



Museums are a great British success story. They play a crucial role in the success of UK tourism, attracting millions of international and domestic visitors. They showcase the best of the nation's history and culture to the widest possible audiences. They captivate visitors with objects that tell the stories of the world and offer a sense of place.

A golden period of sustained investment has seen museums improve their visitor offer and attract ever-greater numbers of tourists through their doors. Through the money they spend these museum visitors deliver economic benefits to local economies. Museums are good for business.

"Cultural and heritage attractions are very definitely a cornerstone of Britain's tourism offer and are experienced by tens of millions of Britons each year from all walks of life and parts of the country. It is therefore essential that not only are these 'products' maintained, cared for and further developed, but also that they continue to offer the visitor value for money and a quality experience." *VisitBritain*<sup>1</sup>

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### **The tourist industry - general:**

- Tourism is the UK's fifth largest industry<sup>2</sup>. The UK is one of the most popular destinations in the world, attracting 32 million overseas visitors every year. Similarly, British residents take well over 1 billion overnight trips and day visits each year.<sup>3</sup>
- In 2007 tourism was worth £114 billion, responsible for 2.65 million jobs, representing 8.2% of GDP.<sup>4</sup>
- By 2009 tourism was worth £115.4 billion to the UK economy, equivalent to 8.9% of UK GDP. In 2009, tourism directly and indirectly supported one job in every twelve.<sup>5</sup>
- It has been estimated that the tourism economy will grow by 2.6% a year between 2009 and 2018, a growth rate similar to the retail and construction industries.<sup>6</sup>

## **The relationship between tourism and the museums, heritage and culture sector:**

- The UK is one of the top three countries in the world for culture<sup>7</sup>. History, heritage and culture are the most popular reasons to visit the UK<sup>8</sup>. A Nation Brands Index survey showed that 65% of potential visitors to the UK would be very likely to go to museums.<sup>9</sup>
- VisitBritain estimates that Britain's culture and heritage attracts £4.5 billion worth of spending by inbound visitors annually, equivalent to more than one quarter of all spending by international visitors, and underpins more than 100,000 jobs across the length and breadth of Britain.<sup>10</sup>
- It is likely that tourism directly supports culture and heritage to the tune of more than £500 million per annum once the following are taken into account: admission fees/tickets and spend on things such as souvenirs, food and drink purchased during time spent at a cultural or heritage event or attraction.<sup>11</sup>

## **The importance of museums and heritage to tourism:**

- Eight of the UK's top ten visitor attractions are museums<sup>12</sup>, and three UK museums are among the top ten most visited museums worldwide.<sup>13</sup> Visits to museums and galleries in England (2007/08) increased by 7%, more than three times higher than the national 'visitor attractions' average.<sup>14</sup>
- According to the International Passenger Survey, 7.4 million visitors from overseas visited the UK's museums or art galleries in 2006.<sup>15</sup>
- The Nation Brands Index asked respondents from 20 countries around the world to select cultural products they would associate with the UK. 50% of respondents associated the UK with museums.<sup>16</sup>
- Visiting the UK's museums and galleries was undertaken by:
  - 41% of holiday visitors
  - 19% of VFR visitors (visiting friends and relatives)
  - 7% of business visitors
  - 48% of study visitors
  - 11% of miscellaneous visitors<sup>17</sup>
- Heritage tourism contributes £20.6 billion to the UK GDP, more than the advertising or film industries. It supports a total of 466,000 jobs.<sup>18</sup> Heritage is the main motivation for 30% of all international visits, while 14% of domestic-tourism day trips are motivated by heritage.<sup>19</sup>
- In 2008 overseas visitors to major UK museums and galleries can be estimated to have spent £436 million as a result of their visit. UK visitors, who spend less per visit, were estimated to have spent £386 million.<sup>20</sup>

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<sup>1</sup> VisitBritain, Foresight (Issue 56, June 2008), p.6:  
[http://www.visitbritain.org/Images/Foresight%20Issue%2056\\_tcm139-167379.pdf](http://www.visitbritain.org/Images/Foresight%20Issue%2056_tcm139-167379.pdf)

<sup>2</sup> VisitBritain, 'Achieving the Full Potential of the Visitor Economy', (February 2009) p.6:  
[http://www.visitbritain.com/en/Images/VB\\_Ex%20Summary\\_aw%20final\\_tcm12-151959.pdf](http://www.visitbritain.com/en/Images/VB_Ex%20Summary_aw%20final_tcm12-151959.pdf)

<sup>3</sup> Tourism Alliance, 'Britain's best opportunity for sustainable economic and new employment' (2010), p.1:  
[http://www.tourismalliance.com/attach.pl/257/286/TA\\_Manifesto-Info\\_2010.pdf](http://www.tourismalliance.com/attach.pl/257/286/TA_Manifesto-Info_2010.pdf)

