

# Characteristics of tourism industries, 2014

Coverage: **UK**

Date: **03 February 2016**

Geographical Areas: **European (NUTS), Region**

Theme: **People and Places**

Theme: **Labour Market**

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## Main points

- Employment in UK tourism industries increased between 2009 and 2014, from 2.66 million to 2.97 million.
- The largest contributor to this increase is the number of main and second jobs in food and beverage serving activities, which has increased by approximately 170,000 jobs.
- Almost 50% of workers in culture, sports, recreation or conference activities work either a Saturday, Sunday or both.
- Only 5.04% of tourism workers are casual employees; 89.57% of tourism workers are permanent; 5.39% of tourism workers are in other forms of temporary employment.

## Introduction

This article analyses a range of data related to the "supply side" of tourism, in other words the industries and services that provide goods and services to tourists. These "tourism characteristic industries" are analysed here in terms of the changes in tourism employment, the regional distribution of tourism employment and the characteristics of those employed in the tourism sector.

The data in this article comes from the Annual Population Survey, 2008 to 2014 (ONS).

## Tourism employment trends

Table 1 shows the changing employment numbers within the UK tourism industry groups, the UK tourism industry and the UK non-tourism industry. This shows an increase of approximately 312,000 main and second jobs in tourism between 2009 and 2014. Employment in the tourism industry grew by 11.72 % over this period compared with a growth of 5.11% in non-tourism industry employment.

**Table 1: Changes in tourism employment (main and second jobs), 2009 to 2014**

UK

Industry Group:	Employment (thousands)					
	2009	2010	2011	2012	2013	2014
Accommodation for visitors	336	340	347	352	360	388
Food and beverage serving activities	1,138	1,167	1,179	1,204	1,238	1,308
Passenger transport, vehicle hire, travel agencies etc.	497	518	501	507	500	503
Cultural, sports, recreational & conference etc. activities	692	703	695	690	709	775
Subtotal: Tourism industries	2,663	2,729	2,722	2,754	2,805	2,975
Subtotal: Non-tourism industries	27,078	27,035	27,213	27,396	27,838	28,461
Total: all industries	29,741	29,764	29,935	30,150	30,643	31,436

**Table source:** Office for National Statistics

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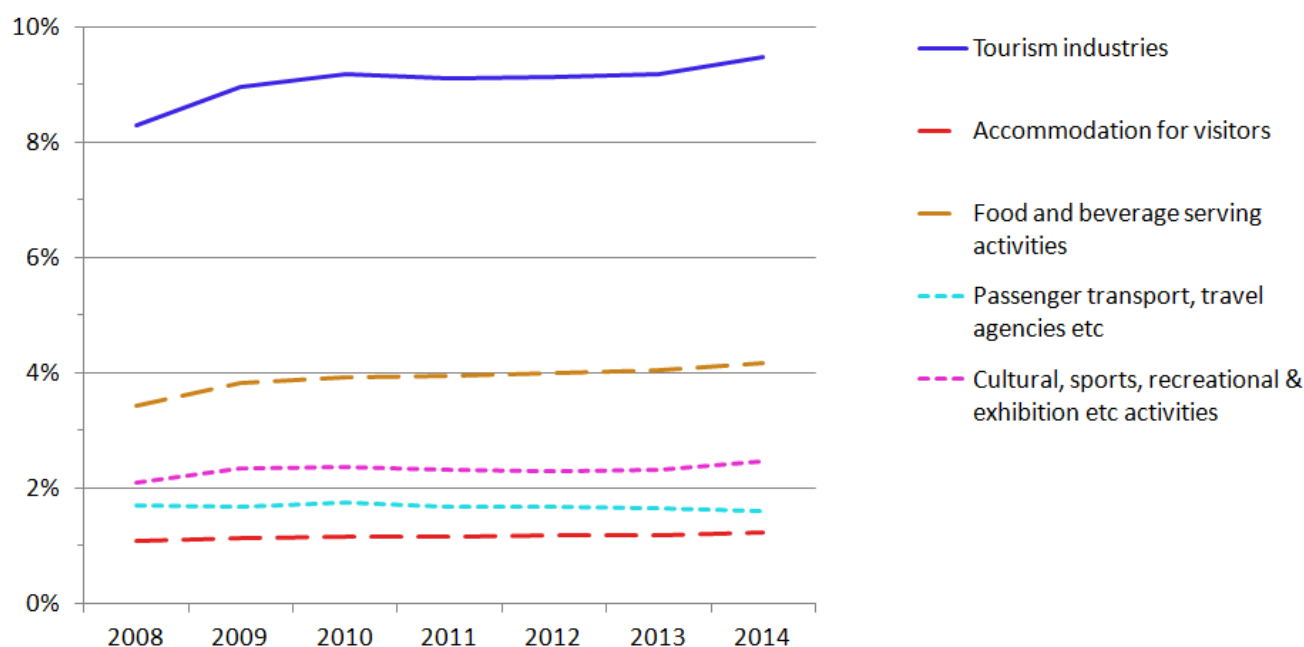
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Figure 1 shows the percentage of main and second jobs in tourism industries annually from 2008 to 2014. It shows that, overall, employment in the tourism industry in the UK has increased from 8.29%

(2.50 million) to 9.46% (2.97 million) of total employment; this is an increase of 18.78% over 6 years. The percentage of main and second jobs in 3 of the 4 tourism industries reflect this steady increase over time, however, the percentage of main and second jobs in tourism industries within passenger transport, travel agencies and vehicle hire etc. peaked in 2010 and then steadily decreased.

**Figure 1: The percentage of jobs in specific tourism industry sectors, 2008 to 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

