

# Great Britain Tourism Survey October 2019 Update



## Long term trends: How to compare data collected from January 2016 onwards with data collected in December 2015 and before

The introduction of a new data processing approach in January 2016 had an impact, albeit small, on the reported estimates for trips, nights and expenditure.

This change also impacted trends and the ability to conduct long-term analysis. Therefore caution should be taken when comparing data from January 2016 onwards with data in December 2015 and before. Where relevant, trend breaks have been clearly marked either with asterisk or a dotted line to indicate where users should be cautious.

As 2016 and 2017 use the same data processing approach, 2017 data can be compared to 2016 data without any concern. Similarly collected any data before December 2015 can be compared with any other data collected prior to December 2015 without any concern.

For more information please see: <https://www.visitbritain.org/about-gbts-and-gbdvs>

# GB Domestic Tourism: Monthly Volume & Value 2019

## ALL TOURISM

GB	7.059	6.579	-6.8%	8.252	7.374	-10.6%	8.895	8.602	-3.3%	9.636	11.562	+20.0%	11.133	12.163	+9.3%	10.296	10.076	-2.1%
England	5.779	5.516	-4.6%	6.960	5.987	-14.0%	7.374	6.825	-7.4%	7.798	9.224	+18.3%	9.134	9.998	+9.5%	8.318	8.230	-1.1%
GB	17.705	16.373	-7.5%	21.727	17.510	-19.4%	26.074	22.643	-13.2%	29.308	33.398	+14.0%	34.691	36.670	+5.7%	32.714	31.306	-4.3%
England	14.278	13.502	-5.4%	17.875	14.059	-21.3%	21.545	17.200	-20.2%	22.575	24.939	+10.5%	28.505	28.556	+0.2%	24.750	24.455	-1.2%
GB	£1,286	£1,298	+0.9%	£1,493	£1,417	-5.1%	£1,633	£1,629	-0.2%	£1,937	£2,169	+12.0%	£2,331	£2,330	0.0%	£2,130	£2,234	+4.9%
England	£999	£1,088	+8.9%	£1,218	£1,152	-5.4%	£1,321	£1,285	-2.7%	£1,518	£1,671	+10.1%	£1,915	£1,851	-3.3%	£1,696	£1,753	+3.4%

Volume of domestic overnight all tourism trips to England decreased in October 2019, -11% to 6.8 million trips. The Value of these trips decreased -9% to £1.4 billion. The number of domestestic overnight nights decreased -13%, to 18.9 million

GB	12.916	13.018	+0.8%	14.446	15.025	+4.0%	8.331	9.269	+11.3%	9.102	8.431	-7.4%	8.064		10.425		
England	10.314	9.830	-4.7%	11.567	11.972	+3.5%	6.794	7.519	+10.7%	7.672	6.810	-11.2%	6.608		9.078		
GB	47.782	45.117	-5.6%	55.931	53.168	-4.9%	26.666	27.758	+4.1%	26.234	24.038	-8.4%	19.927		32.988		
England	36.885	32.587	-11.7%	42.596	41.805	-1.9%	21.038	21.825	+3.7%	21.623	18.786	-13.1%	16.207		27.901		
GB	£2,917	£2,957	+1.4%	£3,326	£3,405	+2.4%	£1,854	£1,912	+3.1%	£1,815	£1,758	-3.1%	£1,484		£1,755		
England	£2,353	£2,219	-5.7%	£2,620	£2,652	+1.2%	£1,491	£1,510	+1.3%	£1,528	£1,393	-8.8%	£1,192		£1,495		

Volume of domestic overnight all tourism trips to England remained level from January to October 2019, +0% to 81.9 million trips. The Value of these trips decreased -1% to £16.6 billion. The number of domestestic overnight nights decreased -5%, to 237.7 million

•NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

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Fieldwork: 15 Nov – 15 Dec 2019  
TNS Face-to-Face Omnibus Survey



