

KANTAR TNS

The GB Tourist

2016 Annual Report





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Welcome

This report presents the main findings of the 2016 Great Britain Tourism Survey (GBTS), providing volumes, values and characteristics of domestic tourism within Great Britain by residents of Great Britain taken during 2016.

The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales. GBTS replaces the previous United Kingdom Tourism Survey (UKTS) which also included trips to Northern Ireland and ran from 1989 until 2010 inclusive.

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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How to use this report

The 2016 GB Tourist has been divided into a number of sections allowing for ease of navigation from headlines to detailed findings.

While the following sections feature the main measurements of domestic tourism, more detailed results are also included in a dedicated section which can be found at the end of the report.

To facilitate 'on-screen' navigation, hyperlinks are included between the sections and between the individual figures and tables featured in the main sections and the corresponding more detailed information in the final section.

These hyperlinks are present in different places throughout the report:

- In the table of contents and in the short cuts at the top of each page
- Next to the title of each table/figure in the main sections represented with this icon  linking to the more detailed data tables.

Introduction

This report is the twenty-eighth in an annual series, published to present statistical information on the volume and value of domestic tourism. Prior to 2011, this series of reports focused on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. However, since 2011, the scope has covered only the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is collected in a separate survey by Tourism Northern Ireland.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is applied. In this case, all pre-2010 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist', prior to 2011.

All information in the 2016 report is derived from an in-home face-to-face interview survey commissioned jointly by the national tourist boards, VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). This joint survey is called the Great Britain Tourism Survey (GBTS).



History of the Survey

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology which would maintain a high degree of consistency in the key principles of the survey design.

In 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialing. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips, namely face-to-face interviews conducted in-home. Kantar TNS was appointed to undertake the survey from May 2005 and continues to be responsible for the data collection and analysis.

With the removal of Northern Irish residents and Northern Ireland as a destination from the scope of the survey, it was re-launched in 2011 as the Great Britain Tourism Survey.

The approach has remained consistent since May 2005:

- 100,000 face-to-face interviews per annum, conducted in-home, a weekly sample size of around 2,000 adults aged 16 years or over
- Representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location
- Respondents are asked about any overnight trips taken in the last four weeks
- The questions were first added to Kantar TNS' Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination

The GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006-2016.

More information on the [Survey Methodology](#) and [Definitions](#) can be found by clicking on the link.

Objectives

The first objective of GBTS is to provide measurements of tourism by residents of GB, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them. These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose
- Tourism to any part of GB, using any accommodation type
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey










GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of GB, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- The number of trips (including child trips) taken by GB residents
- The number of bednights (including child nights) spent away from home on these trips
- The value of spending on those trips

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within GB, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the four weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

								
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Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. Also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsoring tourism organisations. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Further information and details of costing of additional analysis can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2011 to 2016, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same-day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor' reports.

Survey method (1/2)

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviewing or CAPI, as part of Kantar TNS' in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of around 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips – the most recent three trips – with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to 'gross up' the sample values to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides Great Britain into 600 sample points, with a further five sample points north of the Caledonian Canal. The Kantar TNS omnibus survey operates using two sets of points which are used on alternate weeks. Each set consists of 162 points within GB. These sets of points are further split into four levels of 118, 133, 152 and 162 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 130-200 addresses are issued from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 13 to 18 completed interviews is set (12 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average, 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

Survey method (2/2)

After the removal of coverage of Northern Ireland from 2011, it was decided to retain the previous question wording used in UKTS, to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within GB. The questionnaire reads:

We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q1. Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom. The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month). Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

Question wording changes

A number of questions within the GBTS survey changed for 2016. These changes are detailed in the Methods and Performance appendix. A list of the questions which changed or were excluded from the 2016 questionnaire is provided below. Data for those questions may not be compared directly between 2016 and earlier years and are therefore shown for 2016 only. Questions which were not included in the 2016 survey have no data shown within this report.

Type of place visited

“Seaside” split into Seaside resort or town; Seaside coastline – a beach; other coast
 “Countryside/village” split into Village; Rural countryside

Accommodation

Two self-catering options combined into one
 Two hostel options combined into one
 Two holiday camp options combined into one
 Four camping and caravan options combined into one

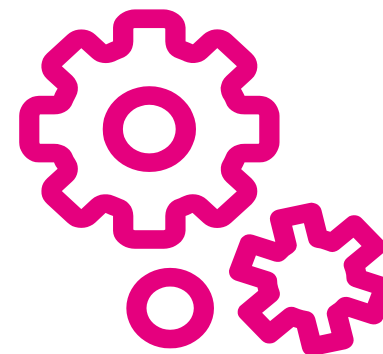
Booking questions - order reversed

Disabilities/impairments AND Activities – Questions were removed from the F2F survey and as such will not appear within the 2016 GB Tourist. However this data is still collected online (for Scotland and Wales at trip level only) and will be included within the nation specific reports.

Rounding of percentages

Note that in some tables and figures percentages do not total 100% due to the rounding of figures to the nearest whole number.

Please also note that where percentages total less than 1% they will be represented by an *



Changes to 2016 data and comparison with 2015

As mentioned in the Survey Method section, the **requirement for a complete dataset for each of the three most recent trips means that some imputation is necessary** and that imputation covers data not collected, or otherwise missing. More **detail on these processes and an explanation of the term ‘imputation’ is provided in the [Methods and Performance](#) appendix.**

In advance of starting to process data for 2016 a **review of these analysis processes was undertaken**, which concluded that generally the processes were still appropriate, but **some adjustments** were recommended, and subsequently implemented. It was recognised that these **improvements would have an impact**, albeit small, **on the reported estimates for trips, nights and expenditure for 2016** relative to the estimates provided for previous years of the GBTS time series data (2006 to 2015).

The changes were minimal and only affected the aforementioned analysis process, with **no other structural aspects of the survey having been altered**. Therefore sampling, sample sizes, survey method, survey vehicle, weighting, correction factors and most imputations all remain the same as years 2006 to 2015.

In order to gain a better understanding of the likely impact these changes could have on comparability of the data from 2006 to 2015 with that for 2016 onwards, the **2015 data was re-run using the new imputation processes** (henceforth referred to as “Reprocessed 2015 data”) **and compared to the 2015 data that had already been processed using the previous approach** (henceforth referred to as “Original 2015 data”). **This provides a like for like comparison between 2015 and 2016 and acts as a “bridge” between data up to 2015 and 2016 onwards.**

Therefore any table forming part of this report where there are **figures for 2015, will show both Original 2015: 2015 (O) and Reprocessed 2015 data: 2015 (RP).**

Original 2015

These are the GBTS 2015 data which were published in the 2015 GB Tourist, and were derived using the historical imputations processes in place between 2006 and 2015. These figures should be used when comparing 2015 with 2014 and earlier years.

Reprocessed 2015

These are GBTS 2015 data produced using the same imputation approach as used to produce the 2016 data. These figures should be used when comparing 2015 with 2016.

Formatting Notes* - throughout the document all *(RP)* data is in *italics* (as above) and the column is shaded to signify the break in the data comparability. Trend breaks, in the form of a solid bold line between the (O) data and the (RP) data have also been inserted to further highlight where the ‘old trends’ stop and the ‘new trends’ begin.

	A	B	C	
2014	2015 (O)	2015 (RP)	2016	% change (15-16)
114.242	124.426	125.162	119.455	-4.6%

Example

There were 124.4m GB trips in 2015 (column A), up from 114.2m in 2014. In 2016 there were 119.5m trips, a -4.6% decrease from 2015 (calculated from percentage change between column B/C).



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Definitions of trip classifications used in GBTS

Trips

The estimated number of tourism trips made by adults aged 16 and over, with no upper age limit and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home.

Not included are 'unaccompanied child trips' – trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spend

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Definitions of trip purposes used in GBTS

All tourism

Any overnight trip away from home for at least one night within GB for any purpose.

Holiday

The main purpose of the trip is claimed by the respondent as being for holiday, pleasure or leisure.

Visiting friends and relatives (VFR)

The main purpose of the trip is claimed by the respondent as being to visit friends or relatives, either mainly for a holiday or for another reason.

Business

The main purpose of the trip is claimed by the respondent as being to do paid work, on business, for a conference, convention, congress, exhibition, event or trade fair.


Regional results

Wherever possible, results are provided at a regional level. Results relating to visits taken in England are provided on the basis of the former Government Office Regions. Welsh results areas are defined as follows:

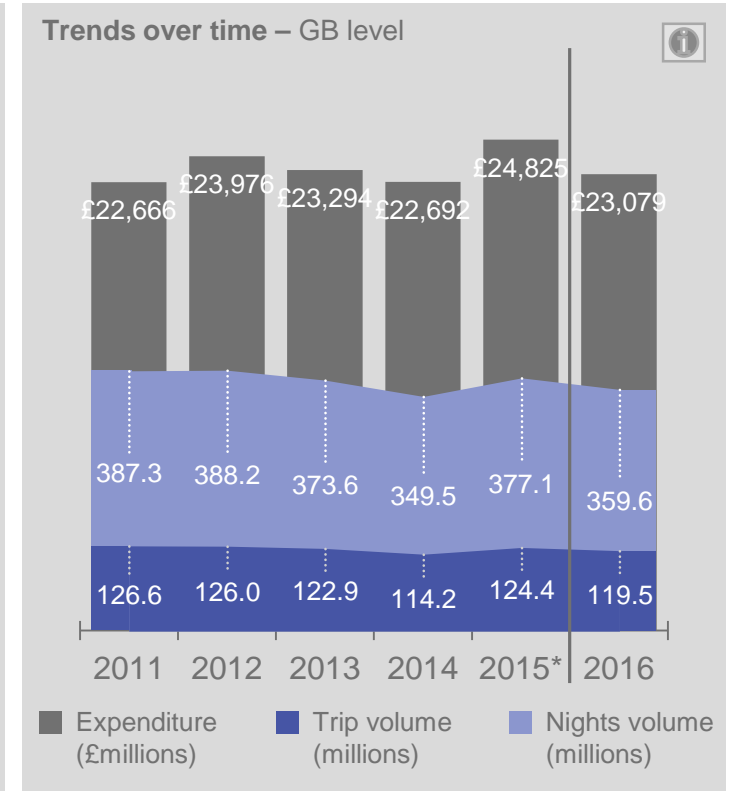
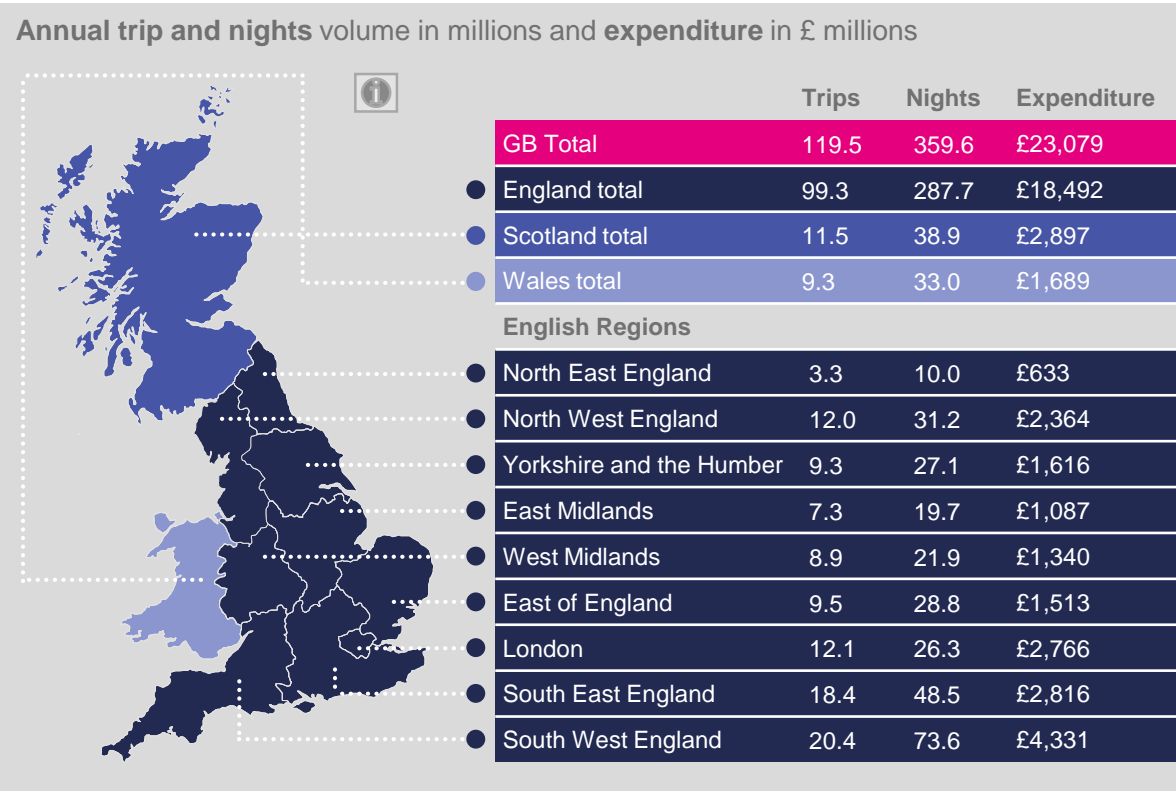
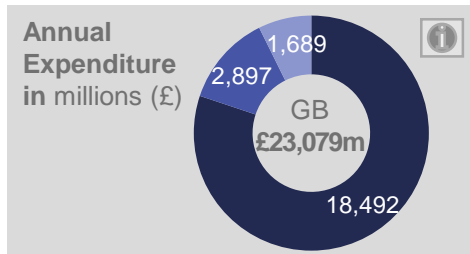
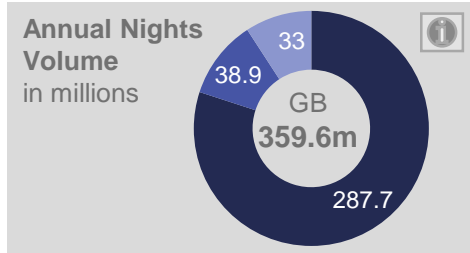
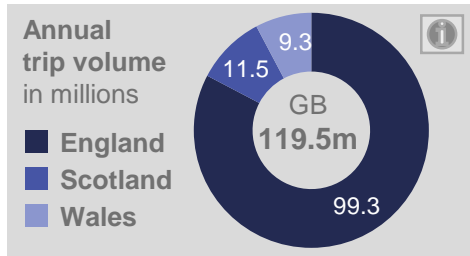
- **North Wales** – Anglesey, Gwynedd, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion and Powys
- **South West Wales** – Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot
- **South East Wales** – Blaenau Gwent, Bridgend, Cardiff, Caerphilly, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan

Scottish results are provided for the following geographical areas:

- **North of Scotland** – Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas
- **West of Scotland** – Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway and Scottish Borders local authority areas

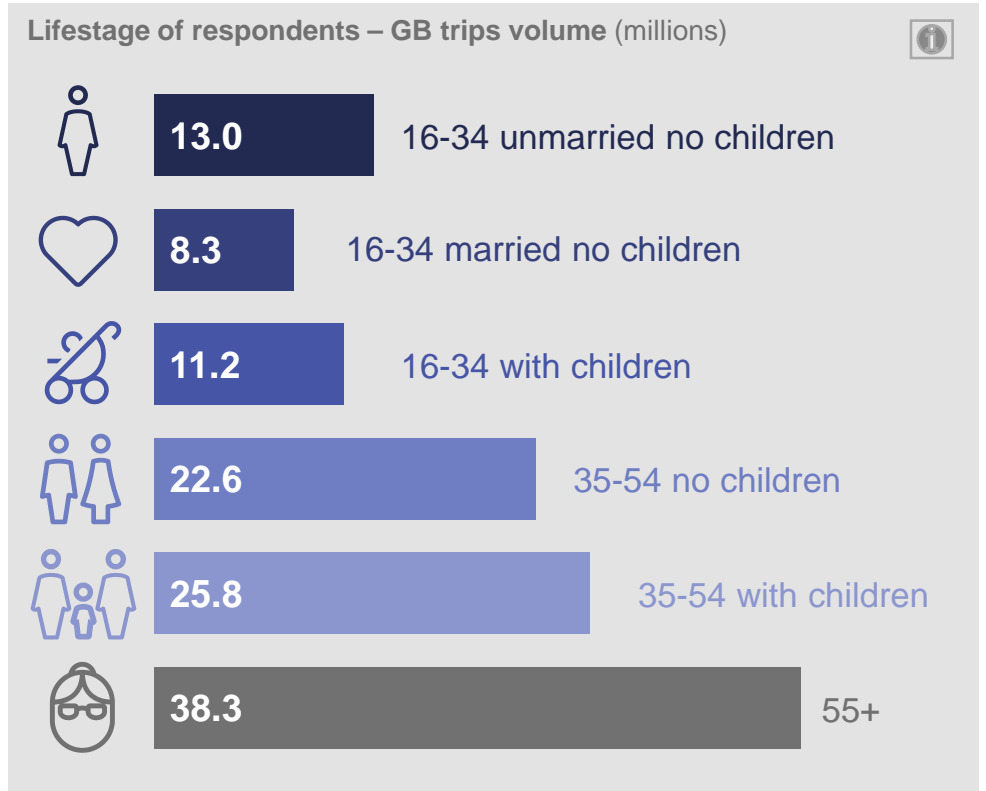
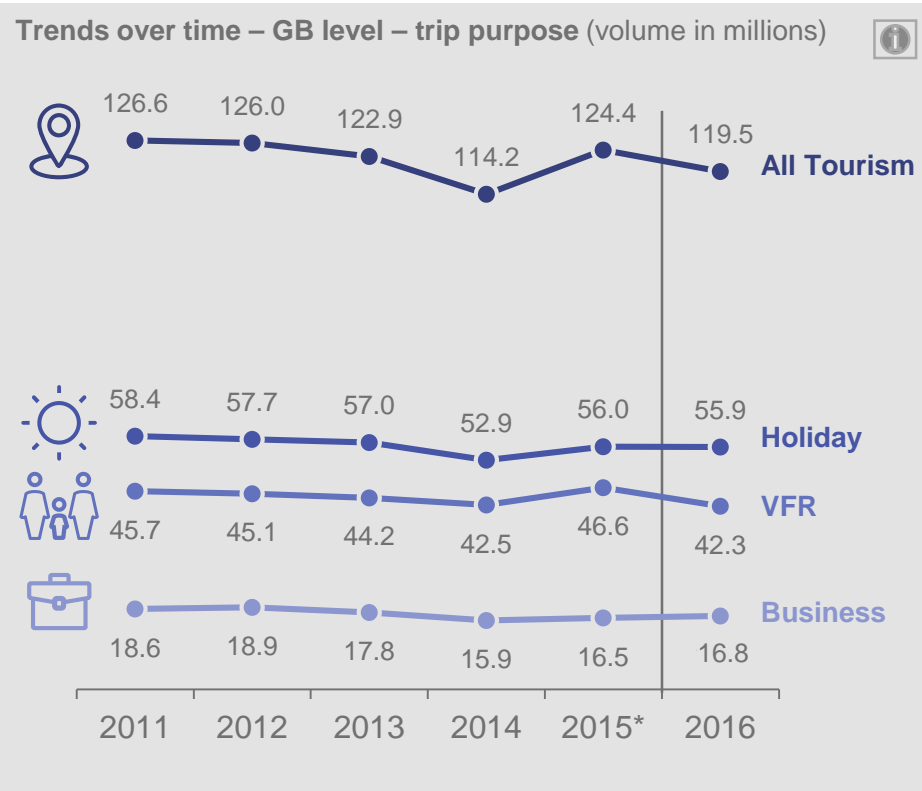
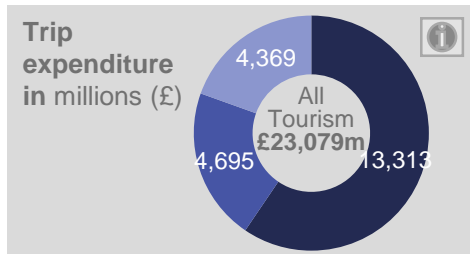
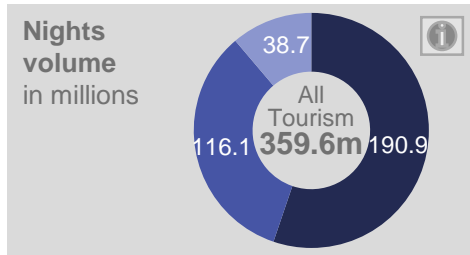
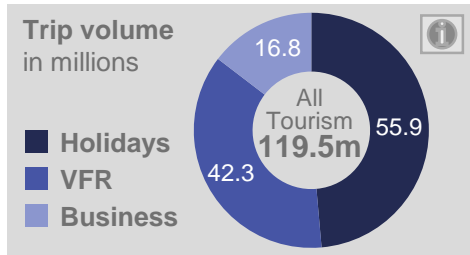
A Methods and Performance Report containing further details on the survey methods is available at the end of this report. 

2016 – Tourism Overnight Visits at a glance



**Please note: The charts on this slide have been created using 2015 (O) data. However, caution should be used when comparing 2015 and 2016 data. For a full explanation please see slide 12.

2016 – Tourism Overnight Visits at a glance



**Please note: The charts on this slide have been created using 2015 (O) data. However, caution should be used when comparing 2015 and 2016 data. For a full explanation please see slide 12.

2016 Headlines



Tourism Overnight Visits – Summary of 2016 Headlines

This section outlines the general trends in tourism within Great Britain, England, Scotland and Wales of GB residents during 2016.

GB trends by tourism type [2016]

- During 2016, GB residents took a total of 119.5m overnight tourism trips to destinations in England, Scotland or Wales; amounting to 359.6m nights and £23.1bn was spent during these trips.
- Examining tourism type, the category ‘holidays’ accounted for 55.9m of these trips and £13.3bn of spend.
- Those who took trips to ‘visit friends and relatives’ accounted for 42.3m trips and £4.7bn of spend.
- Tourism for the purpose of ‘business’ accounted for 16.8m trips and £4.4bn of spend.

