



Great Britain Tourism Survey

December 2015



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%)

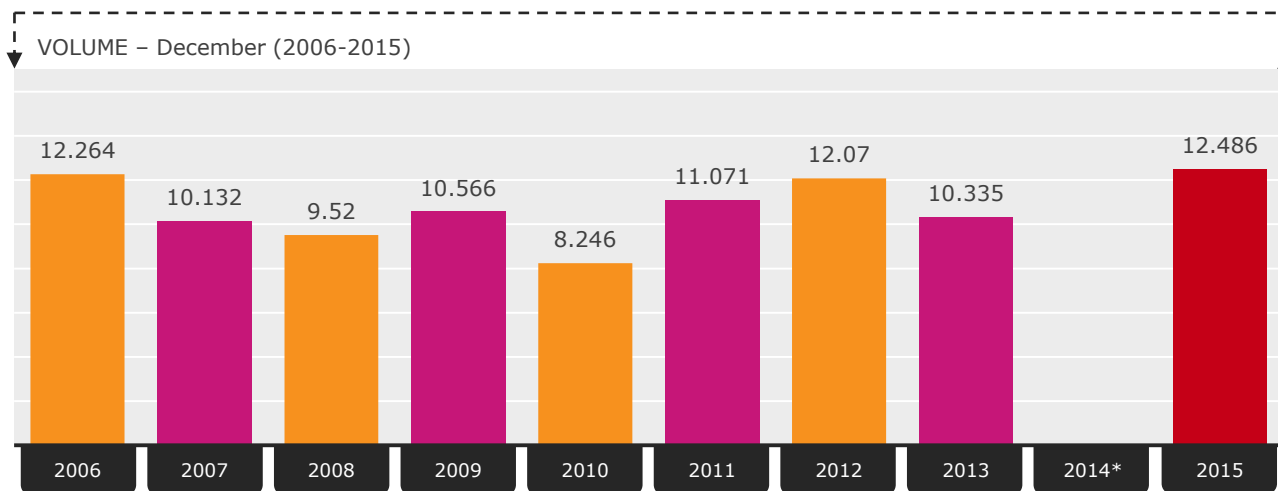
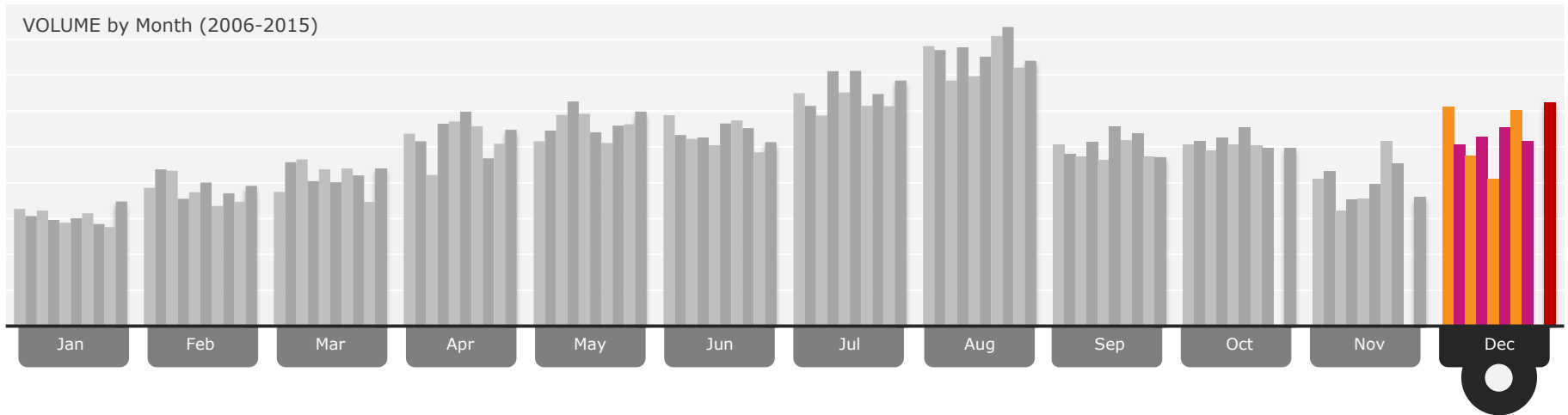
Total Trip Value: Changed to 8.2% (previously shown as 7.6%)

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
YEAR-TO-DATE				
	+9%	+8%	+9%	<ul style="list-style-type: none">In the year to December 2015, GB trips were up +9% to 124.4 million, compared to 114.2 million in the same period in 2014.Expenditure and nights were also up for the year to date, by +9% and +8% respectively.
	+11%	+10%	+8%	<ul style="list-style-type: none">In the year to December 2015, trips to England were up +11% to 102.7 million from 92.6 million in 2014.Spend and nights were up by +8% and +10% respectively.
	Weather		Context	
			<ul style="list-style-type: none">December experienced unseasonably mild conditions It was also exceptionally wet and often windy, Severe flooding affected Cumbria for much of December, and became widespread across North Wales, northern England and Scotland after Christmas.	

