

# Great Britain Tourism Survey

August 2015 Update



# GB Domestic Tourism: Monthly Volume & Value 2015

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	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%
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%
BEDNIGHTS	January			February			March			April			May			June		
	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%
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%
EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£945	£1233	+30.5%	£1183	£1328	+12.3%	£1267	£1769	+39.6%	£1871	£2020	+8.0%	£2100	£2426	+15.5%	£2138	£2173	+1.6%
England	£834	£1000	+19.9%	£973	£1090	+12.0%	£980	£1368	+39.6%	£1455	£1530	+5.2%	£1645	£1883	+14.5%	£1758	£1748	-0.6%

TRIPS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.280	13.697	+11.5%	14.420	14.803	+2.7%													77.273	85.311	+10.4%
England	9.985	11.108	+11.2%	11.365	11.927	+4.9%													62.695	70.026	+11.7%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	46.929	48.996	+4.4%	56.190	55.942	-0.4%													243.458	264.133	+8.5%
England	35.525	38.378	+8.0%	42.687	43.097	+1.0%													188.460	207.519	+10.1%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£2809	£3037	+8.1%	£3287	£3318	+0.9%													£15600	£17303	+10.9%
England	£2229	£2350	+5.4%	£2518	£2558	+1.6%													£12392	£13527	+9.2%

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Fieldwork: 5 Aug – 27 Sep  
TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Monthly Volume & Value 2015

## HOLIDAYS

	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>TRIPS</b>																		
<b>GB</b>	1.778	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%
<b>England</b>	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%
<b>BEDNIGHTS</b>																		
<b>GB</b>	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%
<b>England</b>	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%
<b>EXPENDITURE</b>																		
<b>GB</b>	£407	£489	+20.1%	£559	£589	+5.4%	£688	£828	+20.3%	£1083	£1130	+4.3%	£1279	£1515	+18.5%	£1269	£1242	-2.1%
<b>England</b>	£358	£368	+2.8%	£445	£493	+10.8%	£530	£617	+16.4%	£799	£808	+1.1%	£970	£1092	+12.6%	£1003	£974	-2.9%

	July			August			September			October			November			December			YTD		
	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>	6.984	7.624	+9.2%	8.833	8.837	+0.0%													39.082	40.070	+2.5%
<b>England</b>	5.438	6.041	+11.1%	6.617	6.792	+2.6%													30.046	31.181	+3.8%
<b>BEDNIGHTS</b>																					
<b>GB</b>	30.967	30.414	-1.8%	38.632	37.540	-2.8%													140.704	144.556	+2.7%
<b>England</b>	22.951	23.593	+2.8%	27.812	28.110	+1.1%													103.794	107.634	+3.7%
<b>EXPENDITURE</b>																					
<b>GB</b>	£1887	£1978	+4.8%	£2359	£2377	+0.8%													£9531	£10147	+6.5%
<b>England</b>	£1430	£1507	+5.4%	£1741	£1773	+1.8%													£7275	£7632	+4.9%

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# GB Domestic Tourism: Monthly Volume & Value 2015

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	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%
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%
BEDNIGHTS	January			February			March			April			May			June		
	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%
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%
EXPENDITURE	January			February			March			April			May			June		
	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%
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%

TRIPS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	3.365	4.096	+21.7%	4.064	4.523	+11.3%													25.658	29.900	+16.5%
England	2.918	3.480	+19.3%	3.494	3.891	+11.1%													22.046	26.029	+18.1%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	10.794	12.840	+19.0%	12.852	14.588	+13.5%													71.300	82.535	+15.8%
England	8.969	10.182	+13.5%	10.958	11.906	+8.7%													59.081	69.714	+18.0%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£440	£550	+25.0%	£571	£608	+6.5%													£3083	£3687	+19.6%
England	£364	£430	+18.1%	£471	£491	+4.2%													£2547	£3022	+18.6%

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## BUSINESS TOURISM

	January			February			March			April			May			June			
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	
<b>TRIPS</b>																			
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%	
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%	
<b>BEDNIGHTS</b>																			
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%	
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%	
<b>EXPENDITURE</b>																			
GB	£239	£363	+51.9%	£311	£275	-11.4%	£280	£475	+69.6%	£270	£286	+5.9%	£336	£320	-4.9%	£412	£340	-17.5%	
England	£205	£295	+43.8%	£263	£222	-15.8%	£209	£377	+80.4%	£232	£242	+4.5%	£284	£285	+0.2%	£366	£275	-25.0%	