**Notes:**

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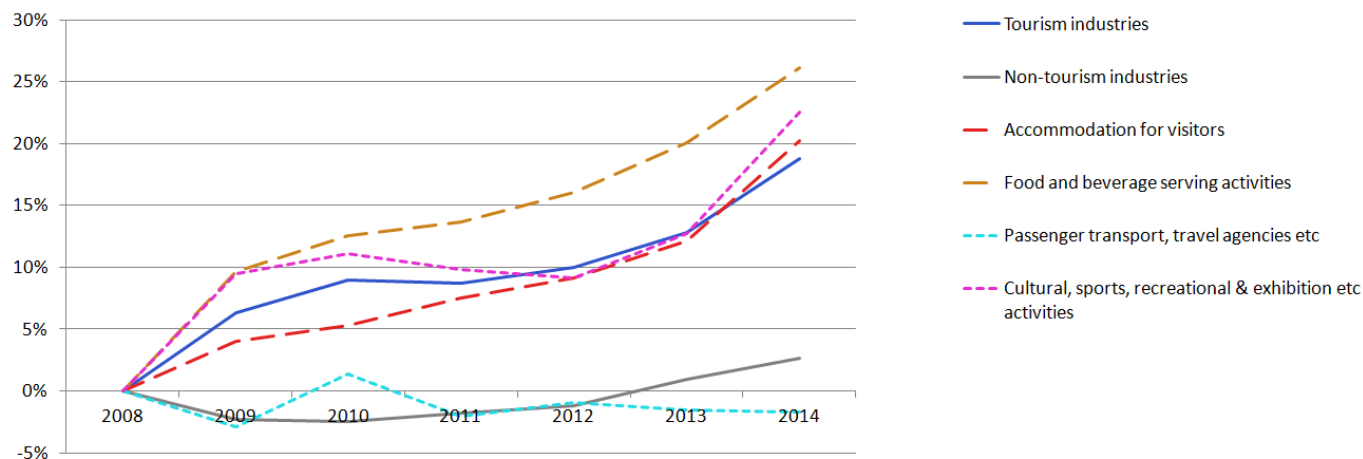
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Figure 2 charts the percentage change in main and second jobs in tourism industries by sector, as well as in all tourism industries and non-tourism industries. This chart shows that the proportion of jobs in tourism industries has increased by 18.78% since 2008, whereas the proportion of jobs in non-tourism industries has fluctuated. This is largely caused by the increase in main and second jobs in food and beverage serving activities and culture, sport, recreational and conference activities respectively between 2008 and 2009 (11.50% and 11.20% respectively). The decline in the percentage of jobs in non-tourism industries can be explained by the growing proportion of jobs in tourism industries in the economy, rather than the direct decrease in number of jobs within non-tourism industries.

**Figure 2: The percentage change in tourism employment by sector, 2008 to 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

**Notes:**

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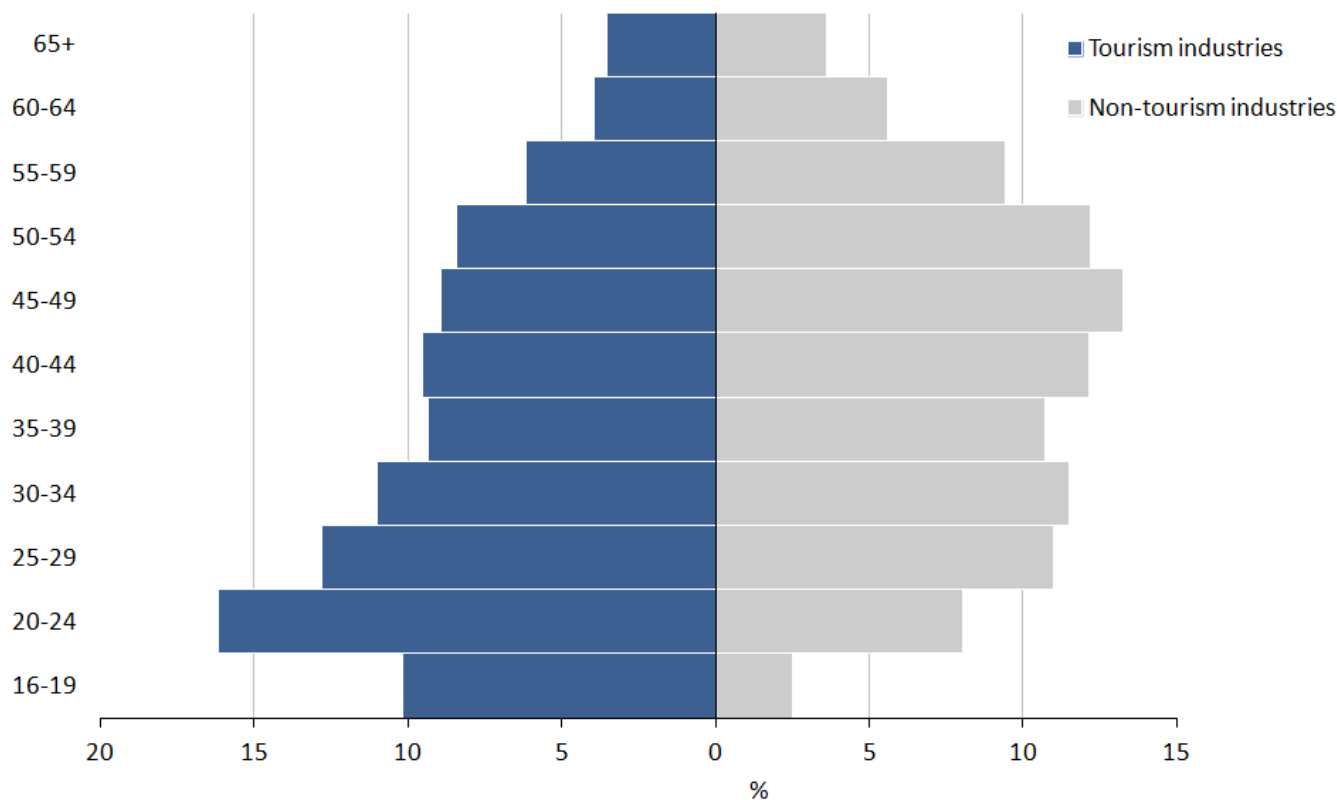
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**Age and sex of tourism workers**

Figure 3 shows the distribution of ages of workers in both tourism and non-tourism industries in 2014. The chart shows that the profile of tourism workers is generally younger, with 26.40% of tourism workers being between the ages of 16 and 24, compared with only 10.50% in non-tourism industries.

**Figure 3: Population pyramid showing the age distribution of workers in tourism and non-tourism related industries, 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

