







# Great Britain Tourism Survey

July 2015



# Summary of Results GB And England

	Trips	Nights	Spend	Headlines
JULY 2015				
	+12%	+4%	+8%	<ul style="list-style-type: none"> <li>There were 13.7 million domestic overnight trips in GB in July 2015, up +12% on July 2014 when there were 12.3 million trips.</li> <li>Expenditure increased by +8% to £3 billion, while nights increased by +4% to 49 million.</li> </ul>
	+11%	+8%	+5%	<ul style="list-style-type: none"> <li>There were 11.1 million domestic overnight trips to England in July 2015, up by +11% on the same month last year when there were 10 million.</li> <li>Spend increased by 5% at £2.4 billion and bednights increased by +8% to 38 million.</li> </ul>
YEAR-TO-DATE				
	+12%	+11%	+14%	<ul style="list-style-type: none"> <li>In the year to July 2015, GB trips were up +12% to 70.5 million, compared to 62.9 million in the same period in 2014.</li> <li>Nights and expenditure were also up for the year to date, +11% and +14% respectively</li> </ul>
	+13%	+13%	+11%	<ul style="list-style-type: none"> <li>In the year to July 2015, trips to England were up +13% to 58.1 million from 51.3 million in 2014.</li> <li>Nights and spend were up by +13% and +11% respectively.</li> </ul>

## Weather








## Context

- At the start of July, the south-east experience record-breaking July temperatures. After this, the UK experienced changeable weather generally. Overall it was rather a cool month despite the hot start.

# Summary of Results England

YEAR-TO-DATE (Jan-July 2015)

## Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+4%	+5%	+6%	<ul style="list-style-type: none"> <li><b>HOLIDAY TRIPS</b> in England from January to July 2015 increased by +4% compared to the same period last year, with 24.4 million trips recorded.</li> <li>Expenditure has increased further by +6% to £5.9 billion, while nights increased by +5% to 79.5 million.</li> </ul>
	+19%	+20%	+22%	<ul style="list-style-type: none"> <li><b>VISITS TO FRIENDS AND RELATIVES</b> increased by +19% to 22.1 million, with bednights and expenditure both increasing by 20% or more. Non-holiday VFR is up by +24%, and holiday VFR is up +16%.</li> </ul>
	+5%	+10%	+3%	<ul style="list-style-type: none"> <li><b>BUSINESS</b> trips have also increased for the January to July period, up by +5% to 8.4 million. Nights and spend both also increased, by +10% and +3% respectively.</li> </ul>
	16-24	Class AB	TRIP TAKERS	
	+23%	+19%	<ul style="list-style-type: none"> <li>Trips increased among all age groups and social grades</li> <li>The biggest increases has been among those aged 16-24 (+23%) and 55+ (+15%), and in social class AB (+19%)</li> </ul>	
	West Midlands	Countryside / village	DESTINATION TYPE	
	+29%	+22%	<ul style="list-style-type: none"> <li>All regions and destination types saw an increase in trips in the seven months to July 2015</li> <li>The greatest increase was to the West Midlands and to the Countryside</li> </ul>	

# Context Other Surveys

## Overseas Travel by UK Residents

International Passenger Survey

JULY 2015

JAN - JULY 2015

Trip

Spend

Trip

Spend

+14%

+21%

+10%

+9%

- In July, trips and the expenditure on those trips by Brits overseas increased by +14% and +21%
- In the year to date, trips were up by +10%. Expenditure increased but not at the same rate, +9%.

