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JON CUNNINGHAM
Creative Escapes

INDUSTRY GUIDE
TRAVEL
& TOURISM

Travel & Tourism Industry Guide

This guide is designed for anyone starting or running a business related to the Travel and Tourism Industry.

We have highlighted some of the key resources about the Travel and Tourism Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated January 2025
Wunmi Odeyingbo

Cover image credit: Ankur Singh

bl.uk/bipc

 [linkedin](#)

 [Instagram](#)

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Accessible via electronic resources.

Business Opportunity Profiles (BOP)

Bed and Breakfast (B&B)	BOP066
Campsite	BOP550
Group Travel Organiser	BOP407
Guest House	BOP408
Holiday Let	BOP360
Hotel	BOP394
Tea Room	BOP087
Tourist Guide	BOP040
Touring Caravan Site	BOP078
Travel Agent	BOP247

Business Information Fact Sheets (BIF)

Advertising Tourist Accommodation Online	BIF499
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Industry Snapshot (SYN)

Travel	SYN008
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Mini Business Opportunity Profiles (MBP)

Hostel/bunkhouse	MBP189
Luggage and Travel Accessories Retailer	MBP445
Travel Writer	MBP413

Source of Business Information (SOU)

Green Tourism	SOU0263
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Sector Research Guide

Tourism	SRG002
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Sector Update

UK Travel and Tourism	SEC011
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Market Research and Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.



eMarketer

EMarketer has some reports which may be found by using the search term Travel and Tourism.



IBISWorld

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- Airports in the UK – H52.230
- Bus & Tramway Operators in the UK- H49.319
- Caravan & Camping Sites in the UK – I55.300
- Holiday Accommodation in the UK – I55.200
- Libraries, Museums & Cultural Activities in the UK – R91.000
- Sea & Coastal Passenger Water Transport in the UK – H50.100
- Tour Operators in the UK –N79.120
- Travel Agencies in the UK –N79.110
- Urban Passenger Rail Operations in the UK – H49.311



Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Business Traveller UK - 2023
- Camping and Caravanning UK - 2024
- Domestic Tourism UK – 2024
- Everyday Sustainability UK – 2023
- Holiday Centres and Parks UK - 2024
- Holiday Planning and Booking Process UK – 2024
- Holiday Rental Property UK – 2024
- Holiday Review – UK – 2024
- Package vs Independent Holidays UK – 2024
- Sustainability in Travel UK - 2024
- Touring and Adventure Holidays – UK – 2023
- The Wellness Traveller UK - 2024
- Visitor Attractions UK – 2024



Statista

Statista offers reports examining travel and tourism, Europe and worldwide. Also, for statistics, Market insights and much more.

Trade Magazines and Journals

Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Mostly available on open shelves in the Business & IP Centre reading room; older issues may be ordered via Explore the British Library (please ask for help).



**Attractions Management
(Leisure Media Company Limited): may be accessed
digitally on British Library computers in the Reading
Room via online catalogue.**

Provides news for and about visitor attractions including theme and amusement parks, fairs and rides, museums, galleries, zoos, aquaria and safari parks etc. Includes buyers' guide. Recent issues freely available online via the Attractions management website:

attractionsmanagement.com



**Group Travel World
(GTW 2023) Monthly Magazine**

It helps Group travel organisers find inspiration for memorable day trips, short breaks and holidays and it also features special familiarization trips, exclusive group rates and organiser incentives that won't be found anywhere else. Group Travel World | Ideas & Inspiration For Groups



**Journal of Ecotourism
(Channel View Publications)**

[(P) AK 50 -E(90) order using 'Explore the British Library'], Title now taken as electronic copy only'- Journal of Ecotourism published quarterly.

Academic journal covering research ecologically responsible tourism. Includes protected areas, specialist holidays, sustainable travel & tours.



Leisure Management (Leisure Publications.)

may be accessed digitally on British Library computers in the Reading Room via online catalogue.

News for managers of visitor attractions, theme parks, sports & leisure centres, nightclubs etc. Covers property, equipment, interior design, new developments etc.

leisuremanagement.co.uk

Some issues freely available online here.



Tourism Economics: The business & finance of tourism & recreation (IP Publishing Ltd.)

[ZC.9.a.4195 Humanities - order using 'Explore the British Library']

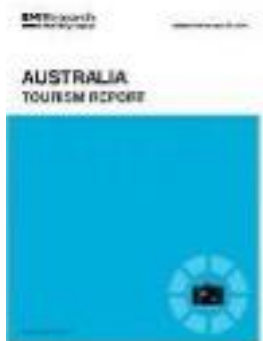
Includes detailed analysis of statistics, air travel, hotels, environmental factors, the economy, pricing, regional studies etc.