**Notes:**

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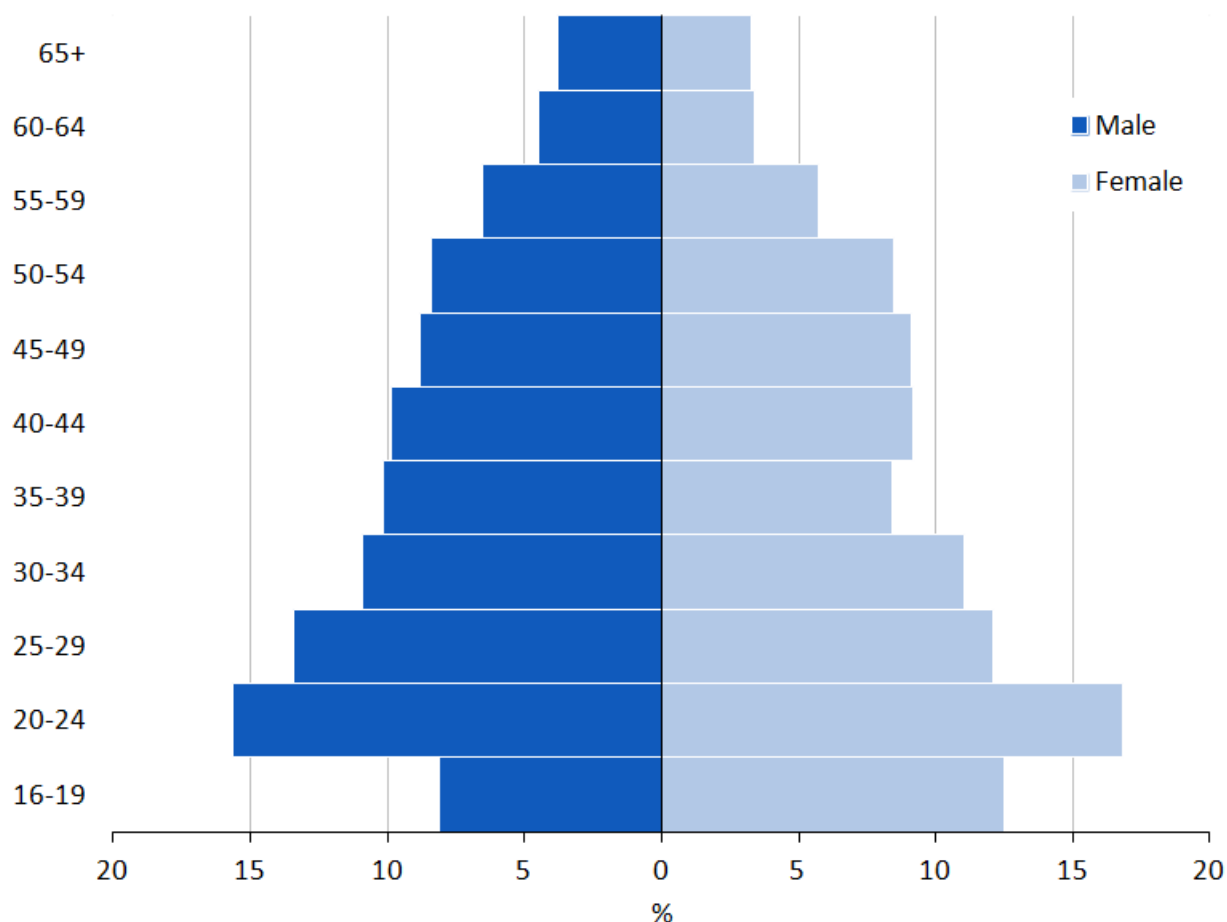
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Figure 4 shows the distribution of tourism workers by both age bands and sex. It can be seen that the distribution of workers is fairly even through the age groups, although there is a higher percentage of females between 16 and 24 than is the case for males (29.30%, compared with 23.70%).

**Figure 4: Population pyramid showing the age distribution of male and female workers in tourism industries, 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

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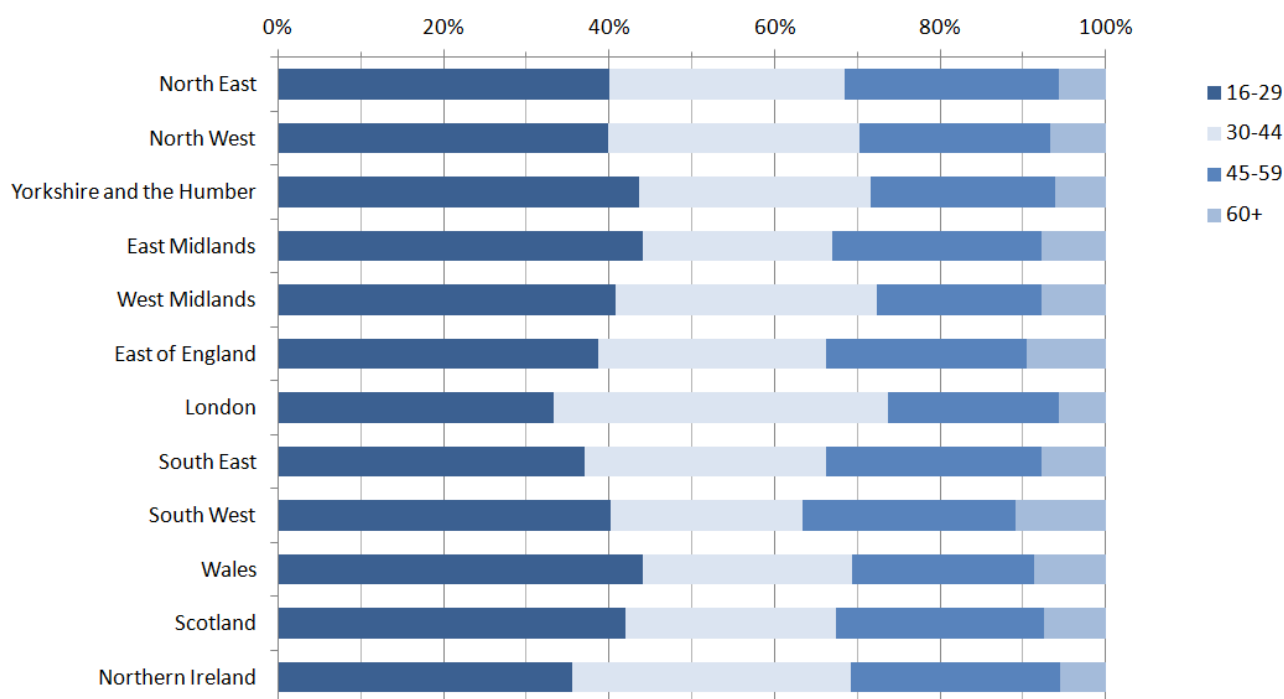
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Figure 5 shows the percentage of tourism workers by age, this time split into 4 age bands, by region of the UK. The percentage of workers in each age group is mostly consistent, with a high proportion of workers being 16 to 29 years old, with the exception of London. London has a higher percentage of workers age 30 to 44 with a slightly lower percentage of other age groups.

