



Importance of working with the Tourism Industry

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Why Britain?

- Incoming passenger survey highlights
 - 35% Sightseeing Famous monuments/buildings as top activity for visiting
 - 7.6 million visited religious buildings
- <https://www.visitbritain.org/activities-undertaken-britain>



Volume and Value of tourism

- £91.7 Billion was spent on tourism in England in 2016
- £19.7 bn, by overseas visitors
- 33 million overseas trips
- <https://www.visitbritain.org/value-tourism-england>



What is faith tourism?

- Faith tourism, is a form of tourism where individuals or groups travel and engage with religious content in a journey.
- This could be on pilgrimages, shrine visits, leisure holidays, retreats, camps or festivals or religious tourist-attractions.



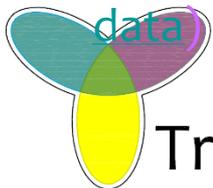
The Market

- There are an estimated 2.2 billion Christians in the world, that's 31% of the worlds population.
 - <http://www.pewforum.org/2011/12/19/global-christianity-exec/>
- There are 300 million faith tourists and its worth \$18 billion dollars as a sector. it's important for the UK and Ireland as major destinations for Baptists, Catholics, Methodists and Presbyterians.
 - (<http://www.homebasedtravelagent.com/articles/faithtourism/>).



Domestic Faith Tourists

- In 2015 (latest full year), 'domestic' leisure tourists who undertook a faith-based activity, such as visiting a cathedral, church, abbey or other religious building, in the UK accounted for a total of 20.89m trips with an associate spend of £2.8billion for the whole trip.
- Of these top-level figures, faith-based related activity for the UK domestic overnight market, generated 5.89 million trips, 19.1 million nights and £1.9 billion in associated spend per overall trip.
- Similarly, faith-based related activity for the UK domestic day visitors generated 15 million-day visits, and £891 million in associate spend per overall trip.
- Interestingly, the average spend figure (per overall trip) for those who engaged with faith-based activity was higher than the national average for all tourism activity.
- (<https://www.visitbritain.org/gb-day-visits-survey-latest-results/>
[https://www.visitbritain.org/archive-great-britain-tourism-survey-overnight-](https://www.visitbritain.org/archive-great-britain-tourism-survey-overnight-data)



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Visiting religious buildings

- In 2011 6,738,000 visitors to Britain spent time in a religious building (<https://www.visitbritain.org/inbound-culture-heritage-attractions-research>)
- Statistics for English tourism reveal that 55% of all day trips include at least one visit to a cathedral or church – the third most visited of all types of attraction.
- A North West Faith Tourism Scoping Study estimated 17 million visits to 45 cathedrals and 52 places of worship.



Numbers and Value

- Ecclesiologist Trevor Cooper [6] suggests that each parish church typically receives around 700 - 4,000 visitors each year. (http://cvta.org.uk/wp-content/uploads/2014/11/insights_church_tourism.pdf).
- The Church in Wales announced [in 2012] that religious tourism had been increasing in recent years with more than 600,000 visitors each year to the nation's most religious places. It is now considered one of the fastest growing parts of the tourism sector, worth a reported £12m a year.
- In 2017 there were 1.5 billion domestic day trips taken in England,

