

The UK is the **world's 5th most valuable tourism industry** by visitor spend <sup>1</sup>



Inbound tourism is the UK's **3rd largest service export** <sup>2</sup>

1. Other Business Services
2. Financial Services
- 3. TRAVEL**
4. Transportation
5. Telecommunications & IT services



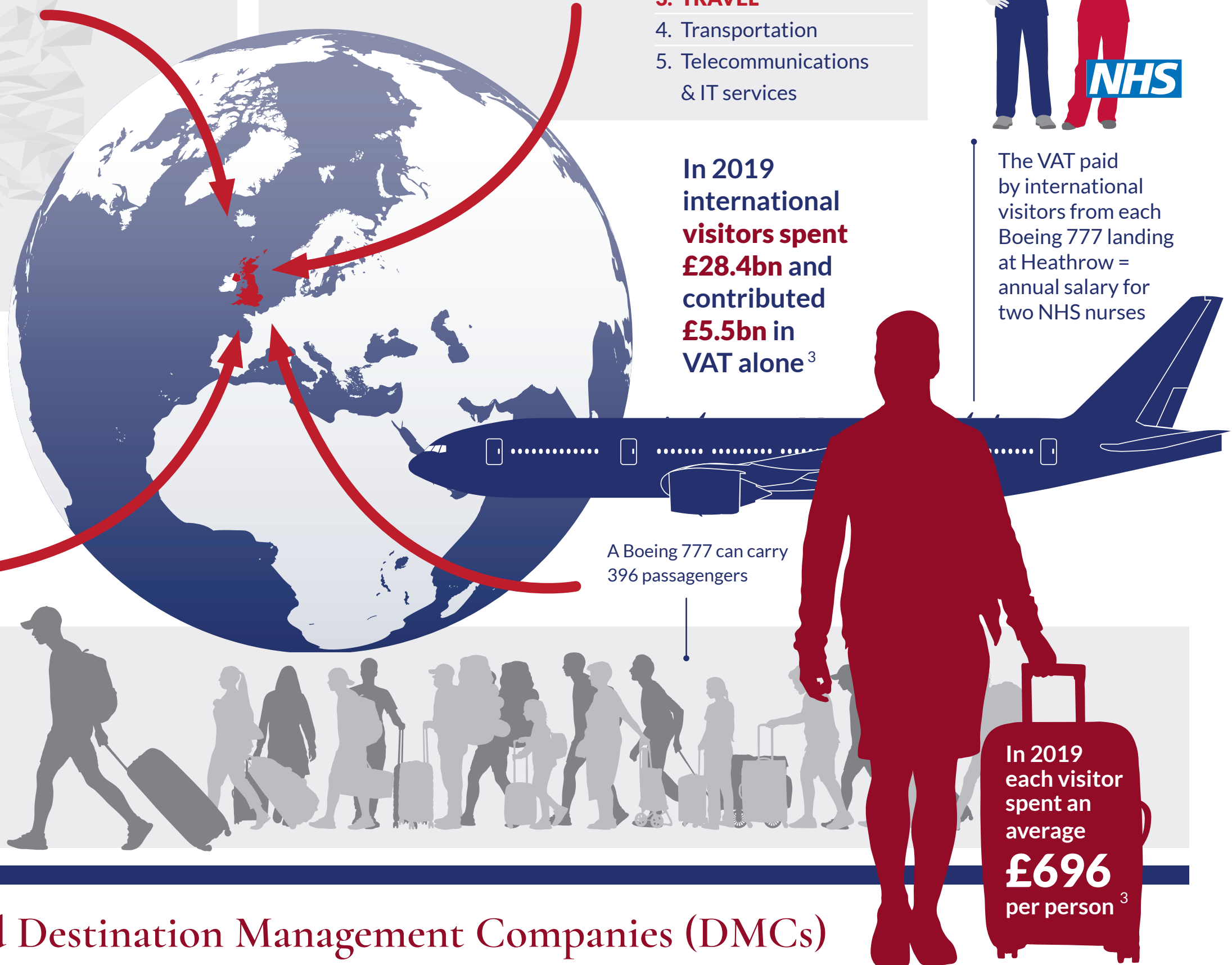
The VAT paid by international visitors from each Boeing 777 landing at Heathrow = annual salary for two NHS nurses

In 2019 international visitors spent **£28.4bn** and contributed **£5.5bn** in VAT alone <sup>3</sup>

Approximately **1.2m people** are directly employed in tourism related jobs <sup>4</sup>



**500,000 full time equivalent jobs** are supported by inbound visitor expenditure



A Boeing 777 can carry 396 passengers

In 2019 each visitor spent an average **£696** per person <sup>3</sup>



## Tour Operators and Destination Management Companies (DMCs)

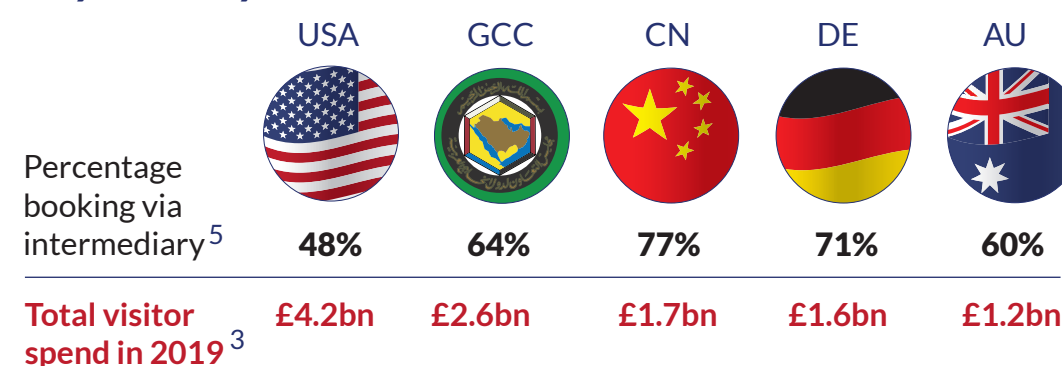
Tour operators and destination management companies facilitate international visits to the UK, acting as intermediaries between visitors and tourism products. They:

- ✓ design, package and implement tours, activities and events
- ✓ are experts in their destinations and source markets
- ✓ promote regional spread of visitors and less well-known destinations
- ✓ act as the UK's sales and marketing force for international visitors
- ✓ maintain the UK's competitiveness by converting interest into bookings



More than **60% of all inbound visitors** book their trip as a package through an intermediary <sup>5</sup>

Visitors from our high value, key growth markets rely heavily on intermediaries



A wide range of sectors rely on business from tour operators and DMCs

1. International Tourism Highlights 2019 Edition, UNWTO  
2. UK Trade in Numbers, Department for International Trade, 2020  
3. International Passenger Survey 2019, Office for National Statistics

4. Tourism Satellite Account: 2017, Office for National Statistics  
5. Foresight issue 151, VisitBritain, 2016