**Figure 5: The age distribution of tourism workers across UK regions in 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

**Notes:**

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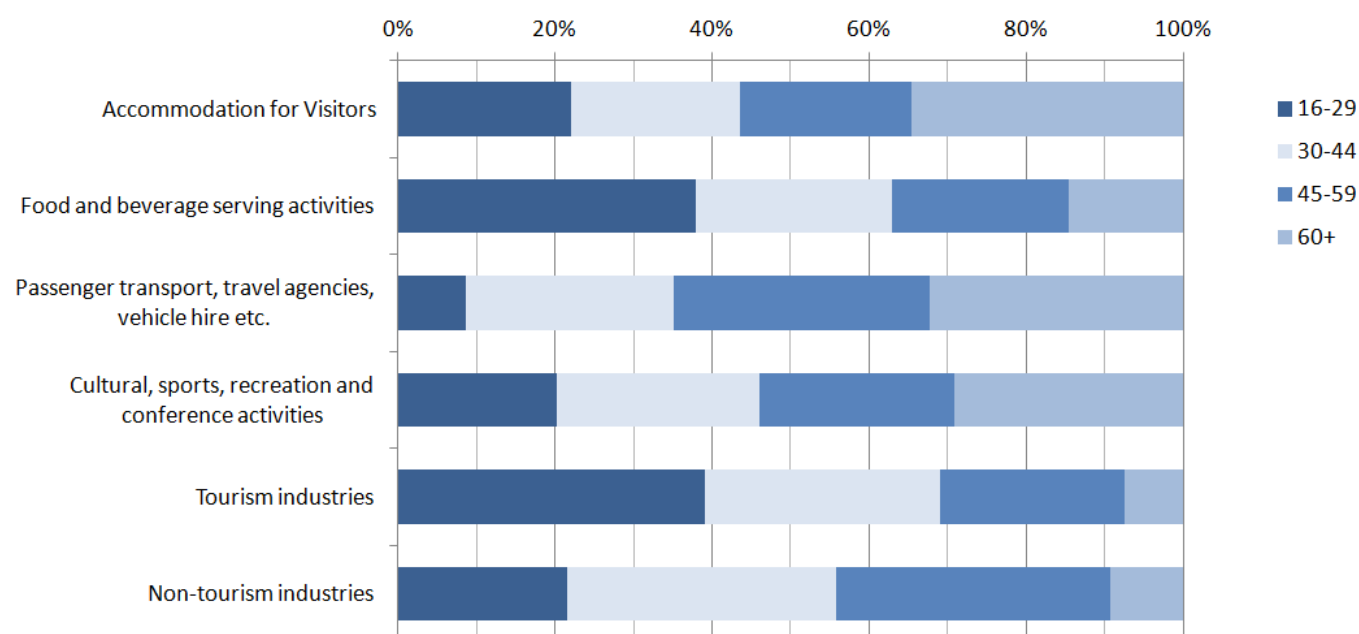
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Figure 6 shows the age of tourism workers across the 4 sectors of main tourism employment. There is a high proportion of 16 to 29 year olds working in food and beverage serving activities, almost 40%, whereas in the transport industries there is only a small percentage of 16 to 29 year olds. The accommodation for visitors industry has a higher proportion of workers aged 60 and over.

**Figure 6: The age distribution of tourism workers by industry sector in 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

**Notes:**

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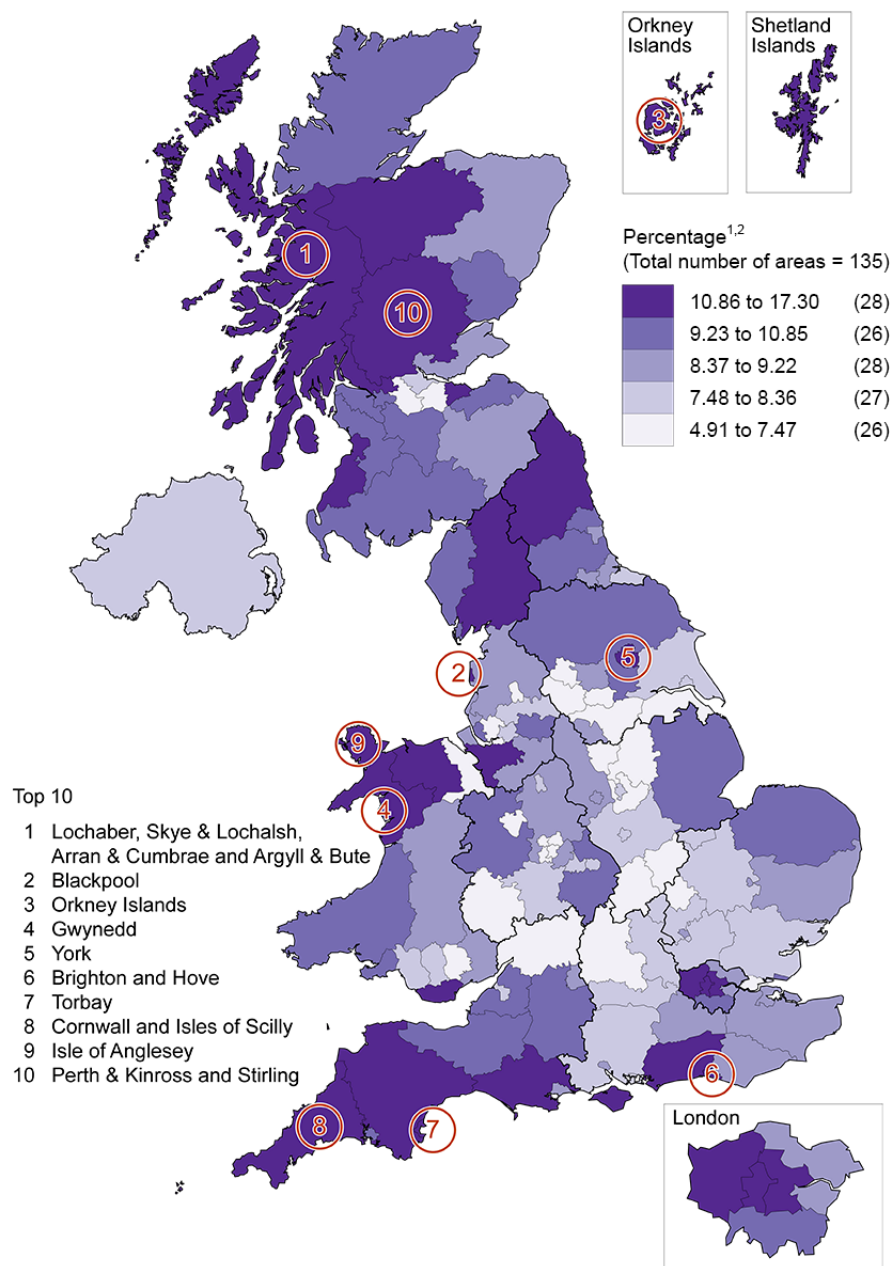
**Geography of tourism employment**

Figure 7 shows the "top 10" regions where employment in tourism characteristic industries is more than 13.50% of all employment. The region of Lochaber, Skye and Lochalsh, Arran and Cumbrae, and Argyll and Bute has the highest percentage of main and second jobs in tourism characteristic industries, with 17.29%.