## Other Tourism Surveys

JULY 15

Room

Bedspace

OCCUPANCY



+1%

+0%

- Room occupancy in England in July increased by +1% compared to 2014 at 80%, while bedspace occupancy stagnated to 60%

MAY-JULY 15

Volume

Spend

DAY VISITS



+2%

+10%

- The number of tourism day visits in England in the period May to July 2015 increased slightly by +2% compared to 2014, to 360 million
- The value of those visits also increased, by +10% to £12.4 billion

SEPT 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



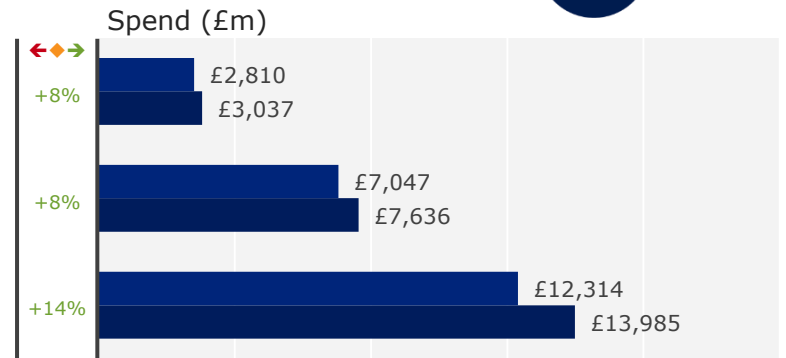
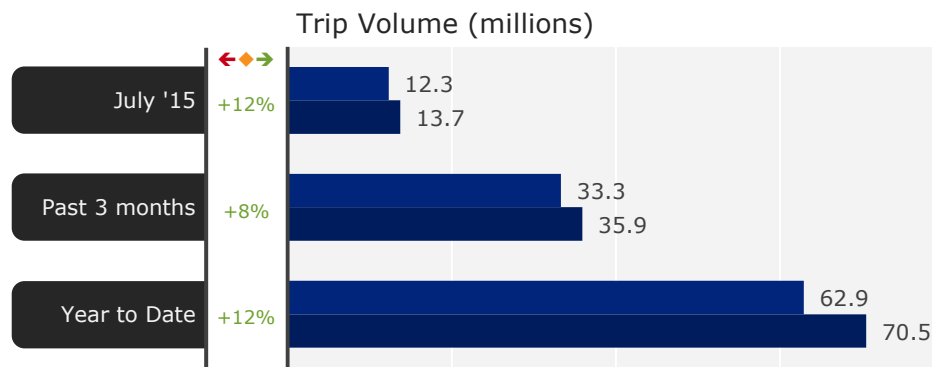
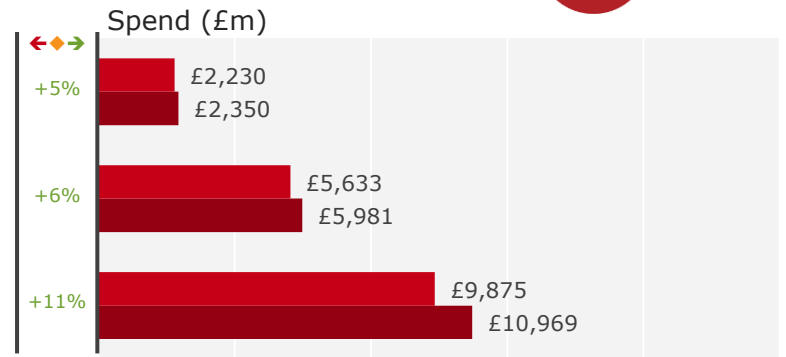
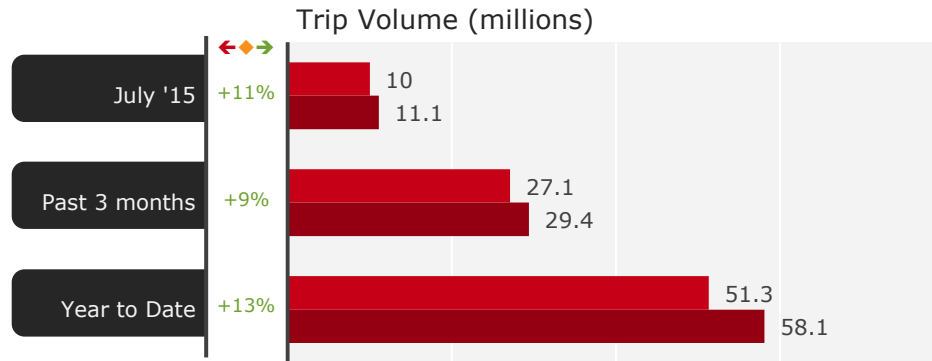
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- Attractions and accommodation businesses reported an increase in visitors for the period from end of May until the end of the school holidays.

