







Great Britain Tourism Survey

August 2015



Summary of Results GB And England

	Trips	Nights	Spend	Headlines
August 2015				
	+3%	0%	+1%	<ul style="list-style-type: none"> There were 14.8 million domestic overnight trips in GB in August 2015, up +3% on August 2014 when there were 14.4 million trips. Expenditure increased by +1% to £3.3 billion, while number of nights remained at 55.9 million.
	+5%	+1%	+2%	<ul style="list-style-type: none"> There were 11.9 million domestic overnight trips to England in August 2015, up by +5% on the same month last year when there were 11.4 million. Spend increased by 2% at £2.6 billion and bednights increased by +1% to 43 million.
YEAR-TO-DATE				
	+10%	+9%	+11%	<ul style="list-style-type: none"> In the year to August 2015, GB trips were up +10% to 85.3 million, compared to 77.3 million in the same period in 2014. Expenditure and nights were also up for the year to date, +11% and +9% respectively
	+12%	+10%	+9%	<ul style="list-style-type: none"> In the year to August 2015, trips to England were up +12% to 70 million from 62.7 million in 2014. Spend and nights were up by +9% and +10% respectively.

Weather








Context

- The weather during August was mostly unsettled and fairly cool. Temperatures frequently struggled to reach average levels. School holidays spanned the whole length of August.

Summary of Results England

YEAR-TO-DATE (Jan–August 2015)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+4%	+4%	+5%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to August 2015 increased by +4% compared to the same period last year, with 31.2 million trips recorded. Expenditure has increased further by +5% to £7.6 billion, while nights increased by +4% to 107.6 million.
	+18%	+18%	+19%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES increased by +18% to 26 million, with bednights and expenditure both increasing by a similar proportion. Non-holiday VFR is up by +19%, and holiday VFR is up +15%.
	4%	2%	0%	<ul style="list-style-type: none"> BUSINESS trips have also increased for the January to August period, up by +4% to 9.3 million. Nights have also increased, by 2%, whilst spend remains unchanged compared to the same period in 2014.
	16-24	Class AB	TRIP TAKERS	
	+18%	+18%	<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 (+18%), and in social class AB (+18%) 	
	West Midlands	Countryside / village	DESTINATION TYPE	
	+30%	+22%	<ul style="list-style-type: none"> All regions and destination types saw an increase in trips in the eight months to August 2015 The greatest increase was to the West Midlands and to the Countryside 	

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

August 2015

JAN - August 2015

Trip

Spend

Trip

Spend



+8%

+6%

+9%

+7%

- In August, trips and the expenditure on those trips by Brits overseas increased by +8% and +6%
- In the year to date, overseas trips were up by +9%. Expenditure increased slightly less, at 7%.

Other Tourism Surveys

August 15

Room

Bedspace

OCCUPANCY



-1%

-1%

- Room occupancy in England in August decreased by -1% compared to 2014 at 78%, while bedspace reduced to 62%

MAY-August 15

Volume

Spend

DAY VISITS



-1%

+5%

- The number of tourism day visits in England in the period June to August 2015 decreased slightly, by -1% compared to 2014, to 373 million
- The value of those visits also increased, by +5% to £13 billion

SEPT 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



↗

↗

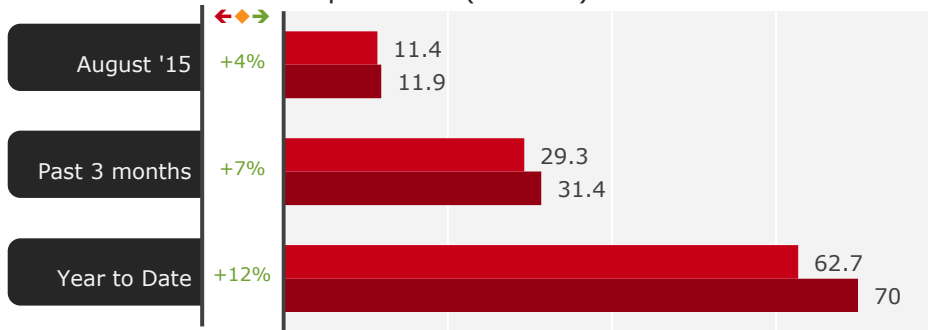
- Attractions and accommodation businesses reported an increase in visitors for the period from end of May until the end of the school holidays.

Headline Data GB and England

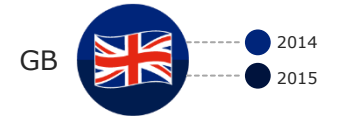
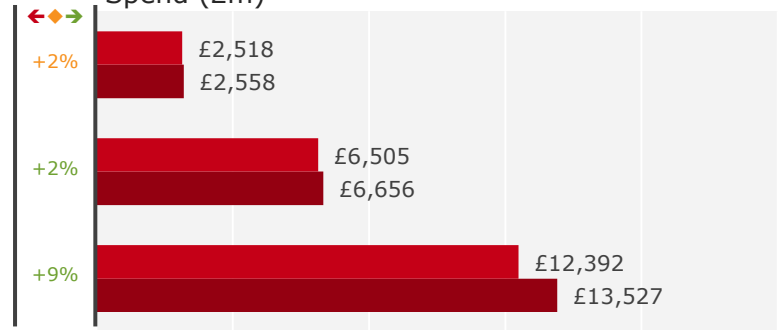
Volume and spend (2014 vs 2015)