**Figure 7: Main and second job employment in tourism industries as a percentage of total employment, NUTS 3, 2013 to 2014**

UK



1 NUTS 3 is an abbreviation for Nomenclature of Territorial Units for Statistics, level 3.  
 2 Data for Northern Ireland are shown at NUTS level 2 only.  
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Source: Office for National Statistics

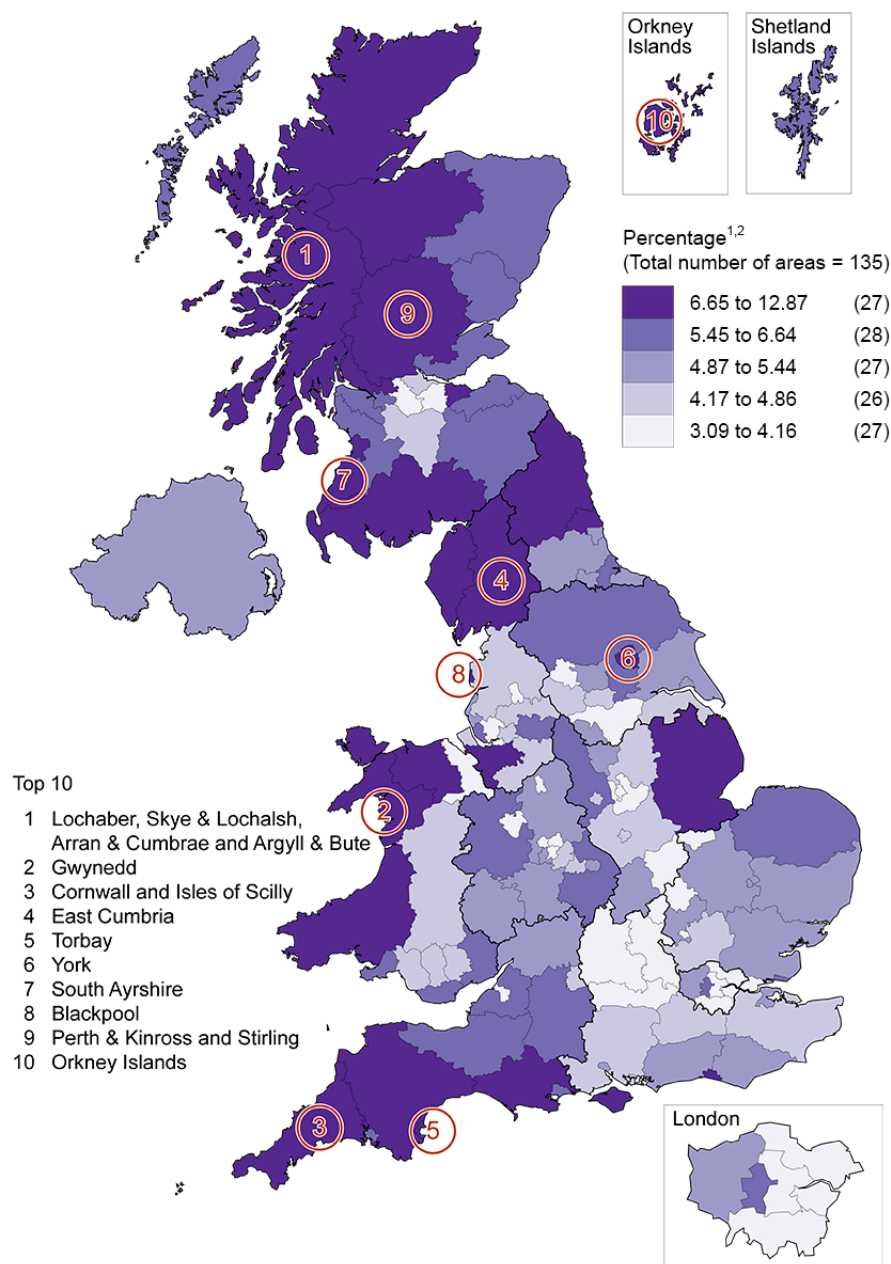
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Figure 8 shows the "top 10" regions where employment in accommodation and food and beverage serving activities is more than 8.40% of all employment. The region of Lochaber, Skye and Lochalsh, Arran and Cumbrae, and Argyll and Bute has the highest percentage of main and second jobs in accommodation and food and beverage serving activities, with 12.87%.

**Figure 8: Main and second job employment in accommodation and food and beverage serving activities as a percentage of total employment, NUTS 3, 2013 to 2014**

## UK



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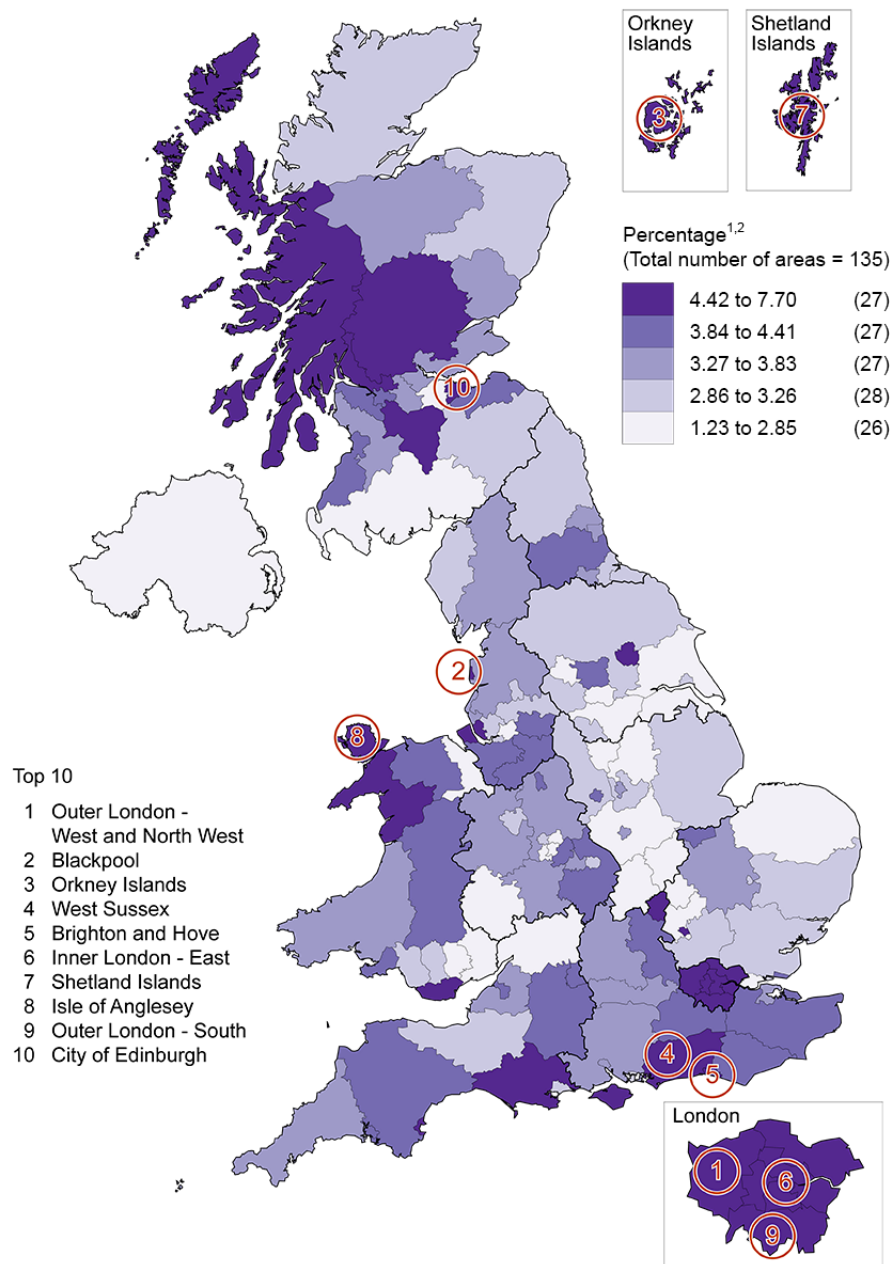
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Figure 9 shows the "top 10" regions where employment in "other" tourism characteristic industries (this includes culture, sport and recreation activities and passenger transport, travel agencies, car hire, and conference activities) is more than 5.50% of all employment. Outer London (West and North West) has the highest percentage of main and second jobs in other tourism characteristic industries, with 7.69%, reflecting the focus on passenger transport as this is the location of Heathrow Airport.

