

BRITISH TOURISM ON THE RISE AFTER RECESSION



Britain hopes to fully recover from the recession period and improve the contribution of tourism to its GDP.

Various sources have claimed that the recession took its toll on British tourism to the extent of 7%, leaving many jobless, hotels empty and those working in tourist administration twiddling their thumbs.

The Office for National Statistics stated that £5 billion was sawn off the British GDP due to the dip in the success of the UK tourism industry. However, last year seemed to introduce a period of renewed optimism and, with the Olympic Games on the horizon this year, the UK wants its £5 billion back.

The good news is that, although visitor numbers are down, there seems to have been a rise in individual spending. This may be the great advantage of the weakening of the pound, with foreign tourists getting more for their money.

Revenue generated through tourism was, indeed, 1.2% up in the third quarter of 2011. There has also been a tremendous rise in self-employment in tourism with 21% of people involved in tourism now in self-employment, compared to a national average of just 15% for all sectors. **The figures also suggest that tourism is a fairly young industry, with 40% of those involved being under 30.**

The main aim for 2012 does not involve foreign tourists, yet at keeping Brits at home to enjoy their holidays. The London Olympics have been the focus of a number of advertising campaigns, with the urge to keep locals on the British Isles during the summer events. A number of slogans have already been released urging Brits not to go away to spend their pounds.

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