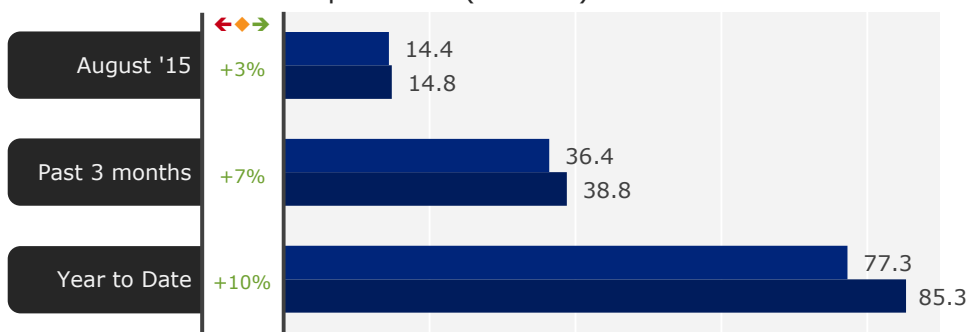
Trip Volume (millions)



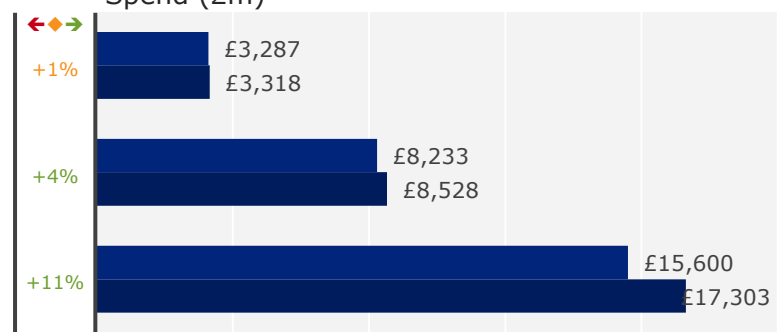
Spend (£m)



Trip Volume (millions)



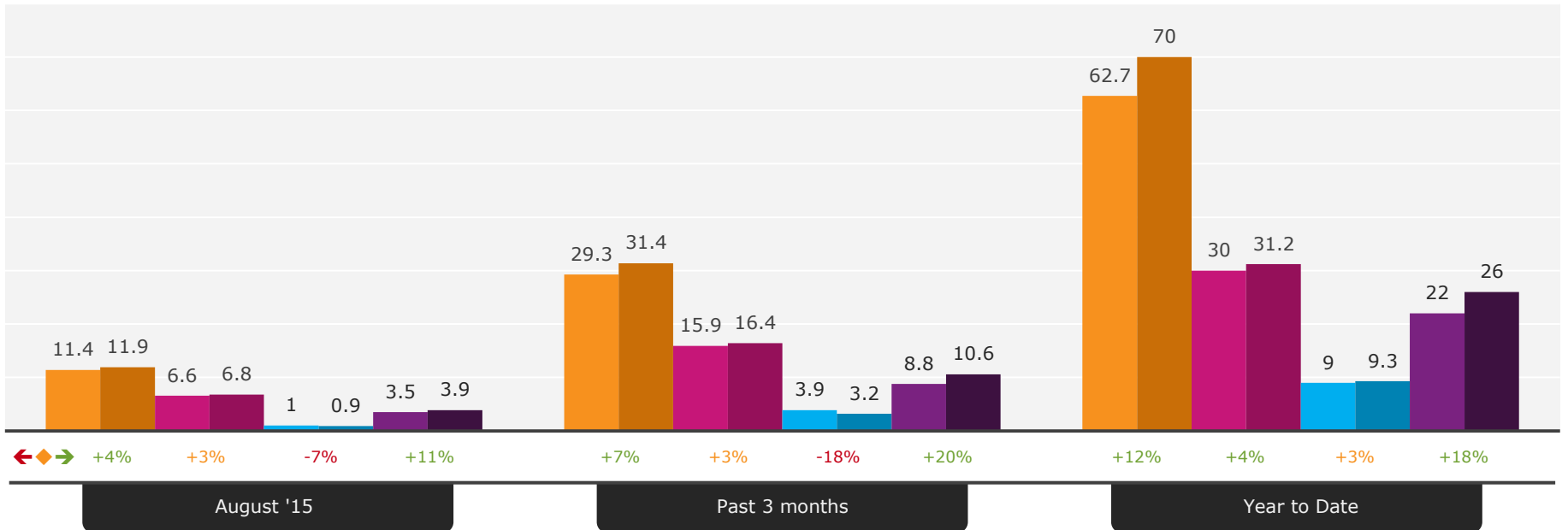
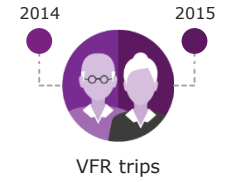
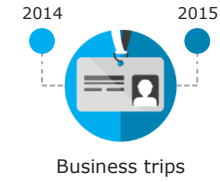
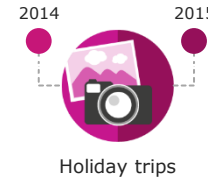
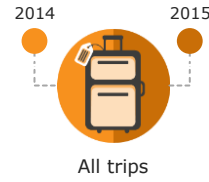
Spend (£m)