GB trends by country [2015 vs 2016]

- At GB level, a percentage decrease in tourism trips taken, of -4.6% was observed between 2015 and 2016. In the same period, nights volume decreased by -5.2%, as did expenditure, by -4.2%.
- England saw an overall decline across the year compared to 2015, with 8 months out of 12 seeing a reduction in domestic trip volume. This equates to a fall in trip volume from 2015-2016 of -3.9%.
- The pattern in Scotland was one of six months increase and six months decline in domestic trips taken relative to 2015, overall down -4.7% between 2015 and 2016.
- Wales generally saw more months of declining trip volumes than increases compared to 2015, overall a decrease of -11.2% from 2015 to 2016.

Tourism in Great Britain 2016 – general trends

All domestic overnight tourism*

	Trips				Bednights				Expenditure			
	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change
GB	124.4m	125.2m	119.5m	-4.6%	377.1m	379.4m	359.6m	-5.2%	£24.8bn	£24.1bn	£23.1bn	-4.2%
England	102.7m	103.4m	99.3m	-3.9%	299.6m	301.2m	287.7m	-4.5%	£19.6bn	£19.1bn	£18.5bn	-3.0%
Scotland	12.0m	12.1m	11.5m	-4.7%	41.3m	41.8m	38.9m	-7.0%	£3.3bn	£3.1bn	£2.9bn	-6.8%
Wales	10.4m	10.5m	9.3m	-11.2%	36.2m	36.5m	33.0m	-9.6%	£2.0bn	£1.9bn	£1.7bn	-12.3%

Holiday tourism*

	Trips				Bednights				Expenditure			
	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change
GB	56.0m	57.1m	55.9m	-2.1%	194.6m	196.1m	190.9m	-2.7%	£14.2bn	£13.9bn	£13.3bn	-4.0%
England	43.7m	44.7m	44.7m	0.0%	146.5m	149.0m	147.1m	-1.3%	£10.7bn	£10.5bn	£10.4bn	-1.0%
Scotland	6.4m	6.5m	5.9m	-9.0%	24.3m	24.9m	21.4m	-14.1%	£2.1bn	£2.0bn	£1.7bn	-15.0%
Wales	6.3m	6.3m	5.6m	-11.2%	23.8m	24.0m	22.4m	-6.7%	£1.4bn	£1.4bn	£1.2bn	-14.3%

% changes on these tables have been calculated using a greater numbers of significant figures and therefore if calculated manually using the figures on this table, the results will differ slightly

A breakdown of all domestic overnight tourism and holiday tourism into trips, nights and spend by country.

The number of overnight tourism trips within GB decreased by -4.6% in 2016 compared with 2015, with the total number of trips taken being 119.5 million. The volume of holiday trips declined by -2.1% to 55.9 million.

In the same period, the number of bednights spent during GB trips in 2016 decreased by -5.2% to 359.6 million. Holiday bednights declined by -2.7% to 190.9 million.

Expenditure on GB overnight trips declined in 2016, decreasing by -4.2% to £23.1 billion, with a similar level of decrease in spend on holiday trips to £13.3 billion.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*

Tourism in Great Britain 2016 – general trends (continued)

VFR tourism*

	Trips				Bednights				Expenditure			
	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change
GB	46.6m	46.6m	42.3m	-9.2%	131.3m	131.4m	116.1m	-11.7%	£5.6bn	£5.4bn	£4.7bn	-13.7%
England	40.6m	40.6m	36.9m	-9.1%	111.7m	111.7m	98.0m	-12.3%	£4.7bn	£4.5bn	£3.9bn	-13.3%
Scotland	3.5m	3.4m	3.0m	-11.5%	10.8m	11.2m	11.2m	0.0%	£0.6bn	£0.6bn	£0.5bn	-16.7%
Wales	2.8m	2.8m	2.6m	-6.3%	8.8m	8.9m	6.8m	-23.6%	£0.4bn	£0.3bn	£0.3bn	0.0%

Business tourism*

	Trips				Bednights				Expenditure			
	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change	2015 (O)	2015 (RP)	2016	% change
GB	16.5m	17.0m	16.8m	-1.4%	37.6m	38.8m	38.7m	-0.3%	£4.0bn	£4.1bn	£4.4bn	6.8%
England	13.9m	14.2m	14.1m	-0.6%	30.1m	31.6m	31.6m	0.0%	£3.3bn	£3.4bn	£3.6bn	5.9%
Scotland	1.7m	1.9m	1.9m	3.0%	4.9m	5.4m	4.7m	-13.0%	£0.5bn	£0.5bn	£0.6bn	20.0%
Wales	1.0m	1.0m	0.8m	-20.4%	2.6m	2.7m	2.5m	-7.4%	£0.2bn	£0.2bn	£0.1bn	-50.0%

% changes on these tables have been calculated using a greater numbers of significant figures and therefore if calculated manually using the figures on this table, the results will differ slightly

A breakdown of VFR and business tourism into trips, nights and spend by country.

In 2016, VFR trips in GB were down by -9.2% to 42.3 million. These trips generated 116.1 million bednights (-11.7% compared with 2015) and spend of £4.7 billion (-13.7% compared with 2015).

The volume of business trips taken during 2016 decreased by -1.4% compared to 2015, to a total of 16.8 million trips. Bednights at a GB level remained stable with only a -0.3% decrease between 2015 and 2016. However, spend on business trips increased by +6.8% to £4.4 billion.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*

GB trips, nights and expenditure

Table 1.1.1a – GB trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015 (RP)	2016
All tourism												
Trips (Millions)	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242	124.426	125.162	119.455
Nights (Millions)	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607	349.546	377.101	379.449	359.557
Spend – (historic prices – £Million)	£20,094	£20,234	£20,168	£20,971	£19,797	£22,666	£23,976	£23,294	£22,692	£24,825	£24,100	£23,079
**Spend – (adjusted for inflation – £Million)	£25,206	£24,860	£24,034	£24,286	£22,109	£24,293	£25,021	£23,833	£23,101	£25,222	£24,486	£23,079
Holidays												
Trips (Millions)	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969	52.903	55.960	57.110	55.888
Nights (Millions)	192.292	186.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799	194.635	197.776	190.897
Spend – (historic prices – £Million)	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065	£14,171	£13,874	£13,313
**Spend – (adjusted for inflation – £Million)	£13,204	£13,512	£13,032	£14,035	£12,881	£13,933	£14,363	£13,784	£13,301	£14,398	£14,096	£13,313

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time at the overall GB level by purpose.

In terms of the volume of total tourism trips, a fairly static trend is evident over the last 10 years with the 2016 figure -3% down on the 2006 total. In the same period, bednights and spend have decreased by -7% and -8% respectively. This is largely due to declining volumes of VFR and business trips as can be seen at Table 1.1.1b (overleaf).

Looking specifically at holiday tourism, the number of GB trips has increased since 2006 by +8%, with bednights and spend remaining largely static.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

GB trips, nights and expenditure (continued)

Table 1.1.1b – GB trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015 (RP)	2016
VFR												
Trips (Millions)	48.135	46.396	42.996	43.276	41.554	45.723	45.137	44.200	42.533	46.554	46.582	42.294
Nights (Millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768	118.256	131.344	131.382	116.069
Spend – (historic prices – £Million)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,847	£4,990	£5,646	£5,438	£4,695
**Spend – (adjusted for inflation – £Million)	£5,695	£5,564	£5,353	£4,979	£4,683	£5,066	£5,305	£4,959	£5,080	£5,736	£5,525	£4,695
Business												
Trips (Millions)	18.602	18.117	17.625	17.453	16.341	18.572	18.944	17.772	15.895	16.495	16.977	16.765
Nights (Millions)	44.614	43.515	41.644	40.774	37.695	41.762	44.470	40.143	37.489	37.636	38.830	38.717
Spend – (historic prices – £Million)	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486	£4,388	£4,101	£4,013	£4,090	£4,369
**Spend – (adjusted for inflation – £Million)	£5,581	£5,201	£5,083	£4,847	£4,071	£4,716	£4,682	£4,489	£4,175	£4,077	£4,155	£4,369

Showing trips, nights and spend over time at the overall GB level by purpose.

Since 2006, the number of VFR trips has decreased by -12%, with bednights and spend reducing by -15% and -18% respectively. Examining the year on year data, fluctuations are evident with upwards trends particularly noticeable around 2010-2011.

The volume of business trips taken in GB has decreased by -10% with bednights and spend reducing by -13% and -22% respectively.

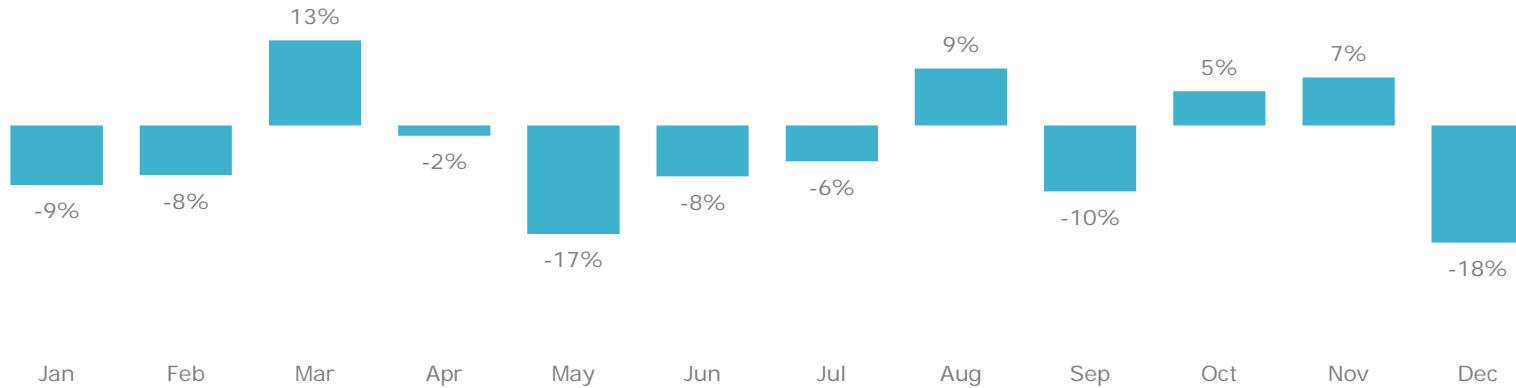
*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Fig 1. % change in volume of domestic trips by month in England – 2015 versus 2016*



Note: chart based on 2015 (RP) data compared with 2016



Showing the percentage change between 2015 and 2016, in number of domestic tourism trips of all purposes by month for England.

2016 generally saw a decline across the year compared to 2015, with 8 months out of 12 seeing a reduction in the volume of domestic trips taken in England.

The greatest proportional decline can be seen in December, when trip volume decreased by almost a fifth (-18%) compared with the corresponding month in 2015.

Conversely, the month of March saw the largest increase (+13%).

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*



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England trips, nights and expenditure

Table 1.1.2a – England trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015 (RP)	2016
All tourism												
Trips (Millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	92.613	102.730	103.371	99.342
Nights (Millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.569	301.177	287.702
Spend – (historic prices – £Million)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	£19,571	£19,063	£18,492
**Spend – (adjusted for inflation – £Million)	£19,947	£19,824	£19,161	£19,706	£17,692	£19,200	£20,347	£19,143	£18,411	£19,884	£19,368	£18,492
Holidays												
Trips (Millions)	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	40.740	43.724	44.695	44.706
Nights (Millions)	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.492	148.918	147.078
Spend – (historic prices – £Million)	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725	£10,530	£10,413
**Spend – (adjusted for inflation – £Million)	£10,166	£10,540	£10,103	£11,135	£10,131	£10,751	£11,487	£10,705	£10,227	£10,897	£10,698	£10,413

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for England by purpose.

During 2016, 99.3 million domestic overnight trips were taken in England, generating 287.7 million bednights and expenditure of £18.5 billion.

Examining the longer term trend from 2010 to 2016 it is clear that this decrease from 2015-16 is in line with the fluctuations over the last 7 years, with trips dropping to around 99.1 million at the lowest end of the spectrum and reaching 104.5 million at their peak.

The volume of holiday trips remained consistent with 2015 and again in line with the trends observed over the last 7 years.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*



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England trips, nights and expenditure (continued)

Table 1.1.2b – England trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015(RP)	2016
VFR												
Trips (Millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	38.194	35.908	40.552	40.610	36.912
Nights (Millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	105.943	97.397	111.678	111.692	98.037
Spend – (historic prices – £Million)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£4,078	£4,064	£4,655	£4,538	£3,903
**Spend – (adjusted for inflation – £Million)	£4,804	£4,622	£4,422	£4,199	£3,884	£4,183	£4,375	£4,172	£4,137	£4,729	£4,611	£3,903
Business												
Trips (Millions)	15.697	15.230	14.966	14.873	13.454	15.502	15.901	15.122	13.547	13.868	14.207	14.125
Nights (Millions)	35.963	35.302	34.322	33.144	29.925	33.718	36.837	32.261	30.960	30.129	30.762	31.606
Spend – (historic prices – £Million)	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750	£3,655	£3,499	£3,339	£3,389	£3,632
**Spend – (adjusted for inflation – £Million)	£4,416	£4,218	£4,183	£4,015	£3,307	£3,792	£3,913	£3,740	£3,562	£3,392	£3,443	£3,632

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for England by purpose.

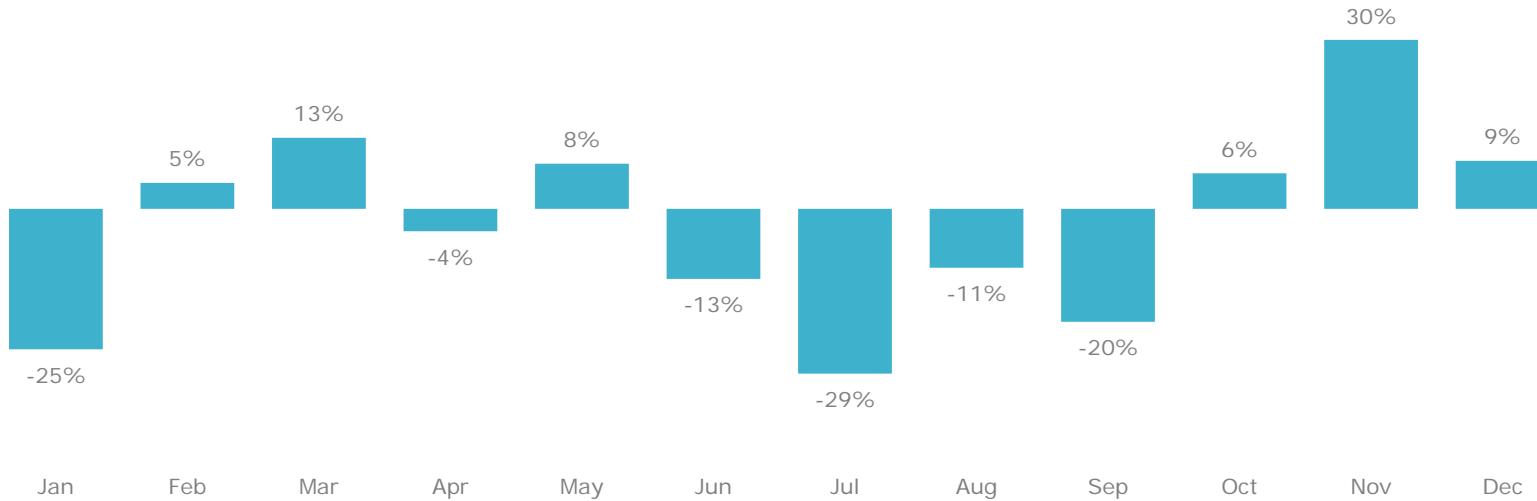
The volume of trips to visit friends and relatives decreased in 2016 after rising to its highest point since 2006 in 2015. The cumulative trend represents a -11% decrease in trips and a -19% decrease in spend associated with VFR trips since 2006.

In 2016, the volume of business trips in England remained consistent with 2015, although the trend since 2006 is a downward one (-10%), with spend decreasing by -18% in the same period.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Fig 2. % change in volume of domestic trips by month in Scotland – 2015 versus 2016*

Note: chart based on 2015 (RP) data compared with 2016



Showing the percentage change between 2015 and 2016, in number of domestic tourism trips of all purposes by month for Scotland

The pattern in Scotland was one of six months of increase and six months of decrease in the volume of tourism trips relative to 2015. Overall, the months wherein decreases were observed outweighed those months of increase.

The four months of decline between June-September coincided with the peak summer period. In contrast, there was an overall increase in the final quarter of the year.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*



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Scotland trips, nights and expenditure

Table 1.1.3a – Scotland trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015 (RP)	2016
All tourism												
Trips (Millions)	12.898	12.701	11.782	12.041	12.095	13.360	12.752	12.122	12.519	11.988	12.087	11.514
Nights (Millions)	45.911	46.118	43.026	44.789	43.640	45.583	43.320	42.725	41.609	41.336	41.806	38.876
Spend – (historic prices – £Million)	£2,584	£2,691	£2,685	£2,559	£2,517	£3,018	£2,891	£2,889	£2,871	£3,279	£3,110	£2,897
**Spend – (adjusted for inflation – £Million)	£3,241	£3,306	£3,200	£2,964	£2,811	£3,235	£3,017	£2,956	£2,923	£3,331	£3,160	£2,897
Holidays												
Trips (Millions)	5.794	6.304	5.931	6.651	5.700	6.572	6.168	6.480	6.302	6.364	6.516	5.929
Nights (Millions)	22.335	26.181	25.274	26.301	21.637	25.498	22.469	24.396	23.128	24.349	24.858	21.379
Spend – (historic prices – £Million)	£1,384	£1,508	£1,574	£1,515	£1,414	£1,740	£1,684	£1,814	£1,732	£2,068	£1,979	£1,676
**Spend – (adjusted for inflation – £Million)	£1,736	£1,853	£1,876	£1,755	£1,579	£1,865	£1,757	£1,856	£1,763	£2,101	£2,011	£1,676

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for Scotland by purpose.

In Scotland, 11.5 million domestic tourism trips were taken during 2016, which represents a decrease of just over -10% since 2006. 5.9 million of the 11.5 million domestic tourism visits were holiday trips, a +2% increase since 2006.

The 11.5 million trips generated 38.9 million bednights in 2016 which equates to a decline of -15% since 2006.

The total spend attributed to domestic tourism trips in Scotland in 2016 was £2.9 billion, down from £3.1 billion in 2015.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*



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Scotland trips, nights and expenditure (continued)

Table 1.1.3b – Scotland trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015(RP)	2016
VFR												
Trips (Millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470	4.036	3.461	3.433	3.037
Nights (Millions)	15.631	12.398	11.360	12.248	13.506	13.241	14.568	11.734	12.489	10.845	10.779	11.248
Spend – (historic prices – £Million)	£466	£519	£513	£432	£465	£572	£613	£496	£628	£619	£560	£523
**Spend – (adjusted for inflation – £Million)	£585	£638	£611	£500	£519	£613	£640	£507	£639	£629	£569	£523
Business												
Trips (Millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929	1.921	1.731	1.857	1.912
Nights (Millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852	5.110	4.899	5.411	4.659
Spend – (historic prices – £Million)	£654	£617	£538	£581	£561	£640	£537	£531	£465	£503	£524	£592
**Spend – (adjusted for inflation – £Million)	£820	£758	£641	£673	£627	£686	£560	£543	£473	£511	£532	£592

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for Scotland by purpose.

In 2016, VFR trips declined compared to 2015, continuing the downward trend that has been evident – a reduction of -29% since 2006.

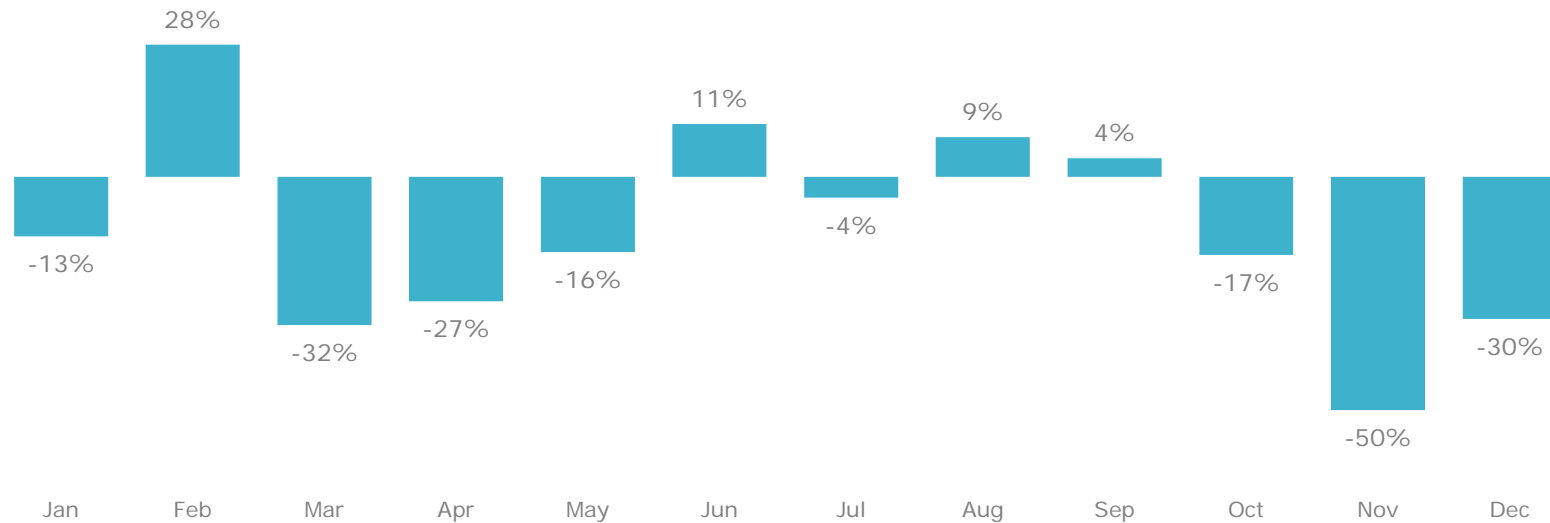
The 3.0 million trips within Scotland that involved visiting friends or relatives generated 11.2 billion bednights and £523 million of spend.

In 2016, 1.9 million trips within Scotland were for business – a decrease of -14% since 2006. These trips generated 4.7 billion bednights and £592 million of spend.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*

Fig 3. % change in volume of domestic trips by month in Wales – 2015 versus 2016*

Note: chart based on 2015 (RP) data compared with 2016



Showing the percentage change between 2015 and 2016, in number of domestic tourism trips of all purposes by month for Wales

2016 generally saw more months of decline than increases in the volume of domestic trips in Wales, compared to 2015.

