



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.






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.	

Summary of Results England

YEAR-TO-DATE: Jan-December 2015

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+7%	+7%	+7%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to December 2015 increased by +7% compared to the same period last year, with 43.7 million trips recorded. Expenditure has increased further by +7% to £10.7 billion, while nights increased by +7% to 146.5 million.
	+13%	+15%	+15%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES increased by +13% to 40.6 million trips, with bednights and expenditure both increasing both by 15%. Non-holiday VFR is up by +13%, and holiday VFR is up +13%.
	2%	-3%	-5%	<ul style="list-style-type: none"> BUSINESS trips have increased by 2% for the January to December period, to 13.9 million. Nights and spend have decreased compared to the same period in 2014, by 3% and 5% respectively.
	16-24	25-34	Class AB	TRIP TAKERS
	+13%	+17%	+17%	<ul style="list-style-type: none"> Trips have increased among all age groups and social grades The biggest increases has been among those aged 16-24 (+13%), 25-34 (+17%) and in social class AB (+17%)
	West Midlands	Countryside / village		DESTINATION TYPE
	+22%	+17%		<ul style="list-style-type: none"> All regions and destination types saw an increase in trips in 2015 The greatest increase was to the West Midlands and to the Countryside

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

December 2015

JAN - December 2015

Trip

Spend

Trip

Spend



+15%

+14%

+9%

+9%

- In December, trips and the expenditure on those trips by Brits overseas increased by +15% and +14% respectively.
- In the year to date, overseas trips were up by +9% as was expenditure.

Other Tourism Surveys

December 15

Room

Bedspace

OCCUPANCY



-1%

-1%

- Room occupancy in England in December decreased by -1% compared to 2014 at 60%, while bedspace was also down by 1% at 44%.

October -
December 15

Volume

Spend

DAY VISITS



-7%

-3%

- The number of tourism day visits in England in the period October to December 2015 decreased by 7% compared to 2014, to 315 million. The value of those visits decreased by 3% to £11.4 billion
- Looking at annual results, day visits decreased by 4% to 1.3Bn in 2015 when compared to the whole of 2014 whereas spending increased by 3% to £46.4Bn.

Nov 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



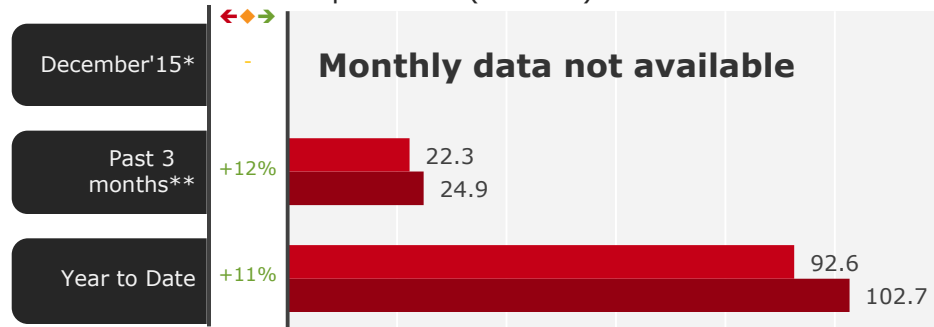
- A majority of attraction and accommodation businesses reported an increase in visitors number over the Christmas and New Year period.

Headline Data GB and England

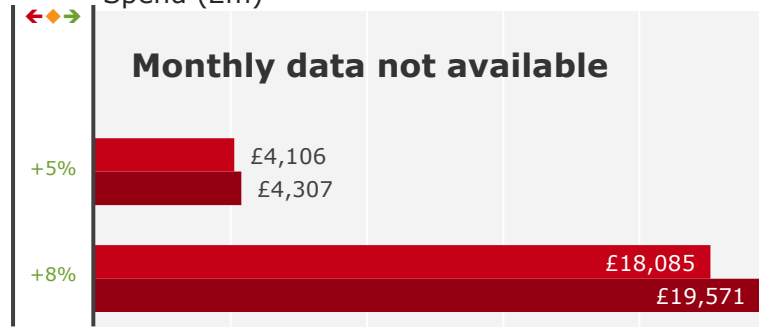
Volume and spend (2014 vs 2015)



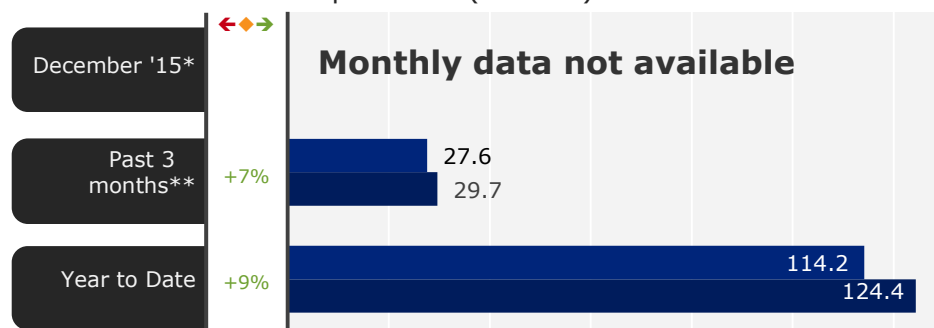
Trip Volume (millions)