◀▶▶ % change vs 2014

Trips England

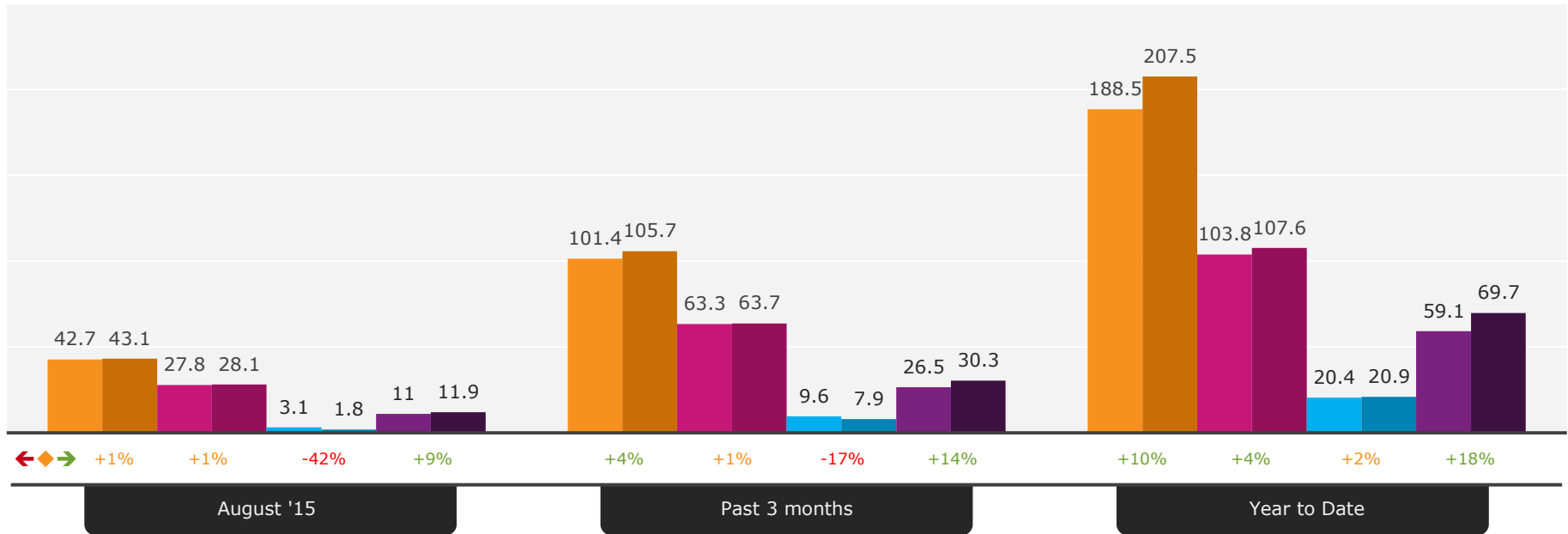
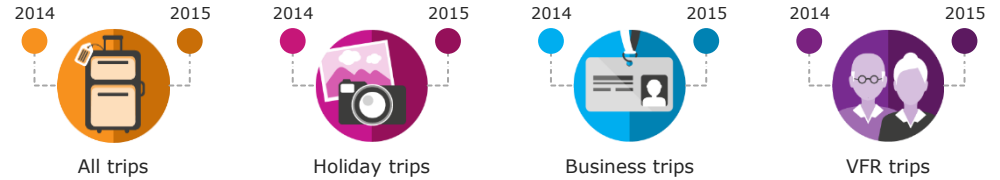
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

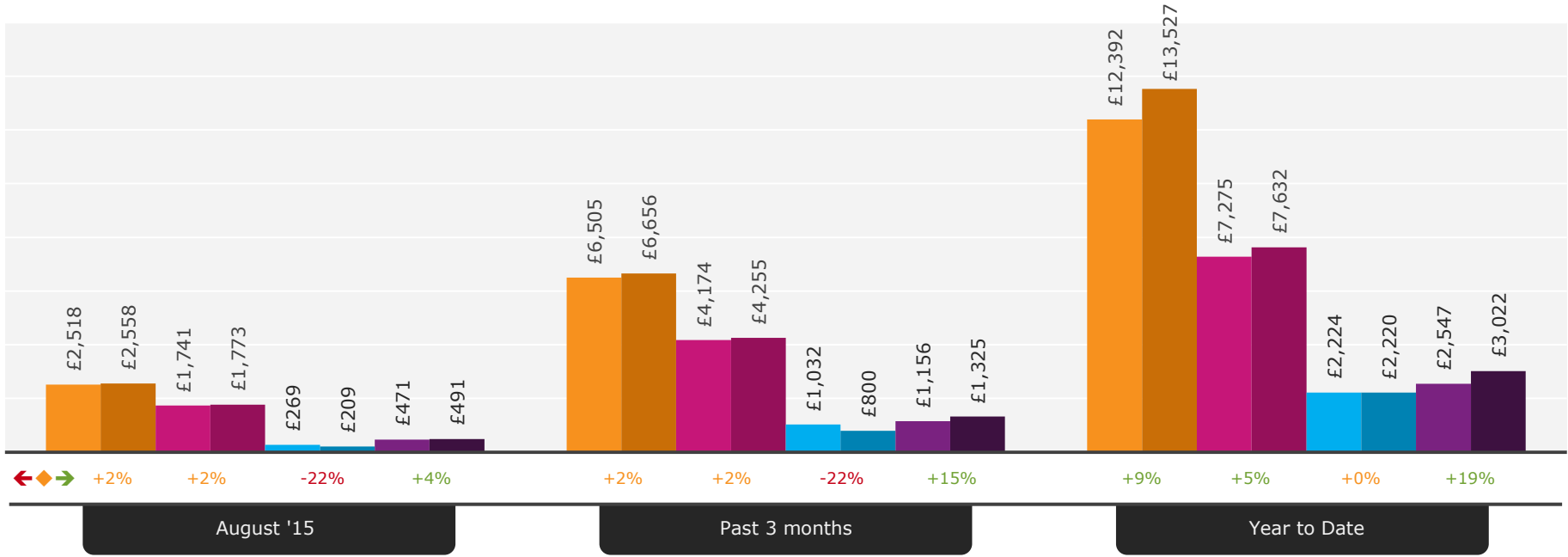
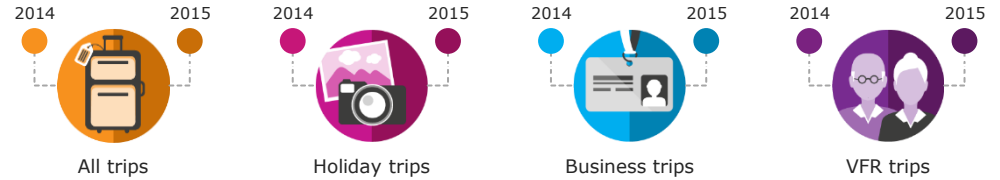
Volume of nights (millions) (2014 vs 2015)



◀▶ % change vs 2014

Spend England

Expenditure (£m) (2014 vs 2015)



