

**Project: State of UK Tourism report**

**Client: VisitBritain**

**Date: February – March 2008**

A comprehensive overview of the state of tourism in the UK looking at:

- The scale of UK tourism
- The different dimensions of UK tourism
- A decade of change – 1996 to 2006
- Competitive developments
- Potential influences on the future development of UK tourism.

The study draws on extensive analysis of major UK tourism surveys like the International Passenger Survey, and UK Tourism Survey.