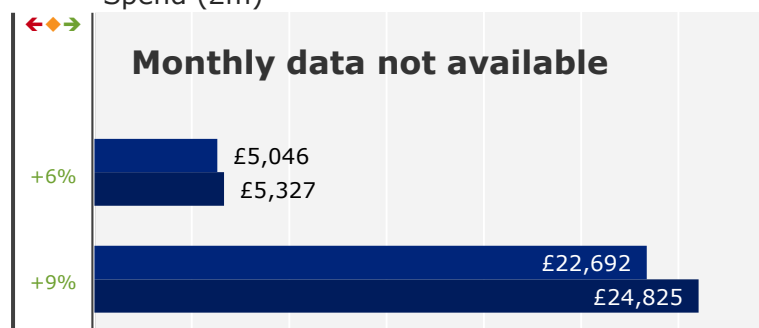
Spend (£m)



Trip Volume (millions)



Spend (£m)

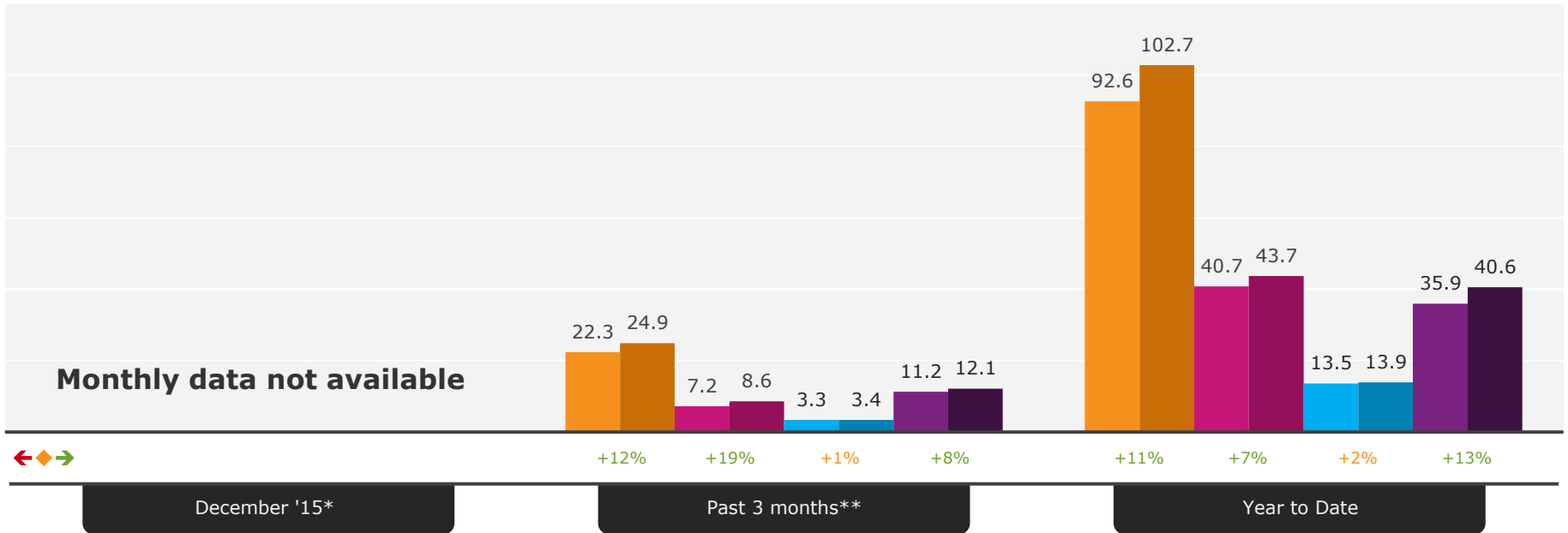
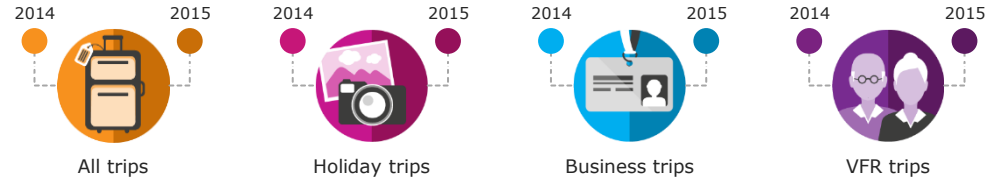


*Due to a data collection issue, separate October / November / December 2014 data is not available so no monthly data is being displayed
 **Due to a data collection issue, December / November / December 2014 data has a lower sample size than expected, and should be used with caution

◀▶▶ % change vs 2014

Trips England

Volume of trips (millions) (2014 vs 2015)



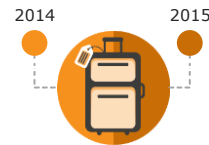
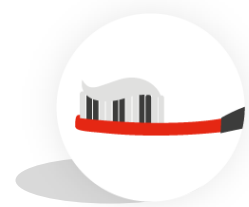
*Due to a data collection issue, separate October / November / December 2014 data is not available so no monthly data is being displayed

**Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

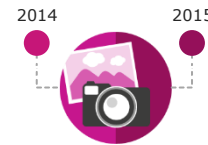
◀◆▶ % change vs 2014

Nights England

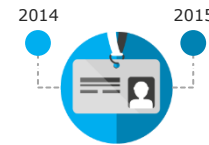
Volume of nights (millions) (2014 vs 2015)



