

Great Britain Tourism Survey

December 2019



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>

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
December 2019				
	+11%	+22%	+6%	<ul style="list-style-type: none"> There were 11.6 million domestic overnight trips in GB in December 2019, up +11% from 10.4 million trips in December 2018. Expenditure has increased by +6% to £1.9 billion, while the number of bed nights increased by +22% to 40.3 million.
	+6%	+19%	-1%	<ul style="list-style-type: none"> There were 9.6 million domestic overnight trips to England in December 2019, up by +6% on the same month last year. Spend decreased by -1% to £1.5 billion, while bed nights increased by +19% to 33.3 million.
YEAR-TO-DATE				
	+4%	+0%	+3%	<ul style="list-style-type: none"> In the year to December 2019, GB trips were up +4% to 122.8 million, compared to 118.6 million in the same period in 2018. Nights remained level +0% for the year-to-date at 371.8 million, while spend increased for the year to date by +3% at £24.7 billion.
	+2%	-2%	+1%	<ul style="list-style-type: none"> In the year to December 2019, trips to England increased +2% at 99.1 million, compared to 97.4 million in the same period in 2018. Nights were down by -2% for the year-to-date at 290.3 million, while spend increased +1% year-to-date to £19.4 billion.
	Weather		Context	
			<ul style="list-style-type: none"> December began with transient high pressure close to the UK, but by the 4th, low pressure and the regular passage of frontal systems resumed, with some very large daily rainfall totals during the next three weeks. The final week brought rather drier weather to most areas, and it became particularly mild at times. The month overall was rather mild, with only limited colder interludes and fewer frosts than average. 	

Summary of Results England

YEAR-TO-DATE (January-December 2019)

Trip Characteristics

Trips

Nights

Spend

PURPOSE

- **HOLIDAY TRIPS** in England from January to December 2019 increased by +3% compared to the same period last year, with 46.4 million trips recorded.
- Expenditure decreased by -1% to £11.0 billion, while nights decreased by -3% to 147 million.
- **VISITS TO FRIENDS AND RELATIVES** increased by +2% to 36.1 million, with bed nights up by +1% and expenditure up by +5%. Non-holiday VFR trip volume decreased by -2% and holiday VFR trips increased by +4%.
- **BUSINESS** trips remained level in January to December period at 14.0 million. Nights decreased by -9% to 29.8 million, whilst spend increased +3% compared to the same period in 2018, to £3.9 billion

16-24

45-54

C

TRIP TAKERS

- Those aged 16-24 saw the greatest rise in trip volumes in Jan-Dec 2019, increasing +9%. Trip volume amongst those aged 25-34 and 45-54 both increased +5% respectively. Of the different social groups, the C2 group increased trip volumes to the greatest extent, rising by +7%. The other social groups also increased trip volume compared to the same period last year, with the exception of DE, which declined -1%.

West Midlands

East of England

Large c

DESTINATION TYPE

- The West Midlands showed the greatest increase in trip volumes during Jan-Dec increasing by +15%. Trips to the East of England also increased by +11%. Of the different destination types, Large City/Town destinations saw the greatest increase in trip volume, up by +4% compared to 2018.

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

December 2019

Jan-Dec 2019

Trips

Spend

Trips

Spend



+4%

+4%

+2%

+7%

- In December, trips by Brits increased +4% compared to the same month in 2018, whilst expenditure on these trips also increased +4%.
- For the year to date, overseas trips increased by +2%, while expenditure rose by +7% compared to Jan-Dec 2018.

Other Tourism Surveys

December 19

Room

Bedspace

OCCUPANCY



+1%

-1%

- Room occupancy in England decreased -1% YTD December 2019 when compared to Jan-Dec 2018, at 71%. Bed space occupancy also declined -1% level to 51%.

Jan - Dec 19

Volume

Spend

DAY VISITS



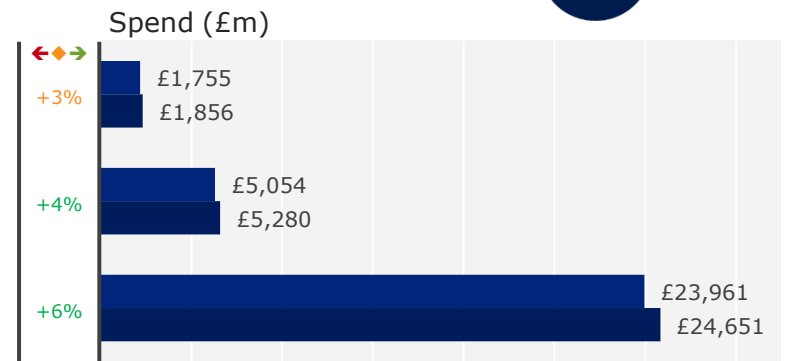
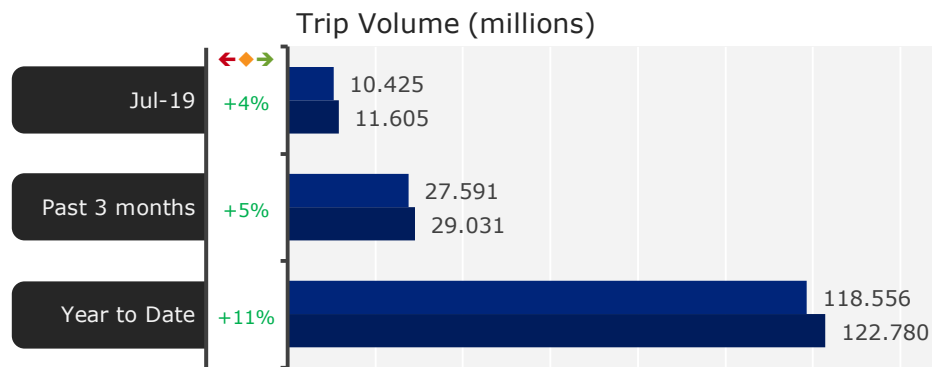
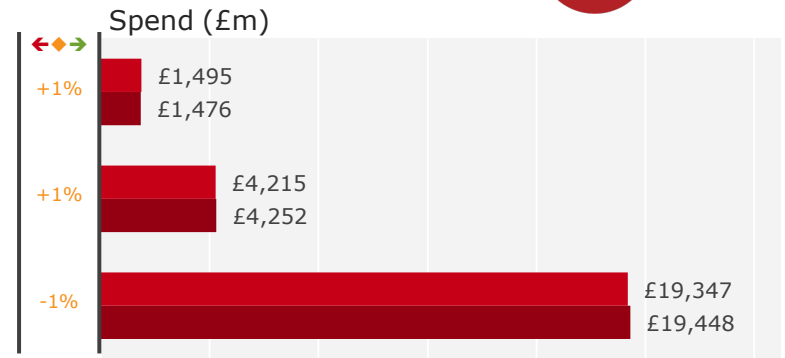
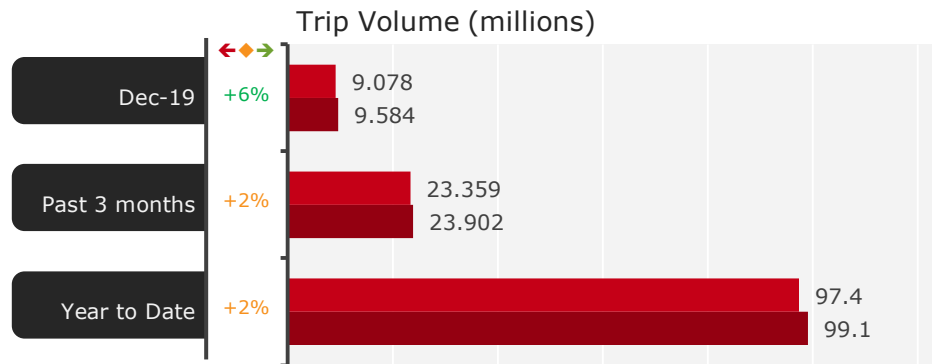
-3%

