

Great Britain Tourism Survey

December 2015 Update



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December Results 2014 vs. 2015

In the period October to December 2014, a data collection issue resulted in the number of GBTS interviews conducted in each of these three months being lower than the expected sample for this survey. As a result, the data for October, December and December 2014 is insufficiently robust to show separate monthly results.

As such, results for October, December and December 2015 cannot be directly compared with the same month in 2014. Results for these months in 2015 have instead been presented compared to 2013 data, the last time monthly data was available. This percentage change is not comparable with that presented for other months in 2015, which are compared to 2014 data.

Correction: 6th April 2016

In the version of these reports published on 4th April 2016, there were some minor errors in the some of the percentage changes recorded for the annual results (January-December). These have been corrected as follows:

GB

Total Trip Volume: Changed to 8.9% (previously shown as 8.2%)

Total Number of Bednights: Changed to 7.9% (previously shown as 7.3%)

Total Trip Value: Changed to 9.4% (previously shown as 8.6%)

England

Total Trip Volume: Changed to 10.9% (previously shown as 9.8%)

Total Number of Bednights: Changed to 9.8% (previously shown as 8.9%)

Total Trip Value: Changed to 8.2% (previously shown as 7.6%)



GB Domestic Tourism: Monthly Volume & Value 2015

ALL TOURISM

TRIPS	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.532	6.951	+25.7%	6.932	7.831	+13.0%	6.957	8.836	+27.0%	10.172	10.956	+7.7%	11.271	11.965	+6.2%	9.708	10.271	+5.8%	12.280	13.697	+11.5%
England	4.846	5.912	+22.0%	5.707	6.647	+16.5%	5.516	7.124	+29.2%	8.209	9.000	+9.6%	9.100	9.909	+8.9%	7.967	8.400	+5.4%	9.985	11.108	+11.2%
BEDNIGHTS	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.992	16.687	+28.4%	17.391	18.416	+5.9%	17.841	24.791	+39.0%	30.716	32.567	+6.0%	31.726	35.687	+12.5%	29.673	31.048	+4.6%	46.929	48.996	+4.4%
England	11.490	13.839	+20.4%	14.187	15.277	+7.7%	13.229	19.635	+48.4%	23.334	25.290	+8.4%	24.800	27.756	+11.9%	23.208	24.247	+4.5%	35.525	38.378	+8.0%
EXPENDITURE	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£945	£1,233	+30.5%	£1,183	£1,328	+12.3%	£1,267	£1,769	+39.6%	£1,871	£2,020	+8.0%	£2,100	£2,426	+15.5%	£2,138	£2,173	+1.6%	£2809	£3037	+8.1%
England	£834	£1,000	+19.9%	£973	£1,090	+12.0%	£980	£1,368	+39.6%	£1,455	£1,530	+5.2%	£1,645	£1,883	+14.5%	£1,758	£1,748	-0.6%	£2229	£2350	+5.4%

TRIPS	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	14.420	14.803	+2.7%	9.382	9.462	+0.9%	9.966	9.955	-0.1%	9.088	7.195	-20.8%	10.335	12.486	+20.8%	122.905	114.242	124.426	+8.9%
England	11.365	11.927	+4.9%	7.626	7.848	+2.9%	8.323	8.197	-1.5%	7.798	5.956	-23.6%	8.907	10.687	+20.0%	101.756	92.613	102.730	+10.9%
BEDNIGHTS	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	56.190	55.942	-0.4%	27.050	29.475	+9.0%	27.122	27.072	-0.2%	21.027	16.388	-22.1%	32.506	39.535	+21.6%	373.607	349.546	377.101	+7.9%
England	42.687	43.097	+1.0%	20.721	23.683	+14.3%	22.021	21.574	-2.0%	17.394	13.064	-24.9%	27.556	33.231	+20.6%	297.199	272.859	299.569	+9.8%
EXPENDITURE	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	£3,287	£3,318	+0.9%	£2,046	£2,195	+7.3%	£1,760	£1,826	+3.8%	£1,640	£1,443	-12.0%	£1,565	£2,057	+31.4%	£23,294	£22,692	£24,825	+9.4%
England	£2,518	£2,558	+1.6%	£1,587	£1,737	+9.5%	£1,414	£1,466	+3.7%	£1,384	£1,161	-16.1%	£1,254	£1,679	+33.9%	£18,710	£18,085	£19,571	+8.2%

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*All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 9 Dec 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2015