Long Term Trends by Month GB

2006-2015 (millions)



*Due to a data collection issue, separate October / November / December 2014 data is not available. Please see the note at the front of this report

Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

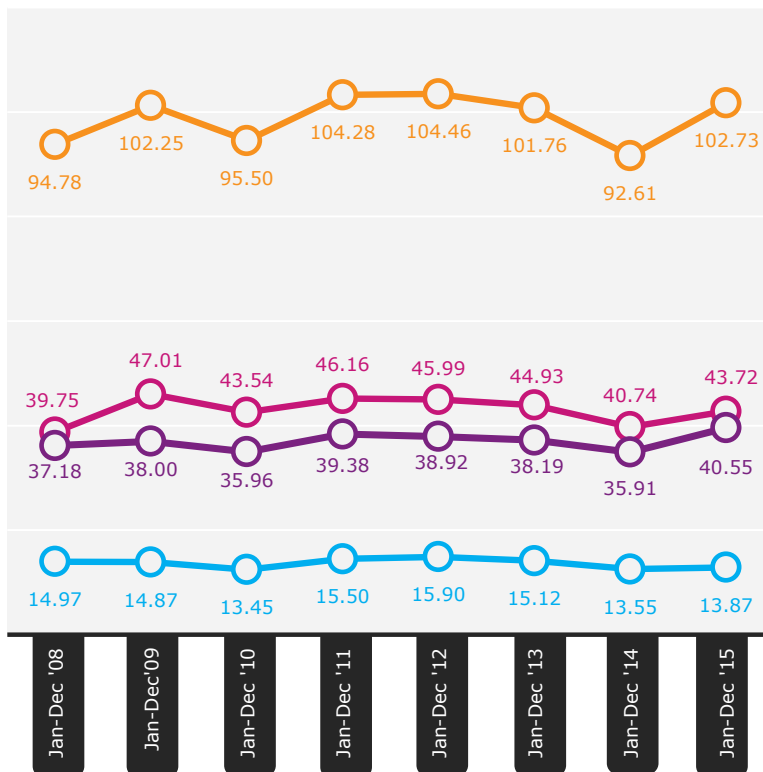


Business Trips

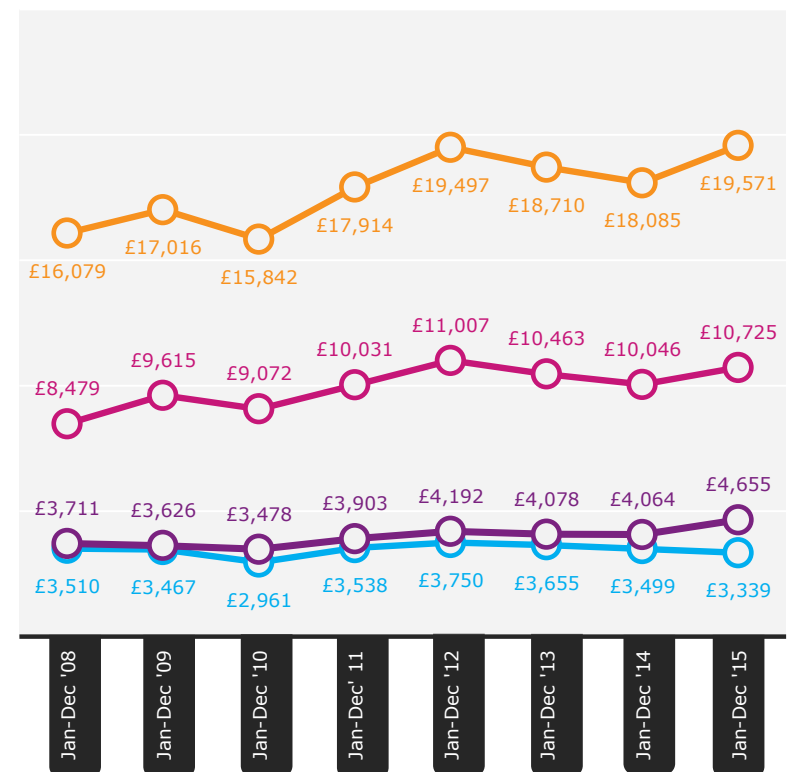


VFR Trips

Trip Volume (millions)