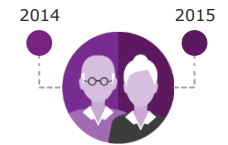
All trips



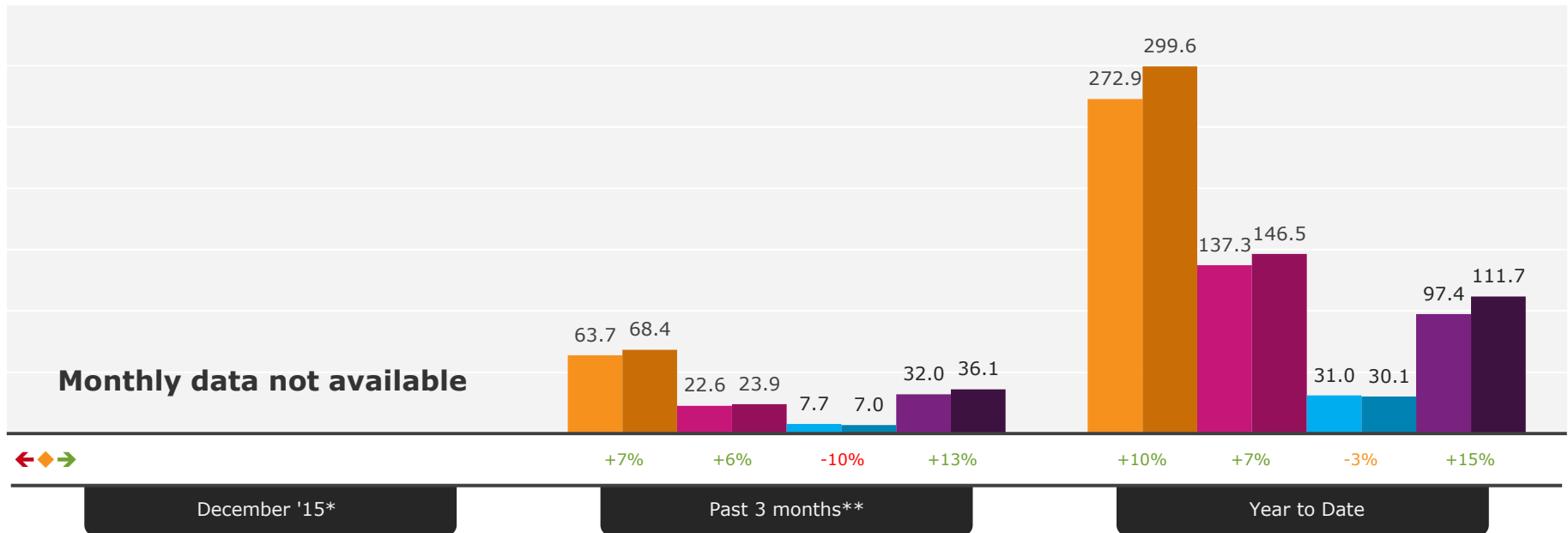
Holiday trips



Business trips



VFR trips



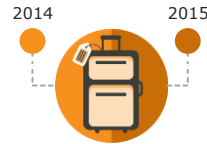
*Due to a data collection issue, separate October / November / December 2014 data is not available so no monthly data is being displayed

**Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

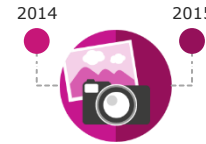
◀♦▶ % change vs 2014

Spend England

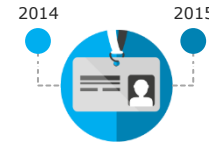
Expenditure (£m) (2014 vs 2015)



