



National Forest Tourism Forum

#nftourismforum

#Forestlife

THE NATIONAL
FOREST

Key Tourism Trends and Rural Tourism

Kurt Janson
Director, Tourism Alliance

Tourism Alliance

Umbrella Trade Association formed in 2001 to “speak with one voice” to Government on tourism issues.

Comprises 55 member organisations that represent some 200,000 businesses.

Purpose is to lobby and work with Government on policies that support the tourism industry and its contribution to the economy.

Rural Tourism

20% of Domestic Tourism

22% Day Visits

18% Overseas Visitors

Value of Rural Tourism

20m Overnight Trips and 335m Day-Visits

£20.7bn Spent in Rural Economy

380,000 Jobs

Tourism Trends

Safety

More and Less

Added Value

Trophy Hunting

AirBnB Trips

Negative Tourism Trends

City Breaks

Short Stay

Connectivity

Positive Tourism Trends

Authenticity and Experience

Food

Photography

Tourism in 2017

Inbound

-1.3

Domestic

-0.8

Tourism Priorities

Retaining EU Travel Agreements

**Maintaining Access to EU National
Workers**

**Maintaining Access to EU Funding
Programmes and then Replacing them
with UK Versions**

Two Opportunities

Replacement CAP Programme

Package Travel Directive

Replacement CAP Programme

**Rural Tourism Contributes £21bn and
380,000 Jobs to Rural Economy**

**Tourism eligible for 2.7% of CAP
Funding**

**Replace CAP with a Scheme that
Acknowledges the Importance of
Tourism to the Rural Economy**

Package Travel Regulations

PTRs Prevent Domestic Tourism Businesses Working Together to Provide Value-Add Products

New PTRs due in 2018

Incorporate a Sunset Clause into the New Regulations

Estimated £3.6bn increase in Domestic Tourism