**Figure 9: Main and second job employment in other tourism characteristic industries as a percentage of total employment, NUTS 3, 2013 to 2014**

UK



1 NUTS 3 is an abbreviation for Nomenclature of Territorial Units for Statistics, level 3.  
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Source: Office for National Statistics

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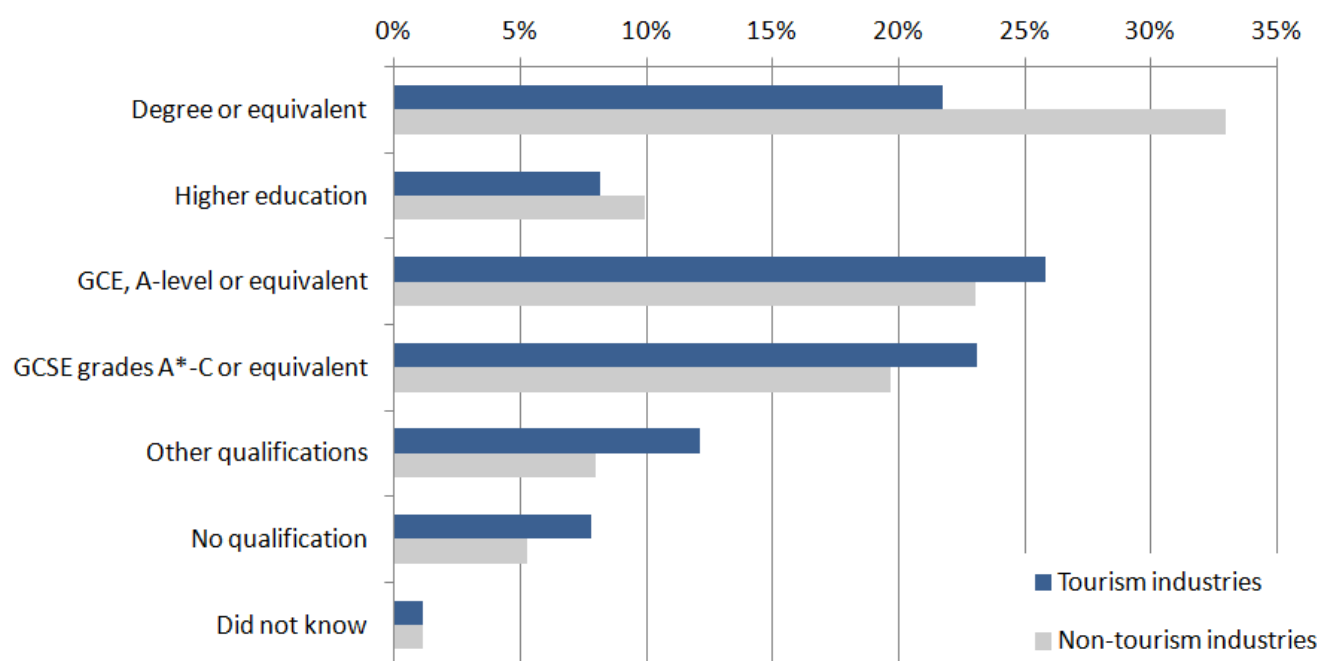
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## Highest qualifications of tourism workers

Figure 10 shows the highest qualification level achieved for tourism workers in comparison with workers in other industries. It can be seen that 30% of tourism workers have achieved a qualification level of degree, higher education or equivalents, whereas 42.90% of workers in other industries have a qualification of that level. The majority of tourism workers have a qualification level above GCSE grades A\*-C (or equivalent), although it falls below the percentage of non-tourism workers with a similar level of qualification (78.90% to 85.60%).

**Figure 10: The percentage of each workers in tourism industry sectors compared with non-tourism industry sectors, based on their highest achieved qualification level, 2014**

UK



Source: Annual Population Survey (APS) - Office for National Statistics

### Notes:

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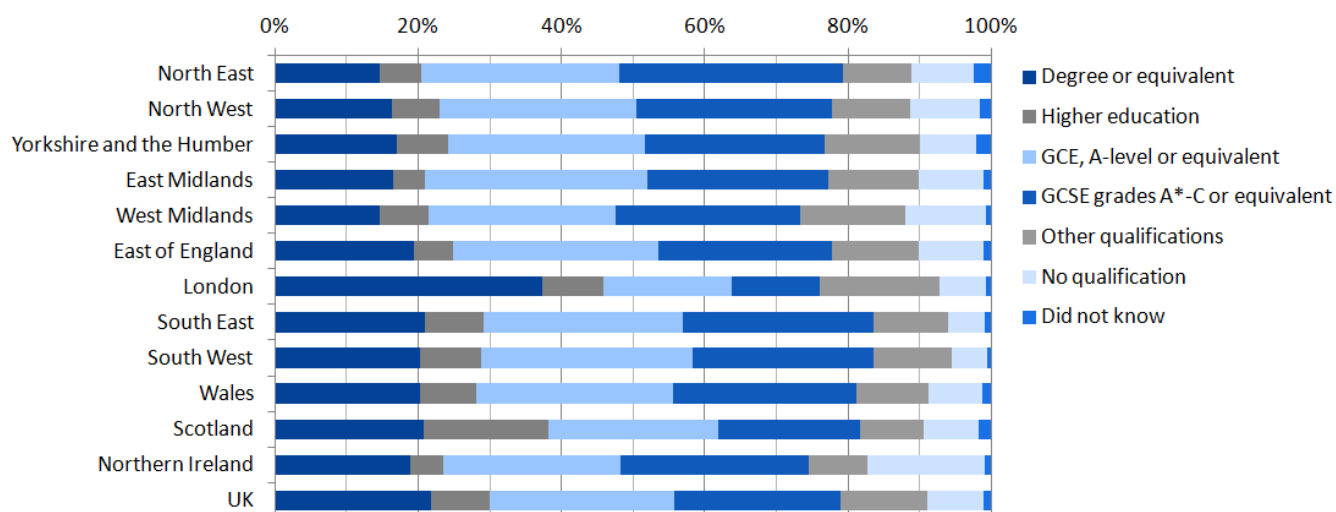
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Figure 11 compares the highest qualification level of tourism workers in the 12 different regions of the UK. It can be seen that London has a much higher percentage of workers with a degree or equivalent level qualification in tourism industries in comparison with the other UK regions. More deprived regions of the UK, for example, the West Midlands and Northern Ireland, have a higher percentage of tourism workers with no qualification (11.30 and 16.50% respectively).

