

# Great Britain Tourism Survey

October 2015 Update



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# October to 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, 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 for January to October / November / December 2014 has been presented, however some caution is still required in interpreting these results, as the lower sample size will have resulted in a higher margin of error. 2013 results have also been presented to help with interpretation of these results.**

# 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	-0.57%	£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	2014	2015	%ch
GB	14.420	14.803	+2.7%	9.382	9.462	+0.9%	9.966	9.955	-0.1%							103.483	98.228	104.728	+6.6%
England	11.365	11.927	+4.9%	7.626	7.848	+2.9%	8.323	8.197	-1.5%							85.052	79.639	86.070	+8.1%
BEDNIGHTS	August			September			October			November			December			YTD			
	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%							320.074	300.820	320.680	+6.6%
England	42.687	43.097	+1.0%	20.721	23.683	+14.3%	22.021	21.574	-2.0%							252.249	232.732	252.776	+8.6%
EXPENDITURE	August			September			November			December			YTD						
	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%							£20,089	£19,847	£21,325	+7.4%
England	£2,518	£2,558	+1.6%	£1,587	£1,737	+9.5%	£1,414	£1,466	+3.7%							£16,072	£15,715	£16,730	+6.5%

\*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

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

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\*All expenditure figures are in HISTORIC PRICES.

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



Fieldwork: 7 Oct – 29 Nov  
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	
<b>TRIPS</b>																						
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%	
<b>BEDNIGHTS</b>																						
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%	
<b>EXPENDITURE</b>																						
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	2014	2015	%ch		
<b>TRIPS</b>																					
GB	8.833	8.837	0.0%	4.495	4.998	+11.2%	4.750	4.776	+0.5%							50.816	48.461	49.844	+2.9%		
England	6.617	6.792	+2.6%	3.490	3.980	+14.0%	3.768	3.718	-1.3%							39.943	37.214	38.880	+4.5%		
<b>BEDNIGHTS</b>																					
GB	38.632	37.540	-2.8%	14.905	18.969	+27.3%	14.746	14.623	-0.8%							182.995	170.545	178.148	+4.5%		
England	27.812	28.110	+1.1%	10.933	14.954	+36.8%	11.528	11.076	-3.9%							137.607	125.783	133.663	+6.3%		
<b>EXPENDITURE</b>																					
GB	£2,359	£2,377	+0.8%	£1,232	£1,420	+15.3%	£1,057	£1,041	-1.5%							£11,934	£11,810	£12,608	+6.8%		
England	£1,741	£1,773	+1.8%	£929	£1,083	+16.6%	£830	£802	-3.4%							£9,236	£9,010	£9,517	+5.6%		

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Fieldwork: 7 Oct – 29 Nov  
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	2014	2015	%ch
GB	4.064	4.523	+11.3%	3.082	2.737	-11.2%	3.389	3.217	-5.1%							34.043	33.170	35.854	+8.1%
England	3.494	3.891	+11.4%	2.626	2.401	-8.6%	2.979	2.800	-6.0%							29.172	28.458	31.230	+9.7%
BEDNIGHTS	August			September			October			November			December			YTD			
	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%							93.046	89.814	97.781	+8.9%
England	10.958	11.906	+8.7%	6.354	5.890	-7.3%	7.683	7.159	-6.8%							78.521	74.255	82.763	+11.5%
EXPENDITURE	August			September			October			November			December			YTD			
	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%							£3,862	£4,020	£4,408	+9.7%
England	£471	£491	+4.2%	£310	£285	-8.1%	£277	£310	+11.9%							£3,216	£3,305	£3,617	+9.4%

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Fieldwork: 7 Oct – 29 Nov  
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	
<b>TRIPS</b>																						
<b>GB</b>	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%	
<b>England</b>	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%	
<b>BEDNIGHTS</b>																						
<b>GB</b>	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%	
<b>England</b>	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%	
<b>EXPENDITURE</b>																						
<b>GB</b>	£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%	
<b>England</b>	£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	2014	2015	%ch			
<b>TRIPS</b>																						
<b>GB</b>	1.251	1.119	-10.6%	1.466	1.408	-4.0%	1.616	1.613	-0.2%							15.103	14.084	14.181	+0.7%			
<b>England</b>	1.002	0.929	-7.3%	1.210	1.186	-2.0%	1.397	1.387	-0.7%							12.822	11.901	11.896	+0.0%			
<b>BEDNIGHTS</b>																						
<b>GB</b>	3.859	2.516	-34.8%	3.371	3.035	-10.0%	3.060	3.518	+15.0%							34.486	32.653	32.422	-0.7%			
<b>England</b>	3.109	1.816	-41.6%	2.828	2.281	-19.3%	2.412	2.904	+20.4%							27.691	26.486	26.070	-1.6%			
<b>EXPENDITURE</b>																						
<b>GB</b>	£316	£246	-22.2%	£358	£371	+3.6%	348	£352	+1.1%							£3,745	£3,548	£3,418	-3.7%			
<b>England</b>	£269	£209	-22.3%	£292	£315	+7.9%	289	£303	+4.8%							£3,139	£2,981	£2,839	-4.8%			

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# GB Domestic Tourism: Year to Date – 2009-2014

## Trips, Bednights & Expenditure, Jan-Oct period

	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct 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
<b>TRIPS</b>																								
GB	100.430	107.644	103.590	103.483	98.228	104.728	50.232	52.956	51.195	50.816	48.461	49.844	33.847	35.893	33.532	34.043	33.17	35.854	13.527	15.403	15.375	15.103	14.084	14.181
England	82.640	88.332	85.453	85.052	79.639	86.070	39.735	41.683	40.602	39.943	37.214	38.880	29.396	30.801	29.049	29.172	28.458	31.23	11.188	13.057	12.793	12.822	11.901	11.896
<b>BEDNIGHTS</b>																								
GB	318.683	337.731	325.126	320.074	300.820	320.680	185.309	194.927	185.844	182.995	170.545	178.148	92.954	97.26	93.377	93.046	89.814	97.781	31.916	35.29	36.487	34.486	32.653	32.422
England	250.828	266.297	258.146	252.249	232.732	252.776	142.258	147.272	142.343	137.607	125.783	133.663	76.957	81.445	77.738	78.521	74.255	82.763	25.313	28.867	30.092	27.691	26.486	26.07
<b>EXPENDITURE</b>																								
GB	£17,314	£19,662	£20,060	£20,089	£19,847	£21,325	£10,498	£11,807	£12,087	£11,934	£11,810	£12,608	£3,395	£3,759	£3,783	£3,862	£4,020	£4,408	£3,033	£3,663	£3,661	£3,745	£3,548	£3,418
England	£13,807	£15,508	£16,246	£16,072	£15,715	£16,730	£8,195	£9,049	£9,626	£9,236	£9,010	£9,517	£2,839	£3,105	£3,119	£3,216	£3,305	£3,617	£2,465	£3,001	£3,053	£3,139	£2,981	£2,839

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

\*Please note that the latest 2014 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
The data was revised in March 2015 because of fieldwork issues at the time of data collection. Consequently, the analytical sample for the data relating to October 2014 trips is smaller than in previous years and subject to larger margins of error.  
Pre-2014 results are based on full-year data so will not change.  
\*All expenditure figures are in HISTORIC PRICES.  
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# GB Domestic Tourism: Year to Date – 2009-2014

## Trip Characteristics, Jan-Oct period

Av. Trip Length	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct 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	3.17	3.14	3.14	3.09	3.06	3.06	3.69	3.68	3.63	3.6	3.52	3.57	2.75	2.71	2.78	2.73	2.71	2.73	2.36	2.29	2.37	2.28	2.32	2.29
England	3.04	3.01	3.02	2.97	2.92	2.94	3.58	3.53	3.51	3.45	3.38	3.44	2.62	2.64	2.68	2.69	2.61	2.65	2.26	2.21	2.35	2.16	2.23	2.19
Av. £/Night	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct 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	£54	£58	£62	£63	£66	£66	£57	£61	£65	£65	£69	£71	£37	£39	£41	£42	£45	£45	£95	£104	£100	£109	£109	£105
England	£55	£58	£63	£64	£68	£66	£58	£61	£68	£67	£72	£71	£37	£38	£40	£41	£45	£44	£97	£104	£101	£113	£113	£109
Av. £/Trip	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct period					
	2010	2011	2012	2013	2014*	2015	2010	2011	2012	2013	2014*	2015	2010	2011	2012	2013	2014*	2014	2010	2011	2012	2013	2014*	2015
GB	£172	£183	£194	£194	£202	£204	£209	£223	£236	£235	£244	£253	£100	£105	£113	£113	£121	£123	£224	£238	£238	£248	£252	£241
England	£167	£176	£190	£189	£197	£194	£206	£217	£237	£231	£242	£245	£97	£101	£107	£110	£116	£116	£220	£230	£239	£245	£250	£239

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

\*Please note that the latest 2014 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. The data was revised in March 2015 because of fieldwork issues at the time of data collection. Consequently, the analytical sample for the data relating to October 2014 trips is smaller than in previous years and subject to larger margins of error. Pre-2014 results are based on full-year data so will not change. All expenditure figures are in HISTORIC PRICES.

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