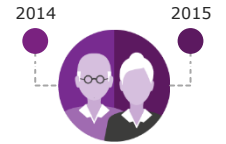
All trips



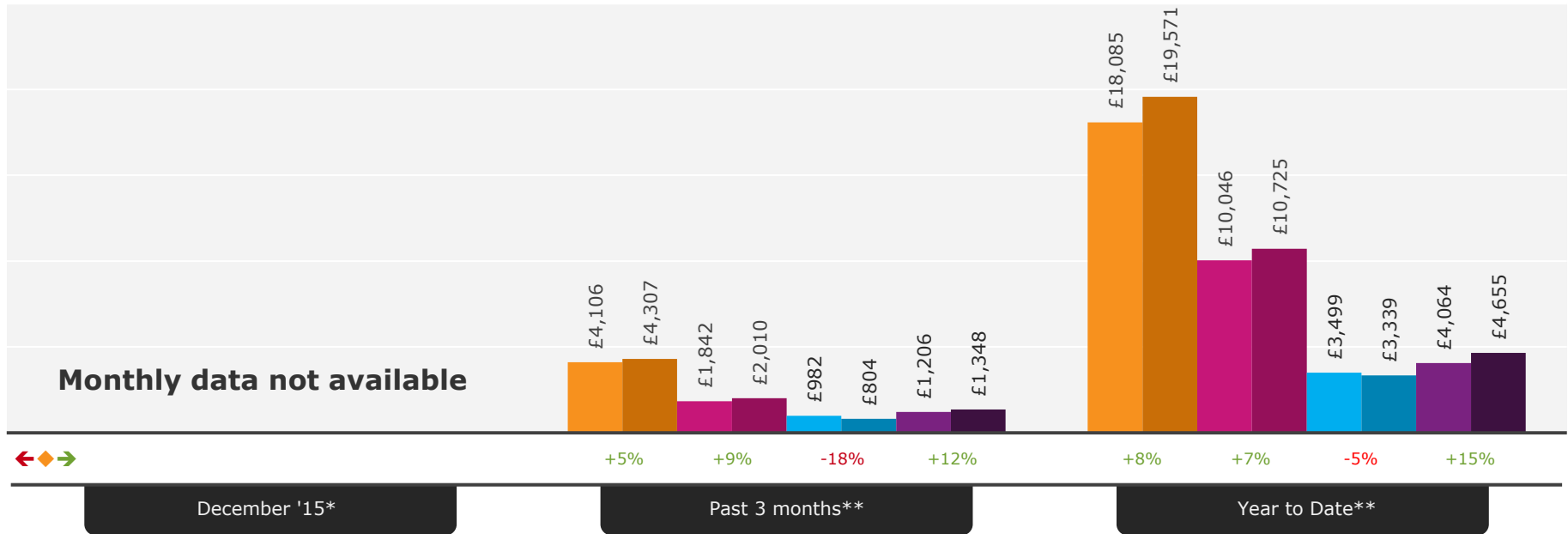
Holiday trips



Business trips



VFR trips

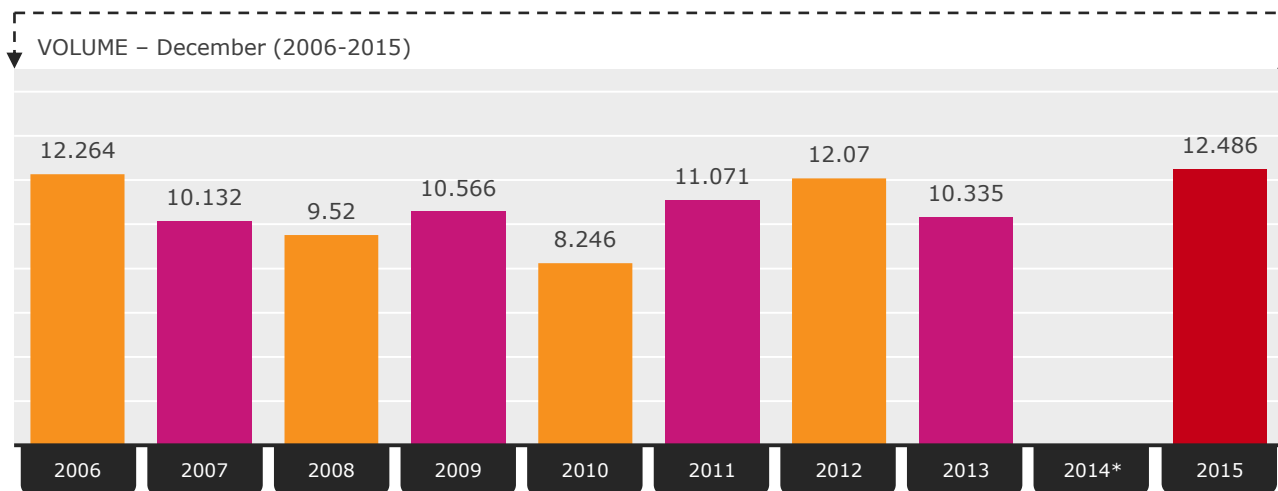
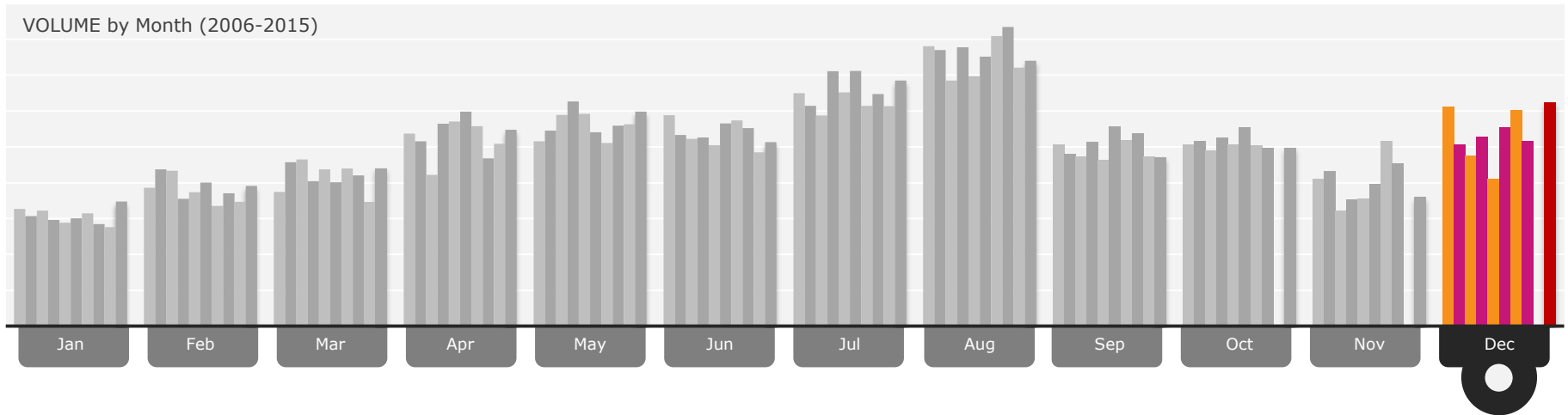


*Due to a data collection issue, separate December / November / December 2014 data is not available. Please see the note at the front of this report
 **Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

↔ % change vs 2014

Long Term Trends by Month GB

2006-2015 (millions)



*Due to a data collection issue, separate December / December / 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

