



The TRAVEL ASSOCIATION of GREAT BRITAIN

A Glance at British Techniques

Tourist travel is a significant factor in the present economy of Great Britain. In 1947 British national income from this source exceeded 30,000,000 pounds. To this sum American travelers contributed generously.

The following statement is made in the 20th Annual Report of the Travel Association of Great Britain: "In spite of the restricted volume of American travel in 1947, travel expenditures in Britain and on British ships and planes by American visitors represented the largest single item of Britain's export trade with America, and exceeded in value the export of any single manufactured commodity to the United States.

"Of a total tourist income exceeding 30,000,000 pounds, approximately 45 percent represents payments by visitors from hard-currency countries and 38 percent payments by visitors from the dollar area of the United States and Canada."

The postwar influx of tourists to England, Scotland, Wales, and Ireland has been brought about largely through the activities of the Travel Association of Great Britain. This is a private organization of long experience in the travel field, but it is now under contract to the British Government to serve as the Travel Division of the British Tourist and Holidays Board, which is the official travel office of Great Britain.

With a staff of 120 persons the Travel Association is comprised of press, photography, publications, distribution, and research divisions. Funds available for 1947 were roughly £300,000, of which approximately 90 percent was derived from governmental appropriation. Overseas publicity expenditures totaled £225,254, while expenditure for wages and all other purposes was £75,626. With these funds the Association developed a most successful "welcome to Britain" technique, which brought into the country more than 120 million dollars.

The list of publications issued in 1947 by the Travel Association and distributed overseas is impressive, and includes the following:



	<i>Number copies</i>
British Isles Handbook.....	600,000
London Handbook.....	200,000
London Past and Present.....	400,000
Area Folders (series of 12).....	3,000,000
Industrial Areas of England and Wales.....	50,000
Information for Visitors to Britain and Calendar of Events.....	1,500,000
Hotels and Restaurants in the British Isles.....	75,000
Sporting Posters (series of 6, double crown).....	45,000
Sporting Folders (series 6).....	600,000
British Gardens.....	50,000
Annual Calendar "The British Scene".....	5,000
Battersea Park Sculpture Exhibition Folder.....	4,000
Olympic Games Folder.....	50,000
Travel Agents Information Sheets.....	10,000
Rotogravure Posters.....	500,000
Miscellaneous Publications (quantity not given).....	-----

Total 7,089,000

This does not include 100,000 per month circulation of the bulletin *Coming Events*, nor sales publications.