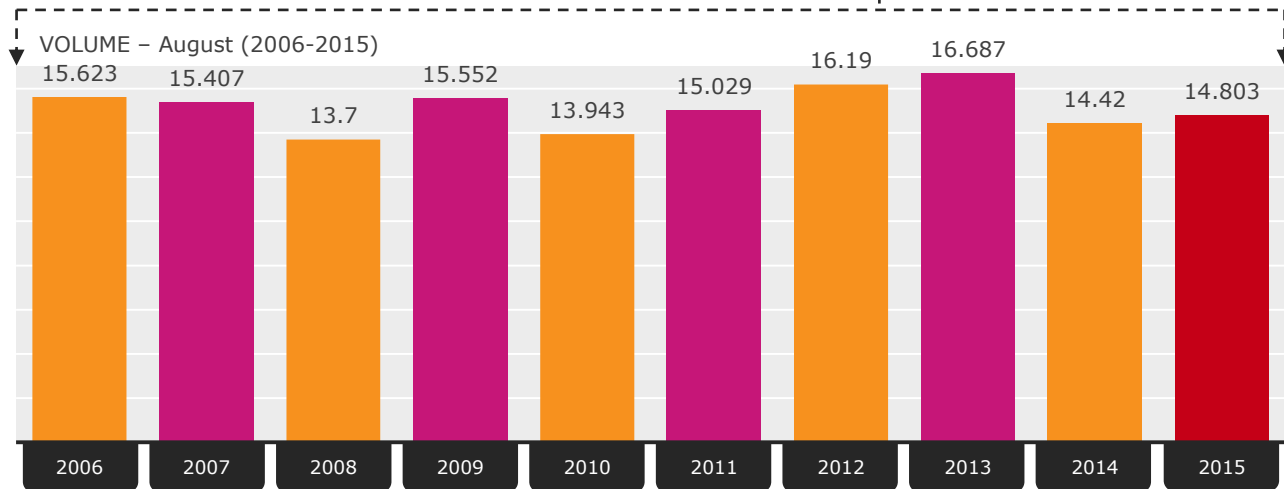
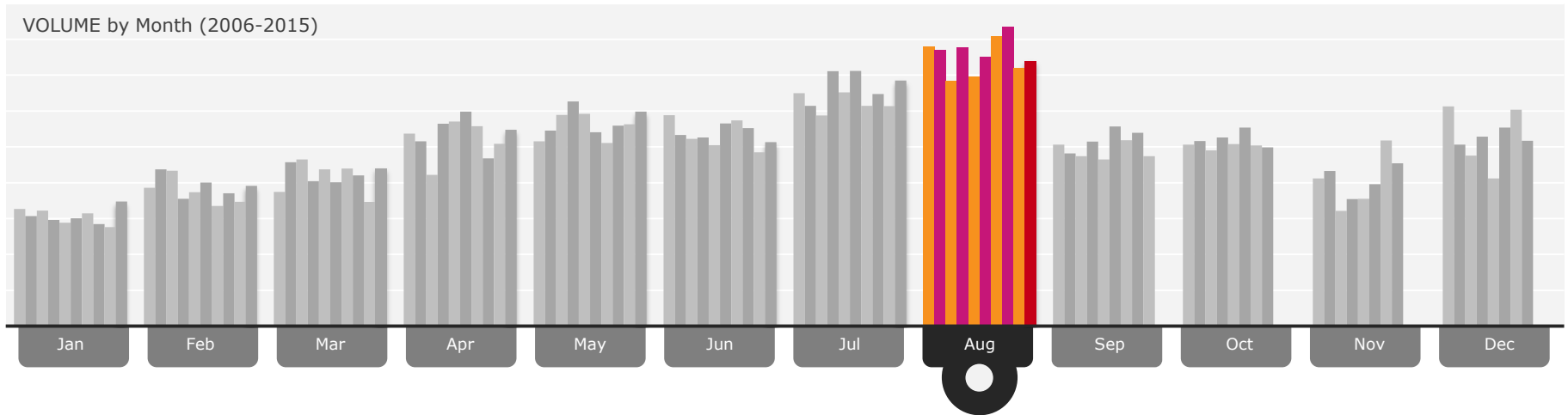
◀▶ % change vs 2014

Long Term Trends by Month GB

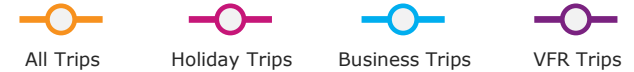
2006-2015 (millions)



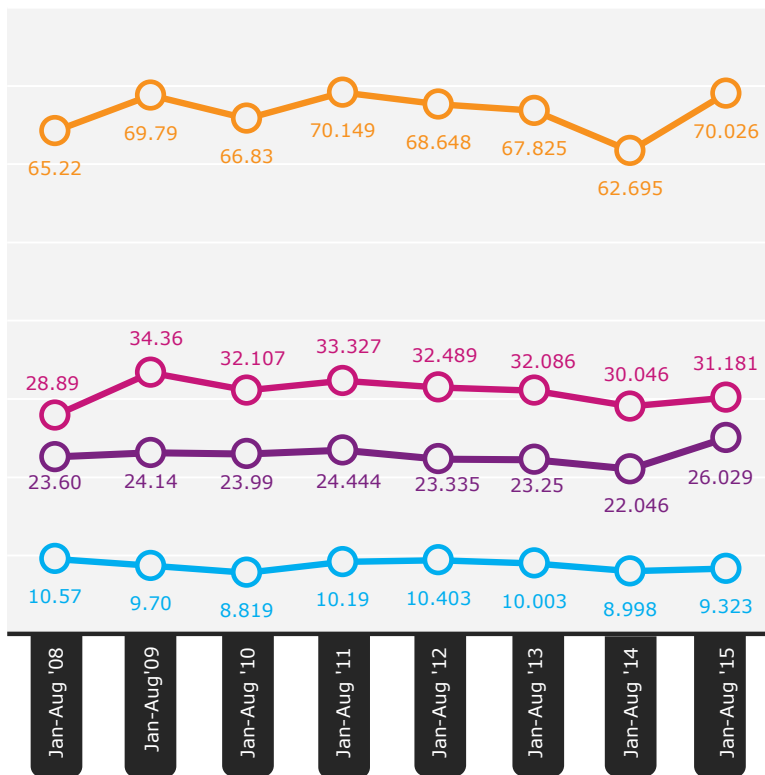
VOLUME by Month (2006-2015)