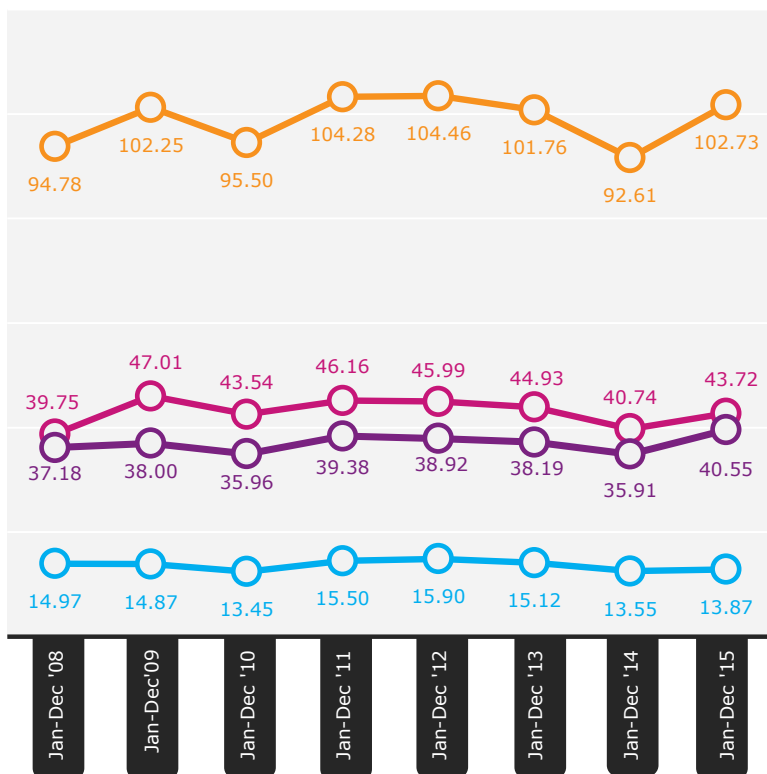


Business Trips

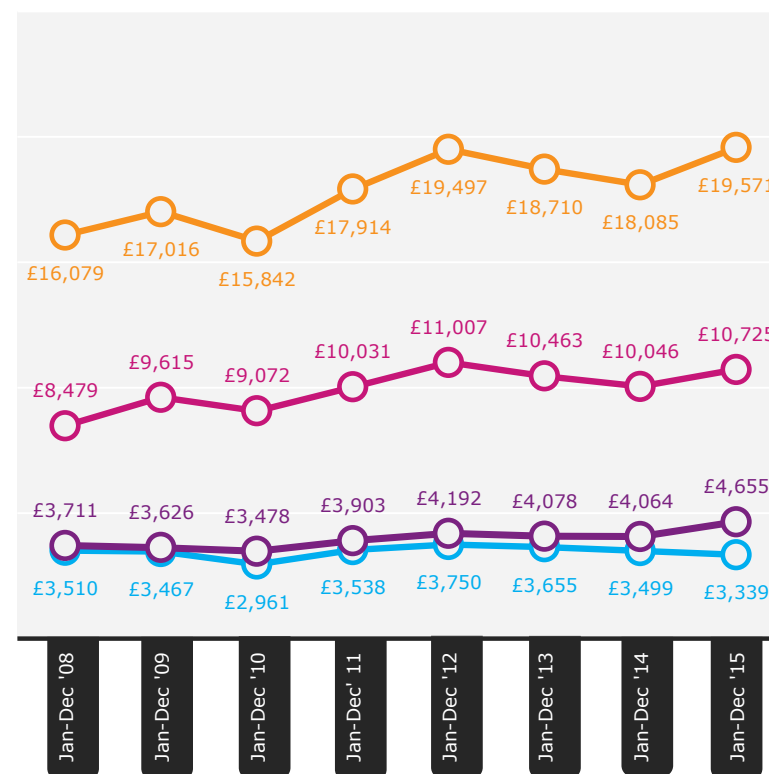


VFR Trips

Trip Volume (millions)



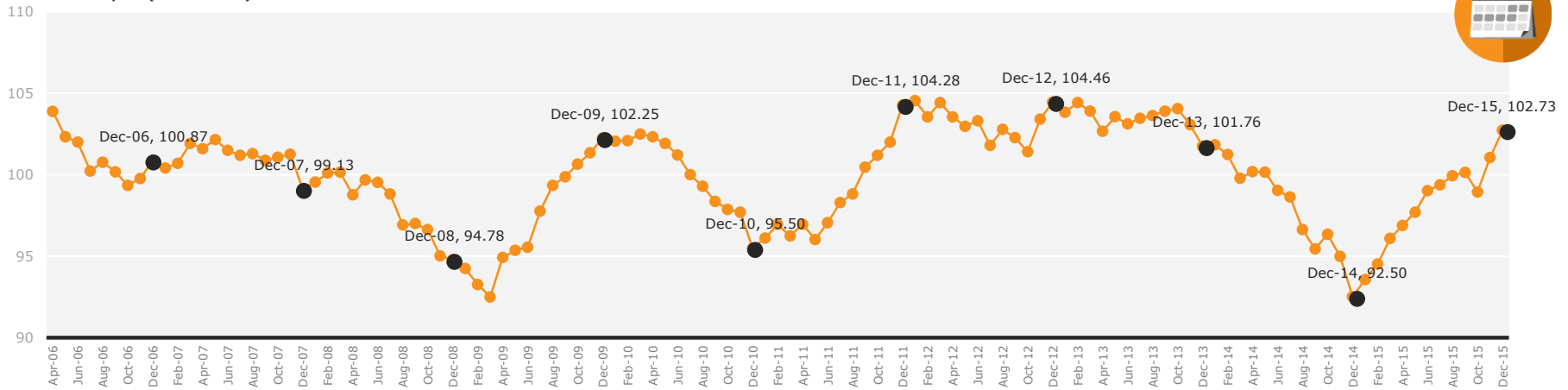
Spend (£m)