While there were marginal increases in a number of the peak summer months, there was a clear decline in the final quarter of the year.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*



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Wales trips, nights and expenditure

Table 1.1.4a – Wales trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015(RP)	2016
All tourism												
Trips (Millions)	9.547	8.811	8.452	8.890	8.666	9.697	9.603	9.929	10.002	10.449	10.480	9.307
Nights (Millions)	36.045	31.876	31.794	32.582	32.765	34.941	34.727	33.682	35.078	36.197	36.465	32.978
Spend – (historic prices – £Million)	£1,608	£1,408	£1,404	£1,396	£1,438	£1,734	£1,588	£1,696	£1,735	£1,975	£1,925	£1,689
**Spend – (adjusted for inflation – £Million)	£2,017	£1,730	£1,673	£1,617	£1,606	£1,858	£1,657	£1,735	£1,766	£2,007	£1,957	£1,689
Holidays												
Trips (Millions)	5.937	5.100	5.042	5.579	5.762	6.036	5.914	6.091	6.357	6.251	6.293	5.588
Nights (Millions)	24.883	21.407	21.291	22.732	23.846	25.028	24.391	24.110	24.337	23.794	24.001	22.440
Spend – (historic prices – £Million)	£1,037	£911	£884	£989	£1,049	£1,229	£1,072	£1,195	£1,287	£1,378	£1,364	£1,225
**Spend – (adjusted for inflation – £Million)	£1,301	£1,119	£1,053	£1,145	£1,171	£1,317	£1,119	£1,223	£1,310	£1,378	£1,386	£1,225

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for Wales by purpose.

In Wales, 9.3 million domestic tourism trips were taken during 2016, which represents a decrease of -3% since 2006. 5.6 million of the 9.3 million domestic tourism visits were holiday trips, which is a decrease on the 6.3 million in 2015.

The 9.3 million trips generated 33 million bednights in 2016. The number of nights spent during tourism trips in Wales has declined by -9% since 2006.

The total spend attributed to domestic tourism trips in Wales in 2016 was £1.7 billion, down from £2.0 billion spent in 2015.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*

Wales trips, nights and expenditure (continued)

Table 1.1.4b – Wales trips, nights and expenditure by purpose – 2006 to 2016*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 (O)	2015(RP)	2016
VFR												
Trips (Millions)	2.510	2.604	2.348	2.303	2.165	2.438	2.372	2.753	2.839	2.793	2.810	2.632
Nights (Millions)	7.125	7.684	7.665	6.848	7.412	7.030	7.272	7.091	8.370	8.821	8.908	6.784
Spend – (historic prices – £Million)	£245	£248	£268	£241	£250	£251	£279	£274	£298	£371	£340	£269
**Spend – (adjusted for inflation – £Million)	£307	£305	£319	£279	£279	£269	£291	£280	£303	£377	£345	£269
Business												
Trips (Millions)	0.848	0.824	0.845	0.675	0.616	0.994	1.101	0.870	0.574	0.974	0.993	0.790
Nights (Millions)	2.744	2.007	2.270	1.897	1.320	2.253	2.230	2.029	1.419	2.609	2.657	2.453
Spend – (historic prices – £Million)	£275	£183	£216	£136	£123	£223	£199	£202	£137	£171	£177	£145
**Spend – (adjusted for inflation – £Million)	£345	£225	£257	£158	£137	£239	£208	£207	£139	£174	£180	£145

**Please note: Figures have been adjusted for inflation to enable comparisons with 2016 spend data

Showing trips, nights and spend over time for Wales by purpose.

VFR trips decreased compared to 2015, but have increased since 2006 (+5%). In 2016, 2.6 million trips within Wales involved visiting friends or relatives. These trips generated 6.8 billion bednights and £269 million of spend.

In 2016, 790,000 trips within Wales were for business. These trips generated 2.5 million bednights and £145 million of spend.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Trends in holiday trips in Great Britain

Table 1.1.5 – Holiday trip taking by GB residents*

Destination	GB residents' holiday trips in GB		UK residents' holiday trips overseas	
	Total trips (m)	% change on previous year	Total trips (m)	% change on previous year
2008	50.416		45.531	
2009	58.973	17.0%	38.490	-15.5%
2010	54.472	-7.6%	36.422	-5.4%
2011	58.433	7.3%	36.819	1.1%
2012	57.696	-1.3%	36.173	-1.8%
2013	56.969	-1.3%	37.149	2.7%
2014	52.903	-7.1%	38.519	3.7%
2015 (O)	55.960	5.8%	42.150	9.4%
2015 (RP)	57.110			
2016	55.888	-2.1%	45.020	6.8%

*Source: International Passenger Survey (IPS)

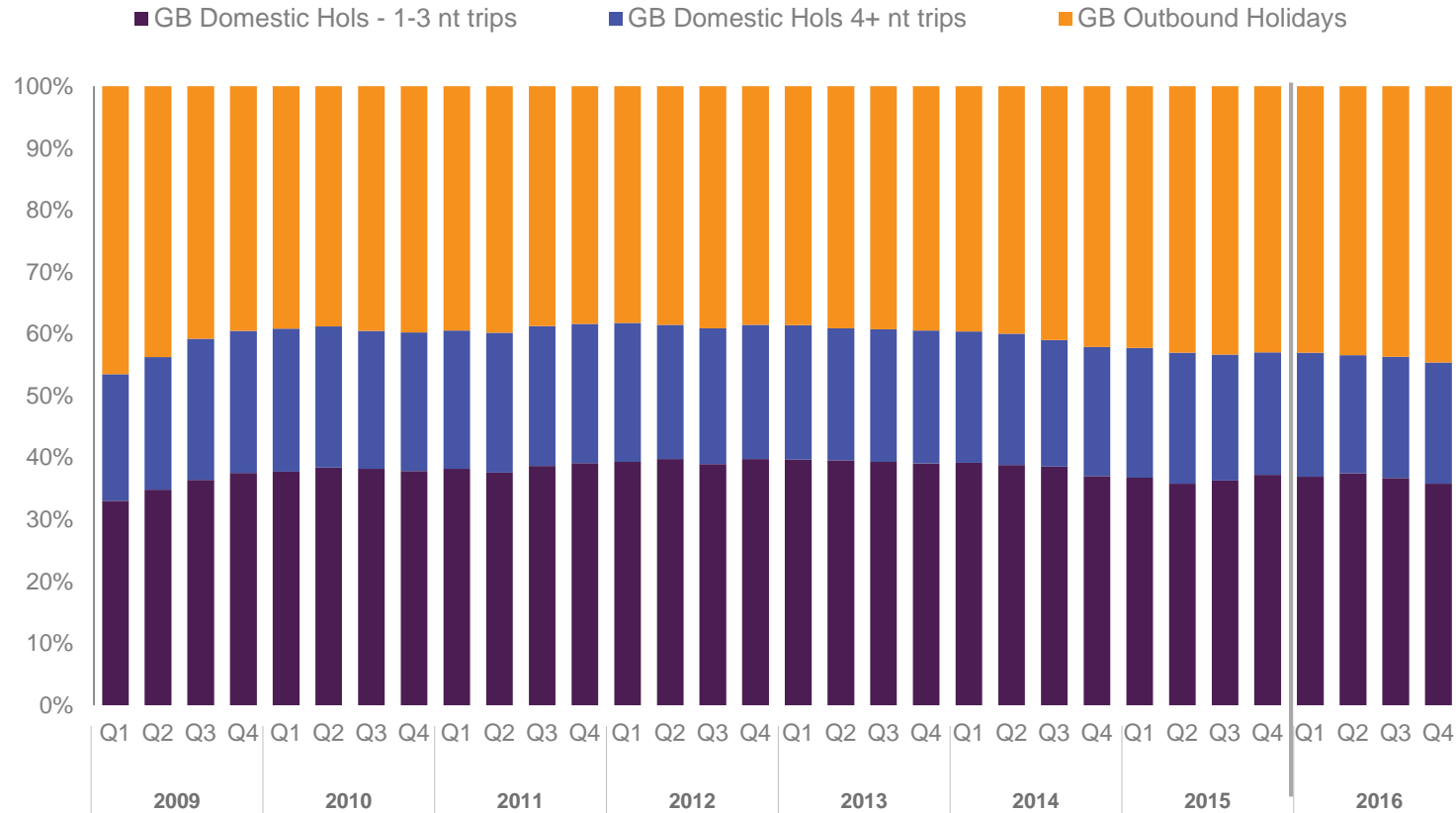
Showing holiday trip taking by GB residents in GB, and UK residents' overseas from 2008-2016.

It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. Since the high point for domestic holidays in 2009, the volume of trips taken within GB has fluctuated.

Since 2008, holiday trips within GB have increased by +11%. The number of overseas trips fell markedly in 2009 as a result of the economic downturn, trips then remained broadly static until a noted recovery in 2015.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Trends in holiday trips in Great Britain (continued)



Highlighting the trends in holiday trips for GB, broken down by domestic holiday trip length and outbound holidays from 2009 -2016.

Overall, the share of domestic holidays against outbound holidays reduced throughout 2016, declining to 55% by the end of the year.

This is the lowest level seen since Q1 2009.

**Please note: When interpreting data between 2015 and 2016, caution is advised due to the break in the trend of domestic data.*

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Tourism Overnight Visits – Summary of 2016 Findings

This section offers more detail into the tourism trends, examining variables such as trip purpose, country of residence, region visited and booking methods.

Trip characteristics by country

- Examining the breakdown of all tourism trips by country, England dominates with an 83% share of trips, Scotland (10%) and Wales (8%) account for smaller shares.
- The average nights per trip in GB is 3.0 and examining this measure by country, trips to England are shortest in duration at 2.9 nights. Trips to Scotland on average last 3.5 nights and trips to Wales are of the longest duration at 3.7 nights.
- Looking at spend per trip, on average, trips to Scotland generate the greatest spend at £251.61; compared to England (£186.14) and Wales (£181.48).

Origin and destination of trips

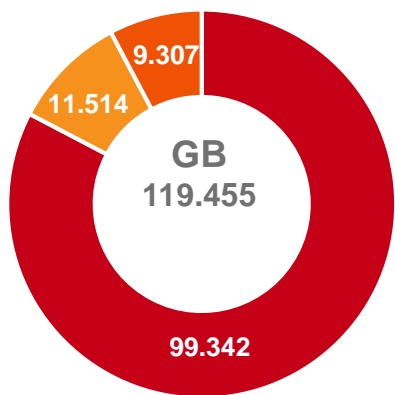
- Almost nine out of every ten trips (88%) taken by English residents were within England, with trips to Scotland and Wales making up 8% and 7% of English residents' trips respectively.
- 61% of trips being taken by Scottish residents were in Scotland, with around two fifths (38%) of trips to England and 2% of trips to Wales.
- Residents of Wales were more likely to take trips outside of their own country. 65% of trips taken were to England compared to only 31% within Wales.

Booking method

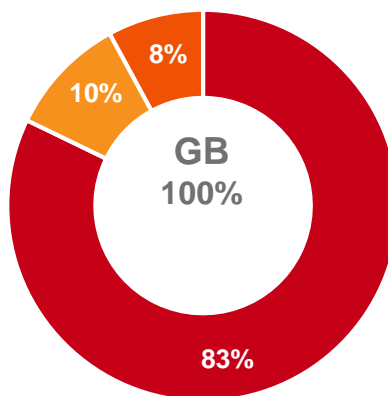
- Nearly three in five (57%) trips undertaken in GB during 2016 were booked in advance of taking the trip. This proportion varied by the purpose of the trip: holidays and business trips were more likely to have been booked in advance (78% and 69% respectively), while VFR trips were less likely to have been booked in advance (23%).

Tourism trips - volume

Trips (millions)



Share of trips (%)



■ England ■ Scotland ■ Wales

Showing a comparison of tourism trips of all purposes against population by country.

The majority (83%) of British trips taken during 2016 were to destinations in England (99.34 million). Scotland received 11.5 million trips during 2016, a 10% share of British trips, while there were 9.3 million trips in Wales, a share of 8%.

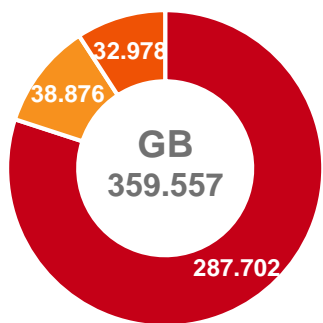
Looking at the proportion of trips taken compared to each nation's population as part of Britain, England has a smaller share of trips taken than its share of the overall population, while Scotland and Wales both receive have a higher proportion of GB trips when compared to their population share.

Table 1.2.2 – Tourism trips compared with population

Destination	Population		Trips	
	Millions	%	Millions	%
GB total	63.786	100%	119.455	100%
England	55.268	87%	99.342	83%
Scotland	5.405	8%	11.514	10%
Wales	3.113	5%	9.307	8%

Tourism trips – bednights and spend

Nights (millions) i



■ England ■ Scotland ■ Wales

Share of nights i

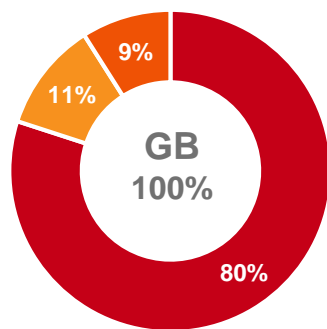


Table 1.2.3 – Tourism nights in GB by country i

Destination	Average nights per trip
GB total	3.0
England	2.9
Scotland	3.5
Wales	3.7

Showing tourism nights and spending on all trips of all purposes within GB and by the country visited, examined further by average nights and spend.

Tourism trips taken in England during 2016 were on average 2.9 nights in duration. The average length of trips taken in Scotland and Wales was longer, with 3.5 nights for Scottish trips and 3.7 nights for trips in Wales.

In relation to spending on tourism trips, across Britain as a whole, there was an average spend of £193 per trip. In Scotland, the average was £252 per trip, reflecting longer journeys and an increased length of stay.

Reflecting the larger proportions of lower cost holiday trips in Wales (e.g. camping and caravan), Wales had the lowest average spend, with an average of £181.

Table 1.2.4 – Tourism spending in GB by country visited i

Destination	Spending Million	Share of spending %	Average spend per trip	Average spend per night
GB total	£23,079	100%	£193.20	£64.19
England	£18,492	80%	£186.14	£64.27
Scotland	£2,897	13%	£251.61	£74.52
Wales	£1,689	7%	£181.48	£51.22

Purpose by destination i

Table 1.2.5 – Trips in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	99.342	11.514	9.307
Total holiday (including VFR-holiday)	69.934	8.062	7.445
1-3 nights (total holidays)	48.807	4.974	4.572
4+ nights (total holidays)	21.126	3.088	2.873
Holiday	44.706	5.929	5.588
VFR	36.912	3.037	2.632
VFR-holiday	25.228	2.133	1.857
VFR-other	11.684	0.904	0.776
Business/work	14.125	1.912	0.790
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	70%	70%	80%
1-3 nights (total holidays)	49%	43%	49%
4+ nights (total holidays)	21%	27%	31%
Holiday	45%	51%	60%
VFR	37%	26%	28%
VFR-holiday	25%	19%	20%
VFR-other	12%	8%	8%
Business/work	14%	17%	8%

Total GB trips examined by both trip purpose and length of trip for England, Scotland and Wales.

Holiday trips make up the greatest proportion of overnight British trips, with most of being shorter trips of 1-3 nights in duration.

There are some variations however - for Wales the proportion of total holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (80% compared to 70% for both England and Scotland).

Longer holiday trips (4+ nights) in Wales and Scotland were also more of a feature than in England, comprising 31% and 27% respectively of trips taken, compared to 21% in England.

Trips for the purpose of visiting friends and relatives (VFR) were more common in England, where 37% of trips were taken for this reason compared to 28% in Wales and 26% in Scotland.

Purpose by destination (continued) i

Table 1.2.6 – Nights in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	287.702	38.876	32.978
Total holiday (including VFR-holiday)	217.953	29.762	27.543
1-3 nights (total holidays)	90.164	9.813	9.457
4+ nights (total holidays)	127.790	19.950	18.086
Holiday	147.078	21.379	22.440
VFR	98.037	11.248	6.784
VFR-holiday	70.876	8.383	5.103
VFR-other	27.161	2.865	1.681
Business/work	31.606	4.659	2.453
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	76%	77%	84%
1-3 nights (total holidays)	31%	25%	29%
4+ nights (total holidays)	44%	51%	55%
Holiday	51%	55%	68%
VFR	34%	29%	21%
VFR-holiday	25%	22%	15%
VFR-other	9%	7%	5%
Business/work	11%	12%	7%

Total GB nights examined by both trip purpose and length of trip for England, Scotland and Wales.

Wales and Scotland have a higher share of bednights than trips, driven by a longer average trip length (3.7 nights for Wales and 3.5 nights for Scotland compared to 2.9 nights per trip to England).

This longer average length is mainly due to the higher share of trips accounted for by longer holidays in Scotland and Wales.

Purpose by destination (continued) i

Table 1.2.7 – Spending in GB by purpose

	England	Scotland	Wales
Purpose	£Million	£Million	£Million
Total	£18,492	£2,897	£1,689
Total holiday (including VFR-holiday)	£13,099	£2,064	£1,423
1-3 nights (total holidays)	£7,275	£1,018	£635
4+ nights (total holidays)	£5,824	£1,046	£788
Holiday	£10,413	£1,676	£1,225
VFR	£3,903	£523	£269
VFR-holiday	£2,686	£388	£198
VFR-other	£1,217	£135	£70
Business/work	£3,632	£592	£145
Purpose	% share	% share	% share
Total	100%	100%	100%
Total holiday (including VFR-holiday)	71%	71%	84%
1-3 nights (total holidays)	39%	35%	38%
4+ nights (total holidays)	31%	36%	47%
Holiday	56%	58%	73%
VFR	21%	18%	16%
VFR-holiday	15%	13%	12%
VFR-other	7%	5%	4%
Business/work	20%	20%	9%

Total GB spend examined by both trip purpose and length of trip for England, Scotland and Wales.

The survey findings reveal that longer trip lengths represent a higher proportion of spend. Examining by trip purpose, it is noted that different types of trip have different spend per trip. Within this, VFR trips account for a lower proportion of spend compared to other trip types.

Origin and destination of trips by country of residence

Table 1.2.8 – Trips taken by country of residence 

Residents of...	GB	England	Scotland	Wales
Trips taken (million)	119.455	105.101	9.012	5.342
Share of trips taken (%)	100%	88%	8%	4%
Adult resident population (million)	63.786	55.268	5.405	3.113
Share of population (%)	100%	87%	8%	5%
Average number of trips taken per adult resident	1.87	1.90	1.67	1.72

Table 1.2.9 – Nights taken & spending by country of residence 


Residents of...	GB	England	Scotland	Wales
Nights away (million)	359.557	314.994	28.082	16.481
Average number of nights taken per resident	5.64	5.70	5.20	5.29
Spending (£ million)	£23,079	£19,984	£2,150	£945
Average spend per resident (£)	£362	£362	£398	£304

Examining total trips, nights and spend by country of residence.

Residents of England took 105 million trips in 2016, 88% of all British trips, while residents of Scotland took around 9 million and Welsh residents 5 million trips. The share of trips taken by residents of each nation is broadly in line with their share of the British population.

British residents spent, on average, just under six nights in total away on GB trips in 2016 (across an average of two trips) and spent an average of £362 on these trips overall. Welsh and Scottish residents spent slightly fewer nights away than English residents (5.29 and 5.20 compared to 5.70). Scottish residents spent the most, spending an average of £398 per resident, followed by English residents, who spent £362 and Welsh residents, who spent £304.

Origin and destination of trips by country of residence

Table 1.2.10 – Destination of trip by country of residence (number) 

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	119.455	105.101	9.012	5.342
England	99.342	92.419	3.436	3.486
Scotland	11.514	5.803	5.461	0.249
Wales	9.307	7.476	0.163	1.668

Table 1.2.11 – Destination of trip by country of residence (share by origin) 

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	83%	88%	38%	65%
Scotland	10%	8%	61%	5%
Wales	8%	7%	2%	31%

Showing trip destination against country of residence at both total level and as share by origin.

Almost nine out of every ten trips (88%) taken by English residents were within England, with trips to Scotland and Wales making up 8% and 7% of English residents' trips respectively. Residents of Scotland were most likely to take trips within their own country with 61% of trips being taken by Scottish residents within Scotland. Two fifths (38%) of Scots took trips in England, while just 2% of trips were to Wales.

In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of Wales with around two thirds being taken in England (65%). Nearly a third (31%) of trips taken by Welsh respondents were in Wales, while 5% were taken in Scotland.

Destination by country of residence

Table 1.2.12 – Destination of nights by country of residence (number) 

Residents of...

Nights	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	359.557	314.994	28.082	16.481
England	287.702	264.832	12.124	10.746
Scotland	38.876	22.680	15.002	1.195
Wales	32.978	27.482	0.956	4.540

Table 1.2.13 – Destination of nights by residence (share by destination) 

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	80%	84%	43%	65%
Scotland	11%	7%	53%	7%
Wales	9%	9%	3%	28%

Showing nights destination against country of residence at both total level and as share by origin.

Bednights show similar patterns when looking at share by destination:

- English residents generate 84% of nights (88% trips) on domestic trips taken in England
- For Scottish residents, the equivalent figure for nights was 53% (61% trips)
- For Welsh residents, the equivalent figure was 28% of nights (31% trips)

Spend by country of residence

Table 1.2.14 – Destination of spend by country of residence (£ Million) 

Residents of...

Spend	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£23,079	£19,984	£2,150	£945
England	£18,492	£16,784	£1,062	£647
Scotland	£2,897	£1,775	£1,053	£69
Wales	£1,689	£1,425	£35	£229

Table 1.2.15 – Destination of spend by residence (Share by destination) 

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	80%	84%	49%	68%
Scotland	13%	9%	49%	7%
Wales	7%	7%	2%	24%

Showing spend destination against country of residence at both total level and as share by origin.