'Title now taken as electronic copy only'



Tourism Report (Business Monitor International)

[(P) 338.4791 –E(1) BUS



TTG: Travel Trade Gazette (United Business Media, weekly)

[(P) AK 50 –E(15) BUS]

Weekly newspaper for the travel and tourism industry and it is the world's oldest travel trade newspaper. It includes news, destination reports and careers advice for the travel and tourism industries

ttgmedia.com

Several quarterly publications concentrating on tourism within specific Middle East, South East Asia, African and Eastern European countries. Also includes the UK, US, Japan etc.



**TTG: Travel Trade Gazette
(United Business Media, weekly)**

[(P) AK 50 – E(15) BUS] Weekly newspaper for the travel and tourism industry. Includes company and industry news, new brochures and launches, destination profiles, agent surveys and job vacancies.



**Vacation Industry Review
(2018 quarterly)**

[(P) AK 50 -E(94) BUS]

Mainly focuses on hotel complexes, resorts & particularly timeshare developments worldwide. Includes surf & beach clubs, fitness & golf clubs.

resortdeveloper.com

Recent editions freely available online via:

resortdeveloper.com/sites/resortdeveloper/shared-ownership/publications/vacation-industry-review

Business News and Journals



Factiva

In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.

Business Source Complete

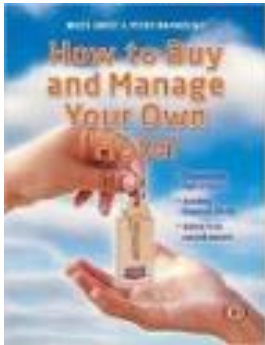
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

EMIS

You will also find articles covering recent developments and predicting future trends in your industry.

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located in the Centre, unless otherwise stated.



How to Buy and Manage Your Own Hotel by Miles Quest and Peter Nannestad

(Goodfellow Publishers 2015)

SBH. BT.47, 1 online resource.

Step by step guide from the time of initial interest in buying a hotel to the day of take over.

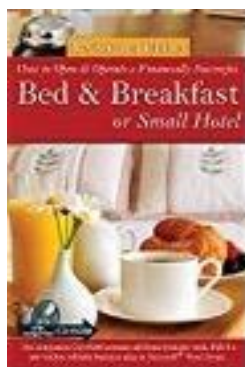
Practical advice from industry experts covering the purchasing process, location, hotel types, staff, franchising, raising finance, accounts, marketing and how to take advantage of social media.



How to be a Travel Writer: by Don George with Janine Eberle,

SBH.BT.43

A practical guide on how to write about travel: whether to make a living or simply for the pure pleasure of jotting in a journal for posterity!



How to open a financially successful Bed & Breakfast or Small Hotel: by Sharon L. Fullen, Douglas Brown and Douglas Robert Brown,

SBH.BT.55

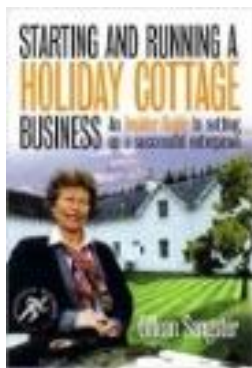
This book looks at the business side of owning a B7B covering basic cost control systems, profitable menu planning, reservation systems, successful kitchen management, housekeeping, beverage management, room rate formulas, arrival, billing departure and training employees and more. There is also a sample business plan that may be adapted for personal use!



Starting a Business from Home by Colin Barrow, 1 online resource.

A guide to planning a Home Start-up, reaching a market and creating a profit.

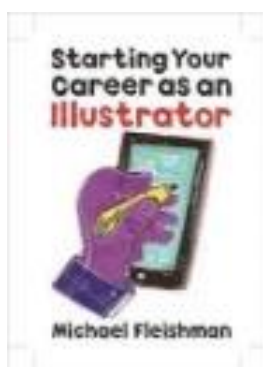
For aspiring entrepreneurs and business owners, the possibilities are limitless. The flexibility, freedom and cost-effectiveness that starting-up in the home offers means that more and more entrepreneurs are choosing this as the best location to agilely launch their business. Packed with practical advice, starting a Business from Home covers how to research your market, business ownership and titles issues, raising money and managing your finances, building and operating a website, writing a business plan, preparing your accounts, taking your product to market and expanding overseas - all from your home.



Starting and Running a Holiday Cottage Business by Gillean Sangster,

SBH.BT.118

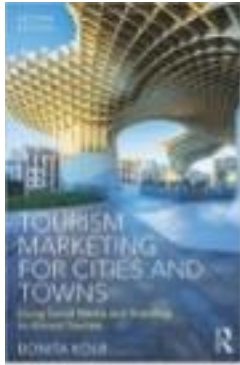
Gillean Sangster moved to Scotland with her husband where they started their own successful holiday cottage business. This book tells you how they did it and helps you identify a market, choose a property then prepare and present it for maximum effect. Learn how to manage the finances, deal with planning permissions, effectively market the business; run the business day to day; and provide a good service so that your clients come back again and again.



