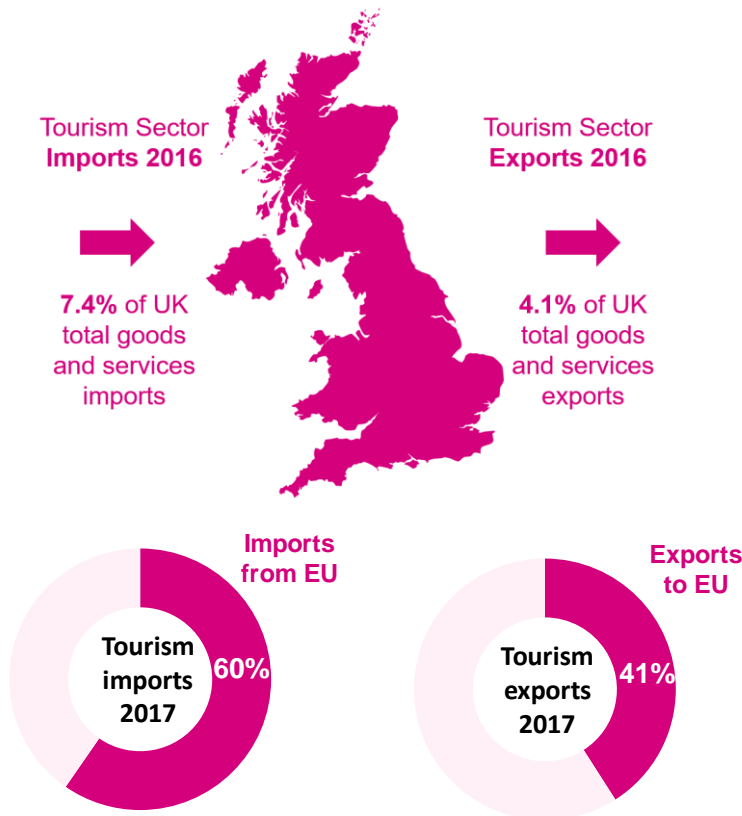




DCMS Sectors Economic Estimates 2016 & 2017: Trade in Tourism

Imports for Tourism are based on estimates of expenditure by UK residents abroad. **Exports** for Tourism are based on estimates of expenditure by overseas residents in the UK. These estimates are taken from the International Passenger Survey.



Top 5 countries in terms of Tourism imports and exports, 2017

Country	Imports (£m)	Country	Exports (£m)
Spain	8,683	USA	3,643
USA	4,279	Gulf*	2,239
France	3,984	Germany	1,581
Italy	2,378	France	1,425
Greece	1,664	Australia	1,194

*Gulf includes Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia and UAE

This release provides estimates of exports and imports of goods and services combined for the Tourism sector. This release is supplementary to DCMS Sectors Economic Estimates 2016: Trade, which provides estimates of trade in goods and trade in services (separately) for the remaining DCMS sectors (excluding Civil Society).

Other economic measures, such as GVA, employment, and business demographics are available in separate publications. These releases enable stakeholders to evaluate the economic contribution of DCMS sectors, which are not traditional National Account sectors, and to understand how current and future policy interventions can be most effective.

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Chapter 1: Introduction

Code of Practice for Statistics

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

Background

Released: 25 July 2018

Geographic Coverage: United Kingdom

This release provides estimates of **trade (exports and imports) of goods and services combined** for the Tourism sector. Estimates are presented in current prices (i.e. not adjusted for inflation) and the latest year for which estimates are available is 2017¹. These estimates are further broken down by:

- EU and rest of the world (including figures for all EU member states)
- Selected countries

Unlike other DCMS sectors, Tourism is defined by the characteristics of the consumer in terms of whether they are a tourist or resident, rather than by the goods and services exchanged themselves. Exports and imports for tourism are taken from estimates of spend by overseas residents in the UK and spend by UK residents abroad, respectively. This data is taken from the Office for National Statistics (ONS) International Passenger Survey (IPS), in which there is no distinction between spend on goods and services. As such, Tourism is excluded from the DCMS Sector estimates of trade in services and trade in goods presented in DCMS Sectors Economic Estimates 2016: Trade because there is no way to distinguish between spend on goods and spend on services for Tourism. Furthermore, a delay in the publication of final IPS data prevented the inclusion of figures for Tourism within the main release as intended. For further information see Annex A.

In summary, the data presented in this report on trade by Tourism:

- Are based on official statistics data sources
- Represent best estimates of trade by Tourism - the statistics in this report are based on survey data and, as with all data from surveys, there will be an associated error margin surrounding these estimates².