# Headline Data GB and England

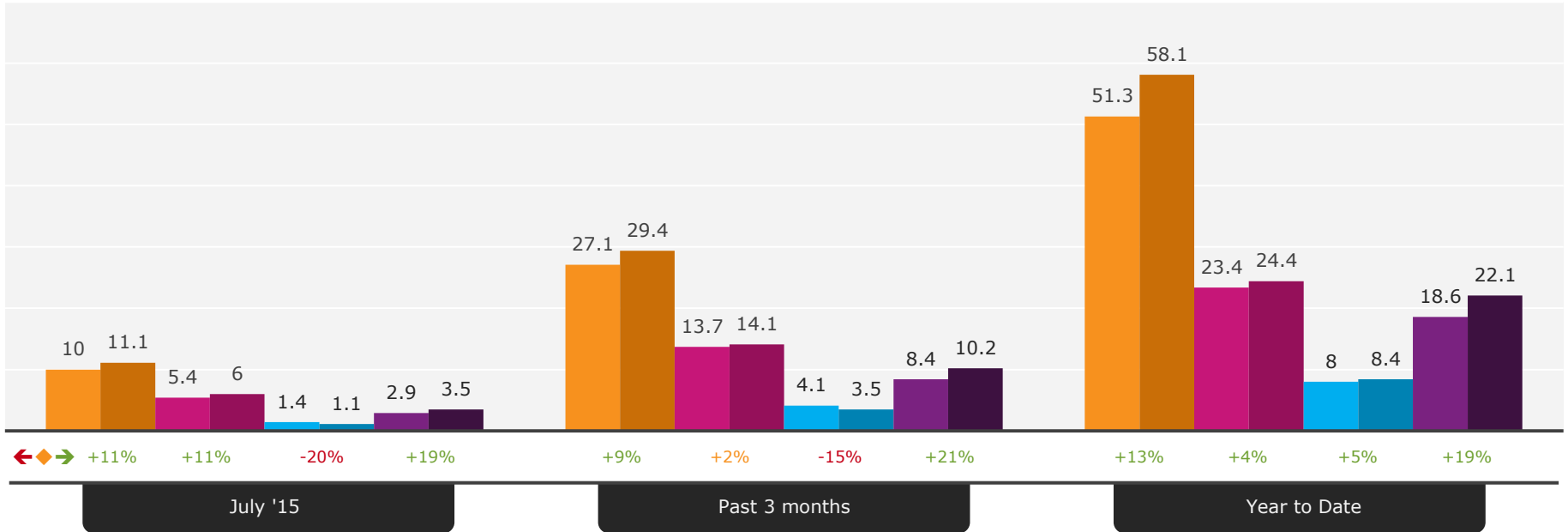
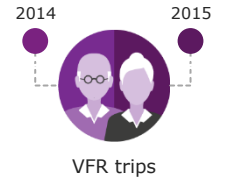
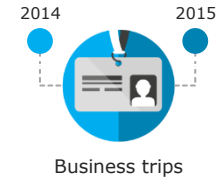
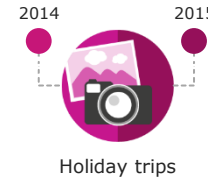
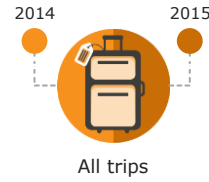
Volume and spend (2014 vs 2015)