**Figure 11: The percentage of workers in each UK region based on their highest achieved qualification level, 2014**



Source: Annual Population Survey (APS) - Office for National Statistics

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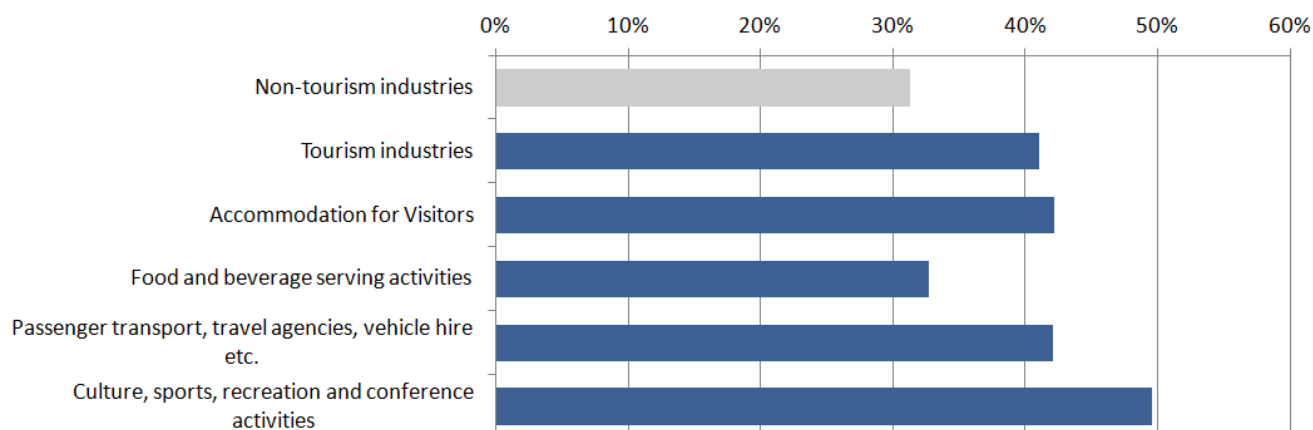
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## Working patterns of tourism workers

It can be seen from Figure 12 that all tourism industries have a higher than average proportion of employees working on either a Saturday, a Sunday or both. Compared with the other tourism industries, food and beverage serving activities has a lower percentage, almost by 10%, of workers working at the weekend. However, this is more likely to be a reflection on the size of the food and beverage industry and the volume of employees that could be available to work on a weekend. The other industry to highlight is the culture, sports, recreation and conference activities industry, which has almost half of its employees working some part of the weekend (49.50%).

**Figure 12: The percentage of tourism workers who worked either a Saturday and/or Sunday by industry sector, 2014**

UK



Source: Annual Population Survey (APS) - Office for National Statistics

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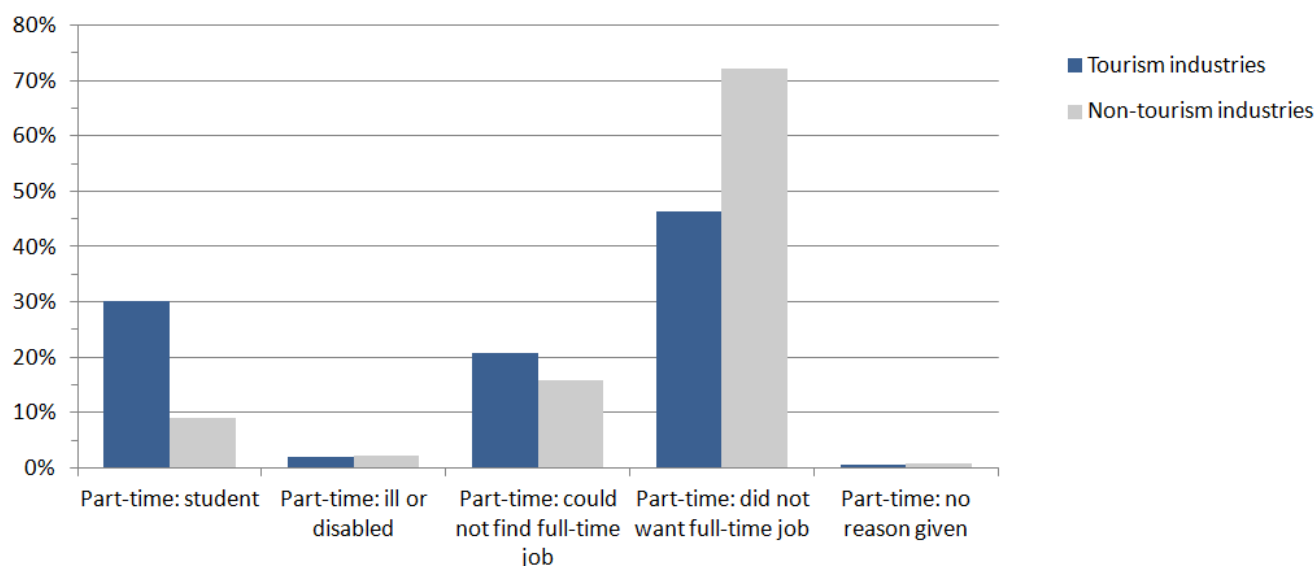
There are approximately 1.74 million (58.90%) full-time workers in tourism related industries and 1.22 million (41.10%) part-time workers in the tourism industry.

The reasons behind part-time work in tourism industries are further explored in Figure 13.

Figure 13 shows the percentage breakdown of tourism workers employed on a part-time basis based on the reasons for part-time work. This highlights that the highest proportion of part-time workers in tourism characteristic industries, 46.40%, specified that they did not want a full-time job, compared with more than 70% of workers in non-tourism characteristic industries. A significant proportion of tourism characteristic industry employees, 20.80%, specified that they could not find a full-time job, whilst 30.20% stated they were students.