Feedback

DCMS aims to continuously improve the quality of estimates and better meet user needs. Feedback on this report should be sent to DCMS via email at evidence@culture.gov.uk by **Friday 30 November 2018**.

¹ Note 2017 UK total is not available and therefore only 2016 tourism data are shown as a proportion of the UK total for all sectors.

² Sampling error is the error caused by observing a sample (as in a survey) instead of the whole population (as in a census). While each sample is designed to produce the "best" estimate of the true population value, a number of equal-sized samples covering the population would generally produce varying population estimates.

Chapter 2: Trade in Tourism

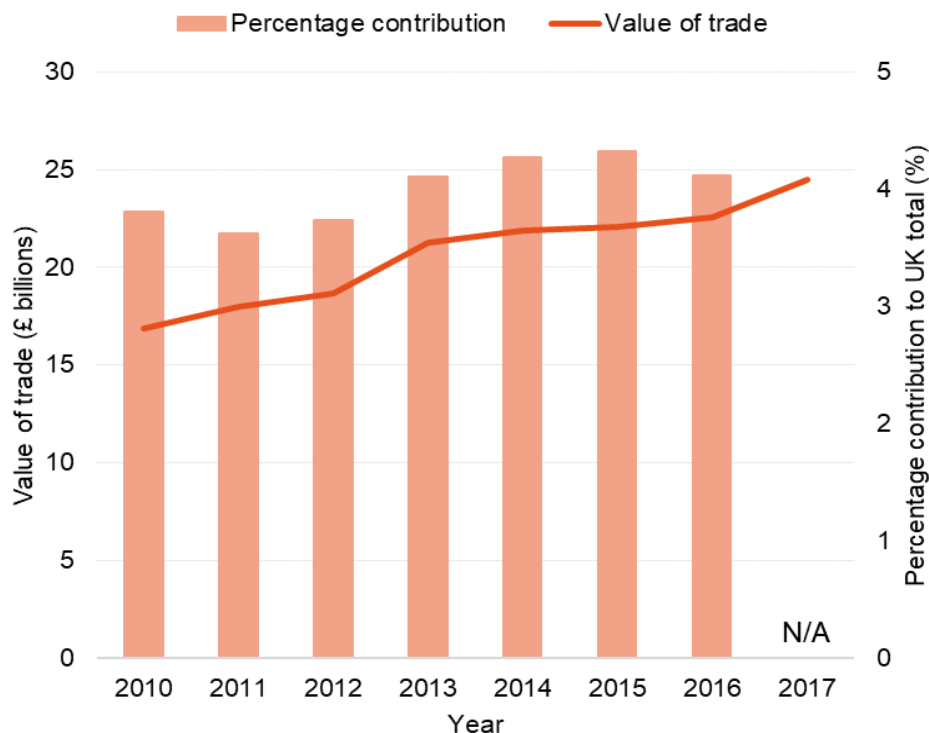
This chapter details estimates of the absolute value of trade in **goods and services combined** for Tourism, as well as the proportion of total UK trade in goods and services that is accounted for by Tourism. Estimates are given in current prices (i.e. not adjusted for inflation) and are based on the International Passenger Survey, for which the latest data available are from 2017. Expenditure by overseas residents in the UK is used as a proxy for exports of goods and services for Tourism. Expenditure by UK residents on their visits abroad is used as a proxy for imports of goods and services for Tourism. It is not possible to calculate how much these Tourism export and import figures contributed to the UK totals in 2017, because 2017 statistics on trade in goods and services combined for the UK as a whole (all sectors) will not be published until 31 July 2018.

Exports

In 2016, the value of exports by the Tourism sector was £22.5 billion, an increase of 2.1% from 2015. As a proportion of the UK total (all sectors), exports of goods and services from the Tourism sector declined between 2015 (4.3%) and 2016 (4.1%), despite an increase in the value of these exports. This can be explained by the fact that the total value (all sectors) of UK exports of goods and services increased at a greater rate (7.3%) than did the value of exports from the Tourism sector (2.1%).

In 2017, the value of Tourism exports from the UK to the rest of the world was £24.5 billion. This was an increase of 8.7% from 2016, or 45.0% from 2010 (see Figure 3.1).