+7%

- The number of tourism day visits in England in the period Jan-Dec 2019 decreased by -3% to 1.39 billion.
- The value of those visits increased by +7% to £56.5 billion.

Headline Data GB and England

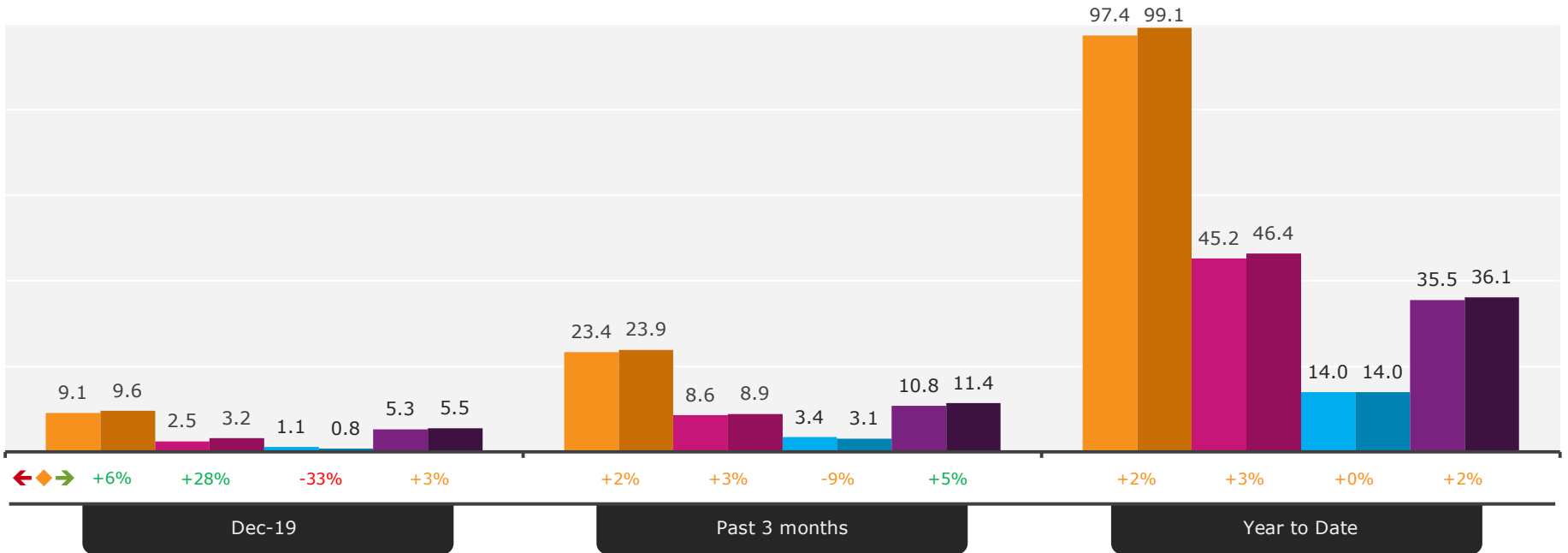
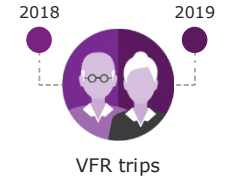
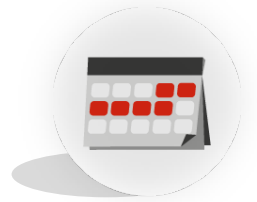
Volume and spend (2018 vs 2019)



←◆→ % change vs 2018

Trips England

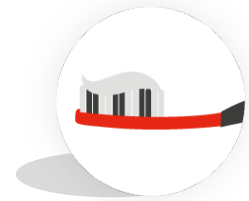
Volume of trips (millions) (2018 vs 2019)



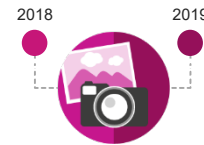
◀▶ % change vs 2018

Nights England

Volume of nights (millions) (2018 vs 2019)