HOLIDAYS

	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																					
GB	1.778	2.073	+16.6%	2.792	2.765	-1.0%	2.967	3.455	+16.4%	5.001	4.890	-2.2%	5.834	5.788	-0.8%	4.893	4.640	-5.2%	6.984	7.624	+9.2%
England	1.497	1.612	+7.7%	2.205	2.365	+7.3%	2.206	2.616	+18.6%	3.782	3.744	-1.0%	4.491	4.403	-2.0%	3.810	3.608	-5.3%	5.438	6.041	+11.1%
BEDNIGHTS																					
GB	4.154	4.982	+19.9%	6.687	6.776	+1.3%	8.288	10.241	+23.6%	16.246	17.073	+5.1%	18.613	20.940	+12.5%	17.117	16.590	-3.1%	30.967	30.414	-1.8%
England	3.558	3.637	+2.2%	5.401	5.711	+5.7%	5.812	7.475	+28.6%	11.748	12.315	+4.8%	13.982	14.759	+5.6%	12.531	12.034	-4.0%	22.951	23.593	+2.8%
EXPENDITURE																					
GB	£407	£489	+20.1%	£559	£589	+5.4%	£688	£828	+20.3%	£1,083	£1,130	+4.3%	£1,279	£1,515	+18.5%	£1,269	£1,242	-2.1%	£1,887	£1,978	+4.8%
England	£358	£368	+2.8%	£445	£493	+10.8%	£530	£617	+16.4%	£799	£808	+1.1%	£970	£1,092	+12.6%	£1,003	£974	-2.9%	£1,430	£1,507	+5.4%

	August			September			October			November			December			YTD		vs 2014		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch		
TRIPS																				
GB	8.833	8.837	0.0%	4.495	4.998	+11.2%	4.750	4.776	+0.5%	3.407	2.530	-25.7%	2.746	3.585	+30.6%	56.969	52.903	-7.0%	55.960	+5.8%
England	6.617	6.792	+2.6%	3.490	3.980	+14.0%	3.768	3.718	-1.3%	2.790	2.011	-27.9%	2.193	2.834	+29.2%	44.926	40.740	-9.3%	43.724	+7.3%
BEDNIGHTS																				
GB	38.632	37.540	-2.8%	14.905	18.969	+27.3%	14.746	14.623	-0.8%	7.757	5.806	-25.2%	7.477	10.681	+42.9%	198.229	184.799	-6.8%	194.635	+5.3%
England	27.812	28.110	+1.1%	10.933	14.954	+36.8%	11.528	11.076	-3.9%	6.075	4.705	-22.6%	6.041	8.124	+34.5%	149.722	137.334	-8.0%	146.492	+6.7%
EXPENDITURE																				
GB	£2,359	£2,377	+0.8%	£1,232	£1,420	+15.3%	£1,057	£1,041	-1.5%	£871	£578	-33.6%	£667	£986	+47.8%	£13,472	£13,065	-3.0%	£14,171	+8.5%
England	£1,741	£1,773	+1.8%	£929	£1,083	+16.6%	£830	£802	-3.4%	£721	£473	-34.4%	£506	£735	+45.3%	£10,463	£10,046	-4.0%	£10,725	+6.8%

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Fieldwork: 9 Dec 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2015

VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	2.524	3.089	+22.4%	2.816	3.558	+26.3%	2.673	3.065	+14.7%	3.728	4.022	+7.9%	3.744	3.908	+4.4%	2.743	3.639	+32.7%	3.365	4.096	+21.7%
England	2.248	2.836	+26.2%	2.489	3.018	+21.3%	2.257	2.586	+14.6%	3.134	3.491	+11.4%	3.145	3.531	+12.3%	2.361	3.195	+35.3%	2.918	3.480	+19.3%
BEDNIGHTS	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.681	7.243	+27.5%	7.135	8.502	+19.2%	6.289	9.367	+48.9%	11.092	10.918	-1.6%	9.456	9.786	+3.5%	8.001	9.291	+16.1%	10.794	12.840	+19.0%
England	4.995	6.495	+30.0%	5.888	6.961	+18.2%	5.200	7.818	+50.3%	8.665	9.388	+8.3%	7.831	8.797	+12.3%	6.574	8.167	+24.2%	8.969	10.182	+13.5%
EXPENDITURE	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£262	£293	+11.8%	£273	£399	+46.2%	£275	£384	+39.6%	£469	£514	+9.6%	£415	£460	+10.8%	£379	£478	+26.1%	£440	£550	+25.0%
England	£234	£263	+12.4%	£228	£324	+42.1%	£226	£305	+35.0%	£377	£407	+8.0%	£327	£399	+22.0%	£321	£404	+25.9%	£364	£430	+18.1%
Scotland	£19	£22	+15.8%	£32	£43	+34.4%	£26	£46	+76.9%	£63	£63	+0.0%	£58	£42	-27.6%	£42	£46	+9.5%	£54	£60	+11.1%
Wales	£9	£8	-11.1%	£13	£33	+153.8%	£23	£34	+47.8%	£29	£44	+51.7%	£31	£19	-38.7%	£16	£29	+81.3%	£21	£60	+185.7%