% change vs 2014

# Trips England

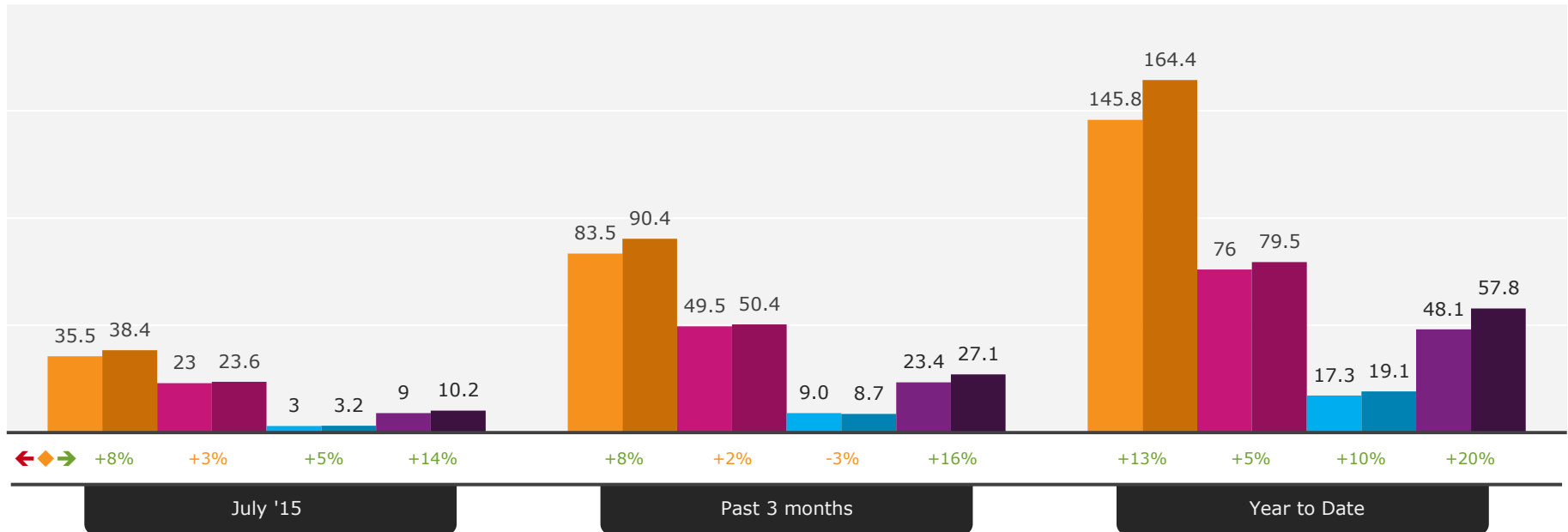
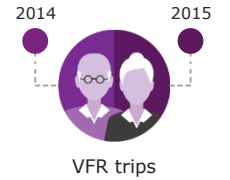
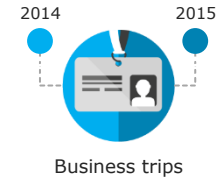
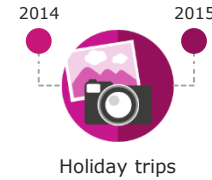
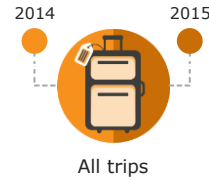
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

# Nights England

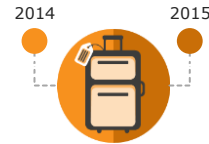
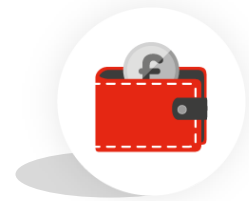
Volume of nights (millions) (2014 vs 2015)



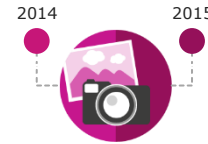
◀♦▶ % change vs 2014

# Spend England

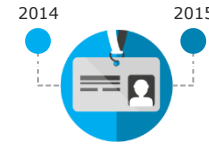
Expenditure (£m) (2014 vs 2015)



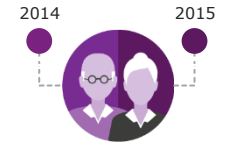
All trips