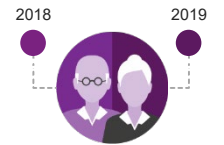
All trips



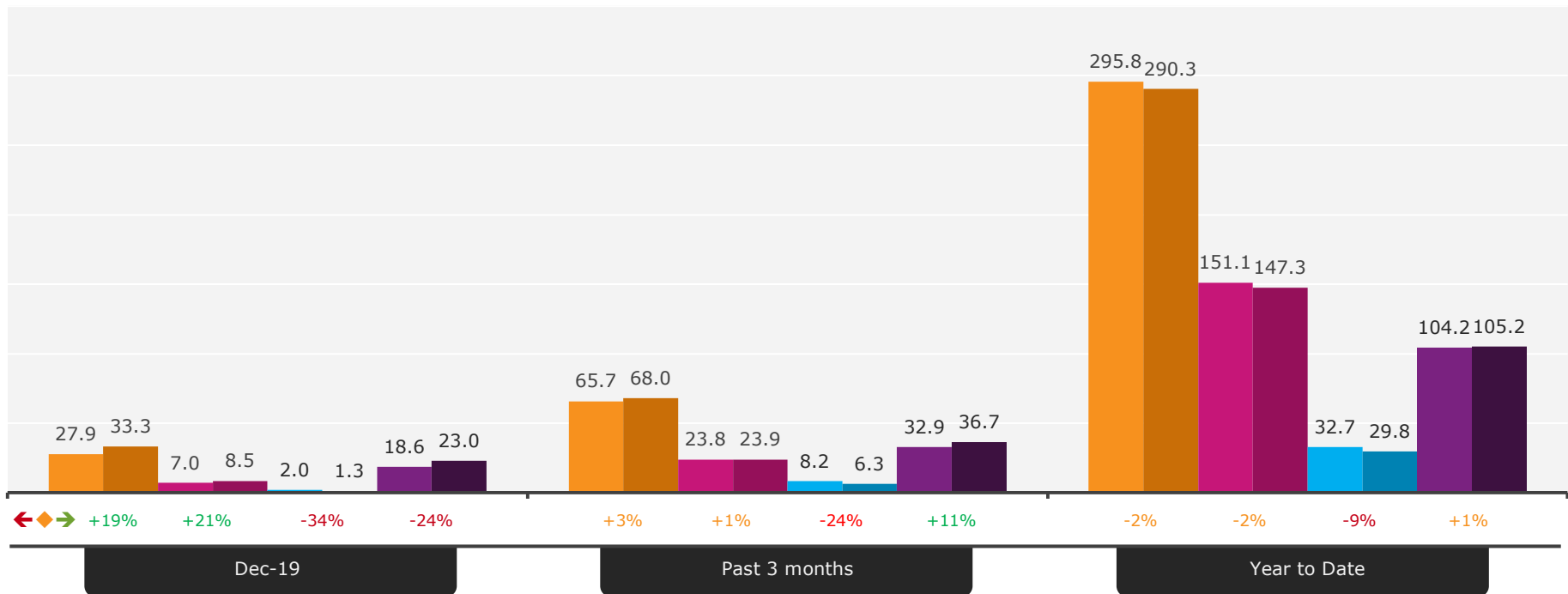
Holiday trips



Business trips



VFR trips



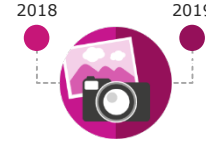
◀◆▶ % change vs 2018

Spend England

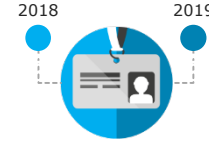
Expenditure (£m) (2018 vs 2019)