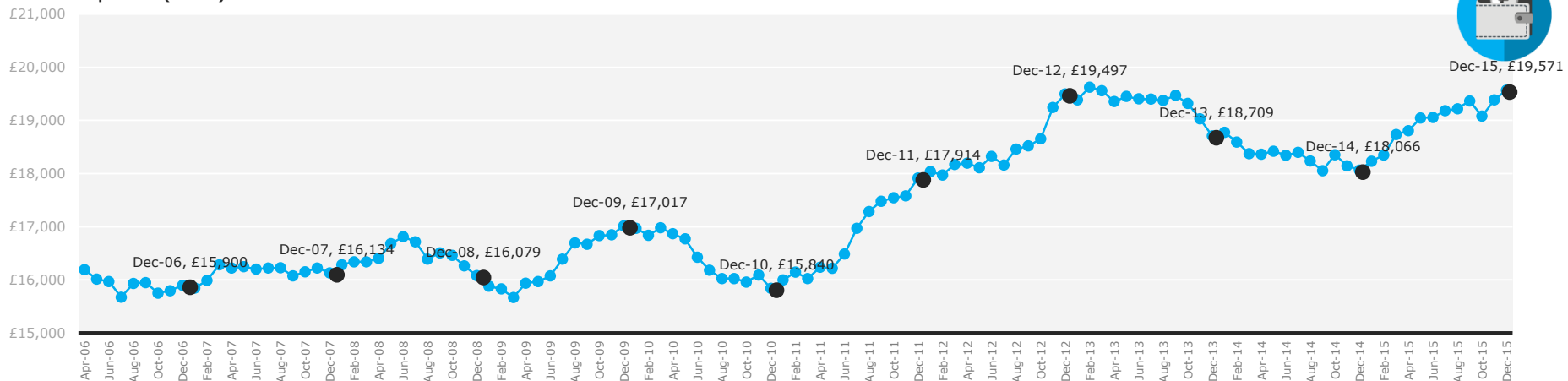
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



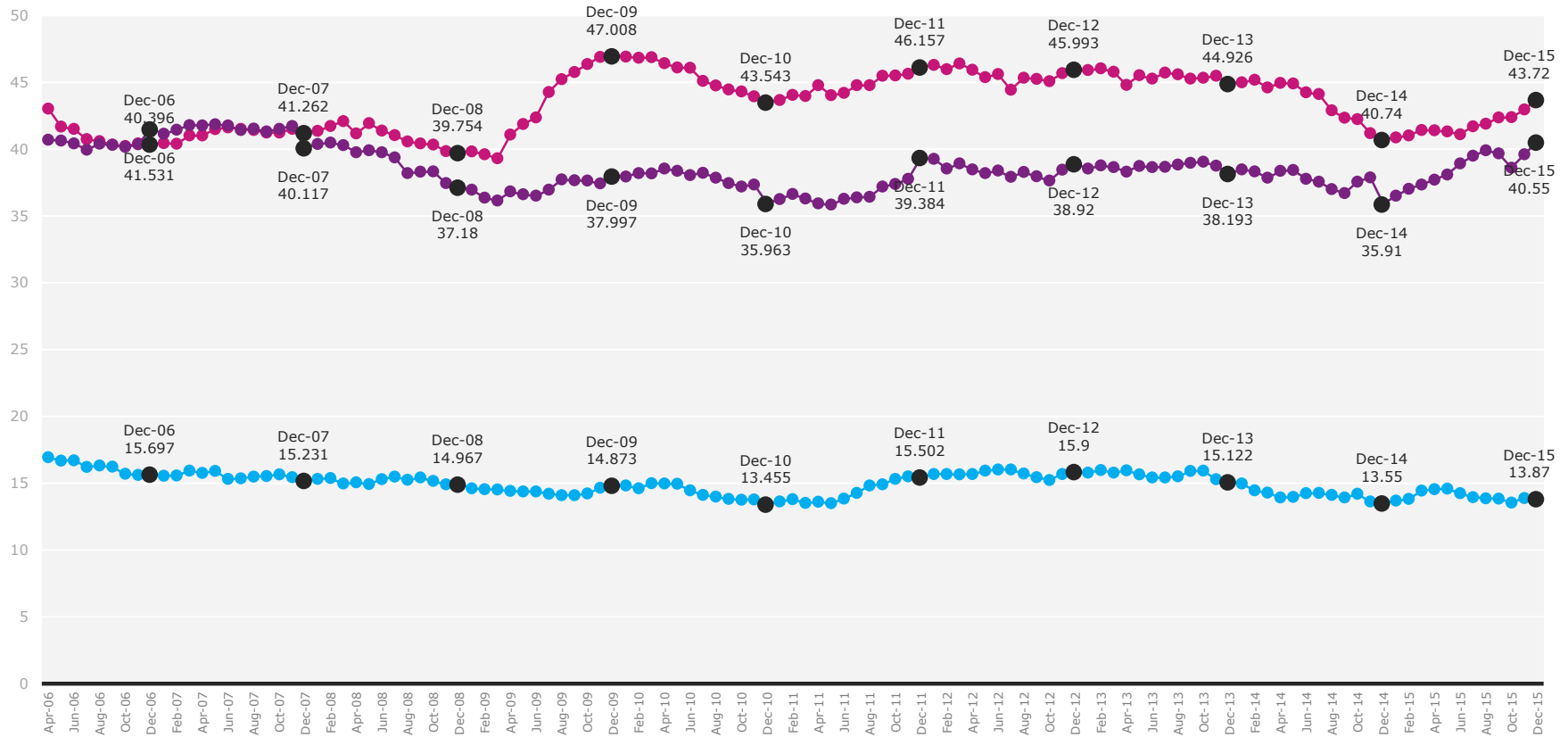
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



