Statistical Digest of Rural England

Tourism

This document is part of the larger compendium publication the Statistical Digest of Rural England, a collection of rural statistics on a wide range of social and economic government policy areas.

The Statistical Digest of Rural England is an official statistics publication meaning these statistics have been produced to the high professional standards set out in the Code of Practice for Official Statistics.

More information on the Official Statistics Code of Practice can be found on the Code of Practice web pages.

These statistics allow comparisons between the different rural and urban area classifications. The Rural-Urban Classification is used to distinguish rural and urban areas. The Classification defines areas as rural if they fall outside of settlements with more than 10,000 resident population.

More information on the Rural-Urban Classification can be found on the Rural-Urban Classification web pages.

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Tourism

Gross Value Added (GVA) from Tourism

Tourism makes an important contribution to the rural economy. In 2018, GVA from tourism in Predominantly Rural areas was worth an estimated £11.5 billion, contributing 4 per cent of total GVA in Predominantly Rural areas.

Due to numerous suppressed values for local authorities in both Predominantly Urban and Urban with Significant Rural areas, values for 2018 GVA from tourism could not be accurately calculated for these areas. Therefore, it has been agreed with ONS that rather than publishing a full rural-urban breakdown for 2018 that would be affected by supressed values we would instead only present values for Predominantly Rural, and for England as a whole.

In the future this data will be presented using the broad local authority rural-urban classification rather than the more detailed local authority classification used previously to avoid this issue reoccurring in the future.

Gross Value Added from Tourism, by Local Authority Classification in England, 2018

	GVA from Tourism (£m)	Total GVA (£m)	Tourism GVA as a % of total GVA for classification
Predominantly Rural	11,530	260,645	4%
England	96,355	1,643,300	6%

Source: Bespoke data request from Office for National Statistics, Annual Business Survey, specified Standard Industry Codes (SICs) relevant to the tourism industry, by Local Authority.

## Tourism: business counts and employment

In 2019/20 there were 66,800 tourist related businesses registered in rural areas, accounting for 11 per cent of all registered businesses in rural areas. In urban areas there were 268,000 tourist related businesses accounting for 12 per cent of all businesses in urban areas.

Total employment in tourism related registered businesses is 0.6 million in rural areas, and 2.5 million in urban areas. When considered as a proportion of total employment the number is higher in rural areas with 15 per cent of total employment occurring in tourism related industries in rural areas, compared with 11 per cent in urban areas. The proportion is greater in settlements in sparse settings where employment from tourism related registered businesses is 23 per cent of total employment for rural areas and 21 per cent for urban areas.
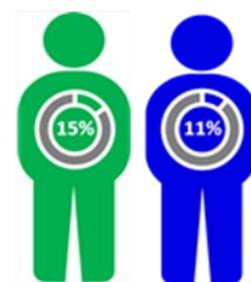
The tourism sector makes up **15%** of the rural workforce compared with **11%** of the urban one

Tourism related business counts and employment as a proportion of total business counts and employment, by rural-urban classification, England, 2019/20
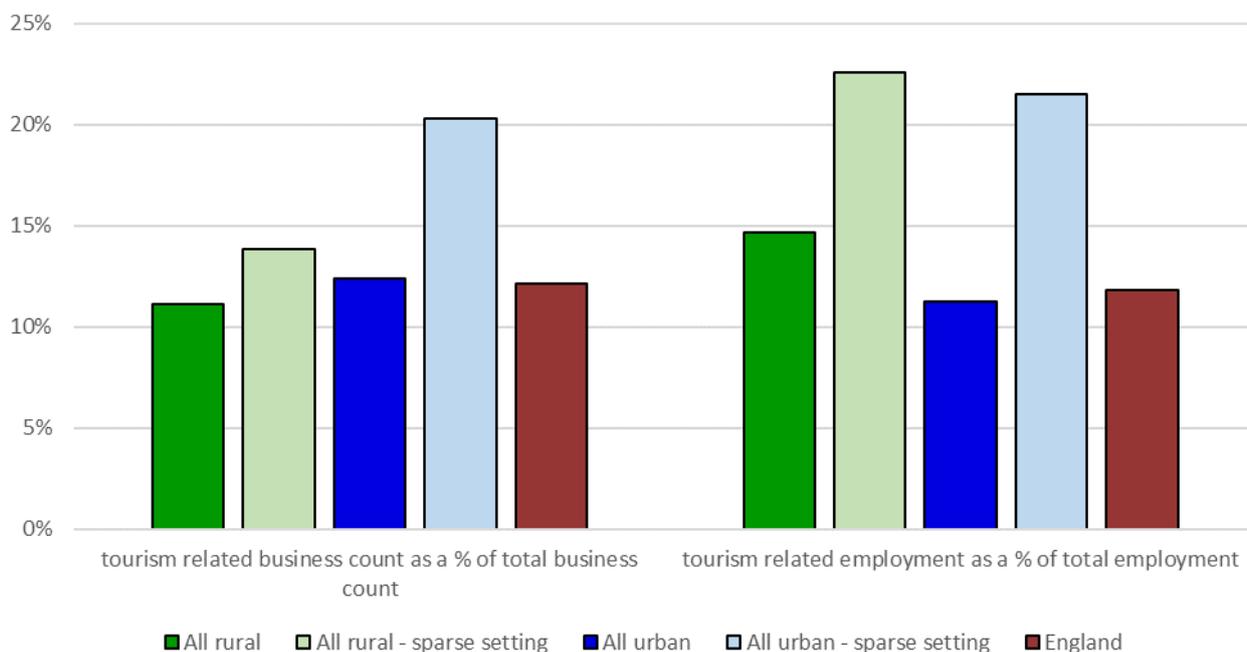
Numbers of local units of registered businesses and employment numbers for tourism related businesses, by rural-urban classification, 2019/20

	Count of businesses	Total employment (000s)	Tourism related business count as a % of total business count	Tourism related employment as a % of total employment
Rural	**66,800**	**603**	**11%**	**15%**
Rural town & fringe	23,000	165	12%	12%
- those in a sparse setting	1,900	18	18%	23%
Rural village & hamlet	38,600	389	11%	15%
- those in a sparse setting	3,300	32	12%	23%
Urban	**268,000**	**2,540**	**12%**	**11%**
- those in a sparse setting	800	8	20%	21%
England	**334,800**	**3,143**	**12%**	**12%**

A table showing the number of tourism related businesses and employment within those businesses in 2019/20, broken down using a more detailed rural-urban classification is available in the supplementary data tables. The previous table showing GVA from tourism is also replicated in the rural economy supplementary data tables.

Notes: Tourism related businesses do not have their own separate category of Standard Industrial Classification (SIC), instead the analysis in this section uses those business types that are linked to the tourism industry. These businesses fall within a number of the broad industry classifications; 'Distribution, transport, accommodation and food', 'Professional and administrative services', 'Real estate activities' and 'Recreation, other services and household activities'.

Source: ONS, Inter Departmental Business Register (IDBR), 2019/20