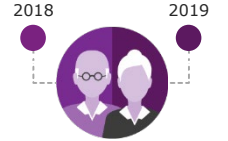
All trips



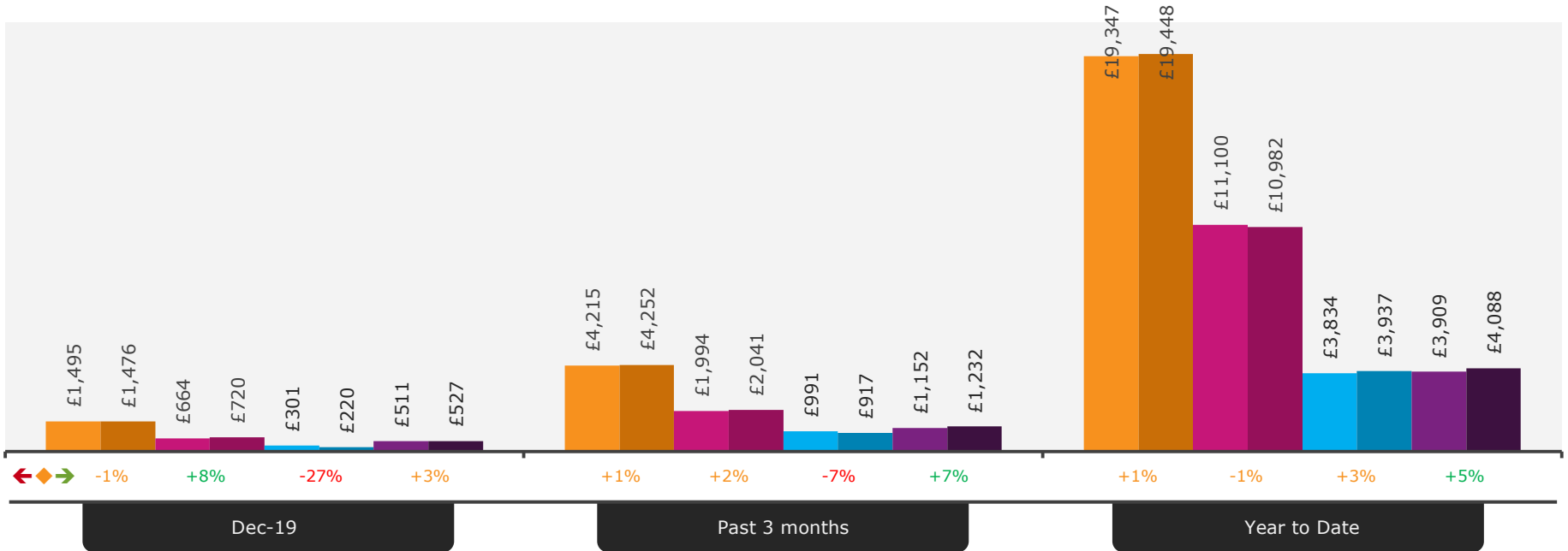
Holiday trips



Business trips



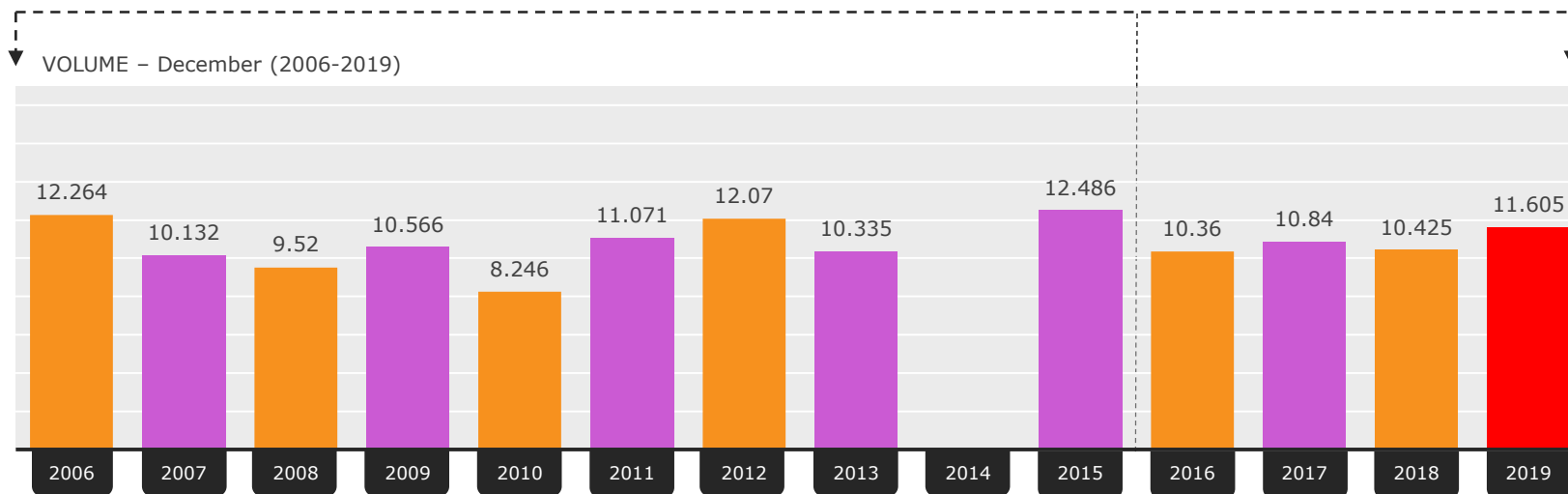
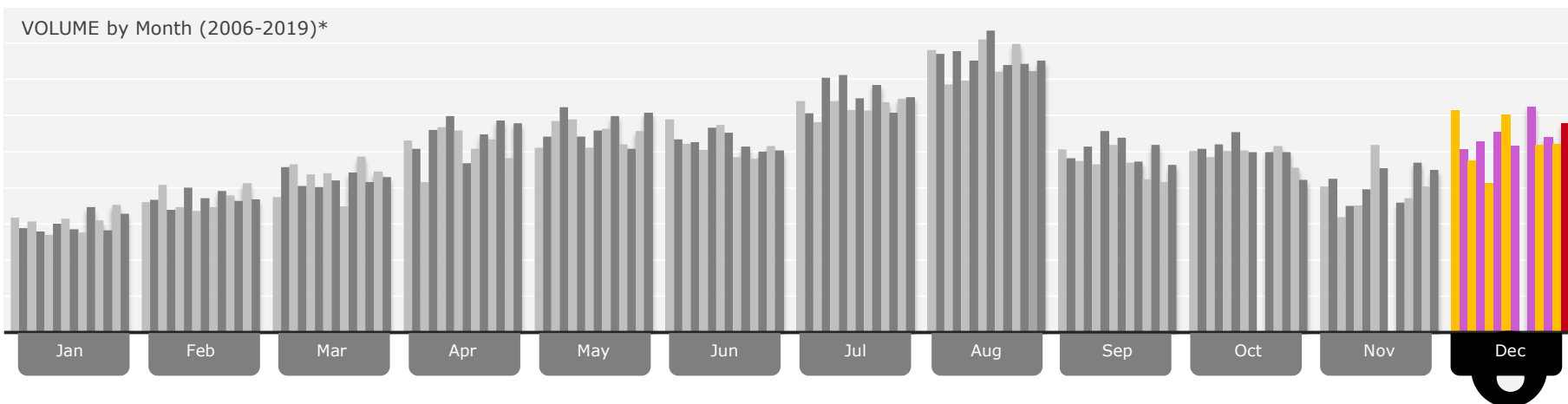
VFR trips