TRIPS	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	4.064	4.523	+11.3%	3.082	2.737	-11.2%	3.389	3.217	-5.1%	3.836	2.811	-26.7%	6.321	7.874	+24.6%	44.200	42.533	46.554	+9.5%
England	3.494	3.891	+11.4%	2.626	2.401	-8.6%	2.979	2.800	-6.0%	3.372	2.423	-28.1%	5.650	6.882	+21.8%	38.194	35.908	40.552	+12.9%
BEDNIGHTS	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	12.852	14.588	+13.5%	8.080	6.853	-15.2%	8.853	8.393	-5.2%	9.620	6.457	-32.9%	22.102	26.608	+20.4%	124.768	118.256	131.344	+11.1%
England	10.958	11.906	+8.7%	6.354	5.890	-7.3%	7.683	7.159	-6.8%	8.085	5.292	-34.5%	19.336	23.125	+19.6%	105.943	97.397	111.678	+14.7%
EXPENDITURE	August			September			October			November			December			YTD			vs 2014
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch
GB	£571	£608	+6.5%	£399	£345	-13.5%	£335	£375	+11.9%	£384	£379	-1.3%	£601	£858	+42.8%	£4,847	£4,990	£5,646	+13.1%
England	£471	£491	+4.2%	£310	£285	-8.1%	£277	£310	+11.9%	£334	£296	-11.4%	£528	£742	+40.5%	£4,078	£4,064	£4,655	+14.5%

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Fieldwork: 9 Dec 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2015

BUSINESS TOURISM

	January			February			March			April			May			June			July		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																					
GB	1.099	1.376	+25.2%	1.148	1.147	-0.1%	1.143	1.871	+63.7%	1.213	1.404	+15.7%	1.385	1.418	+2.4%	1.741	1.365	-21.6%	1.574	1.459	-7.3%
England	0.971	1.115	+14.8%	0.871	0.990	+13.7%	0.922	1.542	+67.2%	1.093	1.214	+11.1%	1.198	1.245	+3.9%	1.506	1.145	-24.0%	1.434	1.143	-20.3%
BEDNIGHTS																					
GB	2.087	3.407	+63.2%	2.629	2.358	-10.3%	2.898	3.786	+30.6%	2.894	3.186	+10.1%	2.963	3.021	+2.0%	3.777	3.589	-5.0%	3.771	4.007	+6.3%
England	1.867	2.780	+48.9%	2.024	1.997	-1.3%	1.963	3.137	+59.8%	2.480	2.421	-2.4%	2.529	2.611	+3.2%	3.404	2.938	-13.7%	3.039	3.184	+4.8%
EXPENDITURE																					
GB	£239	£363	+51.9%	£311	£275	-11.6%	£280	£475	+69.6%	£270	£286	+5.9%	£336	£320	-4.8%	£412	£340	-17.5%	£438	£390	-11.0%
England	£205	£295	+43.9%	£263	£222	-15.6%	£209	£377	+80.4%	£232	£242	+4.3%	£284	£285	+0.4%	£366	£275	-24.9%	£397	£317	-20.2%