Figure 3.1: Value of exports of goods and services combined by the Tourism sector (£millions) and percentage contribution to UK total exports of goods and services combined: 2010 to 2017³



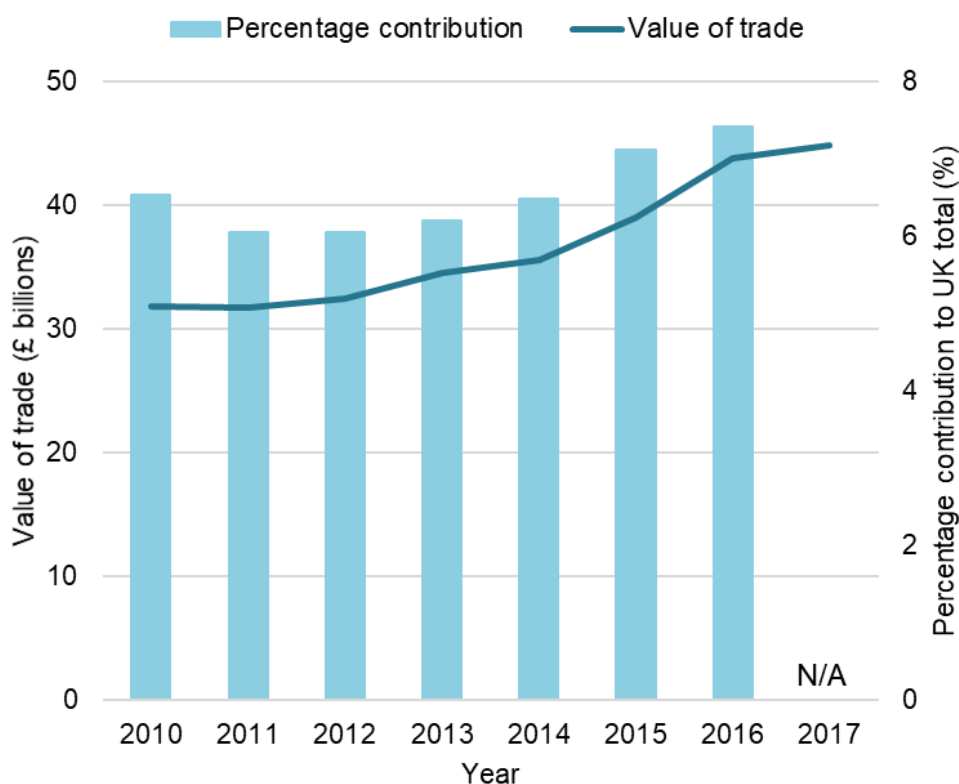
³ UK trade in goods and services estimate is taken from ONS Pink Book (Chapter 9). Data for 2017 will not be available until 31 July 2018, therefore, it is not possible to calculate percentage contribution to UK total in 2017.

Imports

The value of imports by the Tourism sector increased by 12.2% (up to £43.8 billion) between 2015 and 2016. This represents an increase of 37.6% from 2010. As a proportion of the UK (all sectors), imports of goods and services from the Tourism sector increased between 2015 (7.1%) and 2016 (7.4%). The value of total UK imports (goods and services) also increased by 7.6% between 2015 and 2016, and by 21.3% since 2010.

In 2017, the value of UK Tourism imports was £44.8 billion. This was an increase of 2.4% from 2016, or 40.9% from 2010 (see Figure 3.2).

Figure 3.2: Value of imports of goods and services combined by the Tourism sector (£millions) and percentage contribution to UK total exports of goods and services combined: 2010 to 2017³



Chapter 3: Contribution of/to countries

This chapter looks at the contribution of spending by visitors from the European Union to total UK Tourism exports, and the contribution of spending by UK residents in EU countries to total UK tourism imports.

We also discuss the countries whose residents spend the most on their visits to the UK, and the countries where UK residents spend the most on their visits abroad. Readers should bear in mind that we have not produced statistics for all countries so rankings are based on the countries analysed only, which cover: all EU member states individually; Australia; Canada; China⁴; Gulf⁵; India; Japan; New Zealand; South Korea; Switzerland; and USA.

Further breakdowns by country are available from [ONS](#).

Trade with EU and non-EU

Spending by visitors from countries in the European Union was responsible for 44.1% of Tourism exports in 2016, amounting to £10.0 billion. The estimated spend for the latest year (2017) was the same (£10.0 billion), however the proportion of the UK total fell to 41.0%.

Expenditure by UK residents on their visits to countries in the EU was responsible for 58.0% of Tourism imports in 2016 (£25.4 billion). In 2017, UK residents spent £26.7 billion on their visits to countries in the EU, accounting for 59.6% of Tourism imports.

Top partner countries for Tourism exports and imports

The tables below show the top five partner countries for Tourism exports and imports in 2017. The tables also show these countries' rankings based on 2016 for comparison purposes.

The top exports partner (of the countries analysed) for Tourism was USA. Residents from USA spent £3.6 billion in the UK in 2017, accounting for 14.9% of total expenditure by overseas residents on visits to the UK.