Similarly, spend shows a similar pattern when looking at destination share:

- English residents generate 84% of spend (88% nights) on domestic trips taken in England
- For Scottish residents, the equivalent figure for spend was 49% of spend (53% nights)
- For Welsh residents, the equivalent figure was 24% of spend (28% nights)

Origin and destination of trips

Table 1.2.16 – Net gains/losses of domestic tourism - 2014

	Trips Millions	Nights Millions	Spend Millions
England	-5.418	-26.543	£985
Scotland	2.540	9.835	£595
Wales	3.074	16.708	£390

Table 1.2.16 – Net gains/losses of domestic tourism - 2015

	Trips Millions	Nights Millions	Spend Millions
England	-6.866	-28.446	£1,933
Scotland	2.535	10.505	£1,106
Wales	4.331	17.941	£827

Table 1.2.16 – Net gains/losses of domestic tourism - 2016

	Trips Millions	Nights Millions	Spend Millions
England	-9.357	-27.292	£1,491
Scotland	5.453	10.795	£747
Wales	3.904	16.497	£744

Highlighting, by country, the net gains or losses resulting from domestic tourism.

Table 1.2.16 presents analysis of the extent to which each country is considered to be a net ‘winner’ or ‘loser’ in terms of domestic tourism. For example, if residents of country X take 10 trips outside country X, in countries Y and Z, but 12 trips are taken in country X by residents of countries Y and Z, then country X has a net gain of two trips.

Both Scotland and Wales had more domestic tourism trips, nights and expenditure from elsewhere in Britain than residents of those countries who take trips to other parts of Britain. The converse was true for England, which had a net loss in numbers of trips, nights and spend versus the rest of Britain.



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GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.17 – Overnight tourism: All tourism trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	5.461	0.163	0.411	0.879	0.373	0.123	0.300	0.244	0.652	0.323	0.280
Wales	0.249	1.668	0.051	0.561	0.238	0.165	0.553	0.197	0.416	0.418	1.005
North East England	0.726	0.157	0.677	0.942	1.152	0.206	0.223	0.278	0.433	0.387	0.328
North West England	1.004	1.708	0.493	3.080	1.194	0.585	0.876	0.464	1.184	0.826	0.854
Yorkshire and the Humber	0.767	0.403	0.594	1.152	2.630	0.868	0.761	0.560	1.075	0.769	0.697
East Midlands	0.503	0.424	0.204	1.107	1.129	1.719	0.680	1.109	1.081	0.966	1.322
West Midlands	0.550	1.729	0.115	1.111	0.568	0.676	1.357	0.476	1.219	0.968	2.001
East of England	0.443	0.296	0.152	0.614	0.635	1.005	0.882	2.735	1.012	1.889	1.388
London	0.790	0.709	0.174	0.887	0.508	0.606	1.008	1.252	1.008	3.401	2.296
South East England	0.721	0.964	0.314	1.112	0.532	1.132	1.473	1.609	2.507	6.606	4.542
South West England	0.300	1.086	0.153	0.551	0.332	0.198	0.763	0.559	1.513	1.856	5.682
Total	11.514	9.307	3.337	11.995	9.292	7.283	8.875	9.484	12.099	18.407	20.394

Examining all overnight tourism trips in GB by region of residence and region visited.

With the exception of London, Wales and the West Midlands, the largest proportion of tourism trips in each region was made by residents of that particular region.

It is important to acknowledge the value of same country trips, in particular within Scotland wherein these trips account for around half of all domestic trips.

Excluding Scotland itself, the largest proportion of all tourism trips to Scotland are from the North West of England and London.

Including Wales, the largest proportion of all tourism trips to Wales are from the North West of England, West Midlands and the South West of England.

GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.18 – Overnight tourism: All tourism trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	47.4%	1.8%	12.3%	7.3%	4.0%	1.7%	3.4%	2.6%	5.4%	1.8%	1.4%
Wales	2.2%	17.9%	1.5%	4.7%	2.6%	2.3%	6.2%	2.1%	3.4%	2.3%	4.9%
North East England	6.3%	1.7%	20.3%	7.9%	12.4%	2.8%	2.5%	2.9%	3.6%	2.1%	1.6%
North West England	8.7%	18.4%	14.8%	25.7%	12.9%	8.0%	9.9%	4.9%	9.8%	4.5%	4.2%
Yorkshire and the Humber	6.7%	4.3%	17.8%	9.6%	28.3%	11.9%	8.6%	5.9%	8.9%	4.2%	3.4%
East Midlands	4.4%	4.6%	6.1%	9.2%	12.2%	23.6%	7.7%	11.7%	8.9%	5.3%	6.5%
West Midlands	4.8%	18.6%	3.5%	9.3%	6.1%	9.3%	15.3%	5.0%	10.1%	5.3%	9.8%
East of England	3.9%	3.2%	4.6%	5.1%	6.8%	13.8%	9.9%	28.8%	8.4%	10.3%	6.8%
London	6.9%	7.6%	5.2%	7.4%	5.5%	8.3%	11.4%	13.2%	8.3%	18.5%	11.3%
South East England	6.3%	10.4%	9.4%	9.3%	5.7%	15.5%	16.6%	17.0%	20.7%	35.9%	22.3%
South West England	2.6%	11.7%	4.6%	4.6%	3.6%	2.7%	8.6%	5.9%	12.5%	10.1%	27.9%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight tourism trips in GB by region of residence and region visited as a percentage.

The origins of visitors to London were slightly more diverse than other regions, more than nine in ten (92%) overnight visits were made by non-London residents. However, 20.72% of visitors to London were from the South East of England.



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GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.19 – Overnight tourism: All tourism nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	15.002	0.956	1.429	2.230	1.296	0.427	0.864	0.929	2.194	1.225	1.529
Wales	1.195	4.540	0.111	1.345	0.647	0.741	1.236	0.726	0.887	1.277	3.768
North East England	2.479	0.533	1.409	2.431	2.870	0.458	0.540	0.866	0.839	1.189	1.478
North West England	3.739	7.413	1.477	7.218	3.137	1.794	2.328	1.204	3.223	2.648	3.716
Yorkshire and the Humber	2.975	1.319	1.552	3.255	6.479	2.532	2.124	2.432	2.148	3.204	3.425
East Midlands	1.750	1.632	0.630	2.911	2.625	4.245	1.255	3.421	2.481	2.741	4.864
West Midlands	2.082	5.903	0.374	2.482	1.974	1.579	2.635	1.364	2.570	2.847	8.169
East of England	1.240	1.731	0.499	1.681	2.230	2.642	2.355	7.540	1.959	5.173	5.955
London	3.320	2.658	0.618	2.193	1.572	1.452	2.514	3.208	1.961	7.817	6.933
South East England	3.601	3.135	1.309	3.526	3.060	3.152	3.979	5.482	4.572	15.224	17.004
South West England	1.494	3.157	0.600	1.929	1.214	0.712	2.061	1.579	3.504	5.181	16.780
Total	38.876	32.978	10.008	31.202	27.106	19.735	21.892	28.751	26.339	48.526	73.622

Examining all overnight tourism nights in GB by region of residence and region visited.

In terms of bednights spent in each region, Yorkshire and the Humber and the southern regions of England tended to see a larger proportion of nights spent by those living in the same region.



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GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.20 – Overnight tourism: All tourism nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	38.6%	2.9%	14.3%	7.2%	4.8%	2.2%	4.0%	3.2%	8.3%	2.5%	2.1%
Wales	3.1%	13.8%	1.1%	4.3%	2.4%	3.8%	5.7%	2.5%	3.4%	2.6%	5.1%
North East England	6.4%	1.6%	14.1%	7.8%	10.6%	2.3%	2.5%	3.0%	3.2%	2.5%	2.0%
North West England	9.6%	22.5%	14.8%	23.1%	11.6%	9.1%	10.6%	4.2%	12.2%	5.5%	5.1%
Yorkshire and the Humber	7.7%	4.0%	15.5%	10.4%	23.9%	12.8%	9.7%	8.5%	8.2%	6.6%	4.7%
East Midlands	4.5%	5.0%	6.3%	9.3%	9.7%	21.5%	5.7%	11.9%	9.4%	5.7%	6.6%
West Midlands	5.4%	17.9%	3.7%	8.0%	7.3%	8.0%	12.0%	4.7%	9.8%	5.9%	11.1%
East of England	3.2%	5.3%	5.0%	5.4%	8.2%	13.4%	10.8%	26.2%	7.4%	10.7%	8.1%
London	8.5%	8.1%	6.2%	7.0%	5.8%	7.4%	11.5%	11.2%	7.5%	16.1%	9.4%
South East England	9.3%	9.5%	13.1%	11.3%	11.3%	16.0%	18.2%	19.1%	17.4%	31.4%	23.1%
South West England	3.8%	9.6%	6.0%	6.2%	4.5%	3.6%	9.4%	5.5%	13.3%	10.7%	22.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight tourism nights in GB by region of residence and region visited as a percentage.

For London, Wales and the West Midlands, larger shares of nights were spent by those from outside the region.

The same situation was observed for both the North East and South West of England, wherein the majority of visits were made by non-residents.

GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.21 – Overnight tourism: All tourism expenditure by region of residence and region visited (£millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	£1,053	£35	£79	£201	£124	£35	£60	£66	£306	£88	£102
Wales	£69	£229	£16	£94	£39	£27	£74	£31	£89	£86	£190
North East England	£169	£45	£84	£175	£189	£30	£42	£41	£153	£88	£90
North West England	£218	£298	£95	£472	£203	£144	£136	£96	£303	£175	£189
Yorkshire and the Humber	£237	£111	£117	£268	£335	£134	£130	£103	£354	£184	£236
East Midlands	£184	£94	£39	£222	£193	£188	£76	£191	£249	£163	£321
West Midlands	£197	£288	£20	£221	£140	£90	£147	£75	£352	£224	£506
East of England	£103	£78	£42	£143	£148	£164	£128	£407	£185	£311	£393
London	£251	£141	£28	£181	£95	£86	£143	£118	£54	£376	£382
South East England	£254	£182	£67	£262	£93	£162	£267	£274	£386	£810	£1,029
South West England	£161	£188	£47	£125	£58	£28	£136	£110	£334	£310	£894
Total	£2,897	£1,689	£633	£2,364	£1,616	£1,087	£1,340	£1,513	£2,766	£2,816	£4,331

Examining all overnight tourism spend in GB by region of residence and region visited.

A similar pattern to that evident for bednights was also seen in terms of the expenditure in each region by origin of visitor.



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GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.2.22 – Overnight tourism: All tourism expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	36.4%	2.1%	12.5%	8.5%	7.7%	3.2%	4.5%	4.4%	11.1%	3.1%	2.4%
Wales	2.4%	13.6%	2.5%	4.0%	2.4%	2.5%	5.5%	2.1%	3.2%	3.1%	4.4%
North East England	5.8%	2.7%	13.3%	7.4%	11.7%	2.8%	3.1%	2.7%	5.5%	3.1%	2.1%
North West England	7.5%	17.6%	15.0%	20.0%	12.6%	13.3%	10.2%	6.4%	11.0%	6.2%	4.4%
Yorkshire and the Humber	8.2%	6.6%	18.5%	11.3%	20.7%	12.3%	9.7%	6.8%	12.8%	6.5%	5.5%
East Midlands	6.4%	5.6%	6.2%	9.4%	11.9%	17.3%	5.7%	12.6%	9.0%	5.8%	7.4%
West Midlands	6.8%	17.1%	3.2%	9.4%	8.7%	8.3%	11.0%	5.0%	12.7%	8.0%	11.7%
East of England	3.6%	4.6%	6.6%	6.1%	9.2%	15.1%	9.6%	26.9%	6.7%	11.0%	9.1%
London	8.7%	8.4%	4.4%	7.7%	5.9%	7.9%	10.7%	7.8%	2.0%	13.4%	8.8%
South East England	8.8%	10.8%	10.6%	11.1%	5.8%	14.9%	19.9%	18.1%	14.0%	28.8%	23.8%
South West England	5.6%	11.1%	7.4%	5.3%	3.6%	2.6%	10.2%	7.3%	12.1%	11.0%	20.6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight tourism spend in GB by region of residence and region visited as a percentage.

Table 1.2.22 illustrates, in percentage terms, the pattern for expenditure that is similar to that evident for bednights.

GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.23 – Overnight tourism: All holiday trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	3.200	0.099	0.170	0.454	0.185	0.082	0.095	0.070	0.203	0.103	0.169
Wales	0.104	1.025	0.019	0.288	0.097	0.057	0.216	0.039	0.155	0.141	0.655
North East England	0.368	0.067	0.414	0.595	0.743	0.079	0.105	0.055	0.079	0.128	0.135
North West England	0.506	1.324	0.257	2.002	0.593	0.258	0.317	0.087	0.534	0.286	0.417
Yorkshire and the Humber	0.472	0.201	0.253	0.750	1.531	0.536	0.201	0.282	0.427	0.222	0.415
East Midlands	0.266	0.278	0.087	0.569	0.515	0.947	0.250	0.609	0.488	0.314	0.627
West Midlands	0.229	1.345	0.060	0.644	0.274	0.283	0.619	0.201	0.446	0.444	1.521
East of England	0.185	0.153	0.039	0.220	0.201	0.410	0.290	1.485	0.279	0.817	0.777
London	0.292	0.263	0.019	0.329	0.104	0.169	0.199	0.472	0.125	1.459	1.062
South East England	0.223	0.345	0.086	0.297	0.111	0.239	0.413	0.621	0.652	2.824	2.741
South West England	0.084	0.488	0.029	0.178	0.077	0.077	0.265	0.154	0.633	0.509	3.454
Total	5.929	5.588	1.433	6.326	4.431	3.137	2.970	4.075	4.021	7.247	11.973

Examining all overnight holiday tourism trips in GB by region of residence and region visited.

As with all tourism trips, excluding London, the highest proportion of trips to all of the English regions was from that particular English region itself.

Again, similar trends were observed with holiday trips as were within all tourism trips. Excluding Scotland itself, the largest proportion of all tourism trips to Scotland are from the North West of England as well as Yorkshire and Humber.

Including Wales, the largest proportion of all tourism trips to Wales are from the North West of England, West Midlands and the South West of England.

GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.24 – Overnight tourism: All holiday trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	54.0%	1.8%	11.9%	7.2%	4.2%	2.6%	3.2%	1.7%	5.0%	1.4%	1.4%
Wales	1.8%	18.3%	1.3%	4.6%	2.2%	1.8%	7.3%	1.0%	3.9%	1.9%	5.5%
North East England	6.2%	1.2%	28.9%	9.4%	16.8%	2.5%	3.5%	1.3%	2.0%	1.8%	1.1%
North West England	8.5%	23.7%	17.9%	31.6%	13.4%	8.2%	10.7%	2.1%	13.3%	3.9%	3.5%
Yorkshire and the Humber	8.0%	3.6%	17.7%	11.9%	34.6%	17.1%	6.8%	6.9%	10.6%	3.1%	3.5%
East Midlands	4.5%	5.0%	6.1%	9.0%	11.6%	30.2%	8.4%	14.9%	12.1%	4.3%	5.2%
West Midlands	3.9%	24.1%	4.2%	10.2%	6.2%	9.0%	20.8%	4.9%	11.1%	6.1%	12.7%
East of England	3.1%	2.7%	2.7%	3.5%	4.5%	13.1%	9.8%	36.4%	6.9%	11.3%	6.5%
London	4.9%	4.7%	1.3%	5.2%	2.3%	5.4%	6.7%	11.6%	3.1%	20.1%	8.9%
South East England	3.8%	6.2%	6.0%	4.7%	2.5%	7.6%	13.9%	15.2%	16.2%	39.0%	22.9%
South West England	1.4%	8.7%	2.0%	2.8%	1.7%	2.5%	8.9%	3.8%	15.7%	7.0%	28.8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight holiday tourism trips in GB by region of residence and region visited as a percentage.

With the exception of London and Wales, each region had its own residents accounting for the largest share of holiday trips, as illustrated in percentage terms by Table 1.2.24.

GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.25 – Overnight tourism: All holiday nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	9.006	0.547	0.689	1.213	0.880	0.299	0.282	0.220	0.619	0.409	1.110
Wales	0.488	2.837	0.048	0.657	0.275	0.410	0.403	0.147	0.321	0.444	2.519
North East England	1.664	0.246	0.965	1.715	2.173	0.206	0.211	0.311	0.120	0.275	0.582
North West England	2.462	6.430	0.803	5.001	1.547	0.795	0.869	0.271	1.233	1.303	2.308
Yorkshire and the Humber	2.120	0.718	0.637	2.194	4.344	1.545	0.520	1.240	0.851	0.810	2.537
East Midlands	1.168	1.138	0.370	1.724	1.517	2.945	0.540	2.288	0.951	0.800	3.430
West Midlands	1.092	5.042	0.208	1.535	1.174	0.750	1.349	0.789	0.879	1.509	6.901
East of England	0.686	1.018	0.180	0.659	0.812	1.351	0.906	4.658	0.537	2.368	4.228
London	1.111	1.168	0.062	0.944	0.274	0.595	0.464	1.556	0.191	3.871	3.812
South East England	1.027	1.564	0.377	1.287	0.491	0.697	1.472	2.535	1.003	7.242	11.250
South West England	0.557	1.732	0.136	0.844	0.412	0.226	0.804	0.542	1.242	1.728	11.203
Total	21.381	22.440	4.475	17.773	425.487	9.819	7.820	14.557	7.947	20.759	49.880

Examining all overnight holiday tourism nights in GB by region of residence and region visited.

Regarding holiday bednights, the South West of England joined London, Wales and the West Midlands as regions where the largest volume was generated by non-residents of the region.

GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.26 – Overnight tourism: All holiday nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	42.1%	2.4%	15.4%	6.8%	6.3%	3.0%	3.6%	1.5%	7.8%	2.0%	2.2%
Wales	2.3%	12.6%	1.1%	3.7%	2.0%	4.2%	5.2%	1.0%	4.0%	2.1%	5.1%
North East England	7.8%	1.1%	21.6%	9.6%	15.6%	2.1%	2.7%	2.1%	1.5%	1.3%	1.2%
North West England	11.5%	28.7%	17.9%	28.1%	11.1%	8.1%	11.1%	1.9%	15.5%	6.3%	4.6%
Yorkshire and the Humber	9.9%	3.2%	14.2%	12.3%	31.3%	15.7%	6.6%	8.5%	10.7%	3.9%	5.1%
East Midlands	5.5%	5.1%	8.3%	9.7%	10.9%	30.0%	6.9%	15.7%	12.0%	3.9%	6.9%
West Midlands	5.1%	22.5%	4.6%	8.6%	8.4%	7.6%	17.3%	5.4%	11.1%	7.3%	13.8%
East of England	3.2%	4.5%	4.0%	3.7%	5.8%	13.8%	11.6%	32.0%	6.8%	11.4%	8.5%
London	5.2%	5.2%	1.4%	5.3%	2.0%	6.1%	5.9%	10.7%	2.4%	18.6%	7.6%
South East England	4.8%	7.0%	8.4%	7.2%	3.5%	7.1%	18.8%	17.4%	12.6%	34.9%	22.6%
South West England	2.6%	7.7%	3.0%	4.7%	3.0%	2.3%	10.3%	3.7%	15.6%	8.3%	22.5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight holiday tourism nights in GB by region of residence and region visited as a percentage.



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GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.27 –Overnight tourism: All holiday expenditure by region of residence and region visited (£ millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	£754	£22	£39	£126	£76	£31	£20	£15	£122	£35	£79
Wales	£29	£172	£5	£67	£19	£14	£37	£12	£33	£46	£154
North East England	£108	£13	£65	£124	£139	£13	£27	£12	£38	£26	£38
North West England	£121	£251	£54	£371	£106	£78	£56	£28	£170	£60	£118
Yorkshire and the Humber	£177	£79	£57	£204	£255	£106	£41	£74	£143	£62	£170
East Midlands	£112	£79	£27	£145	£100	£136	£38	£140	£134	£67	£215
West Midlands	£81	£239	£11	£141	£99	£48	£87	£41	£108	£123	£427
East of England	£57	£59	£19	£65	£65	£87	£57	£315	£81	£159	£280
London	£89	£75	£2	£86	£29	£46	£34	£70	£18	£192	£237
South East England	£109	£113	£25	£91	£26	£42	£101	£145	£157	£468	£708
South West England	£38	£123	£19	£53	£18	£14	£66	£39	£184	£141	£612
Total	£1,675	£1,225	£323	£1,473	£932	£615	£564	£891	£1,188	£1,379	£3,038

Examining all overnight holiday tourism spend in GB by region of residence and region visited.

Holiday expenditure followed the same pattern as holiday trips and holiday nights, with the largest amounts tending to have been spent by residents of that region; the exceptions once again being London, Wales, the South West England and the West Midlands.

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GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.2.28 – Overnight tourism: All holiday expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	%	%	%	%	%	%	%	%	%	%	%
Scotland	45.0%	1.8%	12.1%	8.6%	8.2%	5.0%	3.5%	1.7%	10.3%	2.5%	2.6%
Wales	1.7%	14.0%	1.5%	4.5%	2.0%	2.3%	6.6%	1.3%	2.8%	3.3%	5.1%
North East England	6.4%	1.1%	20.1%	8.4%	14.9%	2.1%	4.8%	1.3%	3.2%	1.9%	1.3%
North West England	7.2%	20.5%	16.7%	25.2%	11.4%	12.7%	9.9%	3.1%	14.3%	4.4%	3.9%
Yorkshire and the Humber	10.6%	6.4%	17.6%	13.8%	27.4%	17.2%	7.3%	8.3%	12.0%	4.5%	5.6%
East Midlands	6.7%	6.4%	8.4%	9.8%	10.7%	22.1%	6.7%	15.7%	11.3%	4.9%	7.1%
West Midlands	4.8%	19.5%	3.4%	9.6%	10.6%	7.8%	15.4%	4.6%	9.1%	8.9%	14.1%
East of England	3.4%	4.8%	5.9%	4.4%	7.0%	14.1%	10.1%	35.4%	6.8%	11.5%	9.2%
London	5.3%	6.1%	0.6%	5.8%	3.1%	7.5%	6.0%	7.9%	1.5%	13.9%	7.8%
South East England	6.5%	9.2%	7.7%	6.2%	2.8%	6.8%	17.9%	16.3%	13.2%	33.9%	23.3%
South West England	2.3%	10.0%	5.9%	3.6%	1.9%	2.3%	11.7%	4.4%	15.5%	10.2%	20.1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Examining all overnight holiday tourism spend in GB by region of residence and region visited as a percentage.