**Figure 13: The reasons why tourism workers are part-time, 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

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10.43% of jobs in the tourism industry are temporary, compared with only 6.12% of temporary jobs in non-tourism industries. The tourism industries account for 14.43% of all temporary employment in the UK.

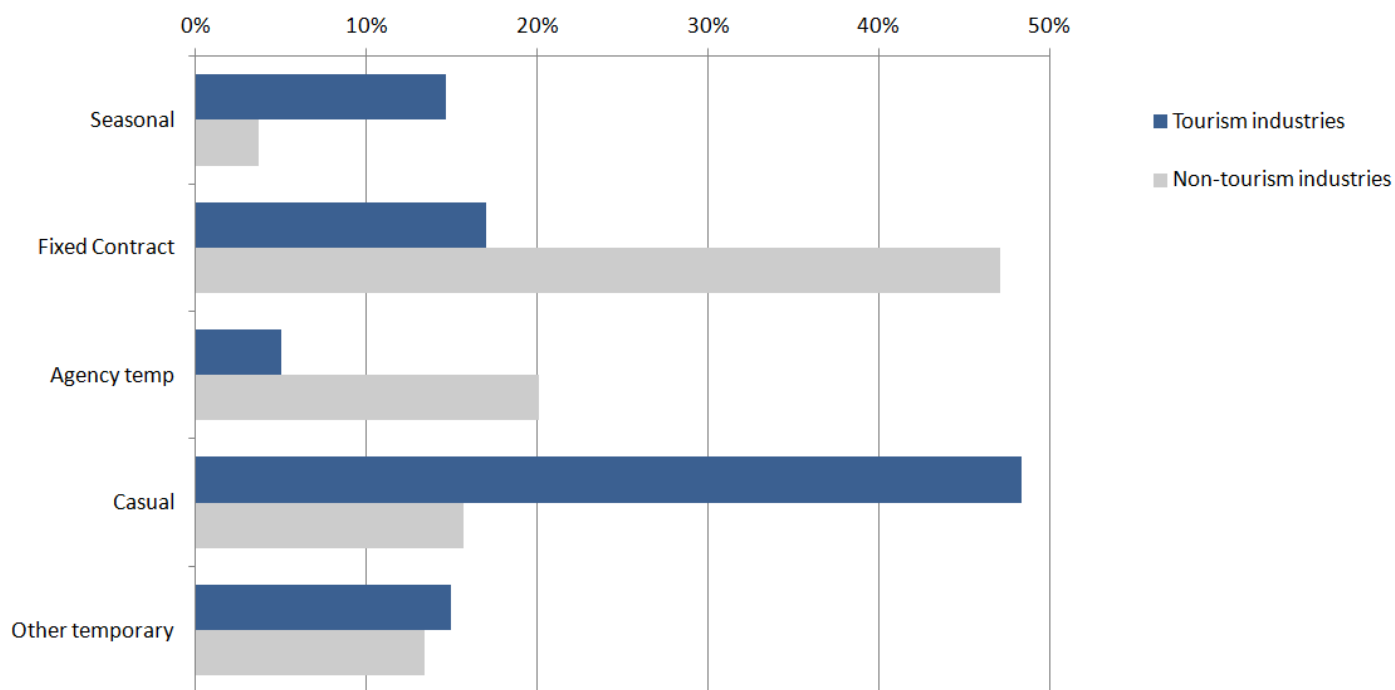
Figure 14 charts the reasons why tourism employees are in temporary employment. Temporary tourism employment in tourism characteristic industries is largely made up of casual workers. This means that almost 50% of temporary employees in tourism are not guaranteed future hours, holiday or sick pay and have no set number of hours per week. It should be noted however, that temporary employment represents 10.43% of tourism employment, meaning 5.04% of tourism workers are in this position.

Since 2011, there has been a decrease in the percentage of seasonal temporary workers. However, these employees could also be considered “casual” which may explain the sharp increase of casual workers between 2011 and 2014. A striking difference between the different types of temporary employment between tourism and non-tourism characteristic industries is the large proportion of fixed contracts in non-tourism characteristic industries, compared with the large amount of casual workers in the tourism industry.



**Figure 14: The reasons why tourism workers are in temporary employment, 2014**

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Source: Annual Population Survey (APS) - Office for National Statistics

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## Annex A

### ANNEX A: Tourism Industries Definition and Standard Industrial Codes (2007)

<b>Tourism Industries</b>	<b>SIC2007 code</b>	<b>Description</b>
Accommodation for visitors	55100	Hotels and similar accommodation
	55202	Youth hostels
	55300	Recreational vehicle parks, trailer parks and camping grounds
	55201	Holiday centres and villages
	55209	Other holiday and other collective accommodation
	55900	Other accommodation
Food and beverage serving activities	56101	Licensed restaurants
	56102	Unlicensed restaurants and cafes
	56103	Take-away food shops and mobile food stands
	56290	Other food services
	56210	Event Catering Activities
	56301	Licensed clubs
	56302	Public houses and bars
Railway passenger transport	49100	Passenger rail transport, interurban
Road passenger transport	49320	Taxi Operation
	49390	Other passenger land transport
Water passenger transport	50100	Sea and coastal passenger water transport
	50300	Inland passenger water transport

<b>Tourism Industries</b>	<b>SIC2007 code</b>	<b>Description</b>
Air passenger transport	51101	Scheduled passenger air transport
	51102	Non-scheduled passenger air transport
Transport equipment rental	77110	Renting and leasing of cars and light motor vehicles
	77341	Renting and leasing of passenger water transport equipment
	77351	Renting and leasing of passenger air transport equipment
Travel agencies and other reservation services activities	79110	Travel agency activities
	79120	Tour operator activities
	79901	Activities of tour guides
	79909	Other reservation service activities n.e.c.
Cultural activities	90010	Performing arts
	90020	Support Activities for the performing arts
	90030	Artistic creation
	90040	Operation of arts facilities
	91020	Museums activities
	91030	Operation of historical sites and buildings and similar attractions
	91040	Botanical and zoological gardens and nature reserves activities
Sporting and recreational activities	92000	Gambling & betting activities
	93110	Operation of sports facilities

Tourism Industries	SIC2007 code	Description
	93199	Other sports activities
	93210	Activities of amusement parks and theme parks
	93290	Other amusement and recreation activities nec
	77210	Renting and leasing of recreational and sports goods
Country-specific tourism characteristic activities	82301	Activities of exhibition and fair organisers
	82302	Activities of conference organisers
	68202	Letting and operating of conference and exhibition centres

**Table source:** Office for National Statistics

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### Background notes

1. Details of the policy governing the release of new data are available by visiting [www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html](http://www.statisticsauthority.gov.uk/assessment/code-of-practice/index.html) or from the Media Relations Office email: [media.relations@ons.gsi.gov.uk](mailto:media.relations@ons.gsi.gov.uk)

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