This was followed by the Gulf⁵, whose residents spent £2.2 billion and accounted 9.1% of total expenditure by overseas residents. The other countries that ranked as the top five in 2017 were; Germany (£1.6 billion, 6.5%), France (£1.4 billion, 5.8%) and Australia (£1.2 billion, 4.9%).

Figure 4.1: Top export partners for Tourism (countries whose residents spent the most on visits to the UK): 2016 and 2017

Country	Country rank (of the countries analysed) based on:	
	Tourism exports 2017	Tourism exports 2016
USA	1	1
Gulf ⁵	2	3
Germany	3	2
France	4	4
Australia	5	5

⁴ China includes mainland China only, not Hong Kong, Macau, or Taiwan.

⁵ The Gulf includes Bahrain, Iraq, Kuwait, Oman, Qatar, Saudi Arabia, and UAE.

The top imports partner (of the countries analysed) for Tourism was Spain. UK residents spent £8.7 billion on their visits to Spain in 2017, accounting for 19.4% of total expenditure by UK residents on visits abroad.

This was followed by USA, where UK residents spent £4.3 billion and accounted for 9.5% of total expenditure by UK residents on their visits abroad. The other countries that ranked as the top five in 2017 were; France (£4.0 billion, 8.9%), Italy (£2.4 billion, 5.3%) and Greece (£1.7 billion, 3.7%).

Figure 4.2: Top import partners for Tourism (countries in which UK residents spent the most on trips abroad): 2016 and 2017

Country	Country rank (of the countries analysed) based on:	
	Tourism exports 2017	Tourism exports 2016
Spain	1	1
USA	2	2
France	3	3
Italy	4	4
Greece	5	5

Chapter 4: Next Steps

DCMS have developed a suite of economic estimates which help support policy and understand the economic impact our sectors have on the UK economy. The trade estimates in the release are expected to be used by customers both within and outside the government. In combination with other economic indicators, trade estimates help build a comprehensive picture of the UK economy.

The next publication of DCMS Sectors Economic Estimates will be in November 2018 and will cover Gross Value Added (GVA) by DCMS sectors. The date will be announced via the [DCMS statistical release calendar](#) nearer the time.

Views on this publication are welcomed from users. **Responses should be provided to evidence@culture.gov.uk by Friday 30 November 2018.**

Annex A: Definitions and Limitations

This annex outlines the limitations of the data used within DCMS Sectors Economic Estimates: Trade. Further information is available in the [methodology note](#).

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

Tourism - Unlike other sectors, Tourism is defined by the characteristics of the consumer in terms of whether they are a tourist or resident, rather than by the goods and services produced themselves. Exports and imports for tourism are taken from estimates of spend by overseas residents in the UK and spend by UK residents abroad, respectively. This data is taken, in turn, from the Office for National Statistics (ONS) International Passenger Survey (IPS), in which there is no distinction between spend on goods and services. We therefore provide separate estimates of **trade in goods and services combined** for Tourism.

Trade in goods and trade in services – In the release [DCMS Sectors Economic Estimates 2016: Trade](#) estimates are provided for both trade in goods and trade in services. These are based on different data sources, and as a result have been presented as two separate figures. Data on trade in goods are collected from HMRC's Intrastat survey and Customs import and export entries, which record the movement (for trade purposes) of goods across international borders. As such, the data are gathered under the cross-border principle of trade. Meanwhile, DCMS estimates of trade in services are based on data from the ONS International Trade in Services (ITIS) dataset. These data are collected via survey and are gathered under the change of ownership principle of trade. To reflect these differences, between the two data sources, the trade in services and trade in goods data are presented separately and caution is advised when adding the two sources together.

Estimates – The trade figures published in this report represent best estimates of trade in DCMS Sectors. Whilst they are based on robust Official Statistics data sources, they are gathered by means of surveys and therefore are vulnerable to the inherent issues associated with observing a sample of the population rather than the whole population. The estimates are therefore our best estimates of trade and will have an associated margin of error surrounding them.

More details of limitations are available in the [methodology note](#).

Annex B: Further information

1. The next update to these statistics will be published in June 2019.
2. The responsible statisticians for this release are Wilmah Deda and Emily Pycroft. For enquiries on this release, please contact Wilmah on 020 7211 6376 or Emily on 020 7211 6872 or evidence@culture.gov.uk.
3. For general enquiries contact:
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4. DCMS statisticians can be followed on Twitter via [@DCMSInsight](https://twitter.com/DCMSInsight).
5. The Economic Estimates of DCMS Sectors release is an Official Statistics publication and has been produced to the standards set out in the Code of Practice for Statistics. For more information, see <https://www.statisticsauthority.gov.uk/code-of-practice/>. Details of the pre-release access arrangements for this dataset have been published alongside this release.



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