	July			August			September			October			November			December			YTD			
	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	1.574	1.459	-7.3%	1.251	1.119	-10.6%													10.553	11.160	+5.8%	
England	1.434	1.143	-20.3%	1.002	0.929	-7.3%													8.998	9.323	+3.6%	
<b>BEDNIGHTS</b>																						
GB	3.771	4.007	+6.3%	3.859	2.516	-34.8%													24.878	25.870	+4.0%	
England	3.039	3.184	+4.8%	3.109	1.816	-41.6%													20.415	20.885	+2.3%	
<b>EXPENDITURE</b>																						
GB	£438	£390	-10.9%	£316	£246	-22.1%													£2602	£2695	+3.6%	
England	£397	£317	-20.3%	£269	£209	-22.4%													£2224	£2220	-0.2%	

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# GB Domestic Tourism: Year to Date – 2010-2015

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

	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan - Aug 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	81.081	85.43	83.142	82.737	77.273	85.311	40.712	42.496	41.147	40.857	39.082	40.070	27.571	28.332	26.901	27.323	25.658	29.900	10.586	11.943	12.292	11.725	10.553	11.160
England	66.830	70.149	68.648	67.825	62.695	70.026	32.107	33.327	32.489	32.086	30.046	31.181	23.99	24.444	23.335	23.250	22.046	26.029	8.819	10.190	10.403	10.003	8.998	9.323
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug 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	261.404	274.424	265.041	259.660	243.458	264.133	152.991	160.287	152.174	149.383	140.704	144.556	76.669	78.583	75.335	75.587	71.300	82.535	25.135	26.814	29.756	26.972	24.878	25.870
England	205.453	216.201	210.229	204.009	188.460	207.519	116.865	120.267	115.882	111.79	103.794	107.634	64.043	66.418	62.791	63.385	59.081	69.714	19.547	21.988	24.996	21.955	20.415	20.885
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan – Aug period					
EXPENDITURE	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	£13,761	£15,719	£16,065	£16,072	£15,600	£17,303	£8,418	£9,595	£9,685	£9,535	£9,531	£10,147	£2,714	£2,940	£2,942	£3,139	£3,083	£3,687	£2,327	£2,845	£3,026	£2,936	£2,602	£2,695
England	£10,993	£12,438	£12,986	£12,867	£12,392	£13,527	£6,577	£7,347	£7,670	£7,391	£7,275	£7,632	£2,264	£2,454	£2,420	£2,606	£2,547	£3,022	£1,898	£2,358	£2,549	£2,460	£2,224	£2,220

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# GB Domestic Tourism: Year to Date – 2010-2015

## Trip Characteristics, Jan-Aug period

Av. Trip Length	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug 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	3.22	3.21	3.19	3.14	3.15	3.10	3.76	3.77	3.70	3.66	3.60	3.61	2.78	2.77	2.8	2.77	2.78	2.76	2.37	2.25	2.42	2.30	2.36	2.32
England	3.07	3.08	3.06	3.01	3.01	2.96	3.64	3.61	3.57	3.48	3.45	3.45	2.67	2.72	2.69	2.73	2.68	2.68	2.22	2.16	2.40	2.19	2.27	2.24
Av. £/Night	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug 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	£53	£57	£61	£62	£64	£66	£55	£60	£64	£64	£68	£70	£35	£37	£39	£42	£43	£45	£93	£106	£102	£109	£105	£104
England	£54	£58	£62	£63	£66	£65	£56	£61	£66	£66	£70	£71	£35	£37	£39	£41	£43	£43	£97	£107	£102	£112	£109	£106
Av. £/Trip	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug 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	£170	£184	£193	£194	£202	£203	£207	£226	£235	£233	£244	£253	£98	£104	£109	£115	£120	£123	£220	£238	£246	£250	£247	£241
England	£164	£177	£189	£190	£198	£193	£205	£220	£236	£230	£242	£245	£94	£100	£104	£112	£116	£116	£215	£231	£245	£246	£247	£238

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