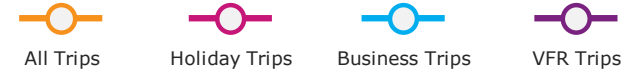
◀▶ % change vs 2018

Long Term Trends by Month GB

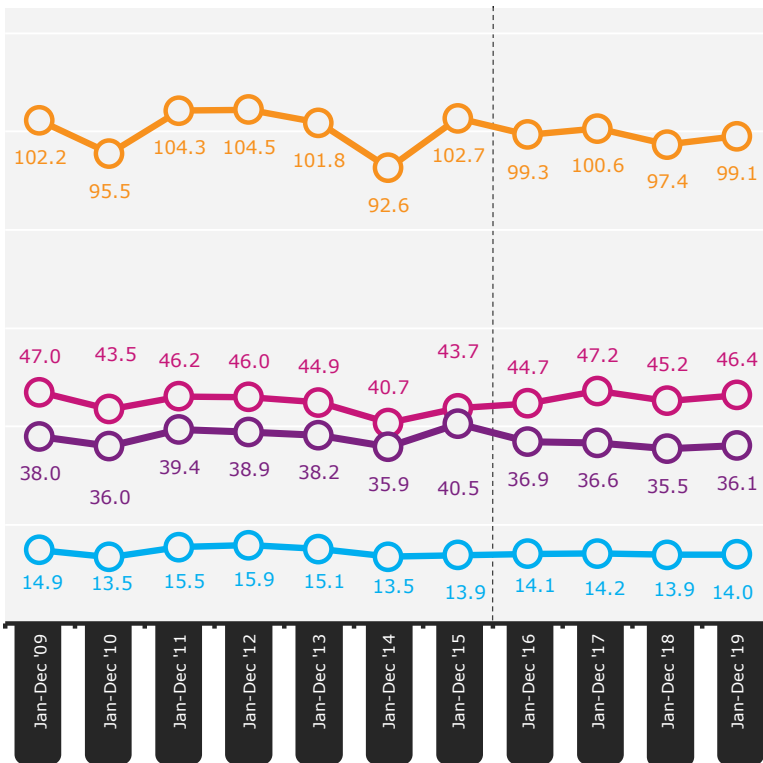
2006-2019 (millions)*



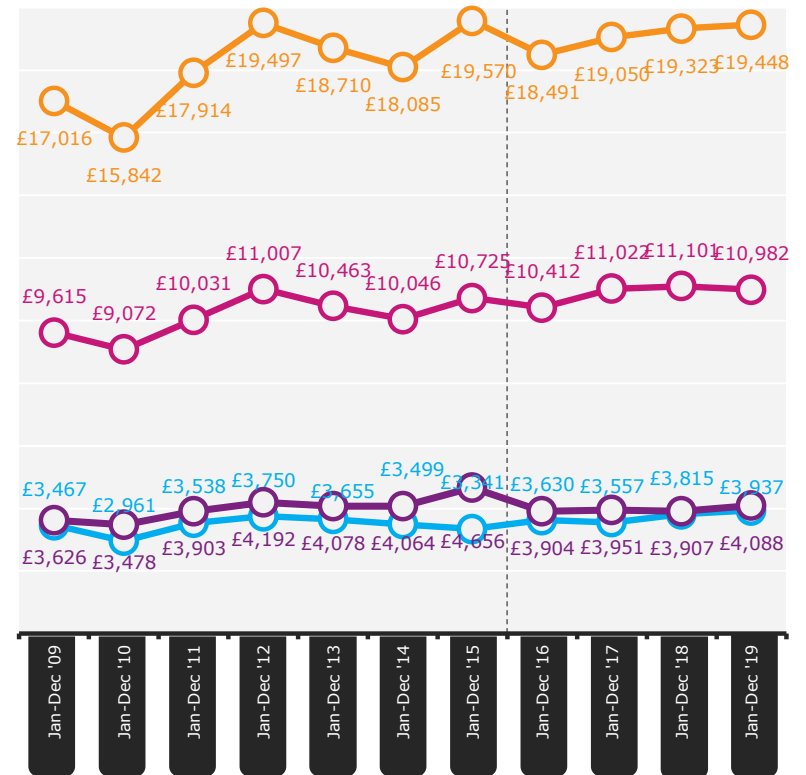
Long Term Trends, Year-to-Year England



Trip Volume (millions)*



Spend (£m)*

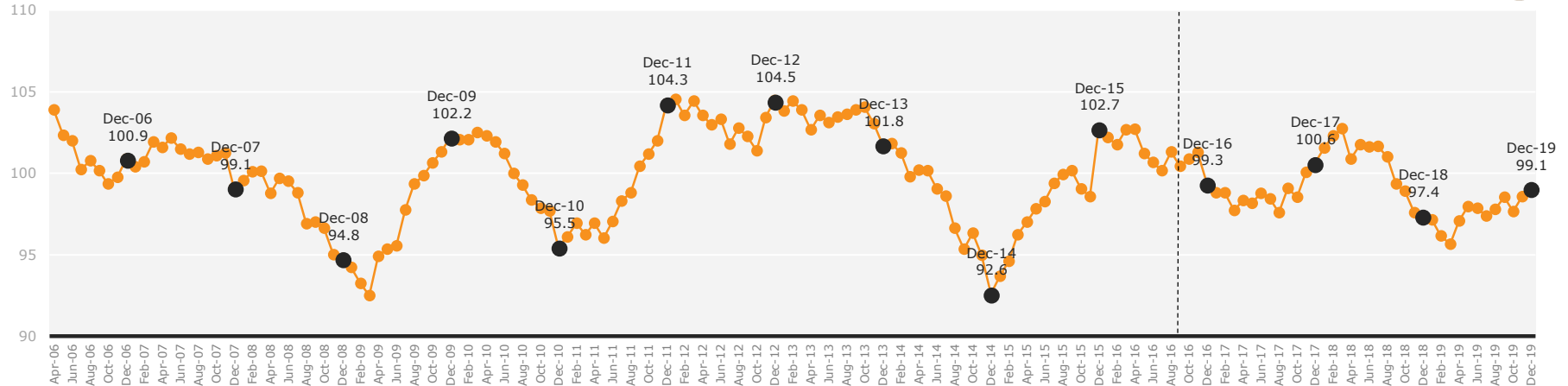


Rolling 12 Month Trendlines England

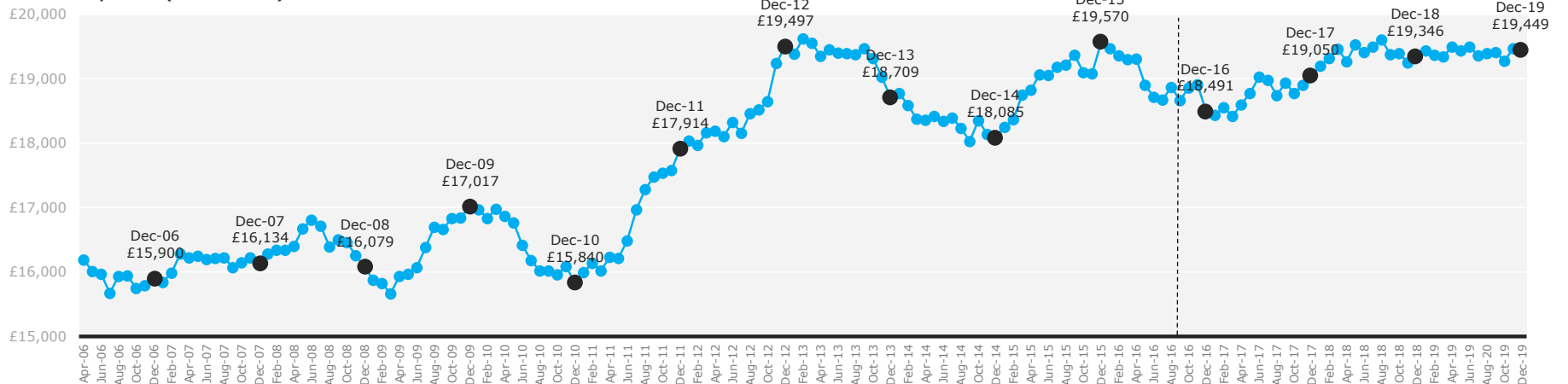
All trips and spend



All Trips (millions)*



Spend (£millions)*



Rolling 12 Month Trendlines England

Trips by purpose (millions)*



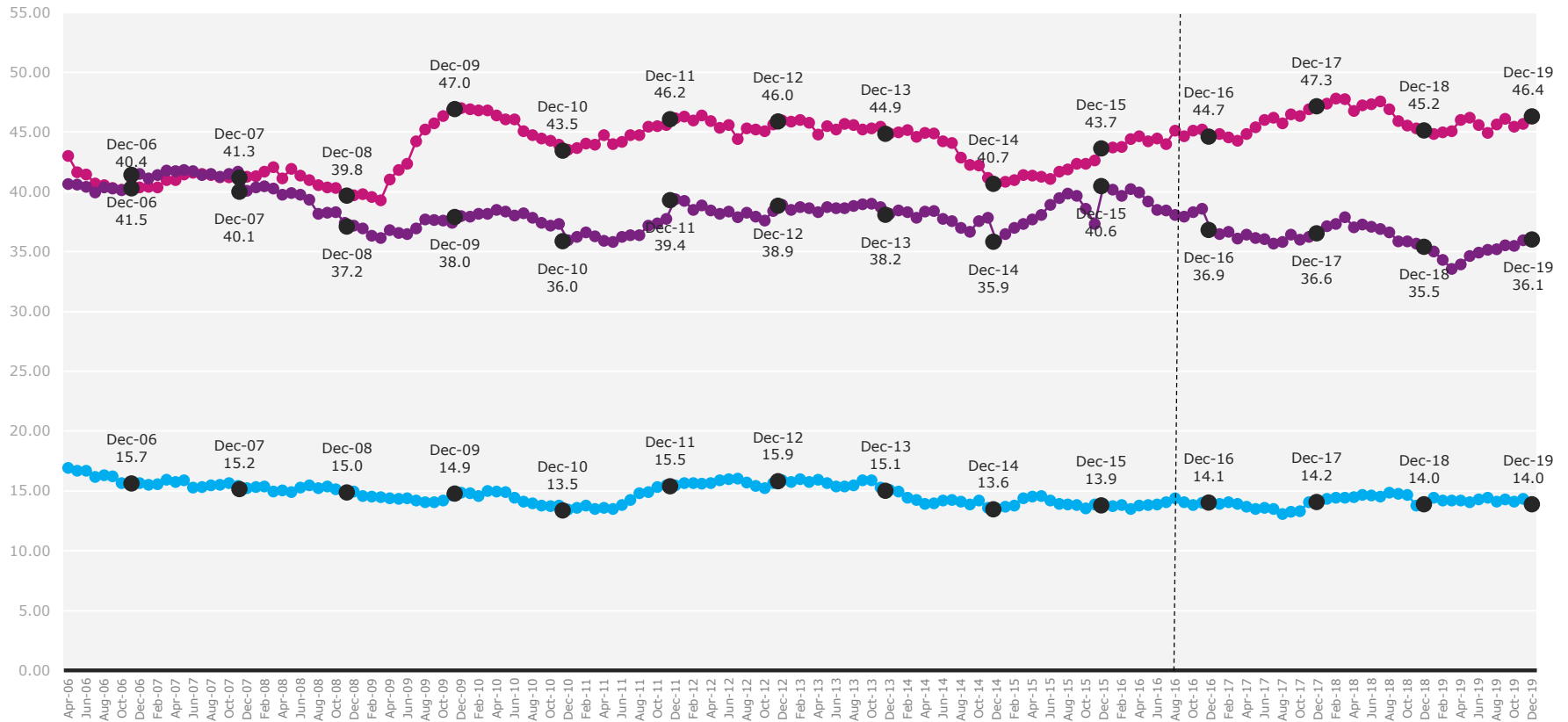
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£millions)*



