

# Great Britain Tourism Survey

June 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

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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 June 2019, -1% to 8.2 million trips. The Value of these trips increased +3 % to £1.8 billion. The number of domestestic overnight nights decreased -1%, to 24.5 million

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	12.916	NA	NA	14.446	-	-	8.331	-	-	9.102	-	-	8.064	-	-	10.425	-	-	55.271	56.356	+2.0%
England	10.314	NA	NA	11.567	-	-	6.794	-	-	7.672	-	-	6.608	-	-	9.078	-	-	45.363	45.780	+0.9%

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	47.782	-	-	55.931	-	-	26.666	-	-	26.234	-	-	19.927	-	-	32.988	-	-	162.219	157.900	-2.7%
England	36.885	-	-	42.596	-	-	21.038	-	-	21.623	-	-	16.207	-	-	27.901	-	-	129.528	122.711	-5.3%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£2,917	-	-	£3,326	-	-	£1,854	-	-	£1,815	-	-	£1,484	-	-	£1,755	-	-	£10,810	£11,077	+2.5%
England	£2,353	-	-	£2,620	-	-	£1,491	-	-	£1,528	-	-	£1,192	-	-	£1,495	-	-	£8,667	£8,800	+1.5%

Volume of domestic overnight all tourism trips to England increased from January to June 2019, +1% to 45.8 million trips. The Value of these trips increased +2% to £8.8 billion. The number of domestestic overnight nights decreased -5%, to 129.5 million

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

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# GB Domestic Tourism: Monthly Volume & Value 2019

## HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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 June 2019, -13% to 3.9 million trips. The Value of these trips decreased -8% to £1.0 billion. The number of domestestic overnight nights decreased -16%, to 13.3 million

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	7.769	-	-	8.852	-	-	4.194	-	-	4.597	-	-	3.136	-	-	2.987	-	-	26.358	27.060	+2.7%
England	6.003	-	-	6.792	-	-	3.299	-	-	3.671	-	-	2.444	-	-	2.514	-	-	20.508	20.893	+1.9%

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	31.592	-	-	38.363	-	-	15.379	-	-	14.101	-	-	7.508	-	-	8.725	-	-	84.583	82.894	-2.0%
England	23.793	-	-	28.215	-	-	11.719	-	-	11.044	-	-	5.671	-	-	7.049	-	-	63.612	60.797	-4.4%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£2,051	-	-	£2,394	-	-	£1,181	-	-	£1,009	-	-	£703	-	-	£788	-	-	£6,166	£6,023	-2.3%
England	£1,617	-	-	£1,843	-	-	£909	-	-	£803	-	-	£527	-	-	£664	-	-	£4,738	£4,566	-3.6%

Volume of domestic overnight holiday trips to England increased from January to June 2019, +2% to 20.9 million trips. The Value of these trips decreased -4% to £4.6 billion. The number of domestestic overnight nights decreased -4%, to 60.8 million

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

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**KANTAR**

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Fieldwork: 10 Jul 2019 – 27 Aug 2019  
 TNS Face-to-Face Omnibus Survey



# GB Domestic Tourism: Monthly Volume & Value 2019

## VISITING FRIENDS AND RELATIVES (VFR)

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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 increased in June 2019, +11% to 2.5 million trips. The Value of these trips increased +44% to £377 million. The number of domestestic overnight nights increased +26%, to 7.1 million

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.392	-	-	3.996	-	-	2.557	-	-	3.063	-	-	3.199	-	-	5.985	-	-	18.848	18.553	-1.6%
England	2.817	-	-	3.391	-	-	2.158	-	-	2.745	-	-	2.770	-	-	5.320	-	-	16.292	15.721	-3.5%

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	11.405	-	-	13.290	-	-	7.485	-	-	8.178	-	-	7.463	-	-	21.217	-	-	52.920	49.163	-7.1%
England	9.428	-	-	10.654	-	-	6.179	-	-	7.230	-	-	7.089	-	-	18.610	-	-	45.042	40.626	-9.8%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£458	-	-	£536	-	-	£315	-	-	£380	-	-	£354	-	-	£597	-	-	£2,063	£2,126	+3.1%
England	£380	-	-	£431	-	-	£260	-	-	£337	-	-	£304	-	-	£511	-	-	£1,687	£1,748	+3.6%

Volume of domestic overnight VFR trips to England decreased from January to June 2019, -4% to 15.7 million trips. The Value of these trips increased +4% to £1.7 billion. The number of domestestic overnight nights decreased -10%, to 40.6 million

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

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# GB Domestic Tourism: Monthly Volume & Value 2019

## BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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%

  

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
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 increased in June 2019, +19% to 1.5 million trips. The Value of these trips increased +15 % to £352 million. The number of domestestic overnight nights increased +13%, to 3.1 million