Holiday trips



Business trips

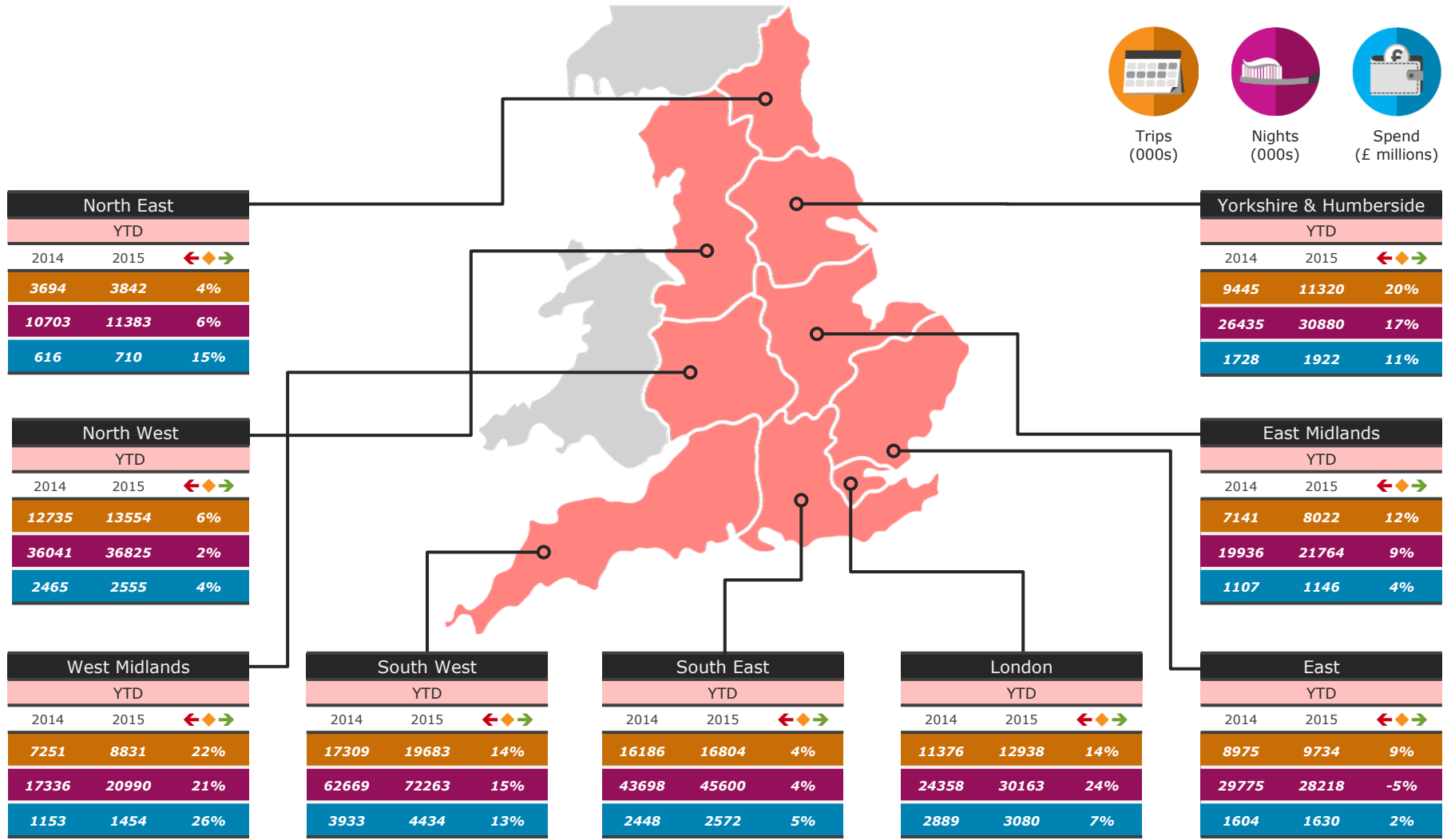


VFR trips



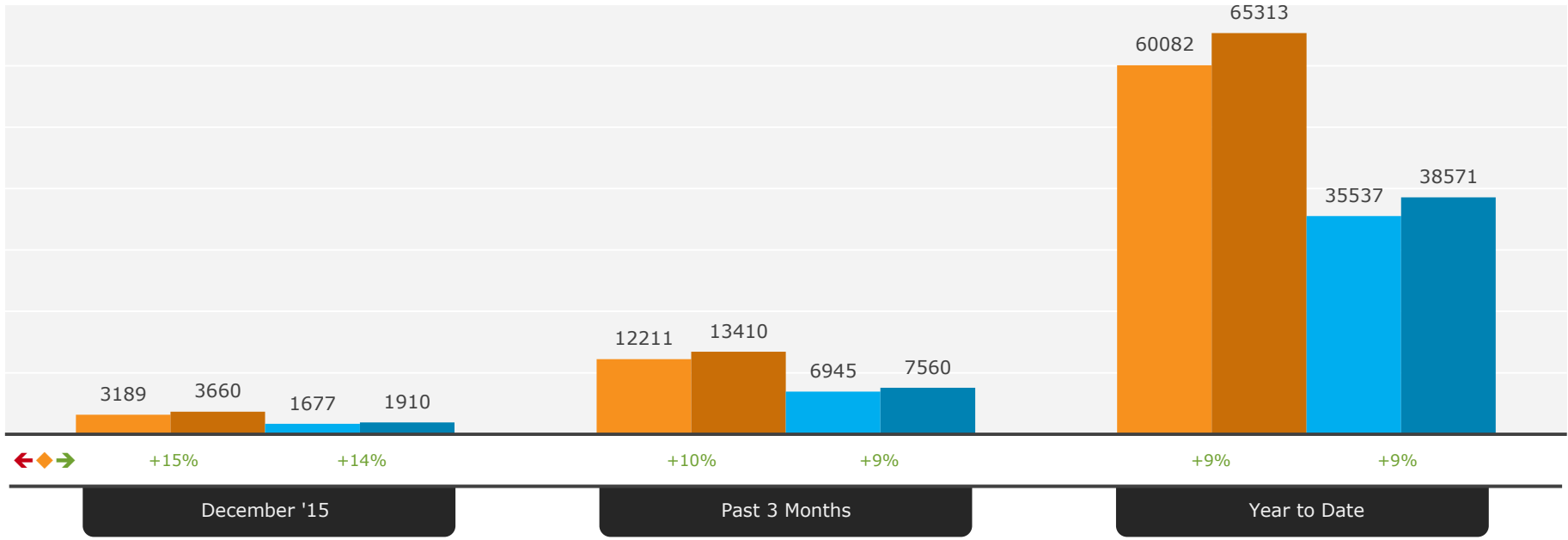
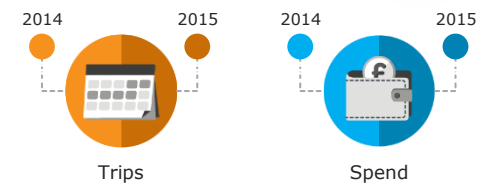
Regional Analysis England

