release presents exports and imports of goods from and to DCMS sectors. Estimates are based on data from the EU-wide Intrastat survey and from Customs export and import entries, collected by HMRC.

This is the first time that trade in goods have been published for DCMS sectors using these data sources. Previously, an ad hoc release was published providing estimates of exports of goods for DCMS sectors. These estimates were based on Office for National Statistics UK Trade in Goods by Classification of Product by Activity CPA(08). The definitions for each sector were based on the closest matching product code for each industry.

It was recognised that whilst this definition was not a perfect comparison of the products exported to DCMS sectors, it provided an indication of exports of related products. Feedback from users also suggested that these data were not granular enough to be able to identify specific products within DCMS sectors.

We have therefore produced estimates using the HMRC trade in goods data. The HMRC and ONS trade in goods statistics are not directly comparable as they are compiled on a different basis.

- HMRC statistics are based on the '*Cross-border*' or '*Physical movement*' principle: a good is recorded as an export (import) if it physically leaves (enters) the economic territory of a country.
- ONS Balance of Payments estimates are based on the '*Change of Ownership*' principle: goods entering and leaving the UK border are not recorded as imports or exports unless they change ownership between UK residents and non-residents. In addition, the ONS data are seasonally adjusted.

### Feedback

DCMS aims to continuously improve the quality of estimates and better meet user needs. DCMS welcomes feedback on the new methodology for trade in goods. Feedback and responses should be sent to DCMS via email at [evidence@culture.gov.uk](mailto:evidence@culture.gov.uk) by **Friday 15 September 2017**. Questions of interest are provided below. Users should respond to those which are relevant to them and feel free to expand where applicable.

1. Do you agree with the use of the EU-wide Intrastat survey and from Customs export and import entries, collected by HMRC, to produce the export and import of goods estimates for DCMS sectors? If not, please provide details of your preferred approach.
2. Looking at the products defined within each of DCMS sectors (Table 5.9 of web tables), do you believe this is a correct match? Would you expect to see any extra products included?

3. Using the proposed approach, exports and imports of goods for Telecoms and Gambling sectors do not amount to a value sufficient to be included in our analysis. Are there goods that you would expect to be included for these sectors? If not, please provide details of how best to capture these goods.
4. Exports and Imports of goods for Civil Society sector are minimal and not easily recognisable in official statistics data sources. Civil Society is therefore not included in the DCMS sector totals. . Are there goods that you would expect to be included for this sector? If not, please provide details of how best to capture these goods.
5. Are you aware of other data sources which would provide trade statistics at a granular level to estimate the size of exports and imports within our sectors? If so, please provide details.
6. Once we have agreed our methodological approach with users, we plan to develop our analysis to enable trade by country to be published for each of DCMS sectors. Are there specific countries that you would find useful? Would you find any other data splits useful, for example continent or EU/Rest of the World?
7. Do you have any comments on how these data are presented? Would you find it useful to have trade data at a sub sector level or at an individual industry (SIC) level?

## Annex B: Further information

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1. The next update to these statistics will be published in Autumn 2017, once the National Accounts have been published.
2. The responsible statistician for this release is Penny Allen. For enquiries on this release, please contact Penny on 0207 211 2380 or [evidence@culture.gov.uk](mailto:evidence@culture.gov.uk).
3. For general enquiries contact:  
Department for Digital, Culture, Media and Sport  
100 Parliament Street  
London  
SW1A 2BQ  
Telephone: 020 7211 6000
4. DCMS statisticians can be followed on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight).
5. The Economic estimates of DCMS Sectors release is an experimental Official Statistics publication and has been produced to the standards set out in the Code of Practice for Official Statistics. For more information, see <http://www.statisticsauthority.gov.uk/assessment/code-of-practice/code-of-practice-for-official-statistics.pdf>. Details of the pre-release access arrangements for this dataset have been published alongside this release.



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