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	1.218	-	-	1.375	-	-	1.145	-	-	1.21	-	-	1.451	-	-	1.290	-	-	8.571	8.899	+3.8%
England	1.111	-	-	1.184	-	-	0.959	-	-	1.084	-	-	1.222	-	-	1.139	-	-	7.253	7.599	+4.8%

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.102	-	-	3.522	-	-	2.822	-	-	2.813	-	-	3.496	-	-	2.707	-	-	19.596	20.201	+3.1%
England	2.801	-	-	3.026	-	-	2.339	-	-	3.021	-	-	3.215	-	-	2.001	-	-	16.313	16.700	+2.4%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£339	-	-	£346	-	-	£276	-	-	£368	-	-	£373	-	-	£346	-	-	£2,302	£2,573	+11.8%
England	£313	-	-	£298	-	-	£243	-	-	£349	-	-	£341	-	-	£301	-	-	£1,990	£2,214	+11.3%

Volume of domestic overnight Business trips to England increased from January to June 2019, +5% to 7.6 million trips. The Value of these trips increased +11% to £2.2 billion. The number of domestestic overnight nights increased +2%, to 16.7 million

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

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

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

	ALL TOURISM - Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						BUSINESS – Jan-Jun 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	50.560	56.810	54.193	53.113	55.271	56.356	23.265	23.611	23.866	25.811	26.358	27.060	18.217	21.281	18.971	18.052	18.848	18.553	7.728	8.581	8.873	7.603	8.571	8.899
England	41.333	46.992	44.921	44.353	45.363	45.780	17.991	18.348	19.110	20.418	20.508	20.893	15.622	18.657	16.624	15.799	16.292	15.721	6.561	7.251	7.287	6.773	7.253	7.599
<b>BEDNIGHTS</b>																								
GB	139.478	159.196	147.351	148.532	162.219	157.900	71.104	76.602	72.297	79.538	84.583	82.894	46.794	55.107	47.988	46.319	52.920	49.163	17.248	19.347	20.272	17.219	19.596	20.201
England	109.387	126.044	118.134	120.266	129.528	122.711	53.032	55.931	55.799	61.540	63.612	60.797	38.293	47.626	40.744	39.429	45.042	40.626	14.266	15.884	16.285	15.054	16.313	16.700
<b>EXPENDITURE</b>																								
GB	£9,499	£10,949	£9,777	£10,163	£10,810	£11,077	£5,284	£5,793	£5,088	£5,848	£6,166	£6,023	£2,067	£2,528	£2,041	£1,924	£2,063	£2,126	£1,848	£2,059	£2,262	£2,016	£2,302	£2,573
England	£7,640	£8,619	£7,763	£8,302	£8,667	£8,800	£4,105	£4,352	£3,917	£4,581	£4,738	£4,566	£1,706	£2,102	£1,697	£1,619	£1,687	£1,748	£1,558	£1,696	£1,845	£1,805	£1,990	£2,214

Year to date June 2019 volume of all tourism domestics overnight trips in England had increased to 45.780 million, nights has decreased to 122.711 million and spend has increased to £8.8 billion

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

## Trip Characteristics, Jan-Jun period

Av. Trip Length	ALL TOURISM - Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						BUSINESS – Jan-Jun 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	2.76	2.80	2.72	2.80	2.93	2.80	3.06	3.24	3.03	3.08	3.21	3.06	2.57	2.59	2.53	2.57	2.81	2.65	2.23	2.25	2.28	2.26	2.29	2.27
England	2.65	2.68	2.63	2.71	2.86	2.68	2.95	3.05	2.92	3.01	3.10	2.91	2.45	2.55	2.45	2.50	2.76	2.58	2.17	2.19	2.23	2.22	2.25	2.20
Av. £/Night	ALL TOURISM - Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						BUSINESS – Jan-Jun 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	£68	£69	£66	£68	£67	£70	£74	£76	£70	£74	£73	£73	£44	£46	£43	£42	£39	£43	£107	£106	£112	£117	£117	£127
England	£70	£68	£66	£69	£67	£72	£77	£78	£70	£74	£74	£75	£45	£44	£42	£41	£37	£43	£109	£107	£113	£120	£122	£133
Av. £/Trip	ALL TOURISM - Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						BUSINESS – Jan-Jun 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	£188	£193	£180	£191	£196	£197	£227	£245	£213	£227	£234	£223	£113	£119	£108	£107	£109	£115	£239	£240	£255	£265	£269	£289
England	£185	£183	£173	£187	£191	£192	£228	£237	£205	£224	£231	£219	£109	£113	£102	£102	£104	£111	£237	£234	£253	£266	£274	£291

Year to date June 2019 average trip length of all tourism domestics overnight trips in England has decreased to 2.68 days, Average spend per night has increased to £72 and Average spend per trip has increased to £192.

- Please note that the latest 2019 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2019 results are based on full-year data so will not change.
- All expenditure figures are in HISTORIC PRICES.