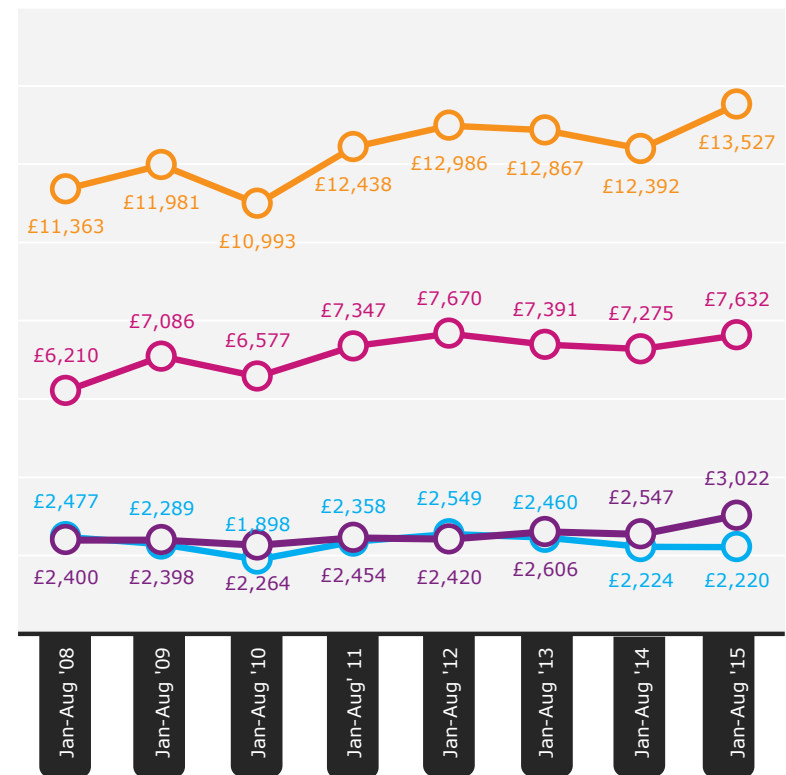
Long Term Trends, Year-to-Year England



Trip Volume (millions)



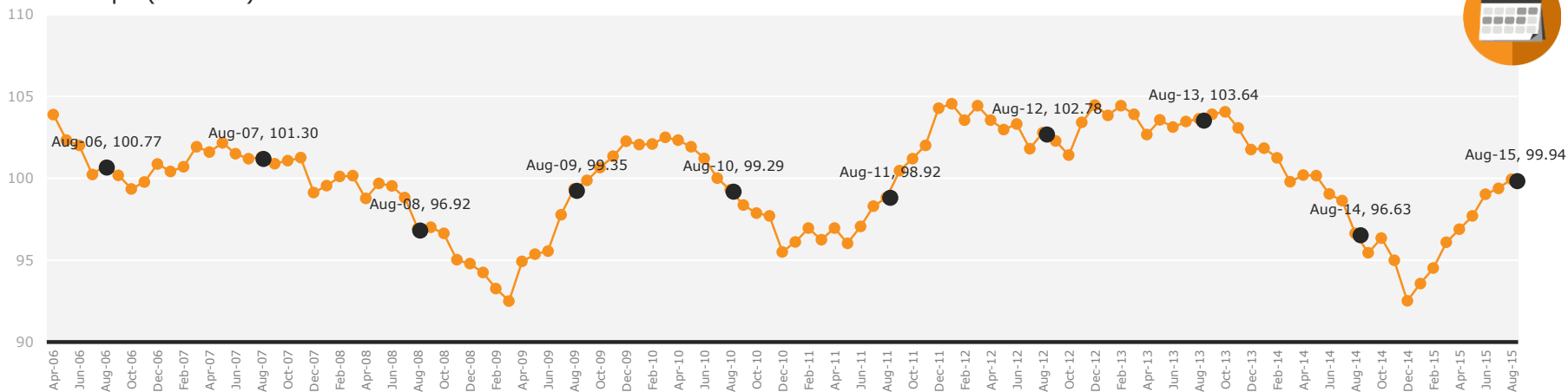
Spend (£m)



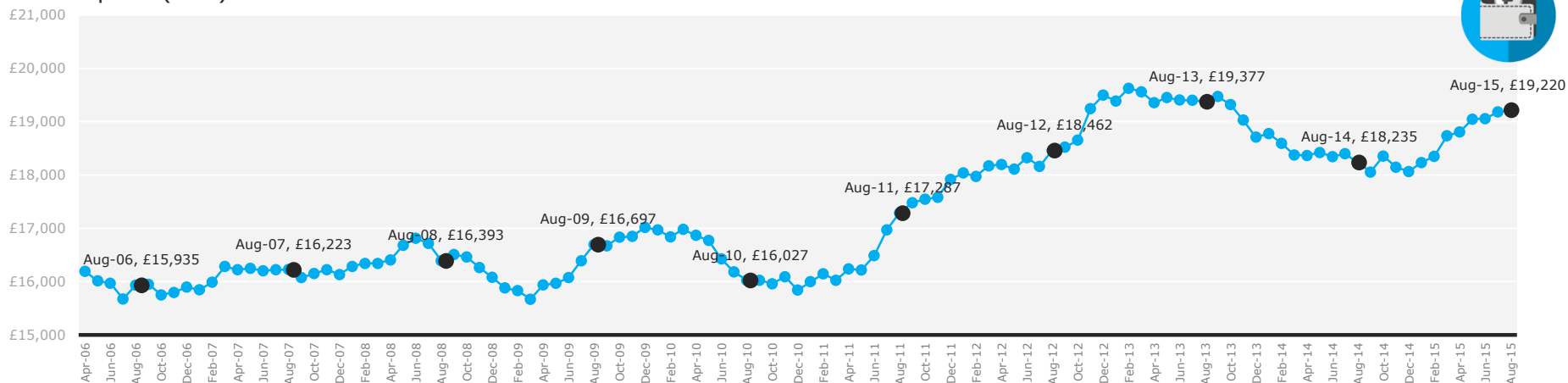
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