# GB Domestic Tourism: Monthly Volume & Value 2019

## HOLIDAYS

GB	2.515	1.960	-22.1%	3.167	3.354	+5.9%	3.797	4.207	+10.8%	4.647	5.887	+26.7%	6.282	6.530	+3.9%	5.950	5.122	-13.9%
England	1.929	1.578	-18.2%	2.522	2.618	+3.8%	2.970	3.089	+4.0%	3.574	4.533	+26.8%	4.997	5.159	+3.2%	4.516	3.916	-13.3%
GB	5.592	4.832	-13.6%	7.895	8.162	+3.4%	12.323	11.509	-6.6%	15.106	18.570	+22.9%	21.446	21.478	+0.1%	22.221	18.343	-17.5%
England	4.145	3.780	-8.8%	6.030	6.337	+5.1%	9.796	7.924	-19.1%	10.981	13.299	+21.1%	16.886	16.170	-4.2%	15.774	13.287	-15.8%
GB	£536	£448	-16.4%	£665	£680	+2.3%	£896	£811	-9.5%	£1,163	£1,292	+11.1%	£1,438	£1,412	-1.8%	£1,468	£1,380	-6.0%
England	£404	£366	-9.4%	£502	£514	+2.4%	£708	£584	-17.5%	£874	£982	+12.4%	£1,126	£1,085	-3.6%	£1,124	£1,035	-7.9%

Volume of domestic overnight holiday trips to England decreased in October 2019, -17% to 3 million trips. The Value of these trips decreased -8% to £737 million. The number of domestestic overnight nights decreased, -14%, to 9.5 million

GB	7.769	7.591	-2.3%	8.852	9.415	+6.4%	4.194	4.848	+15.6%	4.597	3.946	-14.2%	3.136	2.987		
England	6.003	5.342	-11.0%	6.792	7.478	+10.1%	3.299	3.744	+13.5%	3.671	3.038	-17.2%	2.444	2.514		
GB	31.592	29.862	-5.5%	38.363	35.730	-6.9%	15.379	16.786	+9.1%	14.101	12.894	-8.6%	7.508	8.725		
England	23.793	20.997	-11.8%	28.215	28.199	-0.1%	11.719	12.232	+4.4%	11.044	9.486	-14.1%	5.671	7.049		
GB	£2,051	£2,097	+2.2%	£2,394	£2,503	+4.6%	£1,181	£1,189	+0.7%	£1,009	£970	-3.9%	£703	£788		
England	£1,617	£1,533	-5.2%	£1,843	£1,950	+5.8%	£909	£879	-3.3%	£803	£737	-8.2%	£527	£664		

Volume of domestic overnight holiday trips to England increased from January to October 2019, +1% to 40.5 million trips. The Value of these trips decreased -3% to £9.7 billion. The number of domestestic overnight nights decreased -5%, to 132 million

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# GB Domestic Tourism: Monthly Volume & Value 2019

## VISITING FRIENDS AND RELATIVES

GB	3.005	2.484	-17.3%	3.255	2.543	-21.9%	3.599	2.828	-21.4%	3.234	3.763	+16.4%	3.202	3.991	+24.6%	2.553	2.944	+15.3%
England	2.616	2.145	-18.0%	2.844	2.131	-25.1%	3.161	2.414	-23.6%	2.694	3.093	+14.8%	2.731	3.444	+26.1%	2.246	2.494	+11.0%
GB	8.636	6.484	-24.9%	9.061	5.730	-36.8%	10.811	6.844	-36.7%	9.079	10.710	+18.0%	8.857	10.898	+23.0%	6.476	8.497	+31.2%
England	7.298	5.437	-25.5%	7.533	4.664	-38.1%	9.498	5.727	-39.7%	7.436	8.425	+13.3%	7.670	9.307	+21.3%	5.607	7.066	+26.0%
GB	£339	£271	-20.1%	£306	£268	-12.4%	£386	£328	-15.0%	£367	£412	+12.3%	£396	£458	+15.7%	£269	£389	+44.6%
England	£262	£228	-13.0%	£261	£218	-16.5%	£322	£270	-16.1%	£286	£327	+14.3%	£336	£388	+15.5%	£220	£317	+44.1%