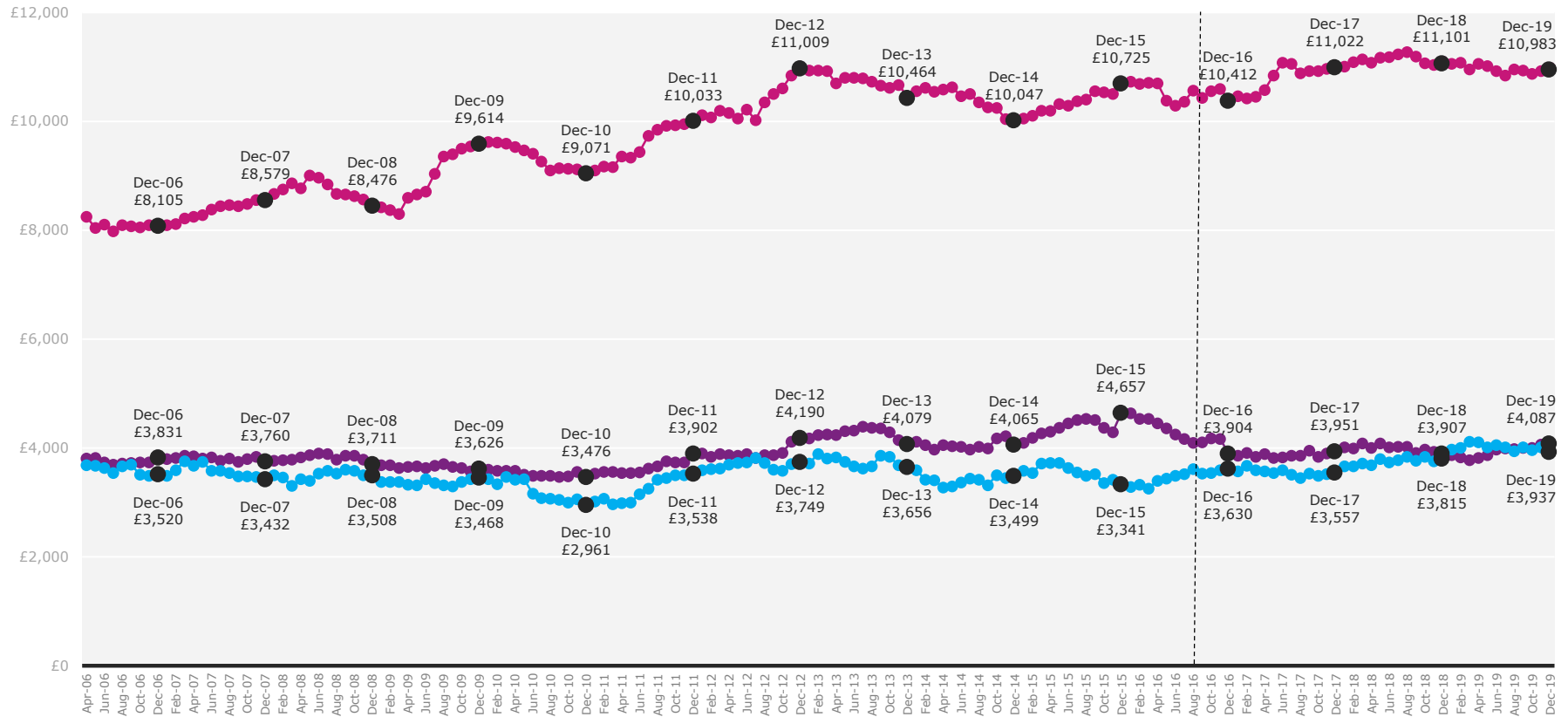
Holiday trips



Business trips

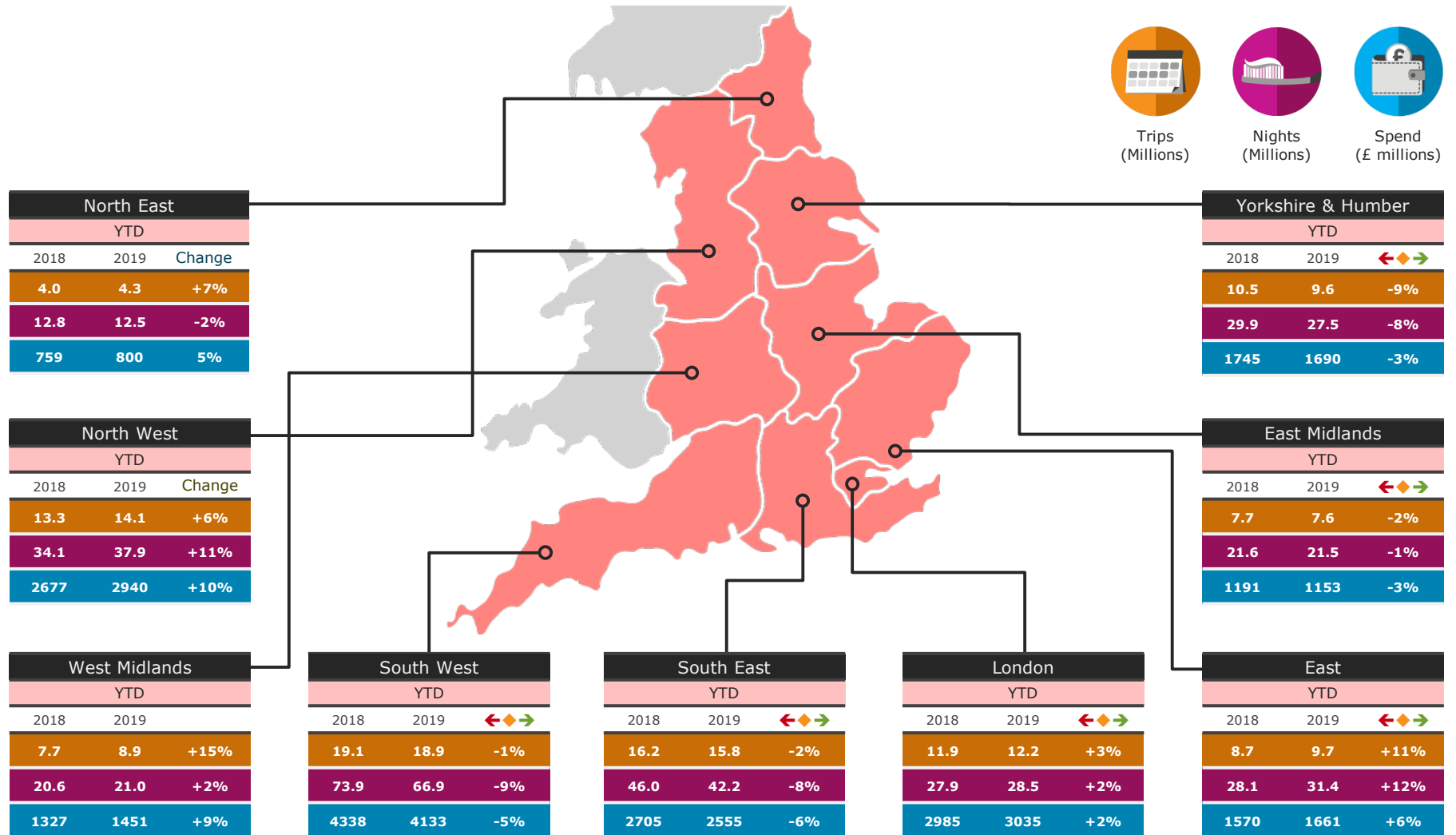


VFR trips



Regional Analysis England

Trip characteristics – region (YTD 2018 vs YTD 2019)

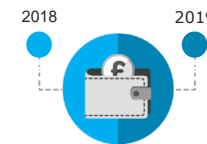


UK Outbound Travel 2019 (International Passenger Survey)

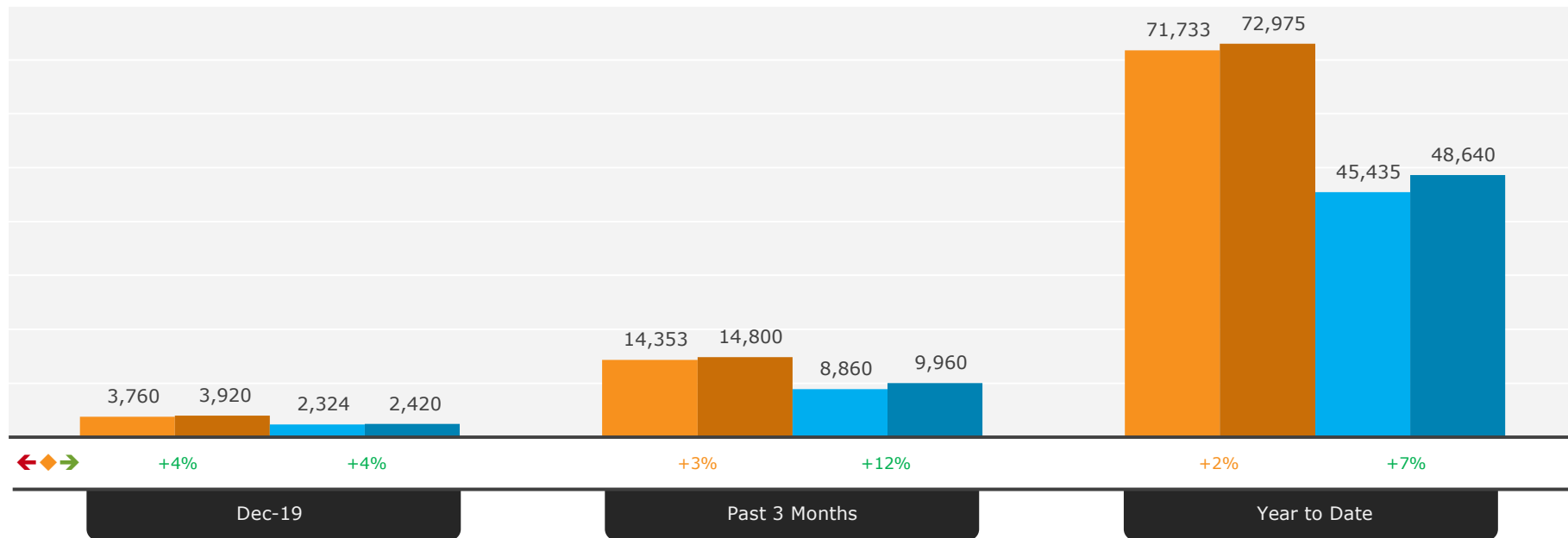
Total volume (millions) and spend (£m)



Trips



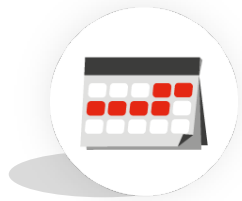
Spend



◀◆▶ % change vs 2018

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-Dec 2019)



PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business	
TRIPS	Millions	2018	45.2	29.7	15.5	1185.0	24.2	69.4	11.3	35.5
		2019	46.4	31.6	14.8	1185.0	25.1	71.5	11.1	36.1
		◀◆▶	+3%	+6%	-4%	0%	+4%	+3%	-2%	+2%
NIGHTS	Millions	2018	151.1	56.8	94.3	1185.0	75.7	226.8	28.6	104.2
		2019	147.3	60.1	87.3	1185.0	76.9	224.2	28.3	105.2