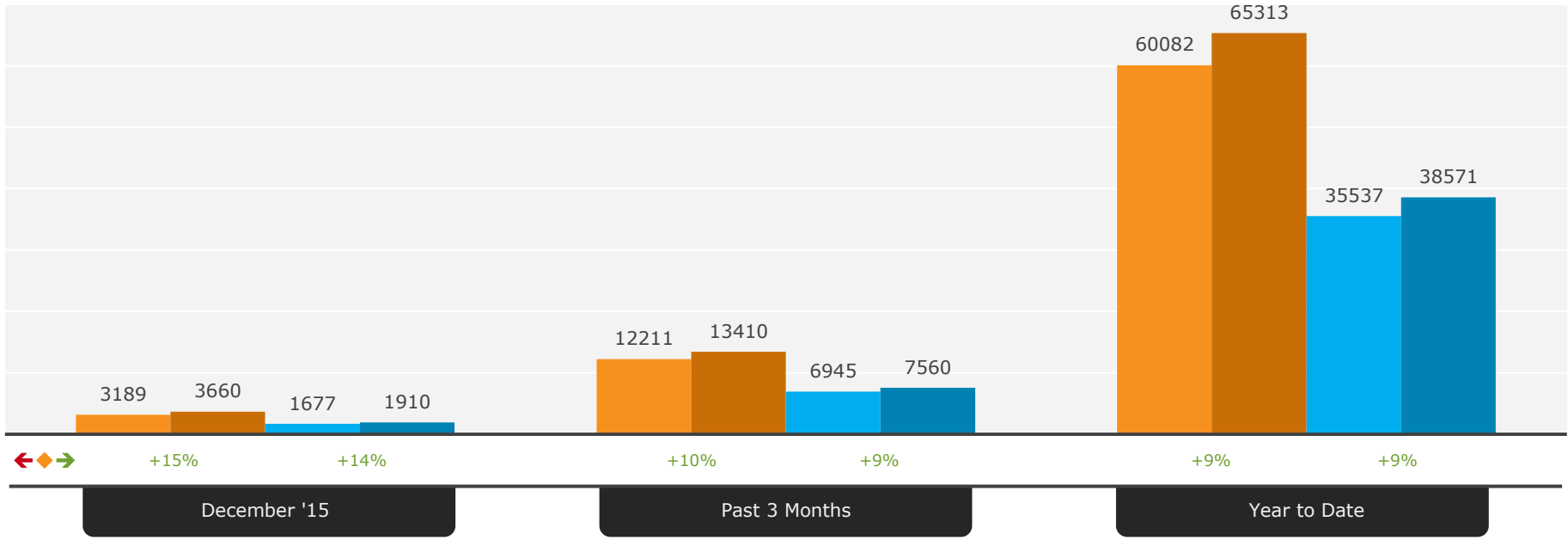
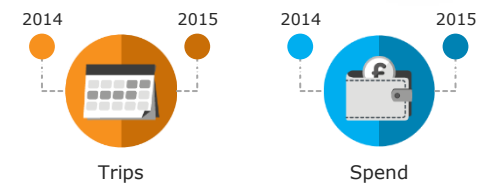


Spend (£m)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

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



All Tourism



Holidays



Business



VFR

	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
Trip Length	2.98	2.94	2.97	2.92	2.95	2.92	3.48	3.42	3.40	3.33	3.37	3.35	2.22	2.18	2.32	2.13	2.29	2.17	2.68	2.68	2.75	2.77	2.71	2.75
Spend Per Night	£56	£58	£63	£63	£66	£65	£60	£64	£70	£70	£73	£73	£99	£105	£102	£113	£113	£111	£36	£37	£39	£38	£42	£42
Spend Per Trip	£166	£172	£187	£184	£195	£191	£208	£217	£239	£233	£247	£245	£220	£228	£236	£242	£258	£241	£97	£99	£108	£107	£113	£115

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.visitengland.com/sites/default/files/260121199_gb_tourist_report_2014_-_17th_sept_2015v2.pdf

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 Kaye Woodhouse in the VisitEngland Press Office kaye.woodhouse@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	4.5%	2.5%	4.9%	3.0%	6.0%	3.6%
England Total	4.8%	2.8%	5.4%	3.2%	6.7%	4.0%
East	13.2%	7.7%	15.5%	9.4%	20.8%	11.6%
East Midlands	13.9%	8.3%	15.8%	9.4%	17.7%	10.6%
London	14.7%	7.2%	17.3%	9.1%	22.5%	11.0%
North East	19.1%	11.0%	26.5%	14.3%	27.7%	20.6%
North West	10.5%	6.2%	13.3%	7.4%	13.9%	8.0%
South East	9.5%	5.7%	13.5%	7.5%	16.5%	9.1%
South West	8.8%	5.4%	9.7%	6.3%	11.2%	9.2%
West Midlands	14.2%	8.1%	17.1%	10.0%	18.9%	11.6%
Yorks & Humb	11.7%	6.9%	16.4%	10.1%	15.5%	12.0%

Based on Quarter 4