<sup>4</sup> VisitBritain, 'Achieving the Full Potential of the Visitor Economy', p.7 (as above)

<sup>5</sup> VisitBritain, 'Key Tourism Facts', (March 2010), p.1:  
[http://www.visitbritain.org/Images/Key%20Tourism%20Facts%20mar10\\_tcm139-168291.pdf](http://www.visitbritain.org/Images/Key%20Tourism%20Facts%20mar10_tcm139-168291.pdf)

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VisitBritain, 'United Kingdom Dashboard' (March 2010), p.1:  
[http://www.visitbritain.org/Images/2-page%20dashboard%20-%20UK%2011%2003%2010%20-%20final\\_tcm139-186145.pdf](http://www.visitbritain.org/Images/2-page%20dashboard%20-%20UK%2011%2003%2010%20-%20final_tcm139-186145.pdf)

<sup>6</sup> Deloitte, with Oxford Economics, 'The Economic case for the Visitor Economy: Final Report' (September 2008), p.38:  
[http://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/UK\\_THL\\_VisitorEconomy\\_Sept08.pdf](http://www.deloitte.com/assets/Dcom-UnitedKingdom/Local%20Assets/Documents/UK_THL_VisitorEconomy_Sept08.pdf)

<sup>7</sup> Anholt-GfK Roper Nation Brands Index Report Highlights, 2008, p.7:  
[http://www.gtai.com/uploads/media/Report\\_Highlights\\_Roper\\_Nation\\_Brands\\_Index.pdf](http://www.gtai.com/uploads/media/Report_Highlights_Roper_Nation_Brands_Index.pdf)

<sup>8</sup> VisitBritain, Foresight (Issue 43, May 2007): [http://www.visitbritain.org/Images/FORESIGHT%20issue%2043\\_tcm139-167355.pdf](http://www.visitbritain.org/Images/FORESIGHT%20issue%2043_tcm139-167355.pdf)

*and*

VisitBritain, Culture and Heritage Topic Profile (February 2010):  
[http://www.visitbritain.org/Images/Culture%20%26%20Heritage%20Topic%20Profile%20Full\\_tcm139-184566.pdf](http://www.visitbritain.org/Images/Culture%20%26%20Heritage%20Topic%20Profile%20Full_tcm139-184566.pdf)

<sup>9</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.9

<sup>10</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.2

<sup>11</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.5

<sup>12</sup> Association of Leading Visitor Attractions, 2009:  
[http://www.alva.org.uk/visitor\\_statistics/](http://www.alva.org.uk/visitor_statistics/)

<sup>13</sup> The Art Newspaper (No.201, April 2009), mentioned on p.5:  
[http://www.mla.gov.uk/news\\_and\\_views/press/releases/2010/~media/Files/pdf/2010/news/Cultural\\_Capital\\_Manifesto](http://www.mla.gov.uk/news_and_views/press/releases/2010/~media/Files/pdf/2010/news/Cultural_Capital_Manifesto)

<sup>14</sup> VisitEngland, 'Visitor Attraction Trends in England 2008', p.2:  
[http://www.enjoyengland.com/Images/Annual%20Visits%20to%20Visitor%20Attractions%20Survey%202008%20-%20Final%20Report\\_tcm21-172083.doc](http://www.enjoyengland.com/Images/Annual%20Visits%20to%20Visitor%20Attractions%20Survey%202008%20-%20Final%20Report_tcm21-172083.doc)

<sup>15</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.41

<sup>16</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.71

<sup>17</sup> VisitBritain, Culture and Heritage Topic Profile (as above), p.41

<sup>18</sup> Heritage Lottery Fund & VisitBritain, 'Investing in Success: Heritage and the UK tourism economy' (5 March 2010), p.8:  
[http://www.hlf.org.uk/aboutus/howwework/Documents/HLF\\_Tourism\\_Impact\\_single.pdf](http://www.hlf.org.uk/aboutus/howwework/Documents/HLF_Tourism_Impact_single.pdf)

<sup>19</sup> Heritage Lottery Fund & VisitBritain, 'Investing in Success: Heritage and the UK tourism economy' (as above), p.10.

<sup>20</sup> National Museum Directors Conference, 'Museums deliver', (January 2010), p.3.3:  
[http://www.nationalmuseums.org.uk/media/documents/what\\_we\\_do\\_documents/museums\\_deliver\\_full.pdf](http://www.nationalmuseums.org.uk/media/documents/what_we_do_documents/museums_deliver_full.pdf)