

Great Britain Tourism Survey

November 2015 Update



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November 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, November and December 2014 is insufficiently robust to show separate monthly results.

As such, results for October, November 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.

Year-to-Date data has also been presented compared to 2013, but should be used with caution. The most up-to-date Year-to-Date data for 2014 can be found in the October results, which are available on our website:

<https://www.visitengland.com/biz/resources/insights-and-statistics/market-size-and-value/domestic-overnight-tourism-gbts/great-britain-tourism-survey-2015>

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		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				112.571	111.939	-0.6%
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%				92.849	92.043	-0.9%
BEDNIGHTS	August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				341.100	337.566	-1.0%
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%				269.643	266.338	-1.2%
EXPENDITURE	August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				£21,729	£22,768	+4.8%
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%				£17,456	£17,892	+2.5%

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*All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 Nov – 13 Dec
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		
	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%				54.223	52.374	-3.4%
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%				42.733	40.891	-4.3%
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%				190.751	183.954	-3.6%
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%				143.681	138.368	-3.7%
EXPENDITURE																		
GB	£2,359	£2,377	+0.8%	£1,232	£1,420	+15.3%	£1,057	£1,041	-1.5%	£871	£578	-33.6%				£12,805	£13,186	+3.0%
England	£1,741	£1,773	+1.8%	£929	£1,083	+16.6%	£830	£802	-3.4%	£721	£473	-34.4%				£9,957	£9,990	+0.3%

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Fieldwork: 11 Nov – 13 Dec
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%

TRIPS	August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				37.879	38.681	+2.1%
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%				32.544	33.670	+3.5%
BEDNIGHTS	August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				102.666	104.736	+2.0%
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%				86.606	88.553	+2.2%
EXPENDITURE	August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch
GB	£571	£608	+6.5%	£399	£345	-13.5%	£335	£375	+11.9%	£384	£379	-1.3%				£4,246	£4,788	+12.8%
England	£471	£491	+4.2%	£310	£285	-8.1%	£277	£310	+11.9%	£334	£296	-11.4%				£3,550	£3,913	+10.2%

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Fieldwork: 11 Nov – 13 Dec
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					
	2014	2015	%ch	2014	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	2015	%ch	2013	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%				16.680	15.649	-6.2%			
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%				14.221	13.063	-8.1%			
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%				37.642	35.728	-5.1%			
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%				30.495	28.425	-6.8%			
EXPENDITURE																					
GB	£316	£246	-22.2%	£358	£371	+3.6%	£348	£352	+1.1%	£357	£405	+13.4%				£4,102	£3,823	-6.8%			
England	£269	£209	-22.3%	£292	£315	+7.9%	£289	£303	+4.8%	£306	£321	+4.9%				£3,444	£3,160	-8.2%			

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Fieldwork: 11 Nov – 13 Dec
TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Year to Date – 2010-2015

Trips, Bednights & Expenditure, Jan-Nov period

	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov period					
TRIPS	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	107.465	115.564	113.949	112.571	N/A	111.939	52.617	55.412	54.448	54.223	N/A	52.374	36.601	39.097	37.841	37.879	N/A	38.681	15.265	17.396	17.675	16.680	N/A	15.649
England	88.612	95.118	94.243	92.849	N/A	92.043	41.669	43.752	43.251	42.733	N/A	40.891	31.864	33.670	32.727	32.544	N/A	33.670	12.601	14.656	14.832	14.221	N/A	13.063
	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov period					
BEDNIGHTS	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	336.123	355.065	350.398	341.100	N/A	337.566	191.475	200.773	193.790	190.751	N/A	183.954	100.061	104.051	103.864	102.666	N/A	104.736	35.660	39.265	41.592	37.642	N/A	35.728
England	264.604	280.677	279.291	269.643	N/A	266.338	146.929	152.026	148.615	143.681	N/A	138.368	82.561	87.382	86.608	86.606	N/A	88.553	28.392	31.895	34.564	30.495	N/A	28.425
	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov period					
SPEND	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	£18,581	£20,975	£22,028	£21,729	N/A	£22,768	£11,012	£12,319	£12,878	£12,805	N/A	£13,186	£3,721	£4,066	£4,355	£4,246	N/A	£4,788	£3,442	£4,109	£4,187	£4,102	N/A	£3,823
England	£14,852	£16,593	£17,923	£17,456	N/A	£17,892	£8,609	£9,482	£10,297	£9,957	N/A	£9,990	£3,117	£3,376	£3,597	£3,550	N/A	£3,913	£2,798	£3,339	£3,508	£3,444	N/A	£3,160

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Fieldwork: 11 Nov – 13 Dec
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2010-2015

Trip Characteristics, Jan-Nov period

	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov 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
Av. Trip Length																								
GB	3.13	3.07	3.08	3.03	N/A	3.02	3.64	3.62	3.56	3.52	N/A	3.51	2.73	2.66	2.74	2.71	N/A	2.71	2.34	2.26	2.35	2.26	N/A	2.28
England	2.99	2.95	2.96	2.90	N/A	2.89	3.53	3.47	3.44	3.36	N/A	3.38	2.59	2.60	2.65	2.66	N/A	2.63	2.25	2.18	2.33	2.14	N/A	2.18
Av. £/Night																								
GB	£55	£59	£63	£64	N/A	£67	£58	£61	£66	£67	N/A	£72	£37	£39	£42	£41	N/A	£46	£97	£105	£101	£109	N/A	£107
England	£56	£59	£64	£65	N/A	£67	£59	£62	£69	£69	N/A	£72	£38	£39	£42	£41	N/A	£44	£99	£105	£101	£113	N/A	£111
Av. £/Trip																								
GB	£173	£182	£193	£193	N/A	£203	£209	£222	£237	£236	N/A	£252	£102	£104	£115	£112	N/A	£124	£225	£236	£237	£246	N/A	£244
England	£168	£174	£190	£188	N/A	£194	£207	£217	£238	£233	N/A	£244	£98	£100	£110	£109	N/A	£116	£222	£228	£237	£242	N/A	£242

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