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Booking method and lead time analysis -Trips booked by trip purpose

Table 1.2.29 – Booking method by trip purpose

Purpose	All trips		Holiday trips		VFR trips		Business trips	
	Million	%	Million	%	Million	%	Million	%
GB	119.455	100%	55.888	100%	42.294	100%	16.765	100%
Firm booking	67.495	57%	43.509	78%	9.868	23%	11.559	69%
No firm bookings	43.354	36%	7.390	13%	31.534	75%	3.603	21%
England	99.104	100%	44.706	100%	36.912	100%	14.125	100%
Firm booking	55.670	56%	35.299	79%	8.432	23%	9.760	69%
No firm bookings	37.280	38%	5.729	13%	27.758	75%	3.066	22%
Scotland	11.453	100%	5.929	100%	3.037	100%	1.912	100%
Firm booking	6.843	60%	4.442	75%	0.867	29%	1.342	70%
No firm bookings	3.637	32%	1.055	18%	2.129	70%	0.389	20%
Wales	9.285	100%	5.588	100%	2.632	100%	0.790	100%
Firm booking	5.506	59%	4.013	72%	0.773	29%	0.509	64%
No firm bookings	2.554	28%	0.640	11%	1.731	66%	0.148	19%

Showing booking method in GB and individual country by trip purpose for all tourism trips as well as holiday, VFR and business trips.

Nearly three in five (57%) trips undertaken in GB during 2016 were booked in advance of taking the trip. This proportion varied by the purpose of the trip: holidays and business trips were more likely to have been booked in advance (78% and 69% respectively), while VFR trips were less likely to have been booked in advance (23%).

Please note: in Table 1.2.29 the percentages add to less than 100%, as in each case a small proportion of respondents (typically 5-10%) were unsure about whether or not their trip had been booked in advance.



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Booking method and lead time analysis - Trips taken in GB by booking method

Table 1.2.30 – Booking method by volume of trips, nights and expenditure – Overall GB

	Trips Million	Nights Million	Expenditure £Million
Total	105.364*	220.379*	£17,135*
Net: Firm booking	62.503*	190.900*	£16,005*
Through a traditional travel agent's shop (e.g. Thomas Cook, Thomson, Trailfinders)	1.075*	3.595*	£343*
The website of traditional travel agent (e.g. thomascook.com, Thomson.co.uk, Trailfinders.co.uk)	4.305*	13.819*	£1,155*
A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)	11.651*	29.279*	£2,942*
A tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	3.243*	13.645*	£994*
A hotel or accommodation provider (e.g. hotel, B & B owner, cottage owner)	33.118*	103.304*	£8,391*
A transport provider (e.g. rail, air, sea, coach)	1.460*	3.580*	£454*
A Tourist Board or Tourist Information Centre	0.483*	1.759*	£132*
Through some other source	4.720*	14.764*	£1,163*
Did not make any firm bookings before trip	34.938*	22.140*	£701*
Don't know	6.260*	19.380*	£1,322*

Showing booking method by volume of trips, nights and spend for all purposes at an overall GB level.

(59%) of GB trips taken between March and December 2016 were booked in advance, and these trips accounted for (93%) of overall expenditure. Due to more expensive trips tending to be booked in advance. In particular VFR trips tended to be have lower spend as well as being less likely to be booked in advance.

Overall, bookings made directly through the accommodation provider (e.g. hotel, B&B or cottage owner) accounted for the largest share of GB domestic overnight trips, with 33.1 million trips (53%) of booked trips taken between March and December 2016, being booked in this way.

One third (33%) of all trips taken between March and December 2016 were made without a firm booking, but these accounted for less than a twentieth of expenditure on GB trips taken during this time period.

**Please note: This question was changed in March 2016 and as such is based on 10 months of data. It therefore is not directly comparable to previous years. Also a result of questionnaire changes in March, the data in this table is now drawn from two separate questions with different respondent base sizes; therefore the data does not necessarily add to the total.*

GB trip volumes by booking methods and country visited

Table 1.2.31 – Trip volumes by booking method – by country visited

Booking method	GB Million	England Million	Scotland Million	Wales Million
Total	105.364*	87.533*	10.096*	8.389*
Net: Firm booking	62.503*	51.533*	6.281*	5.186*
Through a traditional travel agent’s shop (e.g. Thomas Cook, Thomson, Trailfinders)	1.075*	0.861*	0.150*	0.075*
The website of traditional travel agent (e.g. thomascook.com, Thomson.co.uk, Trailfinders.co.uk)	4.305*	3.829*	0.254*	0.242*
A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)	11.651*	9.597*	1.379*	0.772*
A tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	3.243*	2.648*	0.263*	0.342*
A hotel or accommodation provider (e.g. hotel, B & B owner, cottage owner)	33.118*	27.128*	3.325*	2.937*
A transport provider (e.g. rail, air, sea, coach)	1.460*	1.159*	0.256*	0.073*
A Tourist Board or Tourist Information Centre	0.483*	0.419*	0.047*	0.024*
Through some other source	4.720*	3.950*	0.421*	0.379*
Did not make any firm bookings before trip	34.938*	30.092*	2.924*	2.014*
Don't know	6.260*	5.062*	0.644*	0.604*

Showing trip volumes against booking method, for all purposes by the country visited.

When comparing across the three country destinations, there were similar proportions of visitors making firm bookings ahead of their trip.

In terms of the method of booking, going directly through the accommodation provider was the most popular choice across each of the destinations, accounting for just over half of pre-booked trips (53% England, 53% Scotland and 57% Wales).

**Please note: This question was changed in March 2016 and as such is based on 10 months of data. It therefore is not directly comparable to previous years. Also a result of questionnaire changes in March, the data in this table is now drawn from two separate questions with different respondent base sizes; therefore the data does not necessarily add to the total.*

Booking online versus other methods

Table 1.2.32 – 2016 trip volumes by booking method

	GB	England	Scotland	Wales
Method	Million	Million	Million	Million
Net: Firm booking	62.503*	51.533*	6.281*	5.186*
Booked online	41.094*	34.525*	3.913*	3.011*
Booked offline	15.463*	12.235*	1.658*	1.668*
Don't know	1.959*	1.588*	0.271*	0.111*
Other	0.438*	0.340*	0.070*	0.028*

Showing GB trip volumes for all trip purposes by booking method for March to December 2016.

For trips taken between March and December 2016, around two thirds (66%) of GB booked trips were booked online.

Highest proportion of online bookings were for trips to England (67%), whereas the lowest was for trips to Wales (58%).

**Please note: This question was changed in March 2016 and as such is based on 10 months of data. It therefore is not directly comparable to previous years. Also a result of questionnaire changes in March, the data in this table is now drawn from two separate questions with different respondent base sizes; therefore the data does not necessarily add to the total.*

Devices used for booking accommodation

Table 1.2.33– Booking online – device used by accommodation booking channel

	All online firm bookings	The website of a traditional travel agent (e.g. thomascook.com, Thomson.co.uk, Trailfinders.co.uk)	A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)	A tour operator or travel company (e.g. Haven, English Cottages, Superbreak)	A transport provider (e.g. Virgin Trains, British Airways, National Express)	A hotel or other accommodation provider (e.g. hotel company, B & B owner, cottage owner)	Other
Device used	Million	Million	Million	Million	Million	Million	Million
On a laptop or desktop PC	27.642* 67%	2.685* 67%	6.994* 63%	1.441* 68%	0.756* 72%	14.488* 69%	1.668* 71%
On a smartphone e.g. iPhone, Android phone, Blackberry etc	4.944* 12%	0.379* 9%	1.957* 18%	0.201* 10%	0.178* 17%	2.181* 10%	0.244* 10%
On a tablet device e.g. iPad, Kindle Fire etc	7.316* 18%	0.974* 24%	2.073* 19%	0.397* 19%	0.121* 12%	3.844* 18%	0.194* 8%
Don't know	1.221* 3%	0.075* 2%	0.305* 3%	0.085* 4%	0.034* 3%	0.537* 3%	0.242* 10%

Showing the device used to book trips online by accommodation booking channel for all purposes at the overall GB level.

Table 1.2.33 shows that almost 7 in 10 (67%) of online firm bookings were made on larger devices such as a laptop or desktop PC.

The proportion of bookings made on mobile devices were (12%) for smartphones and (18%) for tablets.

**Please note: This question was changed in March 2016 and as such is based on 10 months of data. It therefore is not directly comparable to previous years.*

Booking lead times by trips, nights and expenditure

Table 1.2.34 – Booking lead times by volume of trips, nights and expenditure – Overall GB

Accommodation booking lead times	Trips		Nights		Expenditure	
	Million	%	Million	%	Million	%
Booked in advance	67.495	100%	203.626	100%	£17,139	100%
More than 6 months before (365 days)	7.337	11%	33.034	16%	£2,428	14%
4-6 months before (150 days)	7.554	11%	29.612	15%	£2,296	13%
2-3 months before (45 days)	15.165	22%	46.931	23%	£3,831	22%
About a month before (30 days)	9.829	15%	26.875	13%	£2,356	14%
2-3 weeks before (17.5 days)	11.150	17%	28.231	14%	£2,538	15%
4-7 days before (5.5 days)	8.060	12%	19.131	9%	£1,797	10%
2-3 days before (2.5 days)	4.761	7%	11.686	6%	£1,166	7%
The day before (1 day)	2.241	3%	5.047	2%	£482	3%
Booked same day/booked after setting off on the trip (0 days)	1.397	2%	3.078	2%	£245	1%
Average booking lead time in days	71					

Showing booking lead times by volume of trips, nights and spend for all purposes at the overall GB level.

Of those GB domestic overnight trips where accommodation was booked, on average it is booked around 71 days in advance of the trip.

Around three fifths (59%) of trips were booked at least a month ahead of the trip.

Trips booked at least a month in advance tended to have a slightly higher share of nights (67%) and expenditure (63%), meaning that longer, more expensive trips are more likely to be booked further in advance.

Booking lead times by destination i

Table 1.2.35 – Trip volumes by booking lead times and country visited - Holidays

Accommodation booking lead times	GB		England		Scotland		Wales	
	Million	%	Million	%	Million	%	Million	%
Total all holidays	55.888		44.706		5.929		5.588	
Holidays booked in advance	43.509	100%	35.229	100%	4.442	100%	4.013	100%
Percent of holidays booked in advance	78%		79%		75%		72%	
More than 6 months before (365 days)	5.516	13%	4.339	12%	0.599	13%	0.608	15%
4-6 months before (150 days)	6.045	14%	5.026	14%	0.532	12%	0.529	13%
2-3 months before (45 days)	10.819	25%	8.908	25%	0.983	22%	1.017	25%
About a month before (30 days)	6.369	15%	5.127	15%	0.652	15%	0.616	15%
2-3 weeks before (17.5 days)	6.655	15%	5.328	15%	0.769	17%	0.573	14%
4-7 days before (5.5 days)	4.369	10%	3.543	10%	0.467	11%	0.373	9%
2-3 days before (2.5 days)	2.204	5%	1.873	5%	0.221	5%	0.129	3%
The day before (1 day)	1.016	2%	0.811	2%	0.121	3%	0.092	2%
Booked same day/booked after setting off on the trip (0 days)	0.514	1%	0.344	1%	0.096	2%	0.076	2%
Average booking lead time in days	81		81		79		87	

Showing trip volumes by booking lead times and the country visited for holiday tourism.

Comparison of individual destinations (Table 1.2.35) shows they tended to be broadly similar in terms of the proportion of holiday trips booked in advance (GB 78%, England 79%, Scotland 75% and Wales 72%).

Holiday trips booked in advance tended to be booked on average almost three months prior to the trip. Trips to Wales were booked a little further in advance, with an average booking lead time of 87 days.

Booking lead times by booking channel

Table 1.2.36 – Trip volumes by booking lead times and accommodation booking channel – Overall GB

	A traditional travel agent's shop (e.g. Thomas Cook, Thomson, Trailfinders)	The website of a traditional travel agent (e.g. thomascok.com, Thomson.co.uk, Trailfinders.co.uk)	A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)	A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)	A transport provider (e.g. Virgin Trains, British Airways, National Express)	A hotel or other accom provider (e.g hotel company, B & B owner, cottage owner)	A tourist information centre or tourist board office	Other	Don't know
Accommodation booking lead times	Million	Million	Million	Million	Million	Million	Million	Million	Million
Holidays booked in advance	1.062	4.249	11.612	3.205	1.445	32.746	0.483	4.697	4.588
More than 6 months before (270 days)	0.100	0.473	0.817	0.740	0.123	3.803	0.066	0.626	0.507
4-6 months before (150 days)	0.172	0.709	1.023	0.570	0.100	3.735	0.068	0.514	0.475
2-3 months before (75 days)	0.230	0.893	2.287	0.800	0.349	7.709	0.113	0.831	1.266
About a month before (30 days)	0.232	0.431	1.801	0.368	0.172	4.712	0.077	0.731	0.603
2-3 weeks before (17 days)	0.141	0.852	2.186	0.399	0.279	5.232	0.081	0.853	0.493
4-7 days before (5.5 days)	0.168	0.486	1.628	0.214	0.187	3.647	0.030	0.405	0.612
2-3 days before (2.5 days)	0.014	0.252	1.074	0.071	0.172	2.231	0.020	0.340	0.249
The day before (1 day)	0.006	0.121	0.554	0.030	0.020	1.056	0.008	0.209	0.227
Booked same day/booked after setting off on the trip (0 days)	-	0.033	0.242	0.013	0.041	0.622	0.020	0.188	0.155
Average booking lead time in days	76	78	56	114	59	74	84	74	73

Showing trip volumes by booking lead times and accommodation booking channel for all purposes at the overall GB level.

Table 1.2.36 illustrates that there were notable variations in booking lead times by the different booking channels used for GB holiday overnight trips. Trips where accommodation was booked through an online travel website or directly through a transport provider tended to see the shortest booking lead times (56 days and 59 days respectively).

Bookings made directly through a tour operator saw the longest booking lead times, with an average of 114 days.

**Please note: This question was changed in March 2016 and as such is based on 10 months of data. It therefore is not directly comparable to previous years.*

Booking lead times by length of trip

Table 1.2.37 – Trip volumes by booking lead times and length of trips – Overall GB

	1 to 3 nights	4 to 7 nights	8+ nights
Accommodation booking lead times	Million	Million	Million
Trips booked in advance	47.967	17.249	2.280
More than 6 months before (365 days)	3.533	3.165	0.639
4-6 months before (150 days)	4.239	2.912	0.403
2-3 months before (45 days)	10.324	4.368	0.473
About a month before (30 days)	7.333	2.295	0.201
2-3 weeks before (17.5 days)	8.858	2.122	0.171
4-7 days before (5.5 days)	6.680	1.230	0.150
2-3 days before (2.5 days)	3.933	0.670	0.158
The day before (1 day)	1.878	0.304	0.059
Booked same day/booked after setting off on the trip (0 days)	1.189	0.183	0.026
Average booking lead time in days	58	100	122

Showing trip volumes by booking lead times and length of trip for all purposes at the overall GB level.

As might be expected, shorter trips tended to have shorter booking lead times, with an average of 58 days between booking and travelling for trips that were one to three nights in length.

Trips of four to seven days had an average booking lead time of 100 days, while trips of over one week’s duration had much longer average booking lead times of 122 days.

2016 Long-term trends



Tourism Overnight Visits – Summary of longer term trends

This section focuses on identifying the long-term trends in the data between 2006 – 2016 by both country visited and purpose.

Longer term domestic tourism trends in trips of all purposes [2010-2016]

- In 2016 there were 119.5m trips to GB. This represents an 0.7% increase on the average volume of trips in the past 6 years. The volume of trips reached their peak in 2011 at 126.6 million trips, and their low point in 2014 at 114.2 million trips.
- In 2016 there were 99.3m trips to England. This represents an 0.9% increase on the average volume of trips in the past 6 years. The volume of trips reached their peak in 2012 at 104.5 million trips, and their low point in 2014 at 92.6 million trips.
- In 2016 there were 11.5m trips to Scotland, which was the lowest volume over the period 2006 to 2016. This represents an -0.7% decrease on the average volume of trips in the past 6 years. The volume of trips reached their peak in 2011 at 13.4 million trips.
- In 2016 there were 9.3m trips to Wales. This represents an 1.4% increase on the average volume of trips in the past 6 years. The volume of trips reached their peak in 2015 at 10.4 million trips, and their low point in 2010 at 8.7 million trips.

Trends in tourism trips, nights and spend within England

- The volume of overnight domestic trips to England have increased since 2010, by 0.9%, as has the volume of nights, increasing by 0.3% since 2010. The value of these trips has increased by +1.9%.

Trends in tourism trips, nights and spend within Scotland

- On average, there has been a small decrease in trip volume within Scotland since 2010, -0.7%. The volume of nights in Scotland has also decreased since 2010, by -1.9%. In the same period, the spend on these trips was up by 2.9%.

Trends in tourism trips, nights and spend within Wales

- The long term trend of tourism trips in Wales, from 2010 to 2016, shows an average annual increase in trip volume of 1.4%. The volume of bednights shows little change since 2010, increasing by 0.2%. In the same period spend is up +3.4%.

Holiday trips by lifestage

- Overall, looking at holiday tourism trips taken in GB, it is the ‘empty nesters’ who have seen the greatest increase between 2010 and 2016, of 2.3%. The ‘older independents’ and ‘families’ both saw increases in trip volume, although smaller. However, the ‘pre-nesters’, saw a decrease in holiday tourism trips over this period, of -2.3%.

Tourism trips taken in GB

Table 1.3.1 – Tourism trips taken in GB (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Trips (millions)	115.711	126.635	9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	8.9%	125.162	119.455	-4.6%	0.7%
Nights (millions)	361.398	387.329	7.2%	388.240	0.2%	373.607	-3.8%	349.546	-6.4%	377.101	7.9%	379.449	359.557	-5.2%	0.1%
Spending (£millions)	£19,797	£22,666	14.5%	£23,976	5.8%	£23,294	-2.8%	£22,691	-2.6%	£24,825	9.4%	£24,100	£23,079	-4.2%	2.9%
Average nights per trip	3.12	3.06	-2.1%	3.08	0.7%	3.04	-1.3%	3.06	0.7%	3.03	-1.0%	3.03	3.01	-0.7%	-0.6%
Average spend per trip	£171	£179	4.6%	£190	6.2%	£190	0.0%	£199	4.7%	£200	0.3%	£193	£193	0.0%	2.1%
Average spend per night	£55	£59	6.8%	£62	5.1%	£62	0.0%	£65	4.8%	£66	1.3%	£64	£64	0.0%	2.5%

Showing GB tourism trips, nights and spend for all purposes between 2010 and 2016.

Compared with 2015 the volume of tourism trips has decreased by -4.6%. The trend since 2010 is still marginally a positive one with a small uplift of +0.7% in this period.

Since 2010 the volume of nights spent has remained effectively static, while spend has increased by +2.9%. The year on year proportional change figures for nights and spend comparing 2016 to 2015 were +5.2% and -4.2%.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Total GB trips by purpose

Table 1.3.2 – Purpose of domestic trips in GB (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions		Millions	Millions		
All tourism	115.711	126.635	9.4%	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	8.9%	125.162	119.455	-4.6%	0.7%
Total holiday (including VFR - holiday)	76.001	82.350	8.4%	83.142	1.0%	82.616	-0.6%	79.210	-4.1%	85.185	7.5%	86.265	84.833	-1.7%	2.0%
1-3 Nights	50.070	55.279	10.4%	56.357	2.0%	56.221	-0.2%	53.929	-4.1%	58.328	8.2%	59.065	58.223	-1.4%	2.7%
4-7 Nights	21.761	22.406	3.0%	22.277	-0.6%	22.171	-0.5%	21.346	-3.7%	22.748	6.6%	22.940	22.722	-1.0%	0.8%
8+ Nights	4.171	4.665	11.8%	4.508	-3.4%	4.224	-6.3%	3.935	-6.8%	4.109	4.4%	4.260	3.837	-9.9%	-1.2%
Holiday	54.743	58.435	6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	55.960	5.8%	57.110	55.888	-2.1%	0.5%
1-3 Nights	34.406	37.090	7.8%	37.331	0.7%	36.785	-1.5%	33.869	-7.9%	36.533	7.9%	37.392	36.142	-3.3%	1.0%
4-7 Nights	17.328	18.081	4.4%	17.213	-4.8%	17.236	0.1%	16.326	-5.3%	16.793	2.9%	17.021	17.173	0.9%	-0.1%
8+ Nights	3.009	3.263	8.4%	3.151	-3.4%	2.498	-20.7%	2.709	8.5%	2.634	-2.8%	2.697	2.573	-4.6%	-2.1%
VFR	41.554	45.723	10.0%	45.137	-1.3%	44.200	-2.1%	42.533	-3.8%	46.554	9.5%	46.582	42.294	-9.2%	0.5%
VFR-holiday	21.259	23.916	12.5%	25.446	6.4%	25.647	0.8%	26.307	2.6%	29.225	11.1%	29.154	28.945	-0.7%	5.4%
VFR-other	20.295	21.808	7.5%	19.690	-9.7%	18.553	-5.8%	16.227	-12.5%	17.329	6.8%	17.427	13.350	-23.4%	-6.1%
Business / work	16.341	18.572	13.7%	18.944	2.0%	17.772	-3.5%	15.895	-13.1%	16.495	-8.8%	16.997	16.765	-1.4%	-1.9%

Showing the volume of trips in GB between 2010 and 2016 split by purpose.

In total, across all trip purposes, a decrease was observed of -4.6%; although examining the trend from 2010 to 2016, a small increase of +0.7% was shown.

Total holiday trips (including those to visit friends and relatives) made up the largest proportion of domestic trips taken in GB, with 84.8 million trips having been taken for this purpose during the period of January to December 2016, a decrease of -1.7%. Almost 7 in 10 (58.2 million) of these trips were shorter in length, lasting 1-3 nights.

Holiday trips in Britain (excluding VFR) have similarly decreased in 2016 declining by -2.1% to 55.9 million, compared to 2015.

2016 saw a decrease in VFR trips, with 42.3 million trips taken, a decline of -9.2%. A decline was also evident amongst overnight business trips, down -1.4% on 2015, to 16.8 million.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.