	August			September			October			November			December			YTD		vs 2014		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2014	2015	%ch	
TRIPS																				
GB	1.251	1.119	-10.6%	1.466	1.408	-4.0%	1.616	1.613	-0.2%	1.577	1.467	-7.0%	1.093	0.846	-22.6%	17.772	15.895	16.495	+3.8%	
England	1.002	0.929	-7.3%	1.210	1.186	-2.0%	1.397	1.387	-0.7%	1.399	1.167	-16.6%	0.902	0.805	-10.8%	15.122	13.547	13.868	+2.4%	
BEDNIGHTS																				
GB	3.859	2.516	-34.8%	3.371	3.035	-10.0%	3.060	3.518	+15.0%	3.156	3.306	+4.8%	2.501	1.908	-23.7%	40.143	37.489	37.636	+0.4%	
England	3.109	1.816	-41.6%	2.828	2.281	-19.3%	2.412	2.904	+20.4%	2.804	2.355	-16.0%	1.766	1.703	-3.6%	32.261	30.960	30.129	-2.7%	
EXPENDITURE																				
GB	£316	£246	-22.2%	£358	£371	+3.6%	£348	£352	+1.1%	£357	£405	+13.4%	£286	£190	-33.6%	£4,388	£4101	£4,013	-2.1%	
England	£269	£209	-22.3%	£292	£315	+7.9%	£289	£303	+4.8%	£306	£321	+4.9%	£210	£180	-14.3%	£3,655	£3499	£3,339	-4.6%	

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Fieldwork: 9 Dec 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Year to Date – 2010-2015

Trips, Bednights & Expenditure, Jan-Dec period

TRIPS	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	115.711	126.635	126.019	122.905	114.242	124.426	54.743	58.435	57.695	56.969	52.903	55.960	41.554	45.723	45.137	44.200	42.533	46.554	16.341	18.572	18.944	17.772	15.895	16.495
England	95.503	104.280	104.458	101.756	92.613	102.730	43.544	46.157	45.992	44.926	40.740	43.724	35.963	39.382	38.920	38.194	35.908	40.552	13.454	15.502	15.901	15.122	13.547	13.868
BEDNIGHTS	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	361.398	387.329	388.240	373.607	349.546	377.101	197.215	208.487	203.095	198.229	184.799	194.635	117.435	125.702	129.034	124.768	118.256	131.344	37.695	41.762	44.470	40.143	37.489	37.636
England	284.992	306.806	310.193	297.199	272.859	299.569	151.732	157.961	156.235	149.722	137.334	146.492	96.517	105.430	107.193	105.943	97.397	111.678	29.925	33.718	36.837	32.261	30.960	30.129
SPEND	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£19,797	£22,666	£23,976	£23,294	£22,692	£24,825	£11,534	£13,000	£13,763	£13,472	£13,065	£14,171	£4,193	£4,727	£5,083	£4,847	£4,990	£5,646	£3,645	£4,400	£4,486	£4,388	£4,101	£4,013
England	£15,842	£17,914	£19,497	£18,710	£18,085	£19,571	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725	£3,478	£3,903	£4,192	£4,078	£4,064	£4,655	£2,961	£3,538	£3,750	£3,655	£3,499	£3,339

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Fieldwork: 9 Dec 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Year to Date – 2010-2015

Trip Characteristics, Jan-Dec period

Av. Trip Length	ALL TOURISM, Jan – Dec period						HOLIDAYS, Jan – Dec period						VFR, Jan – Dec period						BUSINESS, Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	3.12	3.06	3.08	3.04	3.06	3.03	3.60	3.57	3.52	3.48	3.49	3.48	2.83	2.75	2.86	2.82	2.78	2.82	2.31	2.25	2.35	2.26	2.36	2.28
England	2.98	2.94	2.97	2.92	2.95	2.92	3.48	3.42	3.40	3.33	3.37	3.35	2.68	2.68	2.75	2.77	2.71	2.75	2.22	2.18	2.32	2.13	2.29	2.17
Av. £/Night	ALL TOURISM, Jan – Dec period						HOLIDAYS, Jan – Dec period						VFR, Jan – Dec period						BUSINESS, Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£55	£59	£62	£62	£65	£66	£58	£62	£68	£68	£71	£73	£36	£38	£39	£39	£42	£43	£97	£105	£101	£109	£109	£107
England	£56	£58	£63	£63	£66	£65	£60	£64	£70	£70	£73	£73	£36	£37	£39	£38	£42	£42	£99	£105	£102	£113	£113	£111
Av. £/Trip	ALL TOURISM, Jan – Dec period						HOLIDAYS, Jan – Dec period						VFR, Jan – Dec period						BUSINESS, Jan – Dec period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£171	£179	£190	£190	£199	£200	£211	£222	£239	£236	£247	£253	£101	£103	£113	£110	£117	£121	£223	£237	£237	£247	£258	£243
England	£166	£172	£187	£184	£195	£191	£208	£217	£239	£233	£247	£245	£97	£99	£108	£107	£113	£115	£220	£228	£236	£242	£258	£241

*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2015 results are based on full-year data so will not change.

*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 9 Dec 2015 – 31 Jan 2016
TNS Face-to-Face Omnibus Survey