Trip characteristics – region (YTD 2014 vs YTD 2015)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-December 2015)



PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	40740	26472	14268	22263	63003	13645	35908	13547
	2015	43724	29180	14545	25196	68920	15356	40552	13868
	◀◆▶	7%	10%	2%	13%	9%	13%	13%	2%
NIGHTS 000s	2014	137334	51173	86161	65802	203136	31595	97397	30960
	2015	146492	56492	90000	74456	220947	37222	111678	30129
	◀◆▶	7%	10%	4%	13%	9%	18%	15%	-3%
SPEND £millions	2014	10046	5264	4782	2644	12690	1419	4064	3499
	2015	10725	5854	4871	3065	13790	1591	4655	3339
	◀◆▶	7%	11%	2%	16%	9%	12%	15%	-5%
Unwtd Trips		5907	3801	2097	3232	9150	1997	5229	1486

REGION

		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	7251	8975	7141	11376	12735	3694	16186	17309	9445
	2015	8831	9734	8022	12938	13554	3842	16804	19683	11320
	◀◆▶	22%	8%	12%	14%	6%	4%	4%	14%	20%
NIGHTS 000s	2014	17336	29775	19936	24358	36041	10703	43698	62669	26435
	2015	20990	28218	21764	30163	36825	11383	45600	72263	30880
	◀◆▶	21%	-5%	9%	24%	2%	6%	4%	15%	17%
SPEND £millions	2014	1153	1604	1107	2889	2465	616	2448	3933	1728
	2015	1454	1630	1146	3080	2555	710	2572	4434	1922
	◀◆▶	26%	2%	4%	7%	4%	15%	5%	13%	11%
Unwtd Trips		1132	1239	1072	1539	1771	487	2144	2580	1447

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-December 2015)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS 000s	2014	17637	40033	20830	17084
	2015	19361	43971	22115	19904
	↔	10%	10%	6%	17%
NIGHTS 000s	2014	66179	92959	58007	55091
	2015	71337	104034	61111	61951
	↔	8%	12%	5%	12%
SPEND £millions	2014	3860	7778	3277	3111
	2015	4354	8421	3411	3349
	↔	13%	8%	4%	8%
Unwtd Trips		2738	5380	2830	2590

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	38540	28883	14670	10520
	2015	45254	30254	15582	11640
	↔	17%	5%	6%	11%
NIGHTS 000s	2014	106751	85095	46657	34356
	2015	126244	87779	47707	37839
	↔	18%	3%	2%	10%
SPEND £millions	2014	8081	5560	2794	1649
	2015	9365	5485	2793	1928
	↔	16%	-1%	0%	17%
Unwtd Trips		4579	4153	2173	2301

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	10395	15117	18846	19003	29252
	2015	11747	17661	19578	21235	32509
	↔	13%	17%	4%	12%	11%
NIGHTS 000s	2014	30315	41563	51843	51802	97336
	2015	37857	47211	54077	56774	103650
	↔	25%	14%	4%	10%	6%
SPEND £millions	2014	1705	2657	3556	4172	5995
	2015	1950	3047	3607	4481	6485
	↔	14%	15%	1%	7%	8%
Unwtd Trips		1508	2285	2421	2343	4659

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	30223	62390
	2015	32907	69823
	↔	9%	12%
NIGHTS 000s	2014	86683	186176
	2015	92517	207052
	↔	7%	11%
SPEND £millions	2014	5050	13035
	2015	5299	14272
	↔	5%	9%
Unwtd Trips		4613	8621

↔ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-December 2015)



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 000s	2014	55278	38925	34960	3569	15281	10819	6738	359	36942
	2015	59771	41312	36688	4318	17081	11667	7442	738	41682
	◀◆▶	8%	6%	5%	21%	12%	8%	10%	105%	13%
NIGHTS 000s	2014	157629	85378	74180	8571	67033	43572	32542	775	108796
	2015	167386	86855	75903	9031	74688	47997	34537	1705	122667
	◀◆▶	8%	2%	2%	5%	11%	10%	6%	120%	13%
SPEND £millions	2014	14352	10191	9189	832	3880	1691	2465	50	3428
	2015	14955	10366	9334	897	4240	1803	2704	140	4088
	◀◆▶	4%	2%	2%	8%	9%	7%	10%	150%	19%
Unwtd Trips		7660	5285	4702	553	2189	1495	954	95	5342

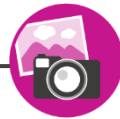
*caution small sample size ◀◆▶ % change vs 2014

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

*Due to a data collection issue, December / December / December 2014 data has a lower sample size than expected, and should be used with caution

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

No part of this publication may be reproduced for commercial purposes without the permission of VisitEngland. Extracts may be quoted if the source is acknowledged.

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