		◀◆▶	-2%	+6%	-7%	0%	+2%	-1%	-1%	+1%
SPEND	£Millions	2018	11100	5903	5197	1185	2754	13855	1155	3909
		2019	10982	6120	4863	1185	2922	13904	1166	4088
		◀◆▶	-1%	+4%	-6%	0%	+6%	0%	+1%	+5%
	Unwtd Trips		5207	3418	1789	1210	2865	8072	1242	4109

REGION








		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & Humber	
TRIPS	Millions	2018	7.7	8.7	7.7	11.9	13.3	4.0	16.2	19.1	10.5
		2019	8.9	9.7	7.6	12.2	14.1	4.3	15.8	18.9	9.6
		◀◆▶	+15%	+11%	-2%	+3%	+9%	7%	-2%	-1%	-9%
NIGHTS	Millions	2018	20.6	28.1	21.6	27.9	34.1	12.8	46.0	73.9	29.9
		2019	21.0	31.4	21.5	28.5	37.9	12.5	42.2	66.9	27.5
		◀◆▶	+2%	+12%	-1%	+2%	+11%	-2%	-8%	-9%	-8%
SPEND	£Millions	2018	1327	1570	1191	2985	2677	759	2705	4338	1745
		2019	1451	1661	1153	3035	2940	800	2555	4133	1690
		◀◆▶	+9%	+6%	-3%	+2%	+10%	+5%	-6%	-5%	-3%
	Unwtd Trips		939	1072	818	1267	1588	471	1770	2090	1048