Volume of domestic overnight VFR trips to England decreased in October 2019, -4% to 2.7 million trips. The Value of these trips decreased -2% to £330 million. The number of domestestic overnight nights decreased -4%, to 7 million

GB	3.392	3.612	+6.5%	3.996	4.329	+8.3%	2.557	2.880	+12.6%	3.063	3.190	+4.1%	3.199	5.985	
England	2.817	3.049	+8.2%	3.391	3.466	+2.2%	2.158	2.452	+13.6%	2.745	2.695	-1.8%	2.770	5.320	
GB	11.405	11.133	-2.4%	13.290	13.916	+4.7%	7.485	7.589	+1.4%	8.178	8.358	+2.2%	7.463	21.217	
England	9.428	8.596	-8.8%	10.654	10.902	+2.3%	6.179	6.534	+5.7%	7.230	6.955	-3.8%	7.089	18.610	
GB	£458	£487	+6.3%	£536	£561	+4.7%	£315	£334	+6.0%	£380	£411	+8.2%	£354	£597	
England	£380	£400	+5.3%	£431	£423	-1.9%	£260	£283	+8.8%	£337	£330	-2.1%	£304	£511	

Volume of domestic overnight VFR trips to England remained level from January to October 2019, +0% to 27.4 million trips. The Value of these trips increased +3% to £3.2 billion. The number of domestestic overnight nights decreased -6%, to 73.6 million

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# GB Domestic Tourism: Monthly Volume & Value 2019

## BUSINESS TOURISM

GB	1.290	1.797	+39.3%	1.500	1.282	-14.5%	1.292	1.288	-0.3%	1.529	1.549	+1.3%	1.463	1.305	-10.8%	1.497	1.678	+12.1%
England	1.028	1.516	+47.5%	1.289	1.064	-17.5%	1.084	1.071	-1.2%	1.325	1.333	+0.6%	1.244	1.094	-12.1%	1.283	1.521	+18.6%
GB	2.705	4.167	+54.0%	3.290	2.988	-9.2%	2.440	3.437	+40.9%	4.280	3.171	-25.9%	3.666	3.092	-15.7%	3.215	3.346	+4.1%
England	2.150	3.479	+61.8%	2.905	2.553	-12.1%	1.878	2.769	+47.4%	3.364	2.543	-24.4%	3.317	2.305	-30.5%	2.699	3.051	+13.0%
GB	£367	£517	+40.9%	£433	£447	+3.2%	£330	£439	+33.0%	£367	£367	0.0%	£460	£398	-13.5%	£345	£405	+17.4%
England	£298	£440	+47.7%	£370	£400	+8.1%	£273	£388	+42.1%	£322	£312	-3.1%	£420	£322	-23.3%	£307	£352	+14.7%

Volume of domestic overnight Business trips to England decreased in October 2019, -15% to 0.9 million trips. The Value of these trips decreased -15% to £297 million. The number of domestestic overnight nights decreased -32%, to 2.0 million

GB	1.218	1.576	+29.4%	1.375	1.022	-25.7%	1.145	1.288	+12.5%	1.210	1.115	-7.9%	1.451		1.290		
England	1.111	1.277	+14.9%	1.184	0.845	-28.6%	0.959	1.129	+17.7%	1.084	0.925	-14.7%	1.222		1.139		
GB	3.102	3.598	+16.0%	3.522	2.695	-23.5%	2.822	2.370	-16.0%	2.813	2.395	-14.9%	3.496		2.707		
England	2.801	2.720	-2.9%	3.026	1.998	-34.0%	2.339	2.129	-9.0%	3.021	2.044	-32.3%	3.215		2.001		
GB	£339	£343	+1.2%	£346	£283	-18.2%	£276	£349	+26.4%	£368	£345	-6.3%	£373		£346		
England	£313	£264	-15.7%	£298	£228	-23.5%	£243	£314	+29.2%	£349	£297	-14.9%	£341		£301		

