



# Great Britain Tourism Survey

November 2015



# 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.

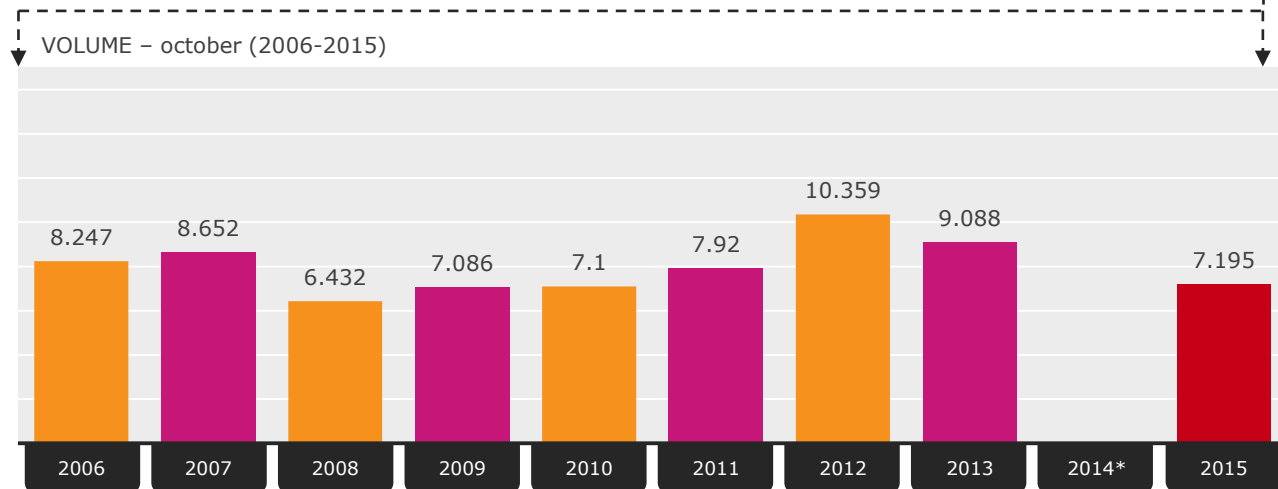
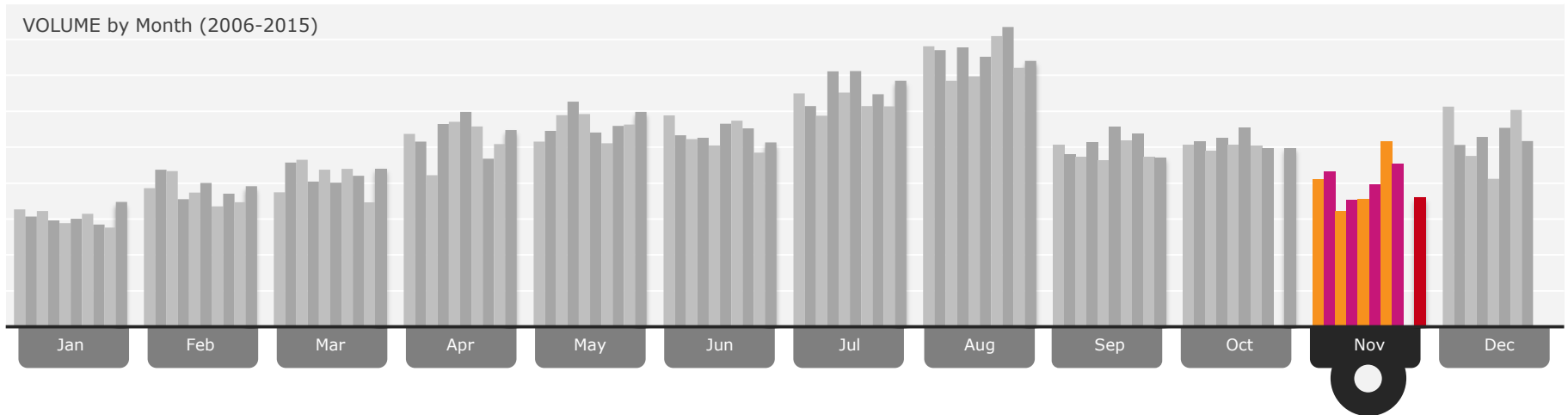
As such, results for October, November and December 2015 cannot be directly compared with the same month in 2014. Results for these months in 2015 have instead been presented compared to **2013** data, the last time monthly data was available. This percentage change is not comparable with that presented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

# Long Term Trends by Month GB





2006-2015 (millions)



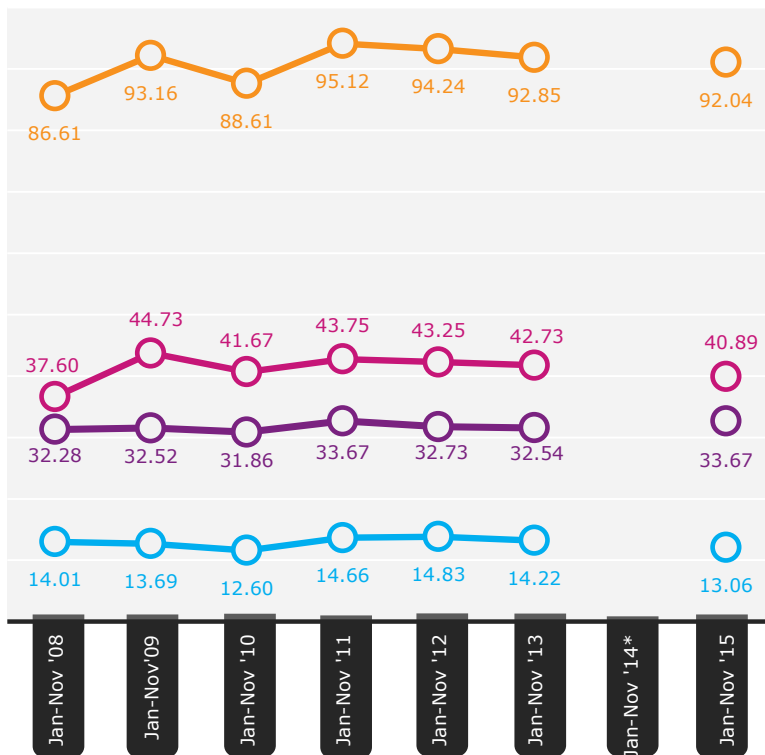
\*Due to a data collection issue, separate October / November / December 2014 data is not available. Please see the note at the front of this report

# Long Term Trends, Year-to-Year England

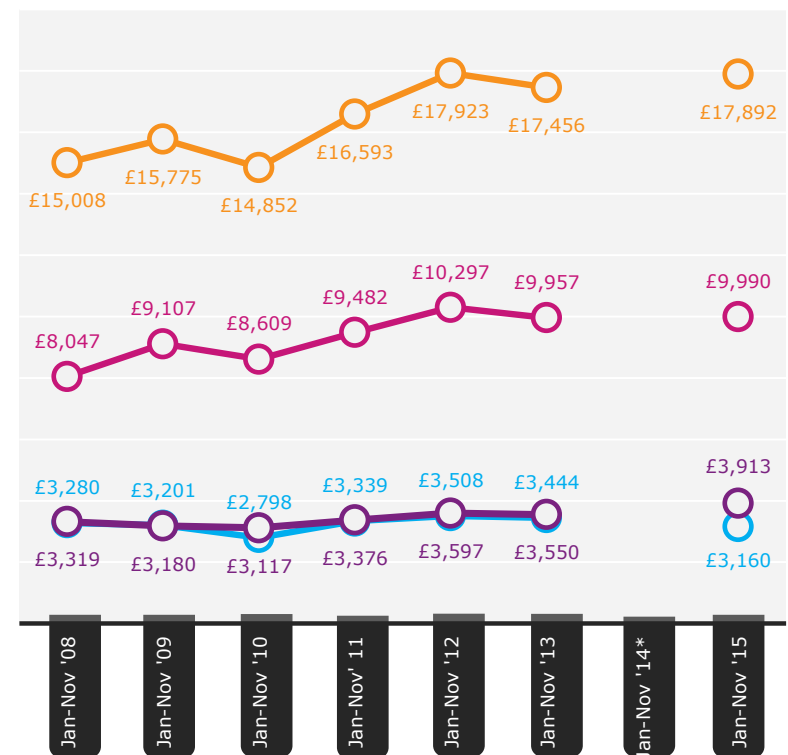


-   
All Trips
-   
Holiday Trips
-   
Business Trips
-   
VFR Trips

Trip Volume (millions)



Spend (£m)

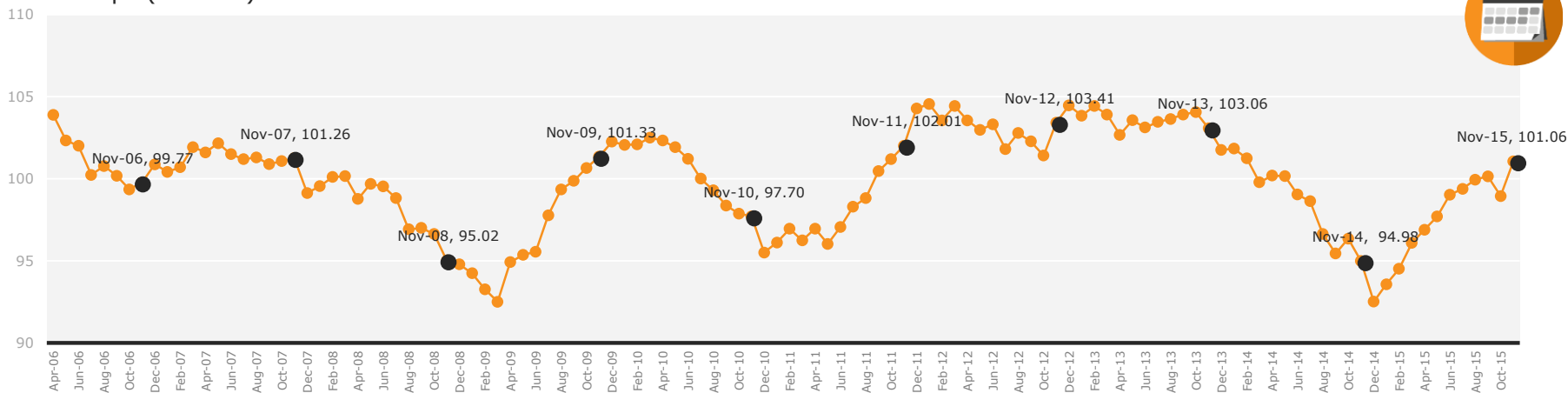


\*Due to a data collection issue, separate October / November / December 2014 data is not available. Please see the note at the front of this report

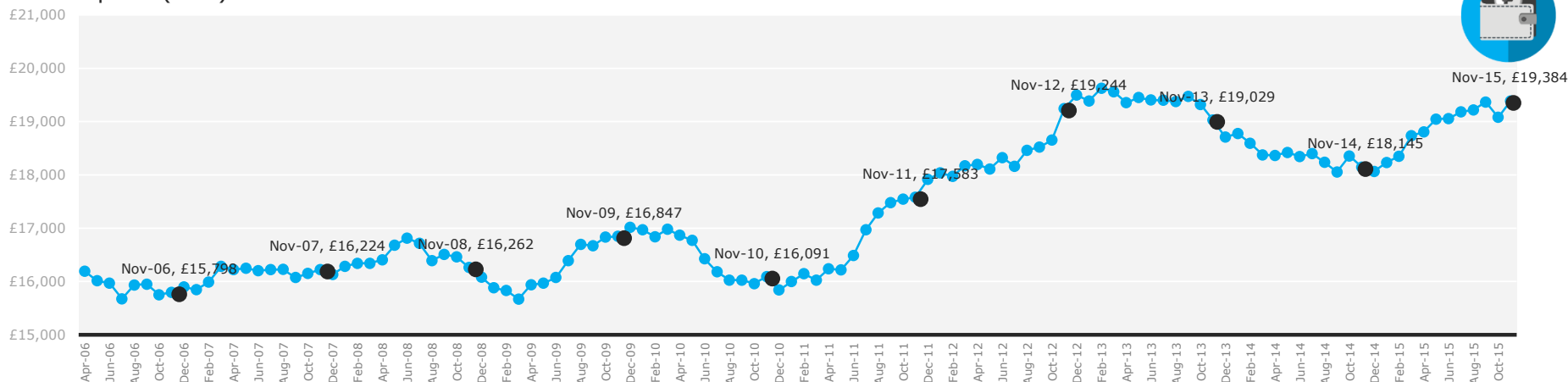
# Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



# Rolling 12 Month Trendlines England

Trips by purpose (millions)



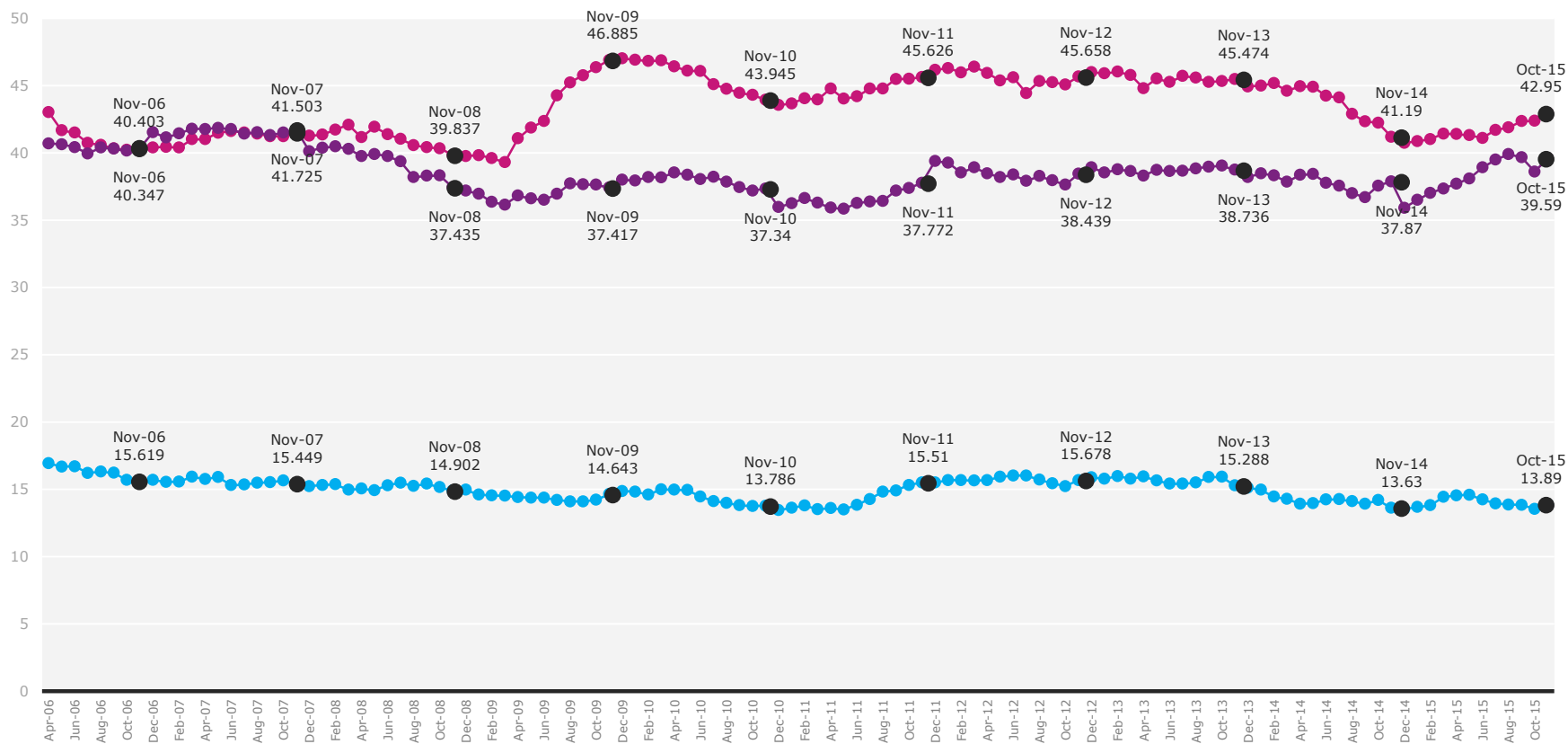
Holiday trips



Business trips



VFR trips



# Rolling 12 Month Trendlines England

Spend by purpose (£m)



Holiday trips



Business trips

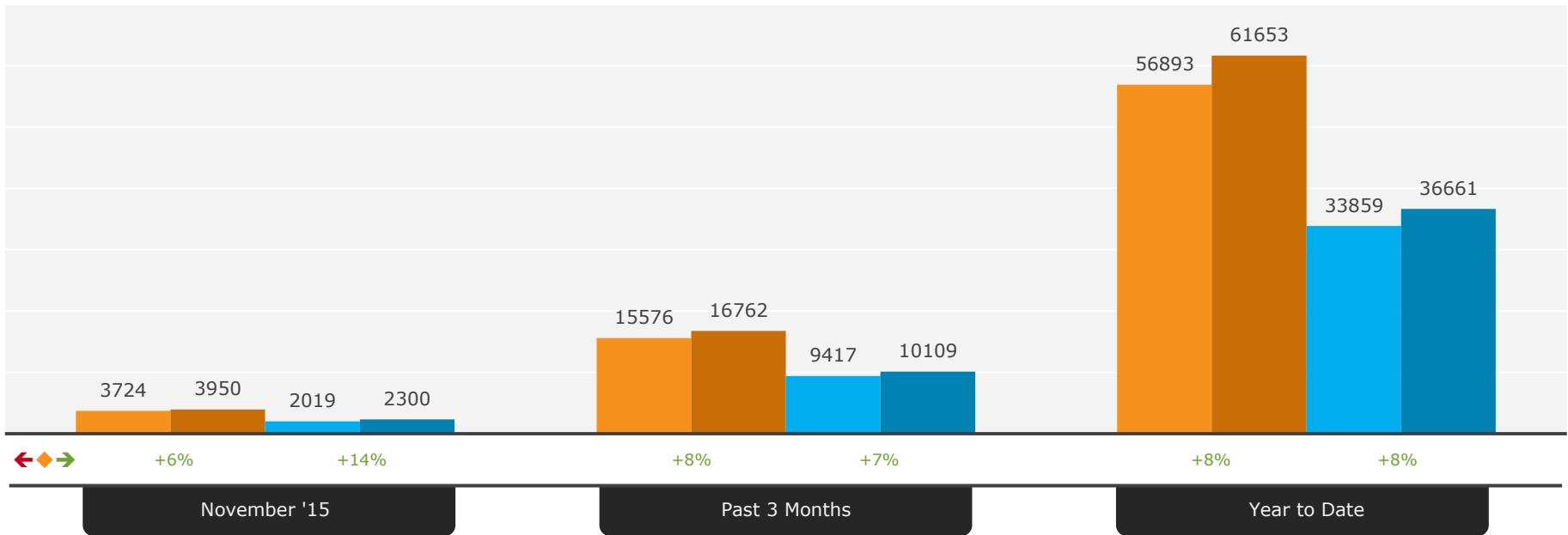
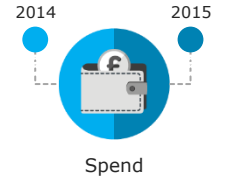
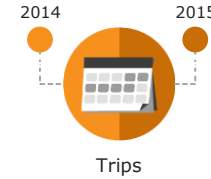


VFR trips



# 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	2.99	2.95	2.96	2.90	N/A	2.89	3.53	3.47	3.44	3.36	N/A	3.38	2.25	2.18	2.33	2.14	N/A	2.18	2.59	2.60	2.65	2.66	N/A	2.63
Spend Per Night	£56	£59	£64	£65	N/A	£67	£59	£62	£69	£69	N/A	£72	£99	£105	£101	£113	N/A	£111	£38	£39	£42	£41	N/A	£44
Spend Per Trip	£168	£174	£190	£188	N/A	£194	£207	£217	£238	£233	N/A	£244	£222	£228	£237	£242	N/A	£242	£98	£100	£110	£109	N/A	£116

\*Due to a data collection issue, October / November / 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](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](mailto: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](mailto: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
<b>GB Total</b>	<b>4.5%</b>	<b>2.5%</b>	<b>4.9%</b>	<b>3.0%</b>	<b>6.0%</b>	<b>3.6%</b>
<b>England Total</b>	<b>4.8%</b>	<b>2.8%</b>	<b>5.4%</b>	<b>3.2%</b>	<b>6.7%</b>	<b>4.0%</b>
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