



VisitBritain

VisitEngland

VisitBritain/VisitEngland
Upper Ground Floor
1 Victoria Street
London SW1H 0ET

Graham Smith

Sent by email to graham@republic.org.uk

E : FOI@visitbritain.org

16 May 2018

Dear Graham,

RE: FOI Request: "Please provide me with a copy of any records you hold which detail the impact of the Royal Family, the Monarchy or major events on British tourism"

Further to your request dated 17 April 2018, please find the information we hold below in relation to your FOI request:

- Historical tourist attractions associated with the Monarchy have a broad appeal. Of the 37.6 million overseas visits made into the UK during 2016, more than 10.4 million people visited a castle or historic house and around 7.7 million people visited a religious building.

Link: <https://www.visitbritain.org/activities-undertaken-britain>

- Visitors drawn to Britain by the appeal of its culture and heritage spend a significant amount of money. International visitors who visited castles or historic houses in Britain contributed more than £8 billion in 2016.

Link: <https://www.visitbritain.org/activities-undertaken-britain>

- In relation to attractions with a connection to the Monarchy, the Tower of London was the most visited 'paid for' attraction in England, with over 2.7 million visitors in 2016.

Link: <https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results>

- In the United States in 2017, the word 'Royal' was one of the most quoted adjectives that came to the mind of American travellers when they were asked to define Britain.

Link: https://www.visitbritain.org/sites/default/files/vb-corporate/markets/foresight_161_-_us_east_vs_west_coast.pdf

- In 2017, luxury travellers from the US, China and the Gulf all highly regard Britain as a 'Royal' destination, being a major factor to visit Britain.

Link: https://www.visitbritain.org/sites/default/files/vb-corporate/kmb_visit_britain_luxury_travel_research_report_march2018.pdf

- After London, Windsor was the second most visited day trip destination by holiday visitors to Britain in 2016.

(Please note: the UK level report is in progress and will show Windsor as number 2 in the UK, the link below is a report that only covers England).

Link: https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/discover_england_day_visits_08.11.17.pdf

Please do let us know if you have any queries concerning the above matter.

Yours sincerely,

VisitBritain

Please note that if you are unhappy with our response you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF.