







Great Britain Tourism Survey

September 2015



Summary of Results GB And England

	Trips	Nights	Spend	Headlines
September 2015				
	-1%	+1%	+5%	<ul style="list-style-type: none">• There were 9.4 million domestic overnight trips in GB in September 2015, which is down from 9.5 million in September 2014.• Expenditure increased by +5% to £2.2 billion, while number of nights increased to 27.8 million.
	+2%	+3%	+8%	<ul style="list-style-type: none">• There were 7.8 million domestic overnight trips to England in September 2015, up by +2% on the same month last year when there were 7.7 million.• Spend increased by 8% to £1.7 billion and bednights increased by +3% to 22 million.
YEAR-TO-DATE				
	+9%	+8%	+10%	<ul style="list-style-type: none">• In the year to September 2015, GB trips were up +9% to 94.7 million, compared to 86.8 million in the same period in 2014.• Expenditure and nights were also up for the year to date, +10% and +8% respectively.
	+11%	+9%	+9%	<ul style="list-style-type: none">• In the year to September 2015, trips to England were up +11% to 77.9 million from 70.4 million in 2014.• Spend and nights were up by +9% each.

Weather








Context

- At the start of September, winds brought cool and showery weather to the UK. After this, it was mostly dry with plenty of sunshine, especially near the end of the month. Despite this, it was a generally cool month.

Summary of Results England

YEAR-TO-DATE (Jan–September 2015)

Trip Characteristics

	Trips	Nights	Spend	
	+5%	+5%	+6%	PURPOSE <ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to September 2015 increased by +5% compared to the same period last year, with 35.1 million trips recorded. Expenditure has increased further by +6% to £8.7 billion, while nights increased by +5% to 120.1 million. VISITS TO FRIENDS AND RELATIVES increased by +15% to 28.4 million, with bednights and expenditure both increasing by a similar proportion. Non-holiday VFR is up by +20%, and holiday VFR is up +12%. BUSINESS trips have also increased for the January to September period, up by +3% to 10.5 million. Nights and spend remain unchanged compared to the same period in 2014.
	+15%	+15%	+16%	
	+3%	0%	0%	
	16-24	25-34	Class AB	TRIP TAKERS <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 (+14%), 25-34 (+13%) and in social class AB (+17%)
	+14%	+13%	+17%	
	West Midlands	Countryside / village		DESTINATION TYPE <ul style="list-style-type: none"> All regions and destination types saw an increase in trips in the nine months to September 2015 The greatest increase was to the West Midlands and to the Countryside
	+27%	+21%		

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

September 2015 JAN - September 2015

Trip Spend Trip Spend



+7%

+3%

+9%

+7%

- In September, trips and the expenditure on those trips by Brits overseas increased by +7% and +3% respectively.
- In the year to date, overseas trips were up by +9%. Expenditure increased slightly less, at 7%.

Other Tourism Surveys

September 15

Room

Bedspace

OCCUPANCY



+1%

0%

- Room occupancy in England in September increased by +1% compared to 2014 at 80%, while bedspace remained unchanged at 58%.

July-September 15

Volume

Spend

DAY VISITS



0%

+14%

- The number of tourism day visits in England in the period July to September 2015 remained unchanged compared to 2014, to 375 million
- The value of those visits also increased by +14% to £14.5 billion

SEPT 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



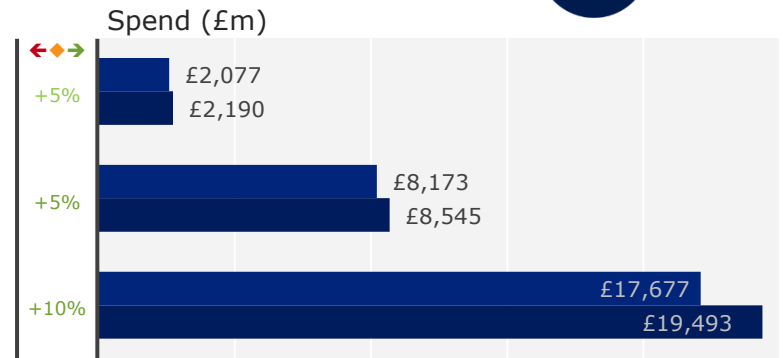
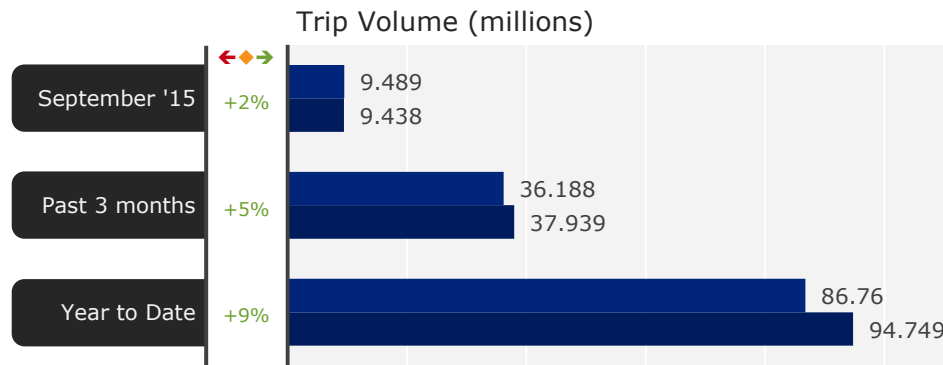
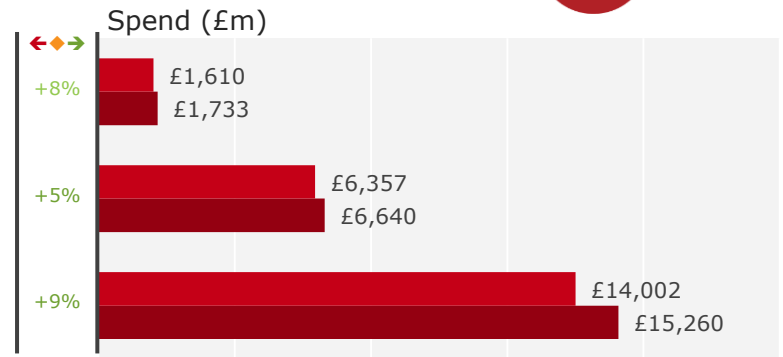
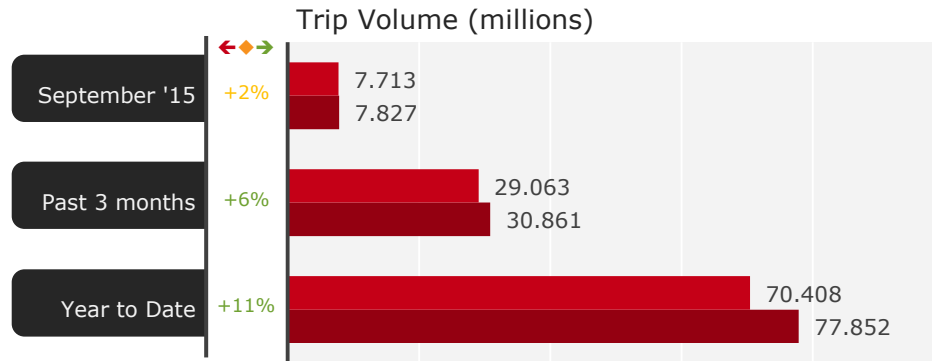
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- Attractions and accommodation businesses reported an increase in visitors for the period from mid-September to the end of October.

Headline Data GB and England

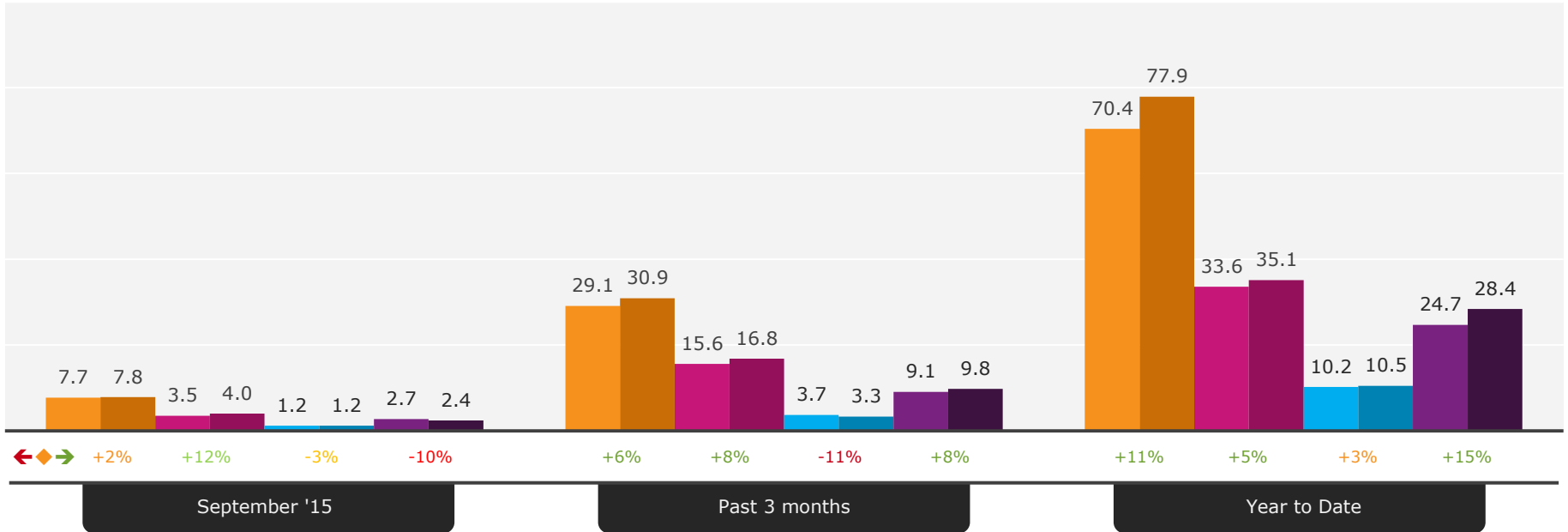
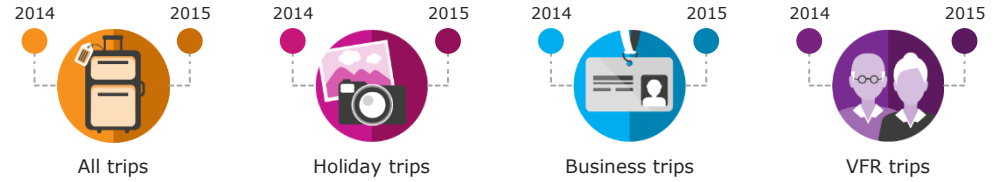
Volume and spend (2014 vs 2015)



◀▶▶ % change vs 2014

Trips England

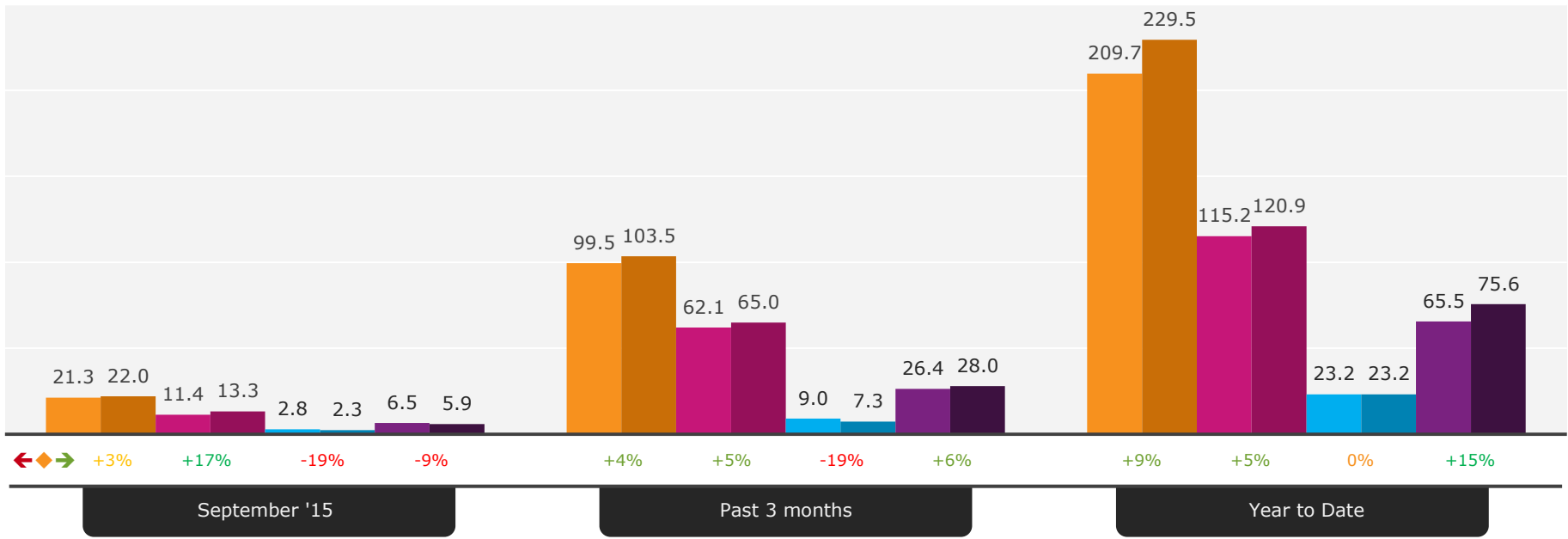
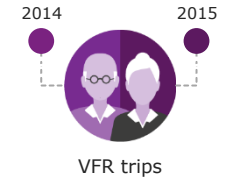
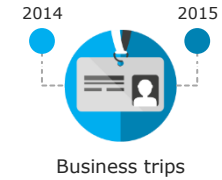
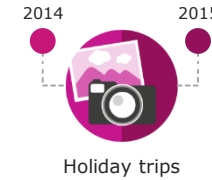
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

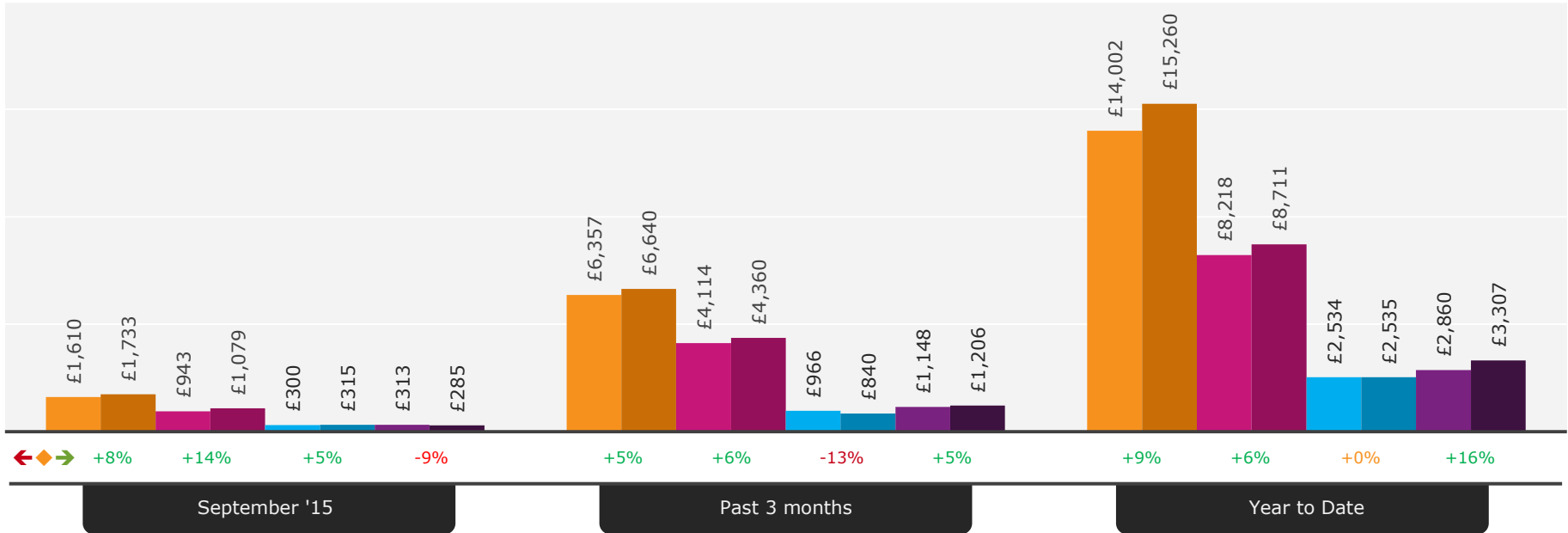
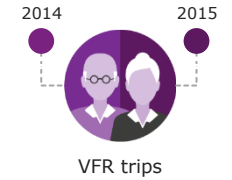
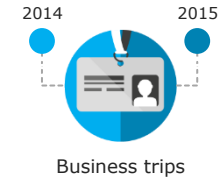
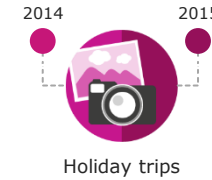
Volume of nights (millions) (2014 vs 2015)



◀▶ % change vs 2014

Spend England

Expenditure (£m) (2014 vs 2015)



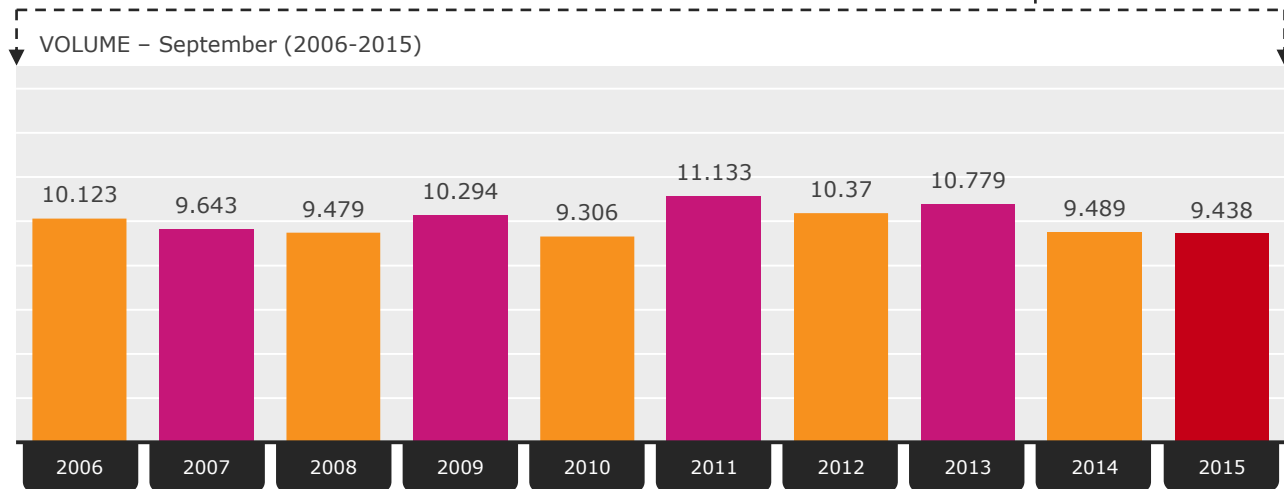
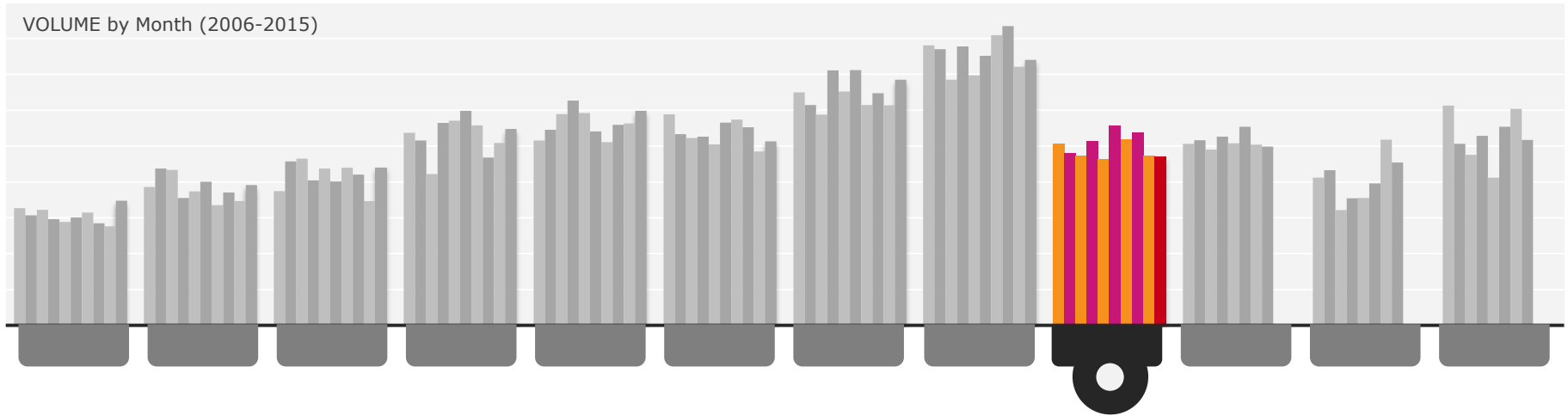
◀▶ % change vs 2014

Long Term Trends by Month GB

2006-2015 (millions)



VOLUME by Month (2006-2015)

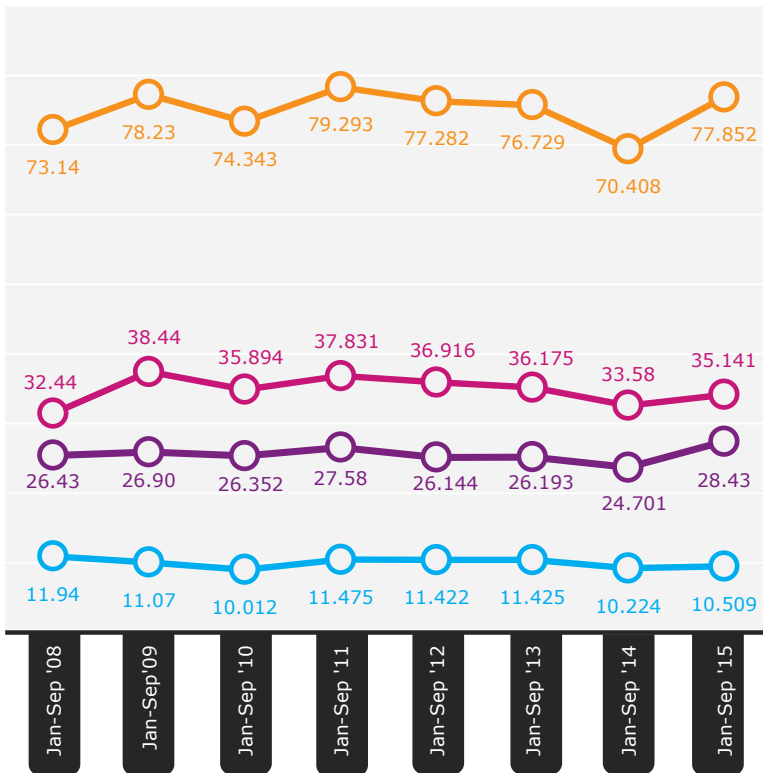


Long Term Trends, Year-to-Year England

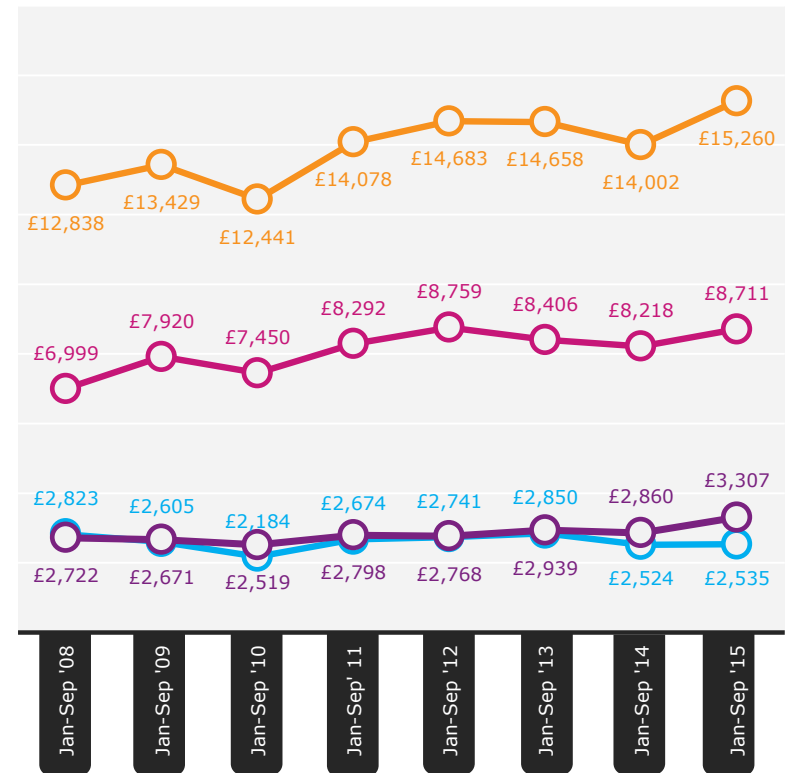


- All Trips
- Holiday Trips
- Business Trips
- VFR Trips

Trip Volume (millions)



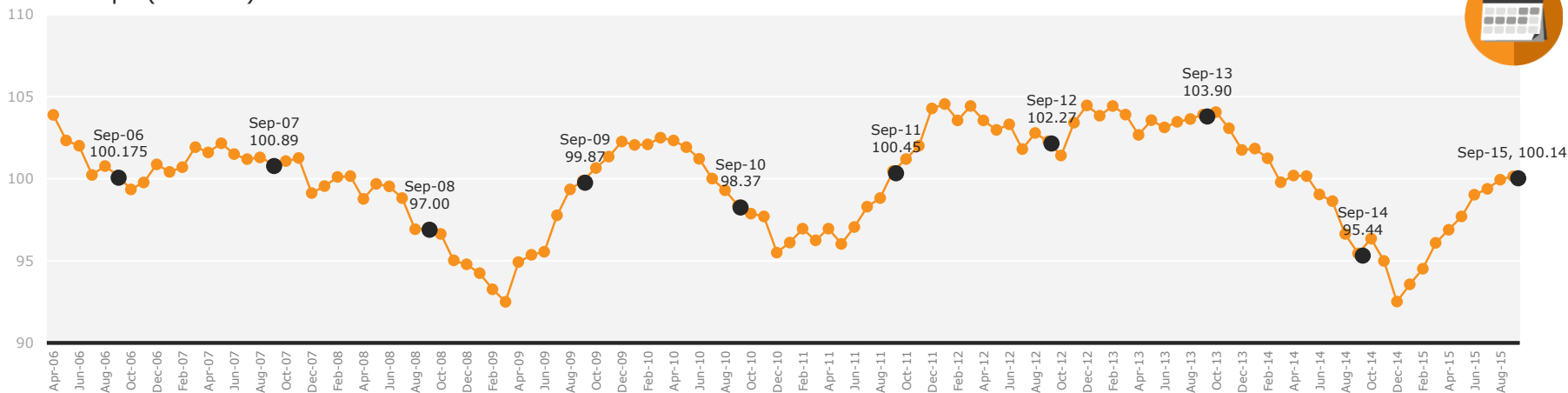
Spend (£m)



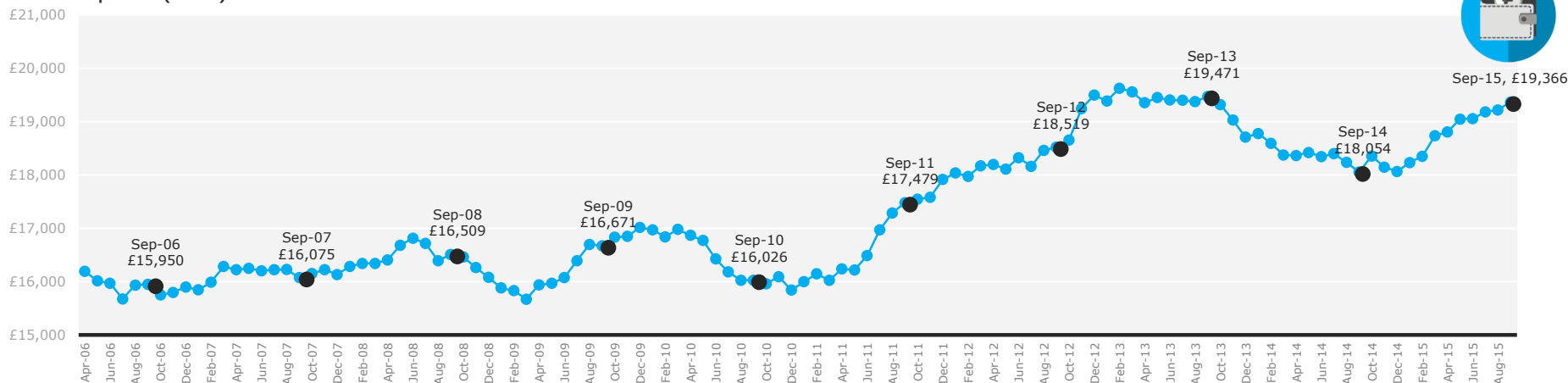
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



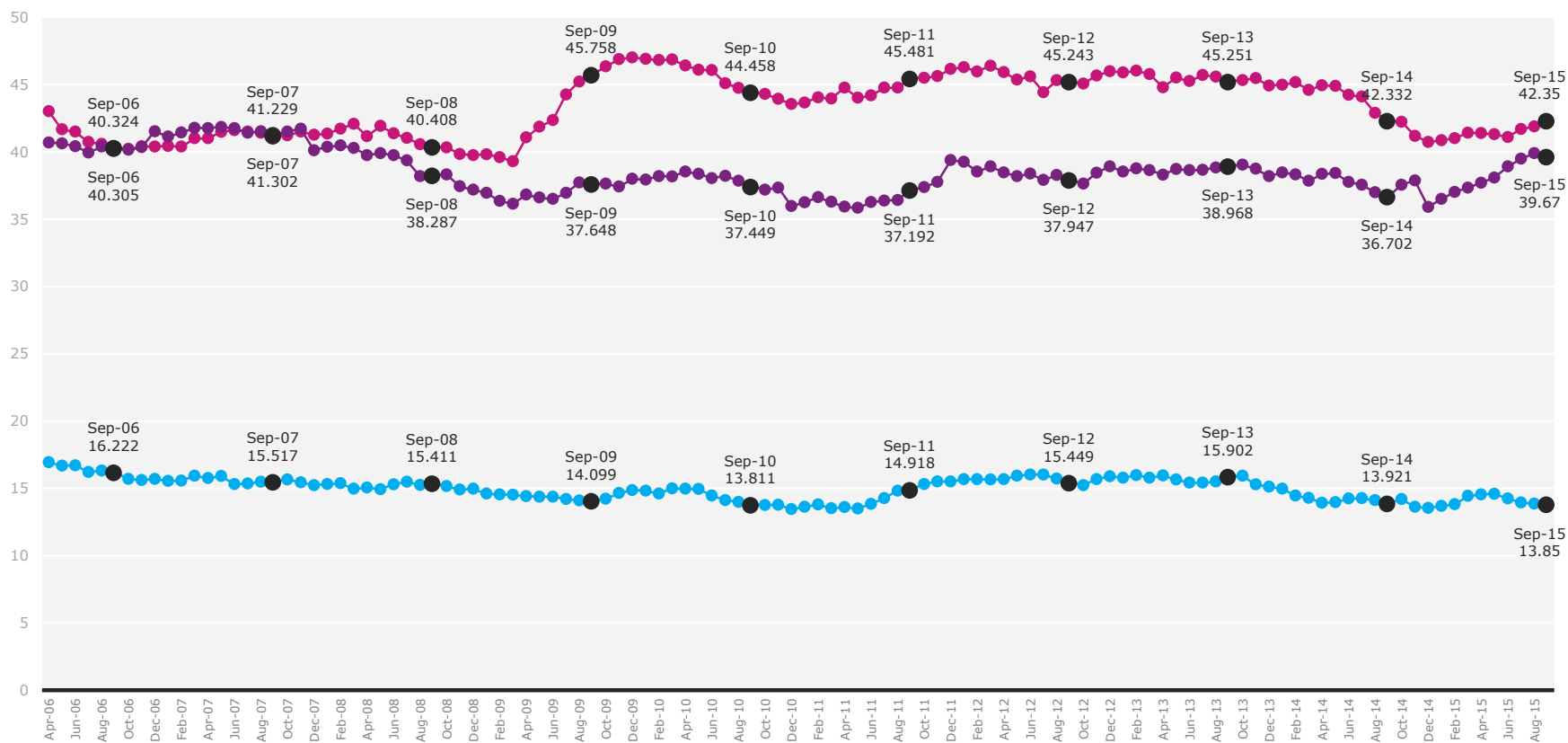
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