Volume of domestic overnight Business trips to England increased from January to October 2019, +2% to 11.8 million trips. The Value of these trips increased +4% to £3.3 billion. The number of domestestic overnight nights decreased -5%, to 25.6 million

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# GB Domestic Tourism: Year to Date – 2014-2019

## Trips, Bednights & Expenditure, Jan-Oct period

	ALL TOURISM - Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
<b>TRIPS</b>																								
GB	98.228	104.727	101.662	100.463	100.060	102.099	48.461	49.846	50.133	52.522	51.770	52.860	33.17	35.854	33.478	32.140	31.856	32.564	14.084	14.180	14.140	13.017	13.519	13.900
England	79.639	86.072	84.235	83.431	81.704	81.911	37.214	38.879	40.299	41.936	40.276	40.495	28.458	31.229	29.007	28.130	27.403	27.383	11.901	11.896	11.876	11.091	11.585	11.775
<b>BEDNIGHTS</b>																								
GB	300.820	320.681	309.701	312.622	318.254	307.981	170.545	178.148	175.732	185.010	184.018	178.166	89.814	97.779	88.723	87.523	93.278	90.159	32.653	32.423	32.642	30.923	31.855	31.259
England	232.732	252.776	246.480	251.752	251.092	237.714	125.783	133.664	135.722	144.448	138.383	131.711	74.255	82.761	74.109	74.612	78.533	73.613	26.486	26.069	26.839	25.615	26.922	25.591
<b>EXPENDITURE</b>																								
GB	£19,847	£21,325	£20,001	£20,308	£20,717	£21,109	£11,810	£12,609	£11,892	£12,636	£12,801	£12,782	£4,020	£4,406	£3,795	£3,653	£3,752	£3,919	£3,548	£3,418	£3,686	£3,423	£3,631	£3,893
England	£15,715	£16,730	£16,024	£16,313	£16,654	£16,574	£9,010	£9,517	£9,349	£9,859	£9,910	£9,665	£3,305	£3,618	£3,139	£3,074	£3,095	£3,184	£2,981	£2,840	£3,043	£2,905	£3,189	£3,317

Year to date October 2019 volume of all tourism domestic overnight trips in England had increased to 81.911 million, nights has decreased to 237.714 million and spend has remained level at £16.574 billion

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# GB Domestic Tourism: Year to Date – 2014-2019

## Trip Characteristics, Jan-Oct period

Av. Trip Length	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	3.06	3.06	3.05	3.11	3.18	3.02	3.52	3.57	3.51	3.52	3.55	3.37	2.71	2.73	2.65	2.72	2.93	2.77	2.32	2.29	2.31	2.38	2.36	2.25
England	2.92	2.94	2.93	3.02	3.07	2.90	3.38	3.44	3.37	3.44	3.44	3.25	2.61	2.65	2.55	2.65	2.87	2.69	2.23	2.19	2.26	2.31	2.32	2.17
Av. £/Night	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£66	£66	£65	£65	£65	£69	£69	£71	£68	£68	£70	£72	£45	£45	£43	£42	£40	£43	£109	£105	£113	£111	£114	£125
England	£68	£66	£65	£65	£66	£70	£72	£71	£69	£68	£72	£73	£45	£44	£42	£41	£39	£43	£113	£109	£113	£113	£118	£130
Av. £/Trip	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£202	£204	£197	£202	£207	£207	£244	£253	£237	£241	£247	£242	£121	£123	£113	£114	£118	£121	£252	£241	£261	£263	£269	£280
England	£197	£194	£190	£196	£204	£202	£242	£245	£232	£235	£246	£239	£116	£116	£108	£109	£113	£116	£250	£239	£256	£262	£275	£282

Year to date October 2019 average trip length of all tourism domestics overnight trips in England has decreased to 2.90 days, Average spend per night has increased to £70 and Average spend per trip has decreased to £202.

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