◀◆▶ % change vs 2018









Appendix: Domestic Tourism England






Trip characteristics (Year-To-Date: Jan-Dec 2019)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2018	21.2	43.5	18.1	15.9
	2019	20.6	45.2	18.8	15.7
		-3%	+4%	+4%	-1%
NIGHTS Millions	2018	82.0	110.7	49.7	50.2
	2019	77.7	108.2	67.2	48.2
		-5%	-2%	+35%	-4%
SPEND £Millions	2018	4756	8645	2952	2819
	2019	4463	9086	2880	2798
		-6%	+5%	-2%	-1%
	Unwtd Trips	2440	4766	2068	1698

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2018	41.0	31.1	14.5	10.9
	2019	41.3	31.5	15.5	10.8
		+1%	+2%	+7%	-1%
NIGHTS 000s	2018	112.5	97.2	47.0	39.0
	2019	112.9	94.7	47.8	35.0
		0%	-3%	+2%	-10%
SPEND £Millions	2018	8596	5933	2969	1851
	2019	8758	5880	2899	1910
		+2%	-1%	-2%	+3%
	Unwtd Trips	3628	3550	1934	1730

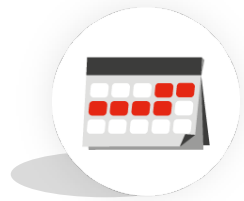
AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2018	10.1	16.0	19.2	19.0	33.0
	2019	11.0	16.9	18.2	20.1	33.0
		+9%	+5%	-5%	+5%	0%
NIGHTS Millions	2018	35.2	45.1	56.6	51.0	107.9
	2019	37.4	45.4	48.1	50.9	108.6
		+6%	+1%	-15%	0%	+1%
SPEND £Millions	2018	1963	2940	3477	4141	6822
	2019	1805	2964	3172	4431	7076
		-8%	+1%	-9%	+7%	+4%
	Unwtd Trips	1185	1804	1879	1792	4189

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2018	32.3	65.1
	2019	31.1	68.0
		-4%	+4%
NIGHTS 000s	2018	97.5	198.3
	2019	83.9	206.4
		-14%	+4%
SPEND £Millions	2018	5733	13615
	2019	5322	14126
		-7%	+4%
	Unwtd Trips	3414	7428

 % change vs 2018

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-Dec 2019)



Accommodation

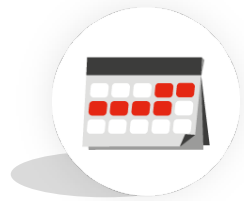


		Commercial Accommodation	(a) Serviced accom	(b) Hotel/motel/guest house	(c) Bed & Breakfast	Total self-catering rented	(a) Camping & Caravanning (inc. owned caravans)	(b) Other self-catering rented	Hostels*	Own home/friends'/relatives'
TRIPS	Millions									
	2018	60.2	42.0	36.2	3.9	16.4	10.5	8.3	0.3	35.6
	2019	61.2	42.8	36.6	4.0	19.1	10.1	8.9	0.6	36.5
	◀◆▶	+2%	+2%	+1%	+4%	+17%	-4%	+8%	+64%	+3%
NIGHTS	Millions									
	2018	176.1	93.4	77.4	9.0	75.0	45.4	37.6	0.7	108.0
	2019	168.7	90.0	73.8	9.6	80.3	42.9	36.9	1.5	111.6
	◀◆▶	-4%	-4%	-5%	+6%	7%	-5%	-2%	+96%	+3%
SPEND	£millions									
	2018	15569	11104	9666	862	4623	1828	2754	75	3177
	2019	15554	11067	9546	1009	4554	1759	2764	75	3333
	◀◆▶	0%	0%	-1%	+17%	-1%	-4%	0%	0%	+5%
Unwtd Trips		6589	4529	3861	439	1892	1171	981	59	4089

*caution small sample size ◀◆▶ % change vs 2018

Appendix: Domestic Tourism England

Year to date average trip length, spend/night, spend/trip*



All Tourism



Holidays



Business



VFR

	2014	2015*	2016	2017	2018	2019	2014	2015*	2016	2017	2018	2019	2014	2015*	2016	2017	2018	2019	2014	2015*	2016	2017	2018	2019
Trip Length	2.95	2.91	2.90	2.98	3.04	2.93	3.37	3.35	3.29	3.34	3.34	3.17	2.71	2.74	2.66	2.80	2.94	2.91	2.29	2.17	2.24	2.23	2.24	2.13
Spend Per Night	£66	£65	£64	£64	£65	£67	£73	£73	£71	£70	£73	£75	£42	£42	£40	£39	£38	£39	£113	£111	£115	£112	£117	£132
Spend Per Trip	£195	£191	£186	£189	£199	£196	£247	£245	£233	£233	£245	£237	£113	£115	£106	£108	£110	£113	£258	£241	£257	£251	£275	£282

Note about these results:

The GB Tourism Survey is a survey of British residents, in which 2000 respondents are interviewed each week, making a total of 100,000 each year.

Any respondent having taken one or more overnight trips in the previous 4 week period is asked to describe the details of trips taken. Each year, data from around 17,000 trips is collected, and this is subsequently grossed up to provide population estimates. Full details of the survey methodology can be found at: <https://www.visitbritain.org/archive-great-britain-tourism-survey-overnight-data>

On an annual basis, the survey is extremely robust, with a confidence level for England data at +/- 3% at the 95% level for the number of trips and nights measured, and +/- 4% for the expenditure figure.

For shorter time periods and for other subsets of the data such as region or trip purpose, the margin of error is wider – guidance on confidence intervals at national and regional level for annual and quarterly data is provided on the next page.

For any questions about data interpretation, please contact VEResearch@visitengland.org

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Users wishing to include results from this survey within a press release should contact Charlotte Sanders in the VisitEngland Press Office charlotte.sanders@visitengland.org for review prior to external release.

GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	6.3%	2.6%	6.9%	3.1%	7.9%	3.5%
England Total	6.7%	2.8%	7.5%	3.3%	8.6%	3.8%
East	17.4%	7.8%	23.6%	9.7%	24.9%	11.2%
East Midlands	18.1%	8.3%	23.8%	10.3%	28.6%	11.2%
London	15.6%	7.5%	20.9%	11.6%	23.8%	11.4%
North East	23.5%	11.3%	30.3%	13.6%	33.5%	17.6%
North West	13.6%	6.2%	17.3%	7.5%	18.0%	8.4%
South East	13.7%	6.0%	18.8%	7.7%	18.3%	8.4%
South West	13.0%	5.5%	15.7%	6.4%	18.3%	7.9%
West Midlands	17.7%	8.1%	27.4%	10.4%	27.6%	11.8%
Yorks & Humb	15.9%	7.2%	24.1%	9.4%	27.2%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 1 2011, 2012, 2013 and 2015 base sizes