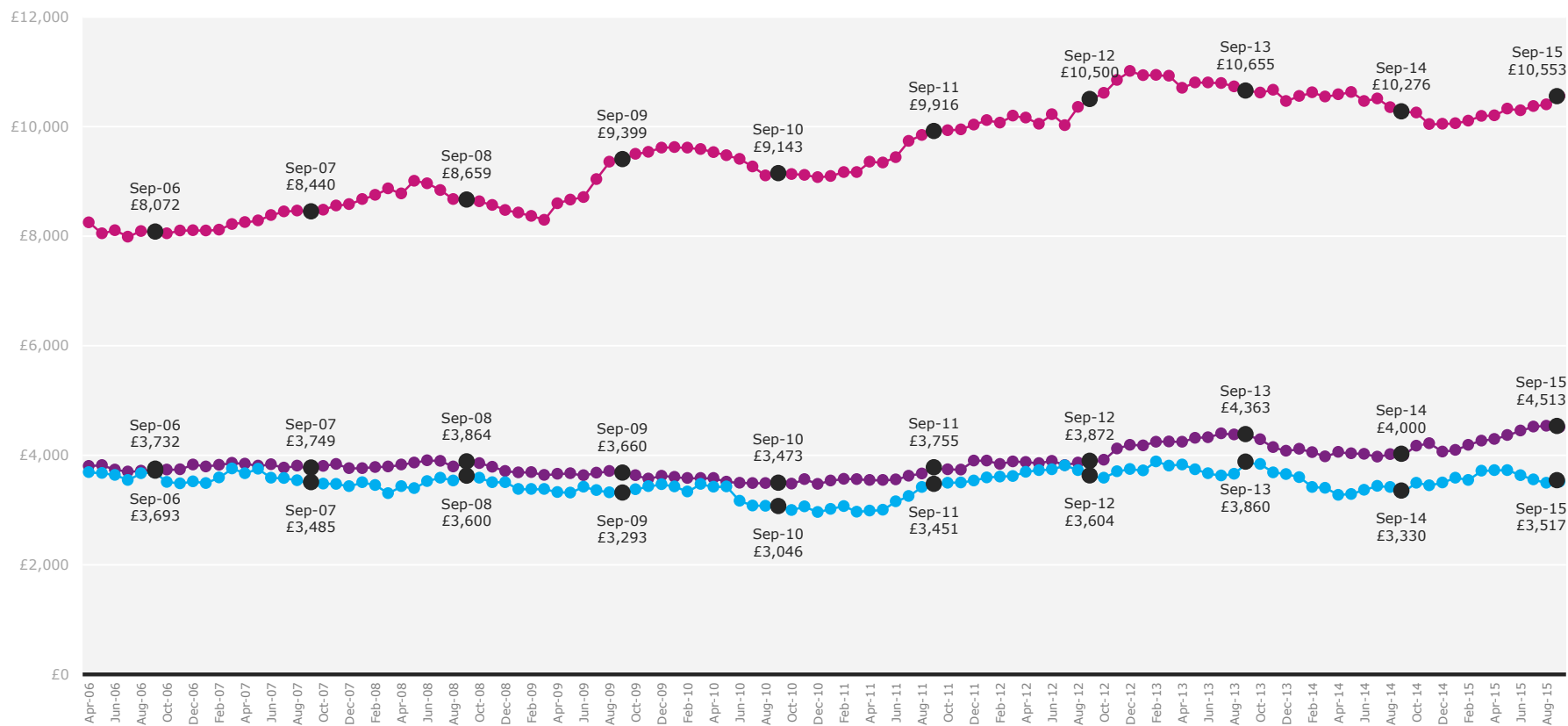
Holiday trips



Business trips

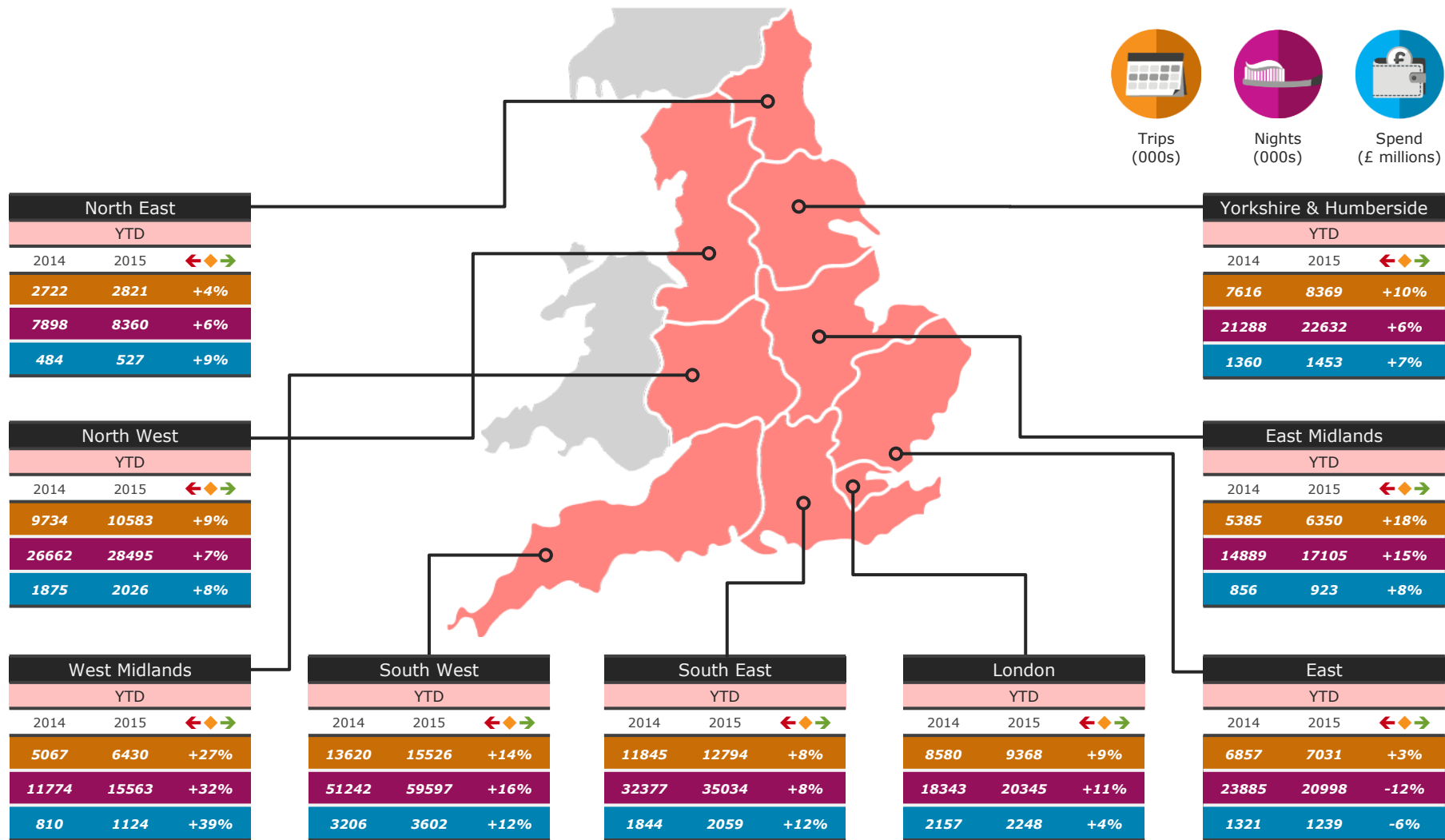


VFR trips



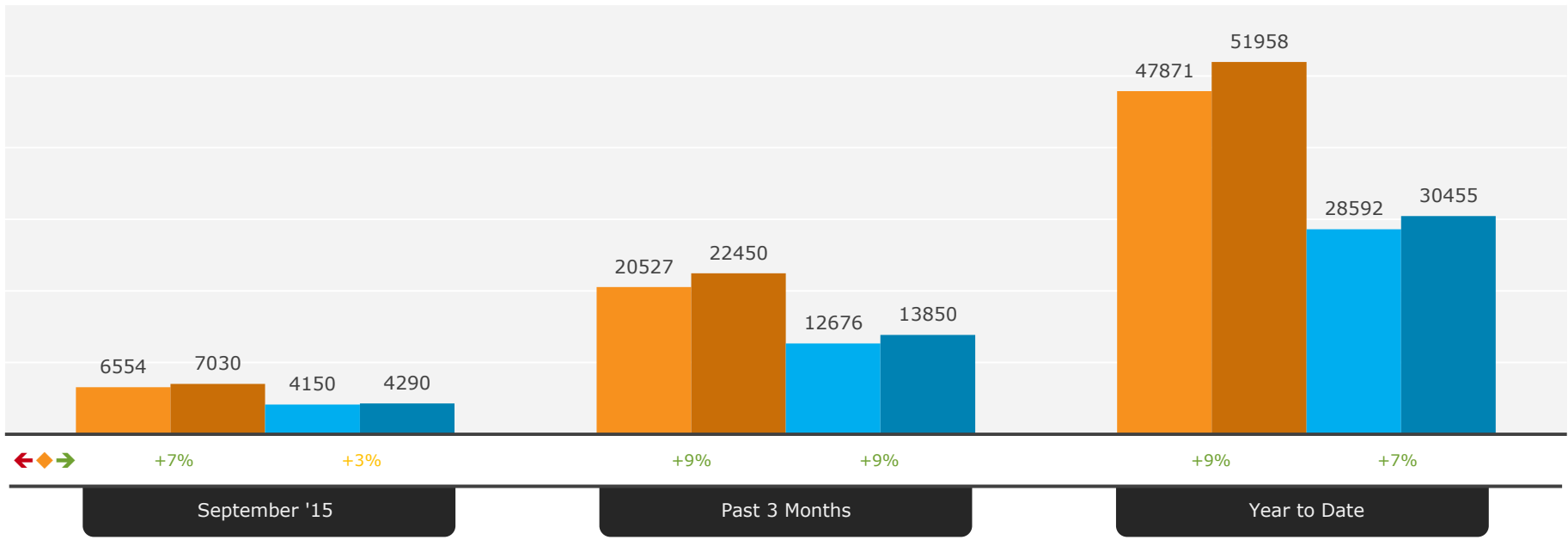
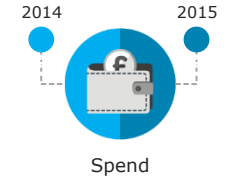
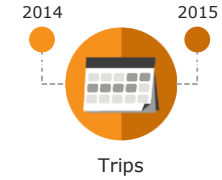
Regional Analysis England

