

Great Britain Tourism Survey

March 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			11.133			10.296		
England	5.779	5.516	-4.6%	6.960	5.987	-14.0%	7.374	6.825	-7.4%	7.798			9.134			8.318		

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			34.691			32.714		
England	14.278	13.502	-5.4%	17.875	14.059	-21.3%	21.545	17.200	-20.2%	22.575			28.505			24.750		

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			£2,331			£2,130		
England	£999	£1,088	+8.9%	£1,218	£1,152	-5.4%	£1,321	£1,285	-2.7%	£1,518			£1,915			£1,696		

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			14.446			8.331			9.102			8.064			10.425			24.206	22.555	-6.8%
England	10.314			11.567			6.794			7.672			6.608			9.078			20.113	18.328	-8.9%

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			65.506	56.526	-13.7%
England	36.885			42.596			21.038			21.623			16.207			27.901			53.698	44.761	-16.6%

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			£4,412	£4,344	-1.5%
England	£2,353			£2,620			£1,491			£1,528			£1,192			£1,495			£3,538	£3,525	-0.4%

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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			6.282			5.950		
England	1.929	1.578	-18.2%	2.522	2.618	+3.8%	2.970	3.089	+4.0%	3.574			4.997			4.516		

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			21.446			22.221		
England	4.145	3.780	-8.8%	6.030	6.337	+5.1%	9.796	7.924	-19.1%	10.981			16.886			15.774		

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			£1,438			£1,468		
England	£404	£366	-9.4%	£502	£514	+2.4%	£708	£584	-17.5%	£874			£1,126			£1,124		

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			9.479	9.521	+0.4%
England	6.003			6.792			3.299			3.671			2.444			2.514			7.421	7.285	-1.8%

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	31.592			38.363			15.379			14.101			7.508			8.725			25.810	24.503	-5.1%
England	23.793			28.215			11.719			11.044			5.671			7.049			19.971	18.041	-9.7%

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			£2,097	£1,939	-7.5%
England	£1,617			£1,843			£909			£803			£527			£664			£1,614	£1,464	-9.3%

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Fieldwork: 10 April – 27 May 2019
 TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2019

VISITING FRIENDS AND RELATIVES

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			3.202			2.553		
England	2.616	2.145	-18.0%	2.844	2.131	-25.1%	3.161	2.414	-23.6%	2.694			2.731			2.246		

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			8.857			6.476		
England	7.298	5.437	-25.5%	7.533	4.664	-38.1%	9.498	5.727	-39.7%	7.436			7.670			5.607		

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			£396			£269		
England	£262	£228	-13.0%	£261	£218	-16.5%	£322	£270	-16.1%	£286			£336			£220		

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			9.859	7.855	-20.3%
England	2.817			3.391			2.158			2.745			2.770			5.320			8.621	6.690	-22.4%

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			28.508	19.058	-33.1%
England	9.428			10.654			6.179			7.230			7.089			18.610			24.329	15.828	-34.9%

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			£1,031	£867	-15.9%
England	£380			£431			£260			£337			£304			£511			£845	£716	-15.3%

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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			1.463			1.497		
England	1.028	1.516	+47.5%	1.289	1.064	-17.5%	1.084	1.071	-1.2%	1.325			1.244			1.283		

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			3.666			3.215		
England	2.150	3.479	+61.8%	2.905	2.553	-12.1%	1.878	2.769	+47.4%	3.364			3.317			2.699		

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			£460			£345		
England	£298	£440	+47.7%	£370	£400	+8.1%	£273	£388	+42.1%	£322			£420			£307		

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			1.210			1.451			1.290			4.082	4.367	+7.0%
England	1.111			1.184			0.959			1.084			1.222			1.139			3.401	3.651	+7.4%

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			8.435	10.592	+25.6%
England	2.801			3.026			2.339			3.021			3.215			2.001			6.933	8.801	+26.9%

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			£1,130	£1,403	+24.2%
England	£313			£298			£243			£349			£341			£301			£941	£1,228	+30.5%

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GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-Mar period

	ALL TOURISM - Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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
TRIPS																								
GB	19.421	23.598	23.497	21.245	24.206	22.555	7.537	8.292	9.088	8.567	9.479	9.521	8.014	9.700	9.247	8.362	9.859	7.855	3.389	4.395	4.160	3.492	4.082	4.367
England	16.069	19.662	19.624	17.995	20.113	18.328	5.909	6.592	7.295	6.904	7.421	7.285	6.994	8.427	8.124	7.303	8.621	6.690	2.764	3.647	3.312	3.108	3.401	3.651
BEDNIGHTS																								
GB	48.223	58.655	60.592	52.665	65.506	56.526	19.128	21.999	24.860	22.017	25.810	24.503	19.105	24.293	23.316	20.087	28.508	19.058	7.614	9.55	9.768	8.505	8.435	10.592
England	38.906	47.512	49.275	43.602	53.698	44.761	14.771	16.824	19.302	17.397	19.971	18.041	16.084	20.455	19.986	16.988	24.329	15.828	5.854	7.913	7.637	7.552	6.933	8.801
EXPENDITURE																								
GB	£3,396	£4,326	£4,004	£3,731	£4,412	£4,344	£1,653	£1,906	£1,871	£1,863	£2,097	£1,939	£810	£1,073	£926	£840	£1,031	£867	£829	£1,113	£1,057	£875	£1,130	£1,403
England	£2,787	£3,454	£3,194	£3,121	£3,538	£3,525	£1,332	£1,478	£1,467	£1,500	£1,614	£1,464	£687	£888	£778	£713	£845	£716	£676	£893	£814	£782	£941	£1,228

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-Mar period

	ALL TOURISM - Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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
Av. Trip Length																								
GB	2.48	2.49	2.58	2.48	2.71	2.51	2.54	2.65	2.74	2.57	2.72	2.57	2.38	2.50	2.52	2.40	2.89	2.43	2.25	2.17	2.35	2.44	2.07	2.43
England	2.42	2.42	2.51	2.42	2.67	2.44	2.50	2.55	2.65	2.52	2.69	2.48	2.30	2.43	2.46	2.33	2.82	2.37	2.12	2.17	2.31	2.43	2.04	2.41
Av. £/Night																								
GB	£70	£74	£66	£71	£67	£77	£86	£87	£75	£85	£81	£79	£42	£44	£40	£42	£36	£45	£109	£117	£108	£103	£134	£132
England	£72	£73	£65	£72	£66	£79	£90	£88	£76	£86	£81	£81	£43	£43	£39	£42	£35	£45	£115	£113	£107	£104	£136	£140
Av. £/Trip																								
GB	£175	£183	£170	£176	£182	£193	£219	£230	£206	£217	£221	£204	£101	£111	£100	£100	£105	£110	£245	£253	£254	£251	£277	£321
England	£173	£176	£163	£173	£176	£192	£225	£224	£201	£217	£217	£201	£98	£105	£96	£98	£98	£107	£245	£245	£246	£252	£277	£336

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