

# VALUE TOURISM

A manifesto to deliver a successful and sustainable future for UK travel and tourism



The UK's tourism mix, including inbound, outbound and domestic tourism, generates nearly **£146bn** in revenue for the UK economy each year<sup>1</sup>, and supports more than **3.2 million jobs** across the country<sup>2</sup>.

ABTA is the UK's most trusted travel trade association. Our vision is to build confidence in travel – confidence for companies to trade and invest, confidence for customers to book; and confidence that the industry is building a sustainable future.



<sup>1</sup>ONS 2018  
<sup>2</sup> Tourism Alliance 2019



#valuetourism

## These are our asks of the next Government and Parliament:

1

### BUILD CONFIDENCE IN TRAVEL

- Work in partnership with the travel sector to support efforts to contribute to climate change goals.
- Consult industry on how best to protect consumers in the event of airline insolvency.
- Maintain reciprocal healthcare arrangements with the EU.

2

### SECURE TOMORROW'S TOURISM WORKFORCE

- Ensure the needs of the travel and tourism sector are taken into account when designing the UK's future immigration regime.
- Make sure the apprenticeship system is suitable for travel and tourism businesses and those seeking to develop careers in the industry.
- Maintain reciprocal worker arrangements with the EU that enable critical overseas workers to support UK travellers in destination.

3

### ENSURE THE UK REMAINS COMPETITIVE

- Reduce Air Passenger Duty (APD) to bring it in line with our European competitors.
- Invest in the UK's rail network to improve access to ports and airports to help support the increased use of public transport.
- Consider targeted measures to support SME businesses and regenerate UK high streets, including business rates reform.



# The economic value of outbound travel to the UK

The outbound travel sector is an important part of the UK's tourism mix, providing employment and making a positive economic contribution right across the UK.



**£37.1bn**

overall economic impact  
accounting for

**1.8%**  
of UK GDP



**221,000**

jobs directly sustained  
by outbound travel

**526,000**  
in total

It is estimated that  
UK residents spend more than  
**£45.7bn** here at home on  
items related to outbound travel

That is more than the  
**£44.8bn** spent in  
overseas destinations

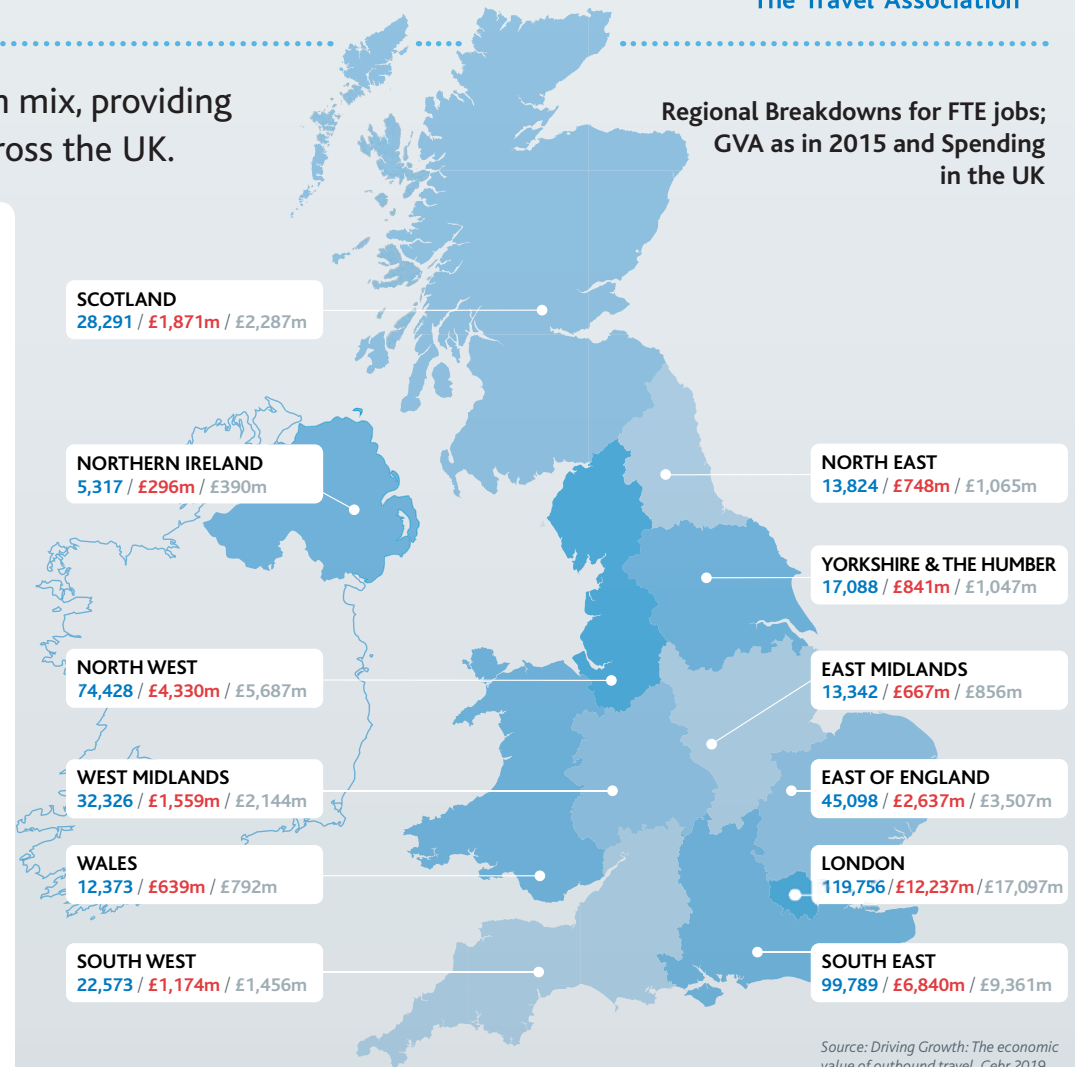


There are **58 million** outbound trips  
by UK travellers to the EU each year –  
around **75%** of all outbound visits.

We must continue to ensure the access  
arrangements and seamless travel experience  
that has underpinned the success of our industry<sup>3</sup>.

<sup>3</sup>ONS 2018

Regional Breakdowns for FTE jobs;  
GVA as in 2015 and Spending  
in the UK



Source: Driving Growth: The economic  
value of outbound travel, Cebr 2019.

0,0 Aggregate employment contribution (Full Time Equivalent)

£m Aggregate GVA contribution

£m Regional spending 2014