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-September 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	33580	21415	12165	15184	48765	9517	24701	10224
	2015	35141	22681	12460	17058	52200	11371	28430	10509
	◀◆▶	+5%	+6%	+2%	+12%	+7%	+19%	+15%	+3%
NIGHTS 000s	2014	115179	41657	73522	43608	158788	21936	65544	23232
	2015	120899	44282	76617	48430	169329	27172	75602	23164
	◀◆▶	+5%	+6%	+4%	+11%	+7%	+24%	+15%	0%
SPEND £millions	2014	8218	4179	4040	1859	10077	1001	2860	2524
	2015	8711	4488	4224	2085	10796	1222	3307	2535
	◀◆▶	+6%	+7%	+5%	+12%	+7%	+22%	+16%	0%
Unwtd Trips		4961	3116	1838	2438	7397	1888	4025	1201

REGION








										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	5067	6857	5385	8580	9734	2722	11845	13620	7616
	2015	6430	7031	6350	9368	10583	2821	12794	15526	8369
	◀◆▶	+27%	+3%	+18%	+9%	+9%	+4%	+8%	+14%	+10%
NIGHTS 000s	2014	11774	23885	14889	18343	26662	7898	32377	51242	21288
	2015	15563	20998	17105	20345	28495	8360	35034	59597	22632
	◀◆▶	+32%	-12%	+15%	+11%	+7%	+6%	+8%	+16%	+6%
SPEND £millions	2014	810	1321	856	2157	1875	484	1844	3206	1360
	2015	1124	1239	923	2248	2026	527	2059	3602	1453
	◀◆▶	+39%	-6%	+8%	+4%	+8%	+9%	+12%	+12%	+7%
Unwtd Trips		894	996	896	1216	1428	382	1753	2139	1144








◀◆▶ % change vs 2014









Appendix: Domestic Tourism England






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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS 000s	2014	14537	29633	15444	13062
	2015	15711	31989	16475	15741
		+8%	+8%	+7%	+21%
NIGHTS 000s	2014	56685	68396	41878	42419
	2015	59331	74103	45850	49225
		+5%	+8%	+9%	+16%
SPEND £millions	2014	3223	5762	2533	2461
	2015	3624	6253	2679	2675
		+12%	+9%	+6%	+9%
Unwtd Trips		2200	4241	2261	2147

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	28868	21825	11568	8147
	2015	33683	23028	11992	9150
		+17%	+6%	+4%	+12%
NIGHTS 000s	2014	81196	65327	36393	26802
	2015	96681	66673	35703	30453
		+19%	+2%	-2%	+14%
SPEND £millions	2014	6110	4335	2232	1325
	2015	7103	4407	2198	1551
		+16%	+2%	-2%	+17%
Unwtd Trips		3687	3328	1767	1894

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	7828	11926	14443	14331	21880
	2015	8905	13485	15257	15646	24559
		+14%	+13%	+6%	+9%	+12%
NIGHTS 000s	2014	22343	32645	41093	39643	73994
	2015	27027	35833	43692	42837	80121
		+21%	+10%	+6%	+8%	+8%
SPEND £millions	2014	1367	2115	2744	3135	4641
	2015	1537	2394	2832	3368	5129
		+12%	+13%	+3%	+7%	+11%
Unwtd Trips		1201	1864	1986	1874	3762

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	23223	47185
	2015	25631	52221
		+10%	+11%
NIGHTS 000s	2014	69446	140272
	2015	75242	154268
		+8%	+10%
SPEND £millions	2014	3951	10051
	2015	4251	11009
		+8%	+10%
Unwtd Trips		3784	6911

 % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-September 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	44273	30167	26913	2940	13300	9800	5558	269	25853
	2015	46727	30947	27244	3482	14729	10573	5935	671	29956
	◀◆▶	+6%	+3%	+1%	+18%	+11%	+8%	+7%	+149%	+16%
NIGHTS 000s	2014	129114	65885	56685	7043	58899	40072	27295	557	76057
	2015	135111	64468	55753	7367	65704	44112	28681	1374	86011
	◀◆▶	+5%	-2%	-2%	+5%	+12%	+10%	+5%	+138%	+13%
SPEND £millions	2014	11287	7681	6862	698	3389	1567	2081	41	2495
	2015	11819	7893	7039	752	3632	1672	2211	133	3000
	◀◆▶	+5%	+3%	+3%	+8%	+7%	+7%	+6%	+123%	+20%
Unwtd Trips		6996	4236	3729	477	2016	1447	812	52	4100

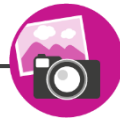
*caution small sample size ◀◆▶ % change vs 2014

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	3.07	3.05	3.06	3.00	2.98	2.95	3.64	3.59	3.57	3.49	3.43	3.44	2.22	2.18	2.39	2.21	2.27	2.20	2.65	2.65	2.68	2.70	2.65	2.66
Spend Per Night	£55	£58	£62	£64	£67	£66	£57	£61	£66	£67	£71	£72	£98	£107	£101	£113	£109	£109	£36	£38	£40	£41	£44	£44
Spend Per Trip	£167	£178	£190	£191	£199	£196	£208	£219	£237	£232	£245	£248	£218	£233	£240	£249	£247	£241	£96	£101	£106	£112	£116	£116

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/banner-images/gbts_2013_-_methods_performance_report_v2.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 3