Starting your career as an illustrator by Michael Fleishman

SBH.BT.120

A technical how-to book, with information on business, some inspiration, with a professional overview; topics include how to: create a portfolio, make initial contact, develop a financial plan, set up an office, acquire supplies and equipment, price your own work, market on the Web, nurture a growing freelance business...



**Tourism Marketing for Cities and Towns:
Using social media and branding to attract Tourists
by Bonita Kolb,**

1 online resource OR SBH.BT.148

This book will help anyone working in the tourism industry to understand how places, particularly cities and towns are marketed to and consumed by tourists. This book focuses on clearly explaining how to develop the branded destination with special emphasis on product analysis and the use of social media to create personalized experiences desired by visitors. There is also real-world application and a theoretical background to the field as a whole.

Printed & Online Market Research Reports

(Please ask for help in finding these)



Hotel Britain: The guide to performance of hotels in the UK

(PKF 2013)

[(B) MKT 338.4764794094105 BUS]
(2015 – order using 'Explore the British Library')

A report that outlines topics such as the economy and tourism, UK hotel transactions and hotel survey results.

Last three years reports freely available via:

bdo.co.uknews/hotel-britain



London Travel Report

[Annual Overview published in December each year-
Transport For London]

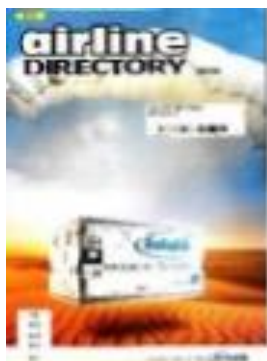
This report summarise trends and developments in travel and transport in Greater London. Covers public and private transport, travel patterns, commuting, casualties, population etc.:

content.tfl.gov.uktravel-in-london-report-8.pdf

tfl.gov.ukcorporate/publications-and-reports/travel-in-london-reports

Directories

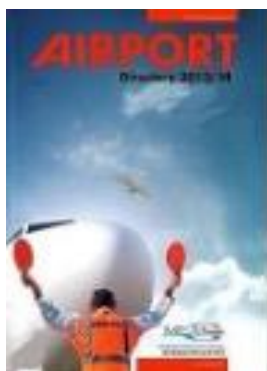
Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



Airline Directory 2019 (Air Transport Publications Ltd)

[(B) DIR 387.7025 BUS]

Airline industry information such as global airline passenger numbers, freight traffic figures and contact for airline operations and advisory bodies etc.



Airport Directory 2013/14 (Air Transport Publications Limited)

[(B) DIR 387.736025 BUS]

Directory of companies offering products and services related to the design, operation and maintenance of airports and airfields. Includes a directory of airports, airport operators, handling agents, industry suppliers, associations & organisations.



Caravan Industry Supplies & Services Directory 2023 (A. E. Morgan Publications Limited)

[(B) DIR 388.346 BUS] (Xp0 AA772-E(10) – 48 hours delivery.

Includes listings of manufacturers, related services, products and components as well as suppliers of furniture and fittings.



The Duty-Free & Travel-Retail Database & Directory 2018/19 (DFNI Metropolis Business Media)

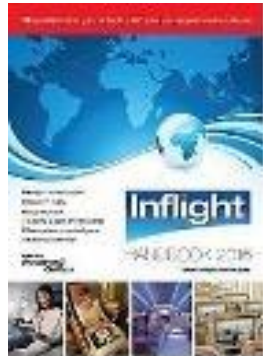
[(B) DIR 382.782 BUS]

World market for top operators listing suppliers, agents and distributors for duty free and travel retail around the world. Lists leading operators and top selling brands.



**Global Event Planner 2017
(Haymarket Brand Media)**

[(B) DIR 658.456 BUS] Gives a snapshot of approx. 20 countries from a conference viewpoint.

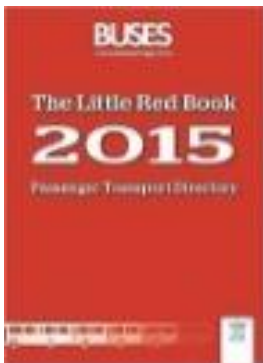


**Inflight Handbook 2016
(HMG Aerospace Ltd)**

[(B) DIR 387.742 BUS] Includes directories of:

Scheduled airline, charter and corporate operators with brief details of In-Flight Entertainment & Connectivity equipment available.

Companies supplying IFEC products and services.
Companies offering catering and cabin amenity products.
Includes a product guide.



