

INBOUND TOURISM DEEMED ENCOURAGING IN BRITAIN



After the financial crisis, things are looking a little better for British tourism. British citizens are now taking their holidays in Britain and foreign visits including spending are on the up.

As the dust settles on the global economic breakdown and countries involved in tourism begin to recover, **Britain is waking up from realizing that tourism is not to be taken for granted.** For many years, the British have got used to the idea that tourists come to Britain under nay circumstances as there is so much to see and so many places to spend cash. Recent times have proven that this is not always the case and the British are beginning to appreciate foreign visits a little more.

The Office for National Statistics has revealed that **inbound tourism is now “encouraging” yet has not reached the levels of the pre-recession period.** Visits in July this year were 5% up on last year and spending increased by 2%. This may seem minimal yet any improvement is worthy of some positive feedback. There is, however, a long way to go before the UK reaches the heights of 2007.

David Cameron, British Prime Minister, has pledged his support to British tourism and has warned against future complacency. He also reminded those involved in the industry that **competition is bound to get tougher around the globe as Asian and African countries are beginning to impress in the field of tourism.** At least British people now tend to take their holidays in the British Isles, meaning their cash stays in British hands. The weakness of the British pound has a lot to do with this phenomenon and 8% more UK residents stayed in the country this year for their summer break.

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