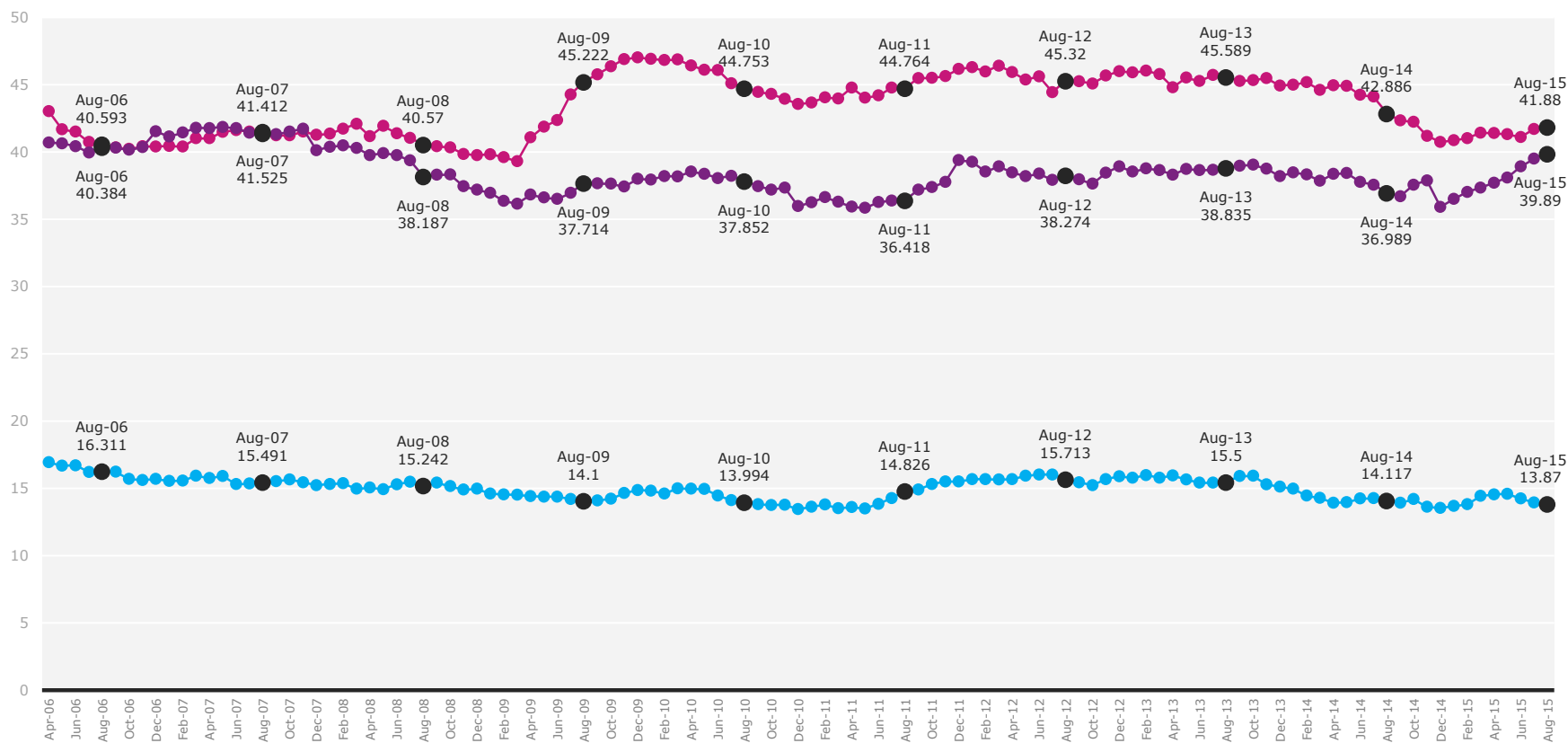
Holiday trips



Business trips



VFR trips

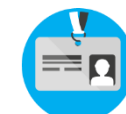


Rolling 12 Month Trendlines England

Spend by purpose (£m)