**The Little Red Book 2015
(Ian Allen Publishing)**

[(B) DIR 338.332 BUS] ZK.9.a.3562, 48 hrs delivery from Boston Spa.

Directory for the bus and coach industry listing vehicle suppliers and dealers, manufacturers and suppliers of products and services to the industry bus operators & trade organisations.



**Low-Fare Regional Aviation Handbook 2016
(HMG Aerospace Ltd)**

[(B) DIR 387.7 BUS]

Includes a brief guide to aircraft and engine specifications currently in production or under development; plus an index and guide to operators, an airport and suppliers guide, training providers, associations and organisations.



**Who's Who in the Bus & Coach Industry 2023/2024
(Yandell Publishing Ltd)**

[(B) DIR 388.322 BUS]

Directory listing UK bus and coach operators, plus service providers to the industry.

Internet Sources

Websites containing free sources of policy, industry statistics, information and contacts.

Association of British Travel Agents

The UK's premier trade association for tour operators and travel agents. Some free fact sheets and e- newsletters are available but primarily a membership requirement site.

abta.com

Association of Independent Tour Operators

Represents around 160 of Britain's best specialist tour operators.

aito.com

The Association of Leading Visitor Attractions (ALVA)

Represents over 1,500 tourist sites across the UK and includes visitor statistics for many sites.

alva.org.uk

The Bed and Breakfast Association

A trade association that supports independent B&B owners by providing news and articles but primarily a membership requirement site.

T: (01935) 815252

bandbassociation.org

The British Activity Providers Association (BAPA) i

The trade association for businesses offering activity holidays and courses in the UK.

thebapa.org.uk

The British Association of Leisure Parks, Piers and Attractions (BALPPA)

Represents owners, managers and suppliers of the UK's commercial leisure parks, piers, zoos and other static attractions. It provides industry news and features.

balppa.org

British Destinations

A national trade association which has been dedicated to representing, supporting, and championing many of the UK's best known visitor destinations for more than 100 years.

britishdestinations.wordpress.com

The British Holiday and Home Parks Association

A trade association for businesses providing camping facilities, caravan and chalet parks. Some free PDF reports available but mainly a membership requirement site.

bhpha.org.uk

The Institute of Travel and Tourism (ITT)

The ITT is a professional membership body for individuals employed within the travel industry and aims to continuously develop and maintain professional standards.

itt.co.uk

Leisure Opportunities

An online magazine with details of news, training, tenders and directory.

leisureopportunities.co.uk

The National Caravan Council (NCC)

The trade association for all members of the UK caravan industry including holiday homes and park homes.

thencc.org.uk

The Office of National Statistics

Publishes official government statistics for many industry sectors including travel & tourism.

ons.gov.uk

gov.uk/government/statistics

People 1st

The sector skills council for hospitality, leisure, travel and tourism in the UK.

people1st.co.uk

The Tourism Alliance

Lobbies the Government on behalf of the travel and tourism industry. It also produces a monthly newsletter with news from the industry.

tourismalliance.com

The Tourism Society

Forum for professionals working in, studying or otherwise interested in tourism worldwide. Acts as an advocate, consulted by government and other official bodies, on tourism and related policy matters.

thetourismsociety.com

Travel Trade Gazette

Trade magazine for the travel industry featuring the latest news, developments and country guides. Includes sections on the business and luxury travel sector.

ttgmedia.com

Travel Weekly

Magazine for the travel industry. Provides news, analysis, market intelligence and details of events.

travelweekly.co.uk

Travolution

An online source of industry news, features and blogs on the travel and tourism industry.

travolution.com

The Youth Hostel Association (YHA) operates more than 200 hostels across the UK and works to improve the life of young people.

yha.org.uk

UK Hospitality Association (BHA)

Represents members of the hospitality industry and lobbies the Government on their behalf.

ukhospitality.org.uk

UK Inbound

UK inbound is the trade association representing the UK's inbound tourism industry.

ukinbound.org

The UK has five national tourist boards who work in partnership to promote an attractive image of the UK:

Visit Britain

Markets Britain to the rest of the world and England to the British. Formed by the merger of the British Tourist Authority and the English Tourism Council.

visitbritain.org

Visit England

visitengland.com

Visit Wales

T: 0333 0063001

visitwales.com

gov.wales/topics/tourism

traveltrade.visitwales.com

Visit Scotland

T: (0131) 472 2222

visitscotland.org

visitscotland.com

Northern Ireland Tourist Board (NITB)

T: (028) 9023 1221

tourismni.com

discovernorthernireland.com

World Tourism Organization

A specialised agency of the United Nations. Serves as a global forum for tourism policy issues and a practical source of tourism know-how.

unwto.org

Disclaimer

Please note that every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the online catalogue “Explore the British Library” explore.bl.uk for more details.

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