

Great Britain Tourism Survey February 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			9.636			11.133			10.296		
England	5.779	5.516	-4.6%	6.960	5.987	-14.0%	7.374			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			29.308			34.691			32.714		
England	14.278	13.502	-5.4%	17.875	14.059	-21.3%	21.545			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			£1,937			£2,331			£2,130		
England	£999	£1,088	+8.9%	£1,218	£1,152	-5.4%	£1,321			£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			15.311	13.953	-8.9%
England	10.314			11.567			6.794			7.672			6.608			9.078			12.739	11.503	-9.7%

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			39.432	33.883	-14.1%
England	36.885			42.596			21.038			21.623			16.207			27.901			32.153	27.561	-14.3%

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			£2,779	£2,715	-2.3%
England	£2,353			£2,620			£1,491			£1,528			£1,192			£1,495			£2,217	£2,240	+1.0%

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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			4.647			6.282			5.950		
England	1.929	1.578	-18.2%	2.522	2.618	+3.8%	2.970			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			15.106			21.446			22.221		
England	4.145	3.780	-8.8%	6.030	6.337	+5.1%	9.796			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			£1,163			£1,438			£1,468		
England	£404	£366	-9.4%	£502	£514	+2.4%	£708			£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			5.682	5.314	-6.5%
England	6.003			6.792			3.299			3.671			2.444			2.514			4.451	4.196	-5.7%

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			13.487	12.994	-3.7%
England	23.793			28.215			11.719			11.044			5.671			7.049			10.175	10.117	-0.6%

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	£2,051			£2,394			£1,181			£1,009			£703			£788			£1,201	£1,128	-6.1%
England	£1,617			£1,843			£909			£803			£527			£664			£906	£880	-2.9%

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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			3.234			3.202			2.553		
England	2.616	2.145	-18.0%	2.844	2.131	-25.1%	3.161			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			9.079			8.857			6.476		
England	7.298	5.437	-25.5%	7.533	4.664	-38.1%	9.498			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			£367			£396			£269		
England	£262	£228	-13.0%	£261	£218	-16.5%	£322			£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			6.260	5.027	-19.7%
England	2.817			3.391			2.158			2.745			2.770			5.320			5.460	4.276	-21.7%
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			17.697	12.214	-31.0%
England	9.428			10.654			6.179			7.230			7.089			18.610			14.831	10.101	-31.9%
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			£645	£539	-16.4%
England	£380			£431			£260			£337			£304			£511			£523	£446	-14.7%

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Fieldwork: 12 Dec 2018 – 27 Jan 2019
 TNS Face-to-Face Omnibus Survey



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			1.529			1.463			1.497		
England	1.028	1.516	+47.5%	1.289	1.064	-17.5%	1.084			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			4.280			3.666			3.215		
England	2.150	3.479	+61.8%	2.905	2.553	-12.1%	1.878			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			£367			£460			£345		
England	£298	£440	+47.7%	£370	£400	+8.1%	£273			£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			1.21			1.451			1.290			2.790	3.079	+10.4%
England	1.111			1.184			0.959			1.084			1.222			1.139			2.317	2.580	+11.4%

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			5.995	7.155	+19.3%
England	2.801			3.026			2.339			3.021			3.215			2.001			5.055	6.032	+19.3%

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	£339			£346			£276			£368			£373			£346			£800	£964	+20.5%
England	£313			£298			£243			£349			£341			£301			£668	£840	+25.7%

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GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-Feb period

	ALL TOURISM, Jan-Feb period						HOLIDAYS – Jan-Feb period						VFR – Jan-Feb period						BUSINESS – Jan-Feb 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	12.452	14.782	13.781	12.915	15.311	13.953	4.566	4.838	4.899	4.774	5.682	5.314	5.341	6.647	5.72	5.425	6.260	5.027	2.247	2.523	2.592	2.239	2.790	3.079
England	10.541	12.599	11.58	11.043	12.739	11.503	3.698	3.977	4.026	3.877	4.451	4.196	4.737	5.854	5.005	4.751	5.460	4.276	1.842	2.105	2.081	2.019	2.317	2.580
BEDNIGHTS																								
GB	29.702	35.103	33.184	32.297	39.432	33.883	10.611	11.758	12.096	11.699	13.487	12.994	12.816	15.745	13.307	13.253	17.697	12.214	4.716	5.765	6.373	6.013	5.995	7.155
England	24.996	29.116	27.517	26.893	32.153	27.561	8.730	9.348	9.783	9.279	10.175	10.117	10.883	13.456	11.579	11.098	14.831	10.101	3.891	4.777	5.009	5.429	5.055	6.032
EXPENDITURE																								
GB	£2,123	£2,561	£2,360	£2,288	£2,779	£2,715	£963	£1,078	£1,055	£1,025	£1,201	£1,128	£534	£692	£554	£552	£645	£539	£550	£638	£661	£614	£800	£964
England	£1,802	£2,090	£1,883	£1,951	£2,217	£2,240	£800	£861	£825	£835	£906	£880	£461	£587	£470	£475	£523	£446	£467	£517	£507	£557	£668	£840

*Break in time series 2015-2016 – see slide 2

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-Feb period

Av. Trip Length	ALL TOURISM - Jan-Feb period						HOLIDAYS – Jan-Feb period						VFR – Jan-Feb period						BUSINESS – Jan-Feb 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	2.39	2.37	2.41	2.50	2.58	2.43	2.32	2.43	2.47	2.45	2.37	2.45	2.40	2.37	2.33	2.44	2.83	2.43	2.10	2.28	2.46	2.69	2.15	2.32
England	2.37	2.31	2.38	2.44	2.52	2.40	2.36	2.35	2.43	2.39	2.29	2.41	2.30	2.30	2.31	2.34	2.72	2.36	2.11	2.27	2.41	2.69	2.18	2.34
Av. £/Night	ALL TOURISM - Jan-Feb period						HOLIDAYS – Jan-Feb period						VFR – Jan-Feb period						BUSINESS – Jan-Feb 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	£71	£73	£71	£71	£70	£80	£91	£92	£87	£88	£89	£87	£42	£44	£42	£42	£36	£44	£117	£111	£104	£102	£133	£135
England	£72	£72	£68	£73	£69	£81	£92	£92	£84	£90	£89	£87	£42	£44	£41	£43	£35	£44	£120	£108	£101	£103	£132	£139
Av. £/Trip	ALL TOURISM - Jan-Feb period						HOLIDAYS – Jan-Feb period						VFR – Jan-Feb period						BUSINESS – Jan-Feb 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	£170	£173	£171	£177	£182	£195	£211	£223	£215	£215	£211	£212	£100	£104	£97	£102	£103	£107	£245	£253	£255	£274	£287	£313
England	£171	£166	£163	£177	£174	£195	£216	£216	£205	£215	£204	£210	£97	£100	£94	£100	£96	£104	£254	£246	£244	£276	£288	£326

*Break in time series 2015-2016 – see slide 2

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