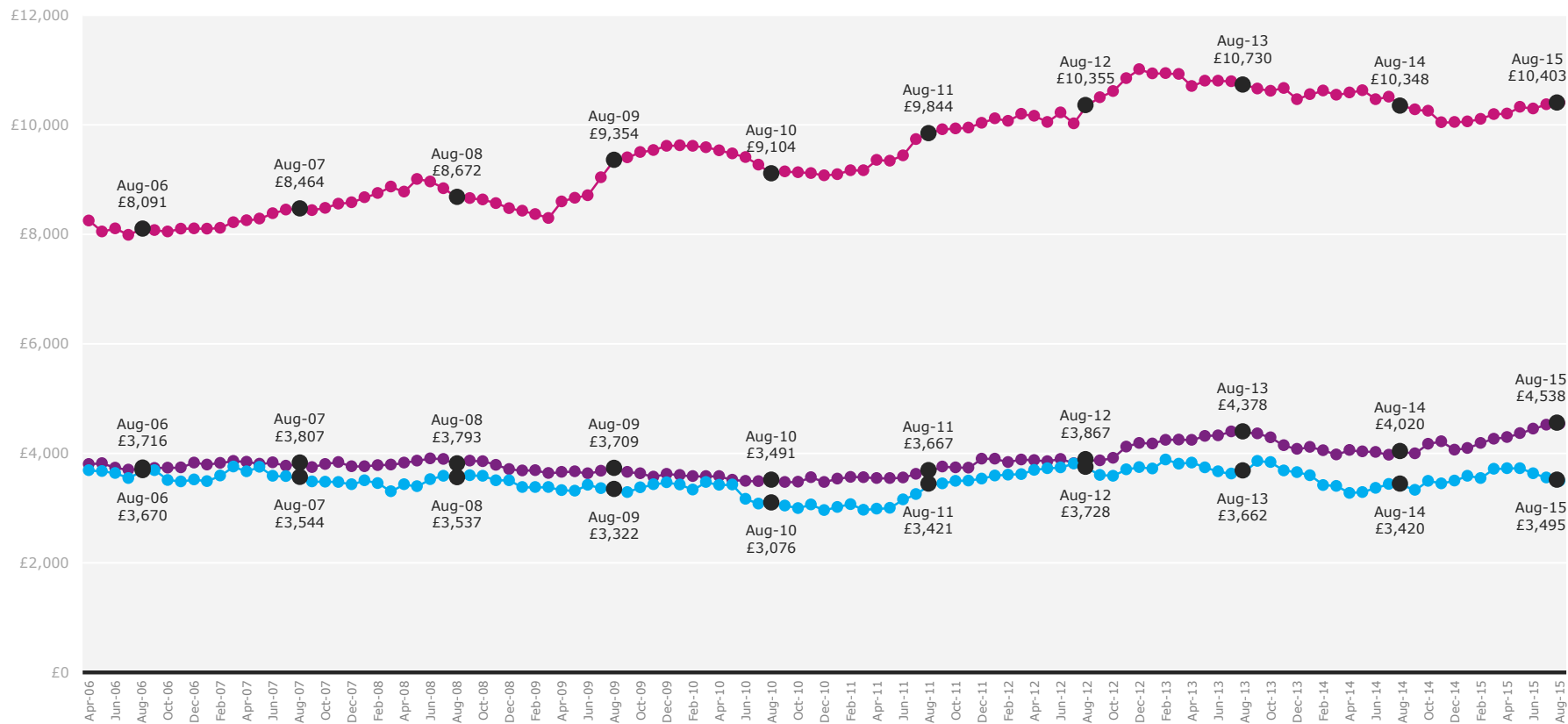
Holiday trips



Business trips

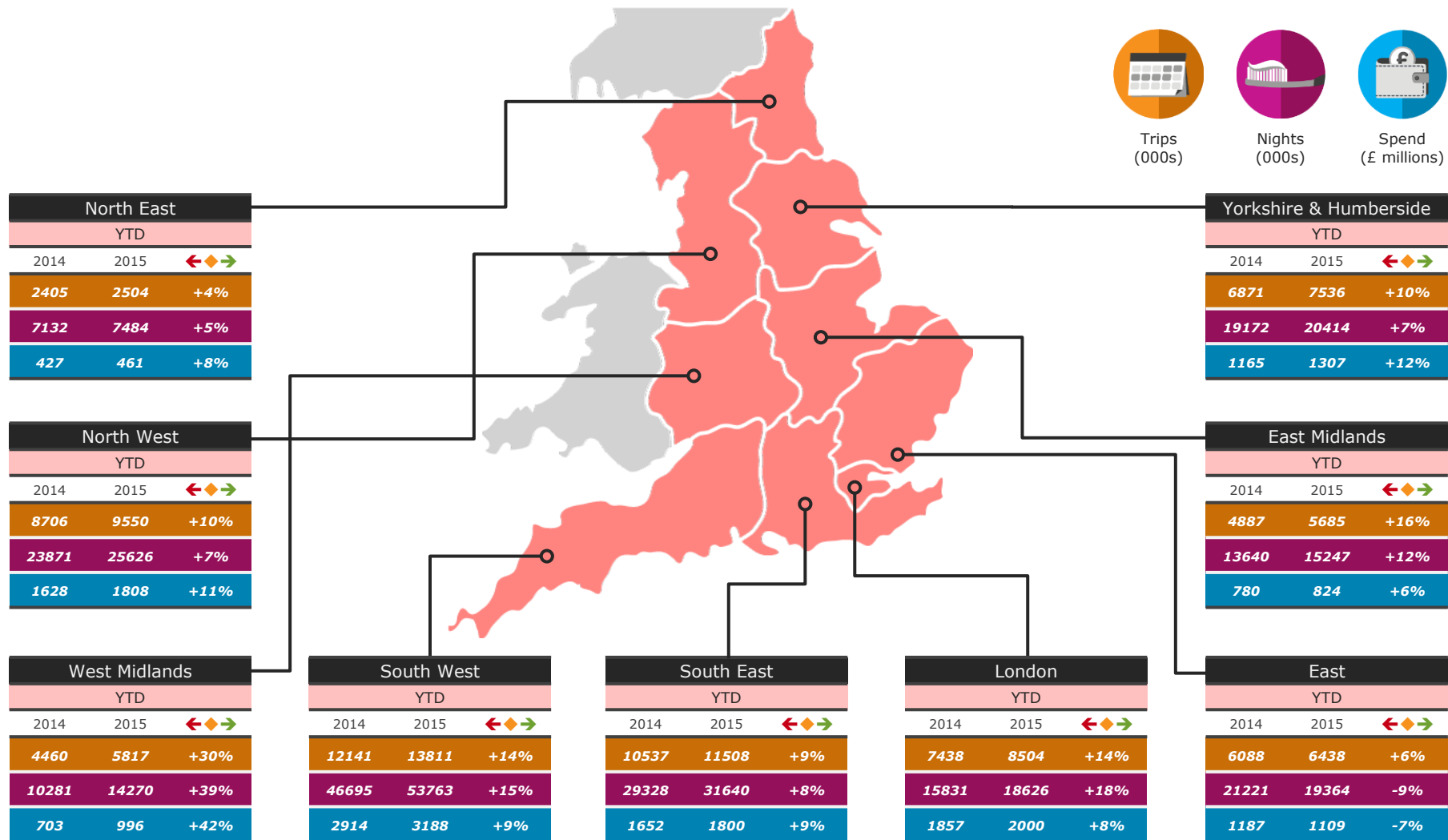


VFR trips



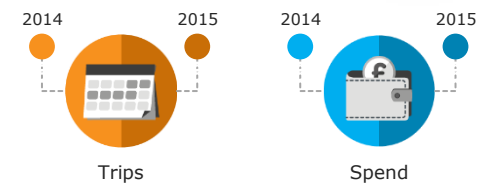
Regional Analysis England

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-August 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	30046	19041	11005	13675	43721	8371	22046	8998
	2015	31181	20090	11091	15819	47000	10210	26029	9323
	◀◆▶	+4%	+6%	+1%	+16%	+7%	+22%	+18%	+4%
NIGHTS 000s	2014	103794	37017	66777	39703	143497	19378	59081	20415
	2015	107634	39415	68219	45387	153021	24328	69714	20885
	◀◆▶	+4%	+6%	+2%	+14%	+7%	+26%	+18%	+2%
SPEND £millions	2014	7275	3653	3623	1659	8935	888	2547	2224
	2015	7632	3965	3668	1924	9556	1098	3022	2220
	◀◆▶	+5%	+9%	+1%	+16%	+7%	+24%	+19%	0%
Unwtd Trips		4408	2766	1637	2258	6663	1417	3675	1068

REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	4460	6088	4887	7438	8706	2405	10537	12141	6871
	2015	5817	6438	5685	8504	9550	2504	11508	13811	7536
	◀◆▶	+30%	+6%	+16%	+14%	+10%	+4%	+9%	+14%	+10%
NIGHTS 000s	2014	10281	21221	13640	15831	23871	7132	29328	46695	19172
	2015	14270	19364	15247	18626	25626	7484	31640	53763	20414
	◀◆▶	+39%	-9%	+12%	+18%	+7%	+5%	+8%	+15%	+6%
SPEND £millions	2014	703	1187	780	1857	1628	427	1652	2914	1165
	2015	996	1109	824	2000	1808	461	1800	3188	1307
	◀◆▶	+42%	-7%	+6%	+8%	+11%	+8%	+9%	+9%	+12%
Unwtd Trips		807	913	802	1105	1785	338	1578	1911	1028

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS 000s	2014	12933	26335	13777	11657
	2015	14065	28693	14874	14249
	◀◆▶	+9%	+9%	+8%	+22%
NIGHTS 000s	2014	51065	61184	38009	37913
	2015	53433	66877	41619	44679
	◀◆▶	+5%	+9%	+9%	+18%
SPEND £millions	2014	2860	5034	2289	2194
	2015	3195	5512	2391	2407
	◀◆▶	+12%	+9%	+4%	+10%
Unwtd Trips		2068	3800	2045	1939

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	25867	19600	10031	7197
	2015	30543	20520	10774	8188
	◀◆▶	+18%	+5%	+7%	+14%
NIGHTS 000s	2014	73360	59642	31488	23970
	2015	88228	59673	32052	27566
	◀◆▶	+20%	+0%	+2%	+15%