Welcome



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Total GB bednights by purpose

Table 1.3.3 – Purpose of domestic nights in GB (2010-2016) *

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions			Millions		
All tourism	361.40	387.33	7.2%	388.24	0.2%	373.61	-3.8%	349.55	-6.4%	377.10	7.9%	379.45	359.56	-5.2%	1.6%
Total holiday (including VFR - holiday)	263.96	281.51	6.7%	282.41	0.3%	277.70	-1.7%	264.45	-4.8%	283.13	7.0%	285.87	275.26	-3.7%	0.8%
1-3 Nights	95.70	104.60	9.3%	107.32	2.6%	106.88	-0.4%	103.29	-3.4%	112.02	8.5%	113.26	109.43	-3.4%	2.4%
4-7 Nights	116.00	119.10	2.7%	117.96	-1.0%	117.08	-0.8%	112.78	-3.7%	120.98	7.3%	121.83	119.15	-2.2%	0.5%
8+ Nights	52.26	57.81	10.6%	57.13	-1.2%	53.74	-5.9%	48.38	-10.0%	50.13	3.6%	50.78	46.68	-8.1%	-1.6%
Holiday	197.22	208.49	5.7%	203.10	-2.6%	198.23	-2.4%	184.80	-6.8%	194.64	5.3%	196.10	190.90	-2.7%	-0.5%
1-3 Nights	66.76	71.32	6.8%	71.36	0.1%	70.28	-1.5%	65.75	-6.4%	71.84	9.3%	73.30	69.11	-5.7%	0.8%
4-7 Nights	93.25	97.26	4.3%	92.28	-5.1%	91.99	-0.3%	87.21	-5.2%	90.57	3.9%	91.70	91.47	-0.3%	-0.2%
8+ Nights	37.21	39.91	7.3%	39.45	-1.2%	35.96	-8.9%	31.84	-11.5%	32.22	1.2%	32.78	30.32	-7.5%	-3.2%
VFR	117.44	125.70	7.0%	129.03	2.7%	124.77	-3.3%	118.26	-5.2%	131.34	11.1%	131.38	116.07	-11.7%	0.1%
VFR- holiday	66.74	73.02	9.4%	79.31	8.6%	79.47	0.2%	79.65	0.2%	88.49	11.1%	88.09	84.36	-4.2%	4.1%
VFR-other	50.69	52.68	3.9%	49.72	-5.6%	45.23	-8.9%	38.61	-14.8%	42.85	11.0%	43.29	31.71	-26.7%	-6.7%
Business / work	37.70	41.76	10.8%	44.47	6.5%	41.53	-6.6%	38.11	-8.2%	37.64	-1.2%	38.83	38.72	-0.3%	0.7%

Showing the volume of nights in GB between 2010 and 2016 split by purpose.

In 2016, the number of nights spent has decreased to 275.3 million, with a -3.7% decline. Between 2010 and 2016 the overall average annual percentage change was +1.6%.

Total domestic holiday bednights (including VFR) stayed in 2016 was 275.3 million (-3.7% on 2015). Trips of more than a week declined the most within this holiday type (-8.1%).

Similarly, there was a decrease (-2.7%) in the number of holiday bednights in 2016. Again, trips of more than a week declined the most within holidays (excl VFR) (-7.5%).

The number of nights spent on business trips fell (by -0.3%) to 38.7 million. Nights on visits to friends and relatives decreased by -11.7% to 116.1 million.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.



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Total GB spend by purpose

Table 1.3.4 – Purpose of domestic spend in GB (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions		Millions	Millions		
All tourism	£19,797	£22,666	14.5%	£23,976	5.8%	£23,294	-2.8%	£22,692	-2.6%	£24,825	9.4%	£24,100	£23,079	-4.2%	2.9%
Total holiday (including VFR - holiday)	£13,943	£15,698	12.6%	£16,765	6.8%	£16,457	-1.8%	£16,286	-1.0%	£17,903	9.9%	£17,411	£16,585	-4.7%	3.2%
1-3 Nights	£7,388	£8,171	10.6%	£9,064	10.9%	£8,950	-1.3%	£8,620	-3.7%	£9,684	12.3%	£9,373	£8,927	-4.8%	3.5%
4-7 Nights	£5,190	£5,833	12.4%	£6,052	3.8%	£5,980	-1.2%	£6,196	3.6%	£6,638	7.1%	£6,435	£6,298	-2.1%	3.4%
8+ Nights	£1,366	£1,694	24.0%	£1,649	-2.7%	£1,527	-7.4%	£1,470	-3.7%	£1,581	7.6%	£1,603	£1,360	-15.2%	0.6%
Holiday	£11,534	£13,000	12.7%	£13,763	5.9%	£13,472	-2.1%	£13,065	-3.0%	£14,171	8.5%	£13,874	£13,313	-4.0%	2.7%
1-3 Nights	£5,845	£6,484	10.9%	£7,183	10.8%	£7,008	-2.4%	£6,586	-6.0%	£7,378	12.0%	£7,213	£6,809	-5.6%	2.9%
4-7 Nights	£4,563	£5,148	12.8%	£5,214	1.3%	£5,194	-0.4%	£5,343	2.9%	£5,548	3.8%	£5,417	£5,391	-0.5%	2.9%
8+ Nights	£1,126	£1,368	21.5%	£1,366	-0.2%	£1,271	-7.0%	£1,137	-10.5%	£1,245	9.5%	£1,243	£1,113	-10.5%	0.5%
VFR	£4,193	£4,727	12.7%	£5,083	7.5%	£4,847	-4.6%	£4,990	3.0%	£5,646	13.2%	£5,438	£4,695	-13.7%	2.5%
VFR- holiday	£2,409	£2,698	12.0%	£3,001	11.2%	£2,986	-0.5%	£3,221	7.9%	£3,732	15.9%	£3,538	£3,272	-7.5%	5.7%
VFR-other	£1,784	£2,029	13.7%	£2,082	2.6%	£1,862	-11.6%	£1,769	-5.0%	£1,914	8.2%	£1,901	£1,423	-25.1%	-3.0%
Business / work	£3,645	£4,400	20.7%	£4,486	2.0%	£4,388	0.6%	£4,101	-9.2%	£4,013	-2.1%	£4,090	£4,369	6.8%	3.5%

Showing the value of spend in GB between 2010 and 2016 split by purpose.

Expenditure on total overnight trips was down -4.2% compared to 2015, although a small increase was evident when examining the 2010-2016 trend.

Spend on holiday overnights (including VFR) declined in 2016 by -4.7% to £16.6 billion, similarly that spent on holidays (excluding VFR) was down -4.0% compared to 2015 at £13.3 billion.

Spend on trips to visit friends and relatives was also down (-13.7%) in 2016 to £4.7 billion, while spend on business trips was up by +6.8% to £4.4 billion.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism trips taken in England

Table 1.3.5 – Tourism trips taken in England (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions			Millions		
Trips (millions)	95.503	104.280	9.2%	104.458	0.2%	101.756	-2.6%	92.613	-9.0%	102.730	10.9%	103.371	99.342	-3.9%	0.9%
Nights (millions)	284.990	306.810	7.7%	310.910	1.1%	297.200	-4.4%	272.860	-8.2%	299.569	9.8%	301.177	287.702	-4.5%	0.3%
Spending (millions)	£15,842	£17,914	13.1%	£19,497	8.8%	£18,710	-4.0%	£18,085	-3.3%	£19,571	8.2%	£19,063	£18,492	-3.0%	2.9%
Average nights per trip	2.98	2.94	-1.4%	2.97	1.0%	2.92	-1.8%	2.95	1.0%	2.92	-1.2%	2.91	2.90	-0.3%	-0.5%
Average spend per trip	£166	£172	3.6%	£187	8.5%	£184	-1.6%	£195	6.0%	£191	-2.3%	£184	£186	1.1%	1.9%
Average spend per night	£56	£58	5.0%	£63	8.4%	£63	0.0%	£66	4.8%	£65	-1.0%	£63	£64	1.6%	2.6%

Showing England tourism trips, nights and spend for all purposes between 2010 and 2016.

For 2016, the volume of overnight domestic trips to England was 99.3 million, a decrease of -3.9% compared to 2015.

There was also a decrease in the number of nights spent in England to 287.7 million (-4.5%) and a -3.0% reverse in spend to £18.5 billion.

While the average length of trips in England has remained relatively unchanged since 2010, the value of these trips has increase slightly (+1.9%).

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.



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Purpose of domestic trips in England

Table 1.3.6 – Purpose of domestic trips in England (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions			Millions		
All tourism	95.503	104.280	9.2%	104.458	0.2%	101.756	-2.6%	92.613	-9.0%	102.730	10.9%	103.371	99.342	-3.9%	0.9%
Total holiday (including VFR - holiday)	61.443	66.645	8.5%	67.468	1.2%	66.868	-0.9%	63.003	-5.8%	68.920	9.4%	69.843	69.934	0.1%	2.3%
1-3 Nights	41.393	45.789	10.6%	46.467	1.5%	46.417	-0.1%	43.535	-6.2%	48.183	10.7%	48.879	48.807	-0.1%	3.0%
4-7 Nights	16.875	17.227	2.1%	17.512	1.7%	17.198	-1.8%	16.531	-3.9%	17.603	6.5%	17.713	18.234	2.9%	1.4%
8+ Nights	3.174	3.629	14.3%	3.489	-3.9%	3.253	-6.8%	2.938	-9.7%	3.135	6.7%	3.251	2.893	-11.0%	-1.2%
Holiday	43.544	46.157	6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	43.724	7.3%	44.695	44.706	0.0%	0.6%
1-3 Nights	27.859	30.055	7.9%	30.200	0.5%	29.583	-2.0%	26.472	-10.5%	29.180	10.2%	29.958	29.302	-2.2%	1.1%
4-7 Nights	13.399	13.678	2.1%	13.295	-2.8%	13.134	-1.2%	12.329	-6.1%	12.658	2.7%	12.806	13.585	6.1%	0.3%
8+ Nights	2.286	2.424	6.0%	2.497	3.0%	2.209	-11.5%	1.940	-12.2%	1.887	-2.7%	1.931	1.819	-5.8%	-3.5%
VFR	35.963	39.382	9.5%	38.920	-1.2%	38.194	-1.9%	35.908	-6.0%	40.552	12.9%	40.610	36.912	-9.1%	0.7%
VFR-holiday	17.899	20.487	14.5%	21.476	4.8%	21.942	2.2%	22.263	1.5%	25.196	13.2%	25.148	25.228	0.3%	6.1%
VFR-other	18.064	18.895	4.6%	17.445	-7.7%	16.523	-5.3%	13.645	-17.4%	15.356	12.5%	15.463	11.684	-24.4%	-6.2%
Business / work	13.454	15.502	15.2%	15.901	2.6%	15.589	-2.0%	13.547	-13.1%	13.868	2.4%	14.207	14.125	-0.6%	1.2%

Showing the volume of trips in England between 2010 and 2016 split by purpose.

A decrease of -3.9% was observed at the total level of trips to England (across all purposes), although if examining the long term trend from 2010 a small increase is observed.

In 2016 total holiday trips to England (including VFR) was virtually unchanged compared to 2015 but has increased by 2.3% since 2010. Holidays lasting 4-7 nights have increased in this period while longer trips are down slightly.

Non-VFR holiday volumes were also effectively unchanged. The total for VFR trips in 2016 was down by -9.1% compared to 2015.

Looking at business trips taken in England there was a small decrease of -0.6%.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism trips taken in Scotland

Table 1.3.7 – Tourism trips taken in Scotland (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Trips (millions)	12.095	13.360	10.5%	12.752	-4.6%	12.122	-4.9%	12.519	3.3%	11.988	-4.2%	12.087	11.514	-4.7%	-0.7%
Nights (millions)	43.640	45.580	4.5%	43.320	-5.0%	42.730	-1.4%	41.610	-2.6%	41.336	-0.7%	41.806	38.876	-7.0%	-1.9%
Spending (£millions)	£2,517	£3,018	19.9%	£2,891	-4.2%	£2,889	-0.1%	£2,871	-0.6%	£3,279	14.2%	£3,110	£2,897	-6.8%	2.9%
Average nights per trip	3.61	3.41	-5.4%	3.4	-0.4%	3.52	3.5%	3.32	-5.7%	3.45	3.9%	3.46	3.38	-2.3%	-1.0%
Average spend per trip	£208	£226	8.6%	£227	0.3%	£238	4.9%	£229	-3.8%	£274	19.7%	£257	£252	-1.9%	3.6%
Average spend per night	£58	£66	14.8%	£67	1.1%	£68	1.5%	£69	1.5%	£79	14.5%	£74	£75	1.4%	4.7%

Showing Scotland tourism trips, nights and spend for all purposes between 2010 and 2016.

The volume of trips taken in Scotland during 2016 decreased by -4.7% compared to 2015, falling to 11.5 million trips. On average, there has been no change in volume across the period 2010 to 2015.

The length of trips in Scotland has fluctuated since 2010 but has fallen by -2.3% compared to 2015, with 3.38 nights being spent on average. In 2016 average spend per trip was down by roughly the same proportion (-1.9%), while per night spend was fractionally up (+1.4%).

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Purpose of domestic trips in Scotland

Table 1.3.8 – Purpose of domestic trips in Scotland (2010-2016)*

	2010 Millions	2011 Millions	% change (10-11)	2012 Millions	% change (11-12)	2013 Millions	% change (12-13)	2014 Millions	% change (13-14)	2015 (O) Millions	% change (14-15)	2015 (RP)	2016 Millions	% change (15-16)	Average annual % change (10-16)
All tourism	12.095	13.360	10.5%	12.752	-4.6%	12.122	-4.9%	12.519	3.3%	11.988	-4.2%	12.087	11.514	-4.7%	-0.7%
Total holiday (including VFR - holiday)	8.039	8.908	10.8%	8.718	-2.1%	8.799	0.9%	8.867	0.8%	8.660	-2.3%	8.792	8.062	-8.3%	0.2%
1-3 Nights	4.878	5.534	13.5%	5.459	-1.4%	5.301	-2.9%	5.754	8.6%	5.241	-8.9%	5.293	4.974	-6.0%	0.6%
4-7 Nights	2.512	2.633	4.8%	2.555	-3.0%	2.815	10.2%	2.432	-13.6%	2.748	13.0%	2.795	2.514	-10.1%	0.5%
8+ Nights	0.649	0.742	14.3%	0.704	-5.1%	0.684	-2.8%	0.681	-0.4%	0.671	-1.5%	0.705	0.574	-18.6%	-1.7%
Holiday	5.700	6.572	15.3%	6.168	-6.2%	6.480	5.1%	6.302	-2.8%	6.364	1.0%	6.516	5.929	-9.0%	0.9%
1-3 Nights	3.400	3.918	15.2%	3.705	-5.4%	3.847	3.8%	3.827	-0.5%	3.731	-2.5%	3.804	3.707	-2.5%	1.7%
4-7 Nights	1.859	2.079	11.8%	2.031	-2.3%	2.122	4.5%	1.948	-8.2%	2.114	8.5%	2.159	1.853	-14.2%	0.3%
8+ Nights	0.441	0.576	30.6%	0.431	-25.2%	0.510	18.3%	0.527	3.3%	0.519	-1.5%	0.553	0.368	-33.5%	-0.6%
VFR	3.614	4.106	13.6%	4.031	-1.8%	3.470	-13.9%	4.036	16.3%	3.461	-14.3%	3.433	3.037	-11.5%	-2.1%
VFR-holiday	2.339	2.336	-0.1%	2.551	9.2%	2.319	-9.1%	2.565	10.6%	2.296	-10.5%	2.276	2.133	-6.3%	-1.2%
VFR-other	1.275	1.770	38.8%	1.480	-16.4%	1.151	-22.2%	1.471	27.8%	1.165	-20.8%	1.157	0.904	-21.9%	-2.5%
Business / work	2.311	2.186	-5.4%	2.146	-1.8%	1.973	-8.1%	1.921	-2.6%	1.731	-9.9%	1.857	1.912	3.0%	-2.9%

Showing the volume of trips in Scotland between 2010 and 2016 split by purpose.

Overall, the volume of total trips, for any purpose was down -4.7% to 11.5m compared to 2015.

Looking at holiday trips taken in Scotland, they fell during 2016, decreasing by -8.3% to 8.1 million but are relatively static looking at the last seven years.

Holiday trips (excluding VFR) followed a slightly different pattern, with a -9.0% decrease in 2016, driven by a decrease in mid-length (4-7 nights) and longer (8 night +) holidays, which fell by -14.2% and -33.5% in 2016.

VFR trips to Scotland fell by -11.5% during 2015, while the volume of business trips taken in Scotland have increased after five consecutive periods of decline.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism trips taken in Wales

Table 1.3.9 – Tourism trips taken in Wales (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (15-16)
Trips (millions)	8.666	9.697	11.9%	9.603	-1.0%	9.929	3.4%	10.002	0.7%	10.449	4.5%	10.480	9.307	-11.2%	1.4%
Nights (millions)	32.770	34.940	6.6%	34.730	-0.6%	33.680	-3.0%	35.080	4.1%	36.197	3.2%	36.467	32.978	-9.6%	0.2%
Spending (£millions)	£1,438	£1,734	20.6%	£1,588	-8.4%	£1,696	6.8%	£1,735	2.3%	£1,975	13.8%	£1,926	£1,689	-12.3%	3.4%
Average nights per trip	3.78	3.60	-4.7%	3.62	0.5%	3.39	-6.4%	3.51	3.5%	3.46	-1.3%	3.48	3.54	1.7%	-1.0%
Average spend per trip	£166	£179	7.8%	£165	-7.6%	£171	3.6%	£173	1.2%	£189	9.3%	£184	£181	-1.5%	-1.7%
Average spend per night	£44	£50	13.1%	£46	-8.5%	£50	9.5%	£49	-2.0%	£55	11.4%	£53	£51	-3.8%	2.7%

Showing Wales tourism trips, nights and spend for all purposes between 2010 and 2016.

In 2016, the volume of overnight domestic tourism trips in Wales decreased by -11.2% to 9.3 million trips, but the long term trend shows a fairly consistent increase.

The volume of bednights also decreased during 2016, by -9.6% to 33 million, but is broadly comparable with the level evident in 2010.

In the same period spend is up +3.4%, although there was a notable decrease in 2016 after a sustained period of growth.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Purpose of domestic trips in Wales

Table 1.3.10 – Purpose of domestic trips in Wales (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	Millions	Millions		Millions		Millions		Millions		Millions		Millions	Millions		
All Tourism	8.666	9.697	11.9%	9.603	-1.0%	9.929	3.4%	10.002	0.7%	10.449	4.5%	10.480	9.307	-11.2%	1.4%
Total holiday (including VFR - holiday)	6.908	7.290	5.5%	7.458	2.3%	7.652	2.6%	7.972	4.2%	8.188	2.7%	8.248	7.445	-9.7%	1.4%
1-3 Nights	3.870	4.046	4.6%	4.519	11.7%	4.614	2.1%	4.744	2.8%	5.056	6.6%	5.046	4.572	-9.4%	3.0%
4-7 Nights	2.569	2.682	4.4%	2.434	-9.3%	2.421	-0.5%	2.708	11.9%	2.604	-3.8%	2.650	2.318	-12.5%	-1.4%
8+ Nights	0.469	0.562	19.8%	0.504	-10.3%	0.618	22.6%	0.519	-16.0%	0.528	1.7%	0.552	0.555	0.5%	3.8%
Holiday	5.762	6.036	4.8%	5.914	-2.0%	6.091	3.0%	6.357	4.4%	6.251	-1.7%	6.293	5.588	-11.2%	-0.4%
1-3 Nights	3.214	3.168	-1.4%	3.499	10.5%	3.419	-2.3%	3.647	6.7%	3.740	2.6%	3.748	3.200	-14.6%	0.3%
4-7 Nights	2.173	2.422	11.5%	2.045	-15.6%	2.160	5.6%	2.313	7.1%	2.142	-7.4%	2.177	1.888	-13.3%	-1.8%
8+ Nights	0.375	0.446	18.9%	0.370	-17.0%	0.513	38.7%	0.398	-22.4%	0.369	-7.3%	0.369	0.500	35.5%	7.7%
VFR	2.165	2.438	12.6%	2.372	-2.7%	2.753	16.1%	2.839	3.1%	2.793	-1.6%	2.809	2.632	-6.3%	3.6%
VFR-holiday	1.146	1.254	9.4%	1.544	23.1%	1.561	1.1%	1.615	3.5%	1.938	20.0%	1.954	1.857	-5.0%	8.8%
VFR-other	1.018	1.184	16.3%	0.828	-30.1%	1.192	44.0%	1.224	2.7%	0.855	-30.2%	0.855	0.776	-9.2%	-1.1%
Business / work	0.616	0.994	61.4%	1.101	10.8%	0.870	-19.8%	0.574	-35.0%	0.974	69.7%	0.992	0.790	-20.4%	11.4%

Showing the volume of trips in Wales between 2010 and 2016 split by purpose.

Overall, the volume of all tourism trips taken in Wales fell during 2016, decreasing by -11.2% to 9.3 million, but there has been a slight increase (+1.4%) over the past six years.

Looking at total holidays, a decrease was also observed from 2015 to 2016, by -9.7%, again though when examining the average annual percentage change a small increase was noted.

Holidays excluding VFR however, decreased more notably by -11.2%, also declining when looking at the past 6 years overall.

VFR trips to Wales fell by -6.3% during 2016, while the volume of business trips taken in Wales decreased by -20.4%.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism expenditure in GB

Table 1.3.11 – Tourism expenditure breakdown in GB (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	£million	£million		£million		£million		£million		£million		£million	£million		
Total	£19,797	£22,666	14.5%	£23,976	5.8%	£23,294	-2.8%	£22,692	-2.6%	£24,825	9.4%	£24,100	£23,079	-4.2%	3.4%
Price of package holiday / inclusive trip	£722	£891	23.4%	£1,046	17.4%	£912	-12.8%	£875	-4.1%	£920	5.1%	£875	£716	-18.2%	1.8%
% share	4%	4%	-	4%	-	4%	-	4%	-	4%	-	4%	3%	-	-
Accommodation	£6,733	£7,528	11.8%	£7,870	4.5%	£7,888	0.2%	£8,091	2.6%	£8,627	6.6%	£8,504	£8,672	2.0%	4.6%
% share	34%	33%	-	33%	-	34%	-	36%	-	35%	-	35%	38%	-	-
Travel costs to and from destination, and during the trip	£3,898	£4,813	23.5%	£5,024	4.4%	£4,864	-3.2%	£4,521	-7.1%	£4,750	5.1%	£4,539	£4,202	-7.4%	2.6%
% share	20%	21%	-	21%	-	21%	-	20%	-	19%	-	19%	18%	-	-
Services or advice (e.g. travel guides, tourist information)	£47	£39	-17.0%	£74	89.7%	£5,953	-43.2%	£57	-99.0%	£56	-1.8%	£54	£37	-31.5%	-17.1%
% share	*	*	-	*	-	-	-	*	-	*	-	*	*	-	-
Buying clothes	£1,113	£1,191	7.0%	£1,313	10.2%	£1,155	-12.0%	£1,080	-6.5%	£1,147	6.2%	£1,107	£1,087	-1.8%	0.5%
% share	6%	5%	-	5%	-	5%	-	5%	-	5%	-	5%	5%	-	-
Eating and drinking out	£3,990	£4,543	13.9%	£4,640	2.1%	£4,635	-0.1%	£4,563	-1.6%	£5,269	15.5%	£5,169	£4,817	-6.8%	3.8%
% share	20%	20%	-	19%	-	20%	-	20%	-	21%	-	21%	21%	-	-
Other shopping	£1,836	£2,073	12.9%	£2,133	2.9%	£2,038	-4.5%	£1,881	-7.7%	£2,201	17.0%	£2,109	£1,949	-7.6%	2.2%
% share	9%	9%	-	9%	-	9%	-	8%	-	9%	-	9%	8%	-	-
Entertainment	£1,106	£1,223	10.6%	£1,450	18.6%	£1,398	-3.6%	£1,303	-6.8%	£1,452	11.4%	£1,404	£1,323	-5.8%	4.1%
% share	6%	5%	-	6%	-	6%	-	6%	-	6%	-	6%	6%	-	-
Anything else	*	£364	-	£427	17.3%	£362	-15.2%	£321	-11.3%	£402	25.2%	£338	£276	-18.3%	-0.5%
% share	*	2%	-	2%	-	2%	-	1%	-	2%	-	1%	1%	-	-

Showing the breakdown of tourism expenditure in GB between 2010 and 2016.

Overall, tourism expenditure in GB examined over the period 2010-2016 has increased by 3.4%. Breaking this down by expenditure type, accommodation (4.6%) and entertainment (4.1%) have seen the greatest increases.

The 'services or advice' category has seen the largest decrease in spend (-17.1%), although caution should be used when examining this category due to the low base size.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Holiday tourism expenditure in GB

Table 1.3.12 – Holiday tourism expenditure breakdown in GB (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
	£million	£million		£million		£million		£million		£million		£million	£million		
Total	£11,534	£13,000	12.7%	£13,763	5.9%	£13,472	-2.1%	£13,065	-3.0%	£14,171	8.5%	£13,874	£13,313	-4.0%	3.0%
Price of package holiday/ inclusive trip	£581	£745	28.2%	£812	9.0%	£678	-16.5%	£699	3.1%	£664	-5.0%	£657	£602	-8.4%	1.7%
% share	5%	6%	-	6%	-	5%	-	5%	-	5%	-	5%	5%	-	-
Accommodation	£4,280	£4,649	8.6%	£4,913	5.7%	£4,911	0.0%	£5,097	3.8%	£5,415	6.2%	£5,355	£5,337	-0.3%	4.0%
% share	37%	36%	-	36%	-	36%	-	39%	-	38%	-	39%	40%	-	-
Travel costs to and from destination, and during the trip	£1,565	£1,906	21.8%	£1,944	2.0%	£1,964	1.0%	£1,774	-9.7%	£1,839	3.7%	£1,766	£1,601	-9.3%	1.6%
% share	14%	15%	-	14%	-	15%	-	14%	-	13%	-	13%	12%	-	-
Services or advice (e.g. travel guides, tourist information)	£31	£28	-9.7%	£36	28.6%	£27	-25.0%	£32	18.5%	£38	18.8%	£35	£25	-28.6%	0.4%
% share	*	*	-	*	-	-	-	*	-	*	-	*	*	-	-
Buying clothes	£655	£696	6.3%	£807	16.0%	£742	-8.1%	£619	-16.6%	£676	9.2%	£664	£690	3.9%	1.8%
% share	6%	5%	-	6%	-	6%	-	5%	-	5%	-	5%	5%	-	-
Eating and drinking out	£2,313	£2,620	13.3%	£2,688	2.6%	£2,631	-2.1%	£2,618	-0.5%	£3,000	14.6%	£2,944	£2,710	-7.9%	3.3%
% share	20%	20%	-	20%	-	20%	-	20%	-	21%	-	21%	20%	-	-
Other shopping	£1,182	£1,317	11.4%	£1,373	4.3%	£1,360	-1.0%	£1,194	-12.2%	£1,373	15.0%	£1,347	£1,271	-5.6%	2.0%
% share	10%	10%	-	10%	-	10%	-	9%	-	10%	-	10%	10%	-	-
Entertainment	£727	£829	14.0%	£980	18.2%	£951	-3.0%	£863	-9.3%	£967	12.1%	£947	£929	-1.9%	5.0%
% share	6%	6%	-	7%	-	7%	-	7%	-	7%	-	7%	7%	-	-
Anything else	*	£211	-	£211	0.0%	£208	-1.4%	£168	-19.2%	£199	18.5%	£161	£149	-7.5%	-1.9%
% share	-	2%	-	2%	-	2%	-	1%	-	1%	-	1%	1%	-	-

Showing the breakdown of holiday tourism expenditure in GB between 2010 and 2016.

Examining the breakdown of GB expenditure on holiday tourism trips shows a similar trend with accommodation (4.0%) and entertainment (5.0%) again seeing the largest increases.

The only category to see a decrease was 'anything else' (-1.9%), although again this is a notably small category and so caution should be used when drawing conclusions.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism expenditure in England

Table 1.3.13 – Tourism expenditure breakdown in England (2013-16)*

	All domestic tourism					Domestic holidays						
	2013 £million	2014 £million	2015 (O) £million	2015 (RP) £million	2016 £million	% change (15-16)	2013 £million	2014 £million	2015 (O) £million	2015 (RP) £million	2016 £million	% change (15-16)
Total	£18,710	£18,085	£19,571	£19,063	£18,492	-3.0%	£10,463	£10,046	£10,725	£10,530	£10,413	-1.1%
Price of package holiday/inclusive trip	£725	£728	£682	£602	£534	-11.3%	£512	£571	£453	£423	£456	7.8%
% share	4%	4%	3%	3%	3%	-	5%	6%	4%	4%	4%	-
Accommodation	£6,360	£6,486	£6,896	£6,796	£6,942	-21%	£3,860	£3,959	£4,212	£4,178	£4,186	0.2%
% share	34%	36%	35%	36%	38%	-	37%	39%	39%	40%	40%	-
Travel costs to and from destination, and during the trip	£3,896	£3,564	£3,706	£3,534	£3,343	-5.4%	£1,483	£1,296	£1,328	£1,278	£1,211	-5.2%
% share	21%	20%	19%	19%	18%	-	14%	13%	12%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£36	£42	£39	£39	£31	-20.5%	£23	£22	£24	£22	£20	-9.1%
% share	*	*	*	*	*	-	*	*	*	*	*	-
Buying clothes	£920	£891	£934	£911	£864	-5.2%	£562	£494	£542	£527	£534	1.3%
% share	5%	5%	5%	5%	5%	-	5%	5%	5%	5%	5%	-
Eating and drinking out	£3,752	£3,610	£4,211	£4,188	£3,935	-6.0%	£2,052	£2,005	£2,299	£2,276	£2,152	-5.4%
% share	20%	20%	22%	22%	21%	-	20%	20%	21%	22%	21%	-
Other shopping	£1,562	£1,483	£1,639	£1,604	£1,544	-3.7%	£1,025	£907	£978	£971	£992	2.2%
% share	8%	8%	8%	8%	8%	-	10%	9%	9%	9%	10%	-
Entertainment	£1,169	£1,039	£1,179	£1,156	£1,069	-7.5%	£780	£675	£759	£743	£745	0.3%
% share	6%	6%	6%	6%	6%	-	7%	7%	7%	7%	7%	-
Anything else	£291	£243	£285	£232	£230	-0.9%	£165	£116	£129	£112	£117	4.5%
% share	2%	1%	1%	1%	1%	-	2%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2013 and 2016 for all domestic tourism and domestic holiday tourism separately.

Looking specifically at all tourism expenditure in England between 2015-2016, the categories which have seen the greatest declines are 'services or advice' (-20.5%) and price of package holiday (-11.3%). Within all tourism spend there were no categories which recorded an increase.

However, looking at expenditure on holiday tourism within England between 2015-2016, the 'price of package holiday/inclusive trip' category saw a positive increase of (7.8%), as did accommodation, buying clothes, other shopping, entertainment and anything else.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism expenditure in Scotland

Table 1.3.14 – Tourism expenditure breakdown in Scotland (2013-16)*

	All domestic tourism					Domestic holidays						
	2013	2014	2015 (O)	2015 (RP)	2016	% change (15-16)	2013	2014	2015 (O)	2015 (RP)	2016	% change (15-16)
	£millions	£millions	£millions	£millions	£millions		£millions	£millions	£millions	£millions	£millions	
Total	£2,889	£2,871	£3,279	£3,110	£2,897	-6.8%	£1,814	£1,732	£2,068	£1,979	£1,676	-15.3%
Price of package holiday/inclusive trip	£138	£191	£134	£115	£141	22.6%	£127	£88	£123	£109	£107	-1.8%
% share	5%	3%	4%	4%	5%	-	7%	4%	6%	6%	6%	-
Accommodation	£954	£978	£1,064	£1,062	£1,061	-0.1%	£618	£725	£720	£704	£635	-9.8%
% share	33%	34%	32%	34%	37%	-	34%	34%	35%	36%	38%	-
Travel costs to and from destination, and during the trip	£632	£644	£683	£628	£584	-7.0%	£289	£411	£320	£305	£240	-21.3%
% share	22%	22%	21%	20%	20%	-	16%	19%	15%	15%	14%	-
Services or advice (e.g. travel guides, tourist information)	£3	£7	£14	£12	£3	-75.0%	£2	£5	£11	£9	£3	-66.7%
% share	*	*	*	*	*	-	*	*	1%	*	*	-
Buying clothes	£171	£131	£133	£135	£144	6.7%	£132	£103	£80	£83	£99	19.3%
% share	6%	5%	4%	4%	5%	-	7%	5%	4%	4%	6%	-
Eating and drinking out	£546	£576	£664	£631	£525	-16.8%	£341	£434	£420	£397	£298	-24.9%
% share	19%	20%	20%	20%	18%	-	19%	20%	20%	20%	18%	-
Other shopping	£266	£238	£331	£288	£232	-19.4%	£184	£197	£212	£207	£150	-27.5%
% share	9%	8%	10%	9%	8%	-	10%	9%	10%	10%	9%	-
Entertainment	£135	£155	£170	£168	£175	4.2%	£97	£126	£127	£130	£125	-3.8%
% share	5%	5%	5%	5%	6%	-	5%	6%	6%	7%	7%	-
Anything else	£44	£45	£84	£73	£32	-56.2%	£25	£34	£55	£34	£20	-41.2%
% share	2%	2%	3%	2%	1%	-	1%	2%	3%	2%	1%	-

Showing the breakdown of tourism expenditure in Scotland between 2013 and 2016 for all domestic tourism and domestic holiday tourism separately.

Looking specifically at all tourism expenditure in Scotland between 2015-2016, the categories which have seen the greatest declines are 'services or advice' (-75.0%) and anything else (-56.2%). The category recording the greatest increase was the 'price of package holiday/inclusive trip' category (22.6%).

However, looking at expenditure on holiday tourism within Scotland between 2015-2016, the only category to see an increase was the buying clothes category (19.3%). Within holiday tourism, the greatest decreases were observed in the 'services or advice' (-66.7%) and anything else (-41.2%) categories.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism expenditure in Wales

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2013-16)*

	All domestic tourism						Domestic Holidays					
	2013	2014	2015 (O)	2015 (RP)	2016	% change (15-16)	2013	2014	2015 (O)	2015 (RP)	2016	% change (15-16)
	£million	£million	£million	£million	£million		£million	£million	£million	£million	£million	
Total	£1,696	£1,735	£1,975	£1,926	£1,689	-12.3%	£1,195	£1,287	£1,378	£1,364	£1,225	-10.2%
Price of package holiday/inclusive trip	£50	£50	£104	£131	£41	-68.7%	£39	£46	£88	£126	£39	-69.0%
% share	3%	3%	5%	7%	2%	-	3%	4%	6%	9%	3%	-
Accommodation	£574	£627	£666	£645	£668	-3.6%	£433	£510	£484	£471	£517	9.8%
% share	34%	36%	34%	34%	40%	-	36%	40%	35%	35%	42%	-
Travel costs to and from destination, and during the trip	£337	£313	£361	£340	£275	-19.1%	£192	£189	£190	£182	£150	-17.6%
% share	20%	18%	18%	18%	16%	-	16%	15%	14%	13%	12%	-
Services or advice (e.g. travel guides, tourist information)	£2	£8	£3	£3	£3	0.0%	£2	£6	£3	£3	£2	-33.3%
% share	*	*	*	*	*	-	*	*	*	*	*	-
Buying clothes	£64	£58	£80	£83	£79	-4.8%	£48	£35	£54	£54	£57	5.6%
% share	4%	3%	4%	4%	5%	-	4%	3%	4%	4%	5%	-
Eating and drinking out	£337	£377	£394	£382	£357	-6.5%	£238	£268	£282	£271	£260	-4.1%
% share	20%	22%	20%	20%	21%	-	20%	21%	20%	20%	21%	-
Other shopping	£210	£160	£231	£219	£172	-21.5%	£152	£125	£183	£170	£130	-23.5%
% share	12%	9%	12%	11%	10%	-	13%	10%	13%	12%	11%	-
Entertainment	£94	£109	£102	£96	£78	-18.8%	£73	£84	£81	£74	£59	-20.3%
% share	6%	6%	5%	5%	5%	-	6%	7%	6%	5%	5%	-
Anything else	£27	£33	£33	£25	£15	-40.0%	£18	£24	£15	£14	£12	-14.3%
% share	2%	2%	2%	1%	1%	-	2%	2%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in Wales between 2013 and 2016 for all domestic tourism and domestic holiday tourism separately.

Looking specifically at all tourism expenditure in Wales between 2015-2016, declines were observed across nearly all categories, with the exception of 'services or advice' which remained stable at (0.0%). The greatest decline was in the 'price of package holiday/inclusive trip' category (-68.7%).

However, looking at expenditure on holiday tourism within Wales between 2015-2016, both accommodation (9.8%) and buying clothes (5.6%) saw increases.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Holiday trips in GB by lifestage

Table 1.3.16 – Holiday tourism trips taken in GB by Lifestage (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Holiday trips	54.743	58.435	6.7%	57.695	-1.3%	56.969	-1.3%	52.903	-7.1%	55.960	5.8%	57.110	55.888	-2.1%	0.5%
Pre Nesters	8.067	8.650	7.2%	8.963	3.6%	8.461	-5.6%	7.428	-12.2%	7.951	7.0%	7.995	6.848	-14.3%	-2.3%
Families	19.649	20.288	3.3%	19.869	-2.1%	19.252	-3.1%	18.550	-3.7%	19.602	5.7%	19.989	19.692	-1.5%	0.1%
Older Independents	10.178	10.751	5.6%	10.593	-1.5%	10.665	0.7%	8.753	-17.9%	9.370	7.0%	9.709	10.225	5.3%	0.5%
Empty Nesters	16.849	18.745	11.3%	18.270	-2.5%	18.591	1.8%	18.173	-2.3%	19.038	4.8%	19.417	19.115	-1.6%	2.3%

Showing the volume of holiday tourism trips taken in GB by lifestage between 2010 and 2016.

Overall, it is the empty nesters (55+) who have seen the greatest increase in holiday tourism trips taken in GB between 2010 and 2016 (2.3%). Older independents (35-54 no children) also saw an increase, although smaller as did families (16-34 with children & 35-54 with children).

The pre-nesters (16-34 unmarried & married no children) however, saw a decrease in holiday tourism trips (-2.3%).

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.*

Holiday trips in England by lifestage

Table 1.3.16 – Holiday tourism trips taken in England by Lifestage (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Holiday trips	43.544	46.157	6.0%	45.992	-0.4%	44.926	-2.3%	40.740	-9.3%	43.724	7.3%	44.695	44.706	0.0%	0.6%
Pre Nesters	6.381	6.818	6.9%	7.387	8.4%	6.487	-12.2%	5.735	-11.6%	6.191	8.0%	6.257	5.344	-14.6%	-2.4%
Families	15.632	16.071	2.8%	16.104	0.2%	15.355	-4.7%	14.291	-6.9%	15.706	9.9%	16.090	16.166	0.5%	0.7%
Older Independents	7.899	8.470	7.2%	8.541	0.8%	8.389	-1.8%	6.631	-21.0%	7.159	8.0%	7.598	8.338	9.7%	1.6%
Empty Nesters	13.633	14.799	8.6%	13.960	-5.7%	14.695	5.3%	14.083	-4.2%	14.669	4.2%	14.749	14.854	0.7%	1.6%

Showing the volume of holiday tourism trips taken in England by lifestage between 2010 and 2016.

Examining holiday tourism trips taken in England between 2010 and 2016, the older independents and empty nesters both saw increases of (1.6%). By lifestage, families also saw an increase, although it was smaller at (0.7%).

Pre-nesters again saw an annual average decrease (-2.4%), with this groups' greatest decrease since 2010 seen between 2015-2016 (-14.6%).

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism trips taken in Scotland by lifestage

Table 1.3.16 – Holiday tourism trips taken in Scotland by Lifestage (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Holiday trips	5.700	6.572	15.3%	6.168	-6.2%	6.480	5.1%	6.302	-2.8%	6.364	1.0%	6.516	5.929	-9.0%	0.9%
Pre Nesters	0.994	1.000	0.6%	0.829	-17.1%	1.148	38.5%	1.064	-7.3%	1.071	0.7%	1.108	0.911	-17.8%	0.1%
Families	1.699	2.056	21.0%	1.787	-13.1%	1.859	4.0%	1.966	5.8%	1.770	-10.0%	1.824	1.520	-16.7%	-1.1%
Older Independents	1.222	1.347	10.2%	1.091	-19.0%	1.406	28.9%	1.196	-14.9%	1.048	-12.4%	1.108	0.994	-10.3%	-2.1%
Empty Nesters	1.785	2.169	21.5%	2.461	13.5%	2.067	-16.0%	2.076	0.4%	2.475	19.2%	2.476	2.498	-1.7%	6.6%

Showing the volume of holiday tourism trips taken in Scotland by lifestage between 2010 and 2016.

Examining holiday tourism trips taken in Scotland between 2010 and 2016, empty nesters (6.6%) again saw an increase in the average annual percentage change; as did the pre-nesters although only small (0.1%).

Both lifestage groups, families (-1.1%) and older independents (-2.1%) saw a decrease.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Tourism trips taken in Wales by lifestage

Table 1.3.16 – Holiday tourism trips taken in Wales by Lifestage (2010-2016)*

	2010	2011	% change (10-11)	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	Average annual % change (10-16)
Holiday trips	5.762	6.036	4.8%	5.914	-2.0%	6.091	3.0%	6.357	4.4%	6.251	-1.7%	6.293	5.588	-11.2%	-0.4%
Pre Nesters	0.749	0.887	18.4%	0.780	-12.1%	0.893	14.5%	0.667	-25.3%	0.741	11.1%	0.692	0.648	-6.4%	-1.0%
Families	2.415	2.221	-8.0%	2.072	-6.7%	2.18	5.2%	2.442	12.0%	2.240	-8.3%	2.265	2.020	-10.8%	-2.6%
Older Independents	1.084	0.977	-9.9%	1.009	3.3%	0.995	-1.4%	1.010	1.5%	1.190	17.8%	1.196	0.990	-17.2%	-0.9%
Empty Nesters	1.514	1.95	28.8%	2.053	5.3%	2.023	-1.5%	2.237	10.6%	2.080	-7.0%	2.140	1.931	-9.8%	4.8%

Showing the volume of holiday tourism trips taken in Wales by lifestage between 2010 and 2016.

Finally, looking at the holiday tourism trips taken in Wales between 2010 and 2016, the only lifestage group to see an increase in the annual average were the empty-nesters (4.8%).

The pre-nesters (-1.0%), the families (-2.6%) and the older independents (-0.9%) all saw decreases.

*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 12.

Full Data Tables



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Table 2.2a

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Table 2.2b

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Table 2.2c

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Microsoft Excel Worksheet

Table 2.3a

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Microsoft Excel Worksheet

Table 2.3b

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Table 2.3c

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Table 2.4

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Microsoft Excel Worksheet

Table 2.5

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Table 2.6

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Microsoft Excel
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Table 2.7

Navigation menu with location pin icons and text labels: Welcome, Introduction, Summary, 2016 Headlines, 2016 Detail, 2016 Long-term trends, Full data tables (highlighted in green), Methods & Performance Report, Further details.



Table 2.8

Methods and Performance Report



Introduction

This section of the report provides details of the approaches followed in the 2016 Great Britain Tourism Survey (GBTS) and the work undertaken to develop these methods.

The survey aims to measure the volume, value and profile of overnight trips taken by GB residents to destinations in England, Scotland and Wales. Fieldwork is undertaken on a weekly basis.

GBTS is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

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Broad Objectives of the Study

GBTS is designed as a continuous measurement of the volume and value of overnight tourism by residents of Great Britain, in such a way as to provide absolute estimates at any point in its currency, and relative change over time.

Three separate but associated measurements are required from the survey:

- The number of trips (including child trips) taken by GB residents
- The number of bednights (including child nights) on those trips
- The value of spending on those trips.

For the purposes of this survey, overnight tourism is taken to be any journey away from home lasting one or more nights, to any destination within Great Britain, by any mode of transport, for any purpose, and staying in any type of accommodation. Those topics of destination, purpose, mode of transport, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

In previous methodologies, an upper limit of 60 days was applied to the number of nights away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

Survey Method

Overview

The GBTS survey is conducted continuously throughout the year, using face-to-face interviewing, as part of the TNS in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

Each topic outlined above is covered in some detail in the sections below.










The Sample

The sample design is based on the TNS master sample frame which divides GB into 605 sample points.

The TNS omnibus operates on pairs of weeks. Each week has 208 points in GB (of which a subset of 192, 176, 150 or 131 could be used depending on the interview length). Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographic halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week.

Within each geographic half, an Output Area/group of Output Areas with a minimum of 200-250 addresses, taken from the Postcode Address File, is issued to achieve an adult sample of 10, 13, 14, 16 or 18 interviews (10, 11, 14 or 15 in London) depending on the length.

								
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Fieldwork

Interviewer assignments are conducted over two days (one day for very short questionnaire lengths) of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with parallel adult (16+) quotas of gender, working status and presence of children. All interviewers must leave 3 addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not conducted during the two weeks either side of Christmas. The weighting procedures for data for November and December are amended to compensate for the missing weeks.

Respondent recall periods

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks.

The questionnaire reads:

“We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.”

To ensure only information on GB trips was collected the questionnaire was amended for 2011 to subsequently filter out those respondents who had only taken a trip to the Republic of Ireland or Northern Ireland in the previous four weeks. The 2016 questionnaire is in Appendix.

Percentage of sample reporting trips

During 2016, respondents were asked to report about trips taken in the last 4 weeks.

As can be seen from the adjacent table, this typically amounted to between 7% and 17% of respondents reporting such trips – with major seasonal variations across the year, coinciding with main holiday periods, bank holidays and seasonal holidays:

Fieldwork Wk	% reporting trips	Fieldwork Wk	% reporting trips	Fieldwork Wk	% reporting trips
1	14%	18	11%	35	17%
2	13%	19	12%	36	16%
3	11%	20	12%	37	12%
4	9%	21	12%	38	13%
5	7%	22	11%	39	12%
6	7%	23	13%	40	10%
7	9%	24	12%	41	10%
8	9%	25	11%	42	12%
9	10%	26	13%	43	12%
10	9%	27	13%	44	14%
11	10%	28	12%	45	13%
12	10%	29	13%	46	11%
13	10%	30	13%	47	9%
14	11%	31	12%	48	8%
15	13%	32	13%	49	9%
16	12%	33	15%	50	8%
17	12%	34	17%		

Questionnaire Content

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising KantarTNS' weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use (Computer Assisted Personal Interviewing). In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

For 2016 a number of changes were made to improve the questionnaire, reduce the overall survey length and make questions consistent with the GB Day Visits Survey (a similar survey which deals with Tourism Day Visits).

These changes are described below, and were implemented for interviews conducted from week 9 onwards.

Q3. Main reason for trip

To attend a conference **changed to** Conference\Convention\Congress

To attend an exhibition\trade show\agricultural show **changed to** Exhibition\Event\Trade Fair

School trip **changed to** Educational trip (e.g. school\college\university)

Q3a. **New question** – main reason for business trip

Q3b. **New question** – Was the Conference\Convention\Congress or Exhibition\Event\Trade Fair trip for business or leisure?

Q4d. **The list offered to respondents has changed from:**

Seaside
 Large city\large town
 Small town
 Countryside\village
To
 Seaside resort or town
 Seaside coastline – a beach
 Other coast
 City\large town
 Small town
 Village
 Rural countryside
 Other



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Questionnaire Content

Q4e. Accommodation question

Hotel\Motel **split into two codes** Hotel; Motel

Hostel – official\group and Hostel - independent **combined into one code**: Hostel

Self-catering in rented flat\apartment and Self-catering in rented house\chalet\
villa\bungalow\cottage **combined into one code**: Self-catering accommodation

All four caravan and camping codes **combined into one code**: Caravan or camping

Holiday camp\village – self-catering and holiday camp\village – serviced **combined into one code**: Holiday camp\village

Three new questions (Q4ei, Q4eii, Q4eiii) to determine more detail of the type of self-catering, caravan or camping, or holiday camp\village accommodation used.

Q5c. Who travelled with you, in your immediate party? **List changed from:**

Husband\wife\partner
Children (aged 15 or under)
Other female adults (aged 16+)
Other male adults (aged 16+)

To

Husband/wife/partner
Your child/stepchild aged 15 or under
Your child/stepchild aged 16 or over
Other child aged 15 or under
Your grandchild aged 15 or under
Your grandchild aged 16 or over
Your parent/parent-in-law
Your grandparent/grandparent-in-law
Other relations
Carer
Other person aged 16 or over

Questionnaire Content

Q8. Transport used

Removed: Motor bike\scooter cycle, Hitch hiking, minibus

Added: Taxi, Tram, Tube/underground train

Q6i When you, or someone on your behalf, booked part or all of the trip, can you tell me who the booking was made with?

Q5e Disabilities question - removed

Q17 and Q18 Activities questions - removed

Q7a. and Q7b – package trip questions moved to immediately after Q8.

Q6a to Q6h – Booking section **replaced with:**

01: A traditional travel agent’s shop (e.g. Thomas Cook, Thomson, Trailfinders)

09: The website of a traditional travel agent (e.g. thomascook.com, Thomson.co.uk, Trailfinders.co.uk)

02: A travel website (e.g. Expedia, Booking.com, Lastminute.com, Tripadvisor)

03: A tour operator or travel company (e.g. Haven, English Country Cottages, Superbreak)

05: A transport provider (e.g. Virgin Trains, British Airways, National Express)

06: A hotel or other accommodation provider (e.g. hotel company, B & B owner, cottage owner)

07: A tourist information centre or tourist board office

08: Other (specify)

Don’t know

Q6j-Q6p How did you (or the person responsible) make the booking with the ...?

01: Booked in person

02: Booked by telephone

04: Booked via email

05: Booked by post

08: Booked in some other way (specify)

Don’t know

Imputation Approach

For imputation purposes data have been analysed within imputation (fieldwork) periods. These are generally made up of four or five ‘trip-reporting’ weeks consistent with the monthly reporting periods. This allows for a viable number of interviews from which to perform the imputation and adequate control of seasonality. Figure 1 below shows the imputation periods for 2016.

The final GBTS Dataset being made available to users must be capable of analysis at the weighted individual data level. This requirement means that the applied solution should be at the individual data record level, rather than via some form of modelling or interpolation. This permits the data to be analysed by any combination of variables. Furthermore, the results produced, subject to rounding error, will be identical for all users if the analysis is carried out correctly and the database is uncorrupted.

This approach thus requires the calculation of a ‘probable’ value to replace each missing value. Imputation for the earlier period of the survey has been made more complex by the use of different detailed questions. This has necessitated different sets of calculations.

Following extensive analyses by KantarTNS, the solutions implemented are based on common sense principles of sufficient data for reliability and replicability.

Figure 1 - Imputation Periods

2016 Fieldwork Periods	Weeks	Imputation Months
1 February – 28 February	4	January 2016
29 February – 3 April	5	February 2016
4 April – 1 May	4	March 2016
2 May – 29 May	4	April 2016
30 May – 3 July	5	May 2016
4 July – 31 July	4	June 2016
1 August – 28 August	4	July 2016
29 August – 2 October	5	August 2016
3 October – 30 October	4	September 2016
31 October – 27 November	4	October 2016
28 November – 18 December	3	November 2016
2 January – 29 January	4	December 2016

Imputation over the Christmas period was carried out on data for 7 weeks to ensure consistency over the fieldwork period covering December, which had only three weeks of fieldwork.

Imputation Approach

Expenditure Imputation – Incomplete Data

Expenditure on travel and tourism varies greatly from one person to another and from one trip to the next depending on the purpose, the duration, the participants and the time of the year to name just a few of the influences. The totality of this expenditure builds up from a wide range of specific sub-categories of expenditure e.g. travel, accommodation, entertainment, sustenance, which are not necessarily correlated with each other within any one trip.

It has been recognised through experience that the most accurate estimates that respondents can provide of their expenditure should be constructed via the systematic questioning about each of the major categories of possible expenditure type that a traveller away from home can incur. However, the complexities of trip party composition, combined with the social habits surrounding expenditure decisions and individual payment, result in respondents being either ineligible, or unable to answer accurately and reliably about the absolute sums of money spent. The scale and nature of these incomplete data are such that it is impractical economically, and inaccurate statistically, to reject records for which the data set is incomplete.

It is necessary to provide some form of numeric substitution for these ‘missing values’ to overcome the consequent difficulties that arise at the detailed analysis stage. Survey practitioners have developed a wide range of different approaches to this common problem. Imputation was necessary for missing values where a question has been asked but the respondent could not answer. In addition, values were changed from ‘zero’ expenditure to ‘missing’ where trip details indicate that some expenditure would have been incurred. The methodology used is outlined below.

Imputation Approach

Partner Correction Factor

Firstly, prior to any expenditure imputation, a ‘partner corrected’ expenditure calculation was applied to some of the data. This was applied to expenditures for which the respondent and a spouse/partner were both present. This correction divides expenditure on all items other than “buying clothes” and “other shopping” by two. The rationale for this is that experience on a number of surveys indicates that both of the persons present at the time of that expenditure, if subsequently interviewed, would report it. The exception would be ‘shopping’, irrespective of which one actually made the purchase. This correction has therefore been applied to all partnered purchasing apart from ‘shopping’.

Zero Values

Secondly, some categories of expenditure were recoded to missing value status from zero value, where trip details indicated that some expenditure must have been incurred. A complete list of these categories is given below. This allowed these records to have values imputed and thus be included. The following expenditure categories are not permitted zero values.

These were initially re-coded as ‘missing’ values and later imputed.

1. Within “the accommodation bill” spend (trip1)

- Hotel
- Motel
- Guesthouse
- Farmhouse
- Bed & Breakfast
- Self-Catering
- Hostel
- Holiday camp/village
- Caravan-static not owned

2. Within the “travel costs to and from the destination, and during the trip”

- Train
- Scheduled bus/coach
- Organised coach tour
- Car - own/friend’s/company car
- Car - hired
- Motorhome/campervan
- Plane
- Boat/ship/ferry
- Lorry/truck/van
- Taxi
- Tram

Tube/underground train

Imputation Approach

Imputation of missing values for most recent trips

The last stage for the most recent trips is to impute the missing values. Extensive analysis of the expenditure distributions within various variables concluded that the median value for the category was the most reliable proxy for those missing values. Not all travellers will have expenditure in every possible expenditure category. Hence, so that the correct proportion of valid zero category expenditure was reflected in the imputed records, the missing values were proportionally imputed as non-zero spend and zero spend. Within type of trip, the median partner corrected value was used to impute the non-zero spend.

Calculation Methodology

Weighting and Reporting Periods

The methodology used for weighting and calculations was devised around trip end dates and also the reporting periods of complete calendar weeks designated as reporting months. Details of end date reporting periods and their corresponding fieldwork dates are shown in Figure 2.

The National Tourist Boards requested that results should be for calendar months and based on trip start dates. A complete change to a system based on start dates would have created problems. Long trips can span several months. Hence, a methodology based on start dates would either entail changes of weights whenever a long trip was reported, or delays in reporting results to allow for the collection of data on a small number of long trips. Therefore, it was agreed that weighting would be determined by end date reporting periods and the weights thus calculated would be applied to the start dates of those trips.

Figure 2 - End Date Reporting Periods

Reporting Month	Reporting Period	Fieldwork Period
January '16	4 January– 31 January	11 January – 28 February
February '16	1 February – 28 February	8 February – 27 March
March '16	29 February – 3 April	7 March – 1 May
April '16	4 April – 1 May	11 April – 29 May
May '16	2 – 29 May	9 May – 26 June
June '16	30 May – 3 July	6 June – 31 July
July '16	4 July – 31 July	11 July – 28 August
August '16	1 – 28 August	8 August – 25 September
September '16	29 August– 2 October	5 September – 30 October
October '16	3 October – 30 October	10 October – 27 November
November '16	31 October – 27 November	7 November - 18 December
December '16	28 November – 1 January	5 December – 29 January

Calculation Methodology

Demographic Weights

The eligible sample for a reporting period is defined as all respondents that provided information for one or more weeks in that period. A rim weighting procedure is applied to each eligible respondent. The rims used are age by sex, Government Office Region, Social Grade, Presence of Children, and Car Ownership. The target values used in the weighting were expressed in terms of the population. This enables trip estimates to be produced as absolute population values. Full details of the rims are given overleaf.

The values to the right were derived from:

- a. Census 2011
- b. Broadcasters' Audience Research Board Establishment Survey
- c. Office for National Statistics Population Projections for 2016

Figure 3 - Demographic Weighting (000s)

Rim	Population	Rim	Population	Rim	Population
Age by Sex		Government Office Region		Social Grade	
Male 16-24	3537	North East	2125	AB	12870
Male 25-34	4285	North West	5725	C1	14188
Male 35-44	3923	Yorkshire & The Humber	4317	C2	10667
Male 45-54	4318	East Midlands	3740	D	7838
Male 55-64	3544	West Midlands	4563	E	5099
Male 65-74	2983	East of England	4854	Total	50661
Male 75-84	1622	London	6898		
Male 85+	548	South East	7115	Rim	Population
Female 16-24	3385	South West	4420	Car Ownership	
Female 25-34	4224	Wales	2517	1	21392
Female 35-44	3973	Scotland	4387	2+	18778
Female 45-54	4449	Total	50661	0	10491
Female 55-64	3665			Total	50661
Female 65-74	3208				
Female 75-84	1997			Rim	Population
Female 85+	1002			Presence of Children	
Total	50611			Yes	36291
				No	14371
				Total	50661



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Calculation Methodology

Trip Correction Factor

Trip data are only available for the three reported trips. Therefore, a trip correction factor is needed to report results in terms of total trips. This factor is calculated for each respondent as the ratio of their 'eligible trips' to their 'eligible reported trips'.

'Eligible trips' are those completed in the report month, as defined by the return dates captured for the trips. These values are the 'total eligible trips' for each respondent.

'Reported trips' are the trips for which data is held in addition to return dates and 'eligible reported trips' are any reported trips with a return date in the report month.

The ratio of 'eligible trips' to 'eligible reported trips' is 1 for all but the few respondents that claimed four or more trips in their reporting period and whose fourth or later trip is in the report month.

Partial Reporting Factor

Respondents report on their trips in the four weeks prior to their interview. Hence, they provide data on a varying number of weeks of the report period. On average four sevenths of the eligible sample provide data in a week for a month consisting of four weeks and half [4/8] for a month consisting of five weeks. The sum of the weights of the respondents in each week is increased to the total population to correct for this partial reporting. The partial reporting factors to do this are the reciprocals of the values above, 1.75 [7/4] for a four weeks' month and 2.0 [8/4] for a five weeks' month.

Child Trip Correction Factor

The child trip correction factor is the ratio of the number of children on a trip to the number of adults on that trip. This 'shares out' the children present among the adults on the trip and thereby gives child trips an equal probability of inclusion in the data. This is zero if children were not present on the trip.

It should be noted that this only makes allowance for children that take trips with adults. It does not make any allowance for child trips unaccompanied by an adult.

Overall Weight

The overall weight for each respondent is the product of their rim weight, trip correction factor, and partial reporting factor.

The overall weights are used in the calculation of published trip related values for the report period. For example, the number of adult trips in the month is the sum of the products of the number of 'eligible reported trips' and the overall weight. Similarly, the number of adult nights away is the sum of the products of the nights away on each trip and the overall weight. The distribution of trip purposes is obtained by summing the products of each trip purpose and the overall weight.

Changes to data processing

Trips with missing travel and accommodation detail

As mentioned above, some missing data has to be imputed (estimated) for affected trips using other information from the survey. However if that information is also not provided by the respondent then these estimates will be less accurate. Therefore a change was made to the process for dealing with trips where respondents did not provide certain information:

- The type of accommodation they stayed in
- Whether they were travelling with other people
- What form of transport they used
- If they were on a package trip

The previous data processing approach allowed these respondents' data to remain in the database and any missing spend data were imputed using a nominal average spend amount. However, when designing the data processing approach for 2016 onwards a new rule was introduced, to remove respondents where at least three of these four pieces of information was not provided. This was felt to be more accurate, since having respondents in the database where all of their spend data was just the survey average added little to the validity of the data.

Trips with large claimed spend amounts

The previous data processing approach set limits on how large the claimed spend on particular types of expenditure was allowed to be. This was to prevent mistakes by respondents or interviewers from overinflating the reported expenditure amounts. These spend limits were set in 2005 and had not been increased to account for inflation. If a claimed amount of spend exceeded the limit it was automatically reduced to that limit. Two changes were made for 2016 onwards. The limits for each spend type were re-evaluated in the context of 2016 trip costs and revised. Now, if claimed spend exceeds these limits the data for the entire trip is examined and a decision taken about what the appropriate levels of spend for the trip are. This is felt to be more accurate, as simply reducing large spend amounts to the upper limit for the relevant spend type creates an arbitrary peak in the data at these particular spend amounts.

Changes to data processing

Trips with large claimed party sizes

In the previous data processing approach, trips with a party size of ten or more were automatically reduced to a value of nine or lower. This was changed with the new processes to allow a party size of ten or more within the data. In the new process, trips with a party size of ten or more are manually examined on a range of criteria to determine if the stated party size appears realistic. If not it is edited to a more credible party size. On average around 2.5% of trips have a claimed party size of 10 or more. After being examined, around 90% of these are reduced to a party size of less than 10.

Claimed party sizes of greater than ten typically occur when the respondent is part of a larger trip, such as a hen/stag party, business trip with colleagues, extended family trip, several families travelling together, organised coach trip or school/children's trip. When they are asked about party size, the wording of the question tries to make clear that respondents should only include other people who they paid for, who paid for them, or they were responsible for. However a few respondents misunderstand this and include everyone they travelled with. It is relatively straightforward to identify and correct these manually, which is the revised process. Since reported trips are "person trips", rather than physical trips this produces some differences between the volume estimates from the previous and current processes for trips and nights.

Survey Analysis

3-Year Average Local Authority Analysis

From 2011, each national tourist board receives a set of cross-tabulations that provides regional, local authority and county information crossed by key trip based information e.g. trip purpose. The data is based on a 3-year average (2014-2016) due to the relatively low sample bases when analysed at the local authority level. Cross-tabulations are produced for England, Scotland and Wales trips.

Survey Reporter Databases

A Survey Reporter database covering the 2016 survey period was produced for the client group's local use. Survey Reporter is an electronic data analysis package. The Survey Reporter databases allow the sponsors to use any variable from the questionnaire as a base, a filter, a horizontal or vertical axis for the production of tables which were not originally specified within the contents of the standard monthly an annual data tables.

Eurostat Analysis

The Eurostat analysis was provided directly by KantarTNS to the Office for National Statistics. It consisted of monthly estimates of the number nights and arrivals of residents to certain, strictly defined, types of tourism accommodation; quarterly accumulations of the same quantities in more detail; quarterly incidences of certain types of tourism activity within the population; and annual trip taking behaviour from a single survey in January asking about the full preceding calendar year. Since these topics do not form part of the core survey of direct interest to the sponsoring national tourist boards, these parts of the contract are not reported in this volume. However, more details are available for duly authorised enquirers from KantarTNS, subject to agreement of the sponsors.



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Survey Analysis

Online Data Viewer

In addition to the monthly and year-to-date tables produced throughout the survey year, KantarTNS have also developed an online data analysis package which allows the client group to access the latest results and undertake some analysis in a straightforward and user-friendly fashion. The data viewer is updated monthly at the same time as the tables are uploaded – and is accessed via the GBTS portal.

The GB Tourist

The survey sponsors wished to bring GBTS results to a wider audience. Consequently, an important annual output is the 'GB Tourist'. This document contains some interpretative commentary, tables of key data and technical appendices covering the 2016 survey year.

Management Meetings

During the period of fieldwork and analysis of GBTS 2016, regular meetings of the survey management group and the contractors were held.

Calculation of GBTS Confidence Limits

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2016 GBTS estimated confidence limits have been calculated based on the mean average of 2011, 2012, 2013 and 2015, in the adjacent table.

Confidence limits of GBTS 2016 at the 95% level

	Trips %	Nights %	Spend %
GB	2.6	3.1	3.5
England	2.8	3.3	3.8
Scotland	6.5	7.8	8.7
Wales	5.9	9.9	9.5

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2016 will lie in the range of plus or minus % of the estimate on 95% of occasions.



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The GBTS questionnaire



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Definitions of Regions

The regions of England, Scotland, Wales and Northern Ireland by which destination of trip is analysed in United Kingdom Tourism Survey reports are as follows:

England

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

...cont'd

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, and Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis in each of the regions:

West Midlands

East of England

East Midlands

London

North West

North East

South East

South West

Yorkshire



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Scotland

Highlands & Islands: Highland, Western Isles, Orkney, Shetland

Aberdeen & Grampian: Aberdeen City, Aberdeenshire, Moray

Angus & Dundee: Angus, City of Dundee

Perthshire: Perth & Kinross

Argyll, the Isles, Loch Lomond, Stirling & Trossachs: Argyll & Bute, Clackmannanshire, Dumbarton and Clydebank, Falkirk, Stirling

Kingdom of Fife: Fife

Greater Glasgow and Clyde Valley: City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire

Argyll & Arran: East Ayrshire, North Ayrshire and South Ayrshire

Edinburgh & Lothians: City of Edinburgh, East Lothian, Midlothian, West Lothian

Dumfries & Galloway: Dumfries & Galloway

Scottish Borders: Scottish Borders

HIE Area Highland and 3 Island Councils of Scotland plus Argyll and Moray

From 2009 onwards, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (ALLST + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow



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Definitions of Regions

Wales

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (Caernarvonshire)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire










South East Wales: Bridgend, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Application of updated boundary changes on GBTS datasets

In 2013, VisitEngland and TNS agreed to make changes to the data to reflect the latest local authority (LA) boundary changes (i.e. towns moving from one LA to another).

The GBTS place name gazetteers were changed so that LAs and counties were in line with the latest recognised boundaries. At the same time, the gazetteers were also updated to reflect the new LEP (local enterprise partnership), Parliamentary Constituency and Eurostat locality type definitions (proximity to the sea and degree of urbanisation).

Some towns had not only moved at the LA and county level, but had also moved from one region to another and even from England to Wales. Further changes were made to the GBTS database so that not only were the LA and counties amended, but the regions and nations were also followed through (i.e. sum of LAs matched county, sum of counties matched region, sum of regions matched national figures).

								
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Further details

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) jointly sponsor the Great Britain Day Visits Survey.