SPEND £millions	2014	5446	3897	1905	1144
	2015	6305	3901	1957	1365
	◀◆▶	+16%	+0%	+3%	+19%
Unwtd Trips		3348	2968	1582	1707

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	6853	10701	13234	12856	19051
	2015	8049	12003	14188	14188	21599
	◀◆▶	+17%	+12%	+7%	+10%	+13%
NIGHTS 000s	2014	19980	29296	38447	36368	64369
	2015	24724	32384	41271	39341	69798
	◀◆▶	+24%	+11%	+7%	+8%	+8%
SPEND £millions	2014	1193	1900	2518	2790	3990
	2015	1373	2073	2606	3037	4438
	◀◆▶	+15%	+9%	+3%	+9%	+11%
Unwtd Trips		1080	1682	1843	1704	3304

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	21209	41486
	2015	23632	46394
	◀◆▶	+11%	+12%
NIGHTS 000s	2014	64927	123533
	2015	70998	136521
	◀◆▶	+9%	+11%
SPEND £millions	2014	3627	8766
	2015	3883	9644
	◀◆▶	+7%	+10%
Unwtd Trips		3495	6128

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-August 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	39340	26693	23821	2547	11986	8815	5086	245	23145
	2015	41463	27404	24145	3046	13153	9424	5308	505	27547
	◀◆▶	+5%	+3%	+1%	+20%	+10%	+7%	+4%	+107%	+19%
NIGHTS 000s	2014	115426	58310	50011	6178	53323	36436	24890	460	69228
	2015	120069	57072	49455	6365	58462	39325	25541	1457	79610
	◀◆▶	+4%	-2%	-1%	+3%	+10%	+8%	+3%	+317%	+15%
SPEND £millions	2014	9961	6716	5981	616	3062	1429	1876	39	2244
	2015	10364	6935	6180	661	3169	1462	1935	122	2773
	◀◆▶	+4%	+3%	+3%	+7%	+3%	+2%	+3%	+210%	+24%
Unwtd Trips		5681	3755	3308	417	1802	1291	727	14	3774

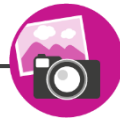
*caution small sample size ◀◆▶ % change vs 2014

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	3.08	3.06	3.01	3.01	2.96	3.64	3.61	3.57	3.48	3.45	3.45	2.22	2.16	2.40	2.19	2.27	2.24	2.67	2.72	2.69	2.73	2.68	2.68
Spend Per Night	£54	£58	£62	£63	£66	£65	£56	£61	£66	£66	£70	£71	£97	£107	£102	£112	£109	£106	£35	£37	£39	£41	£43	£43
Spend Per Trip	£164	£177	£189	£190	£198	£193	£205	£220	£236	£230	£242	£245	£215	£231	£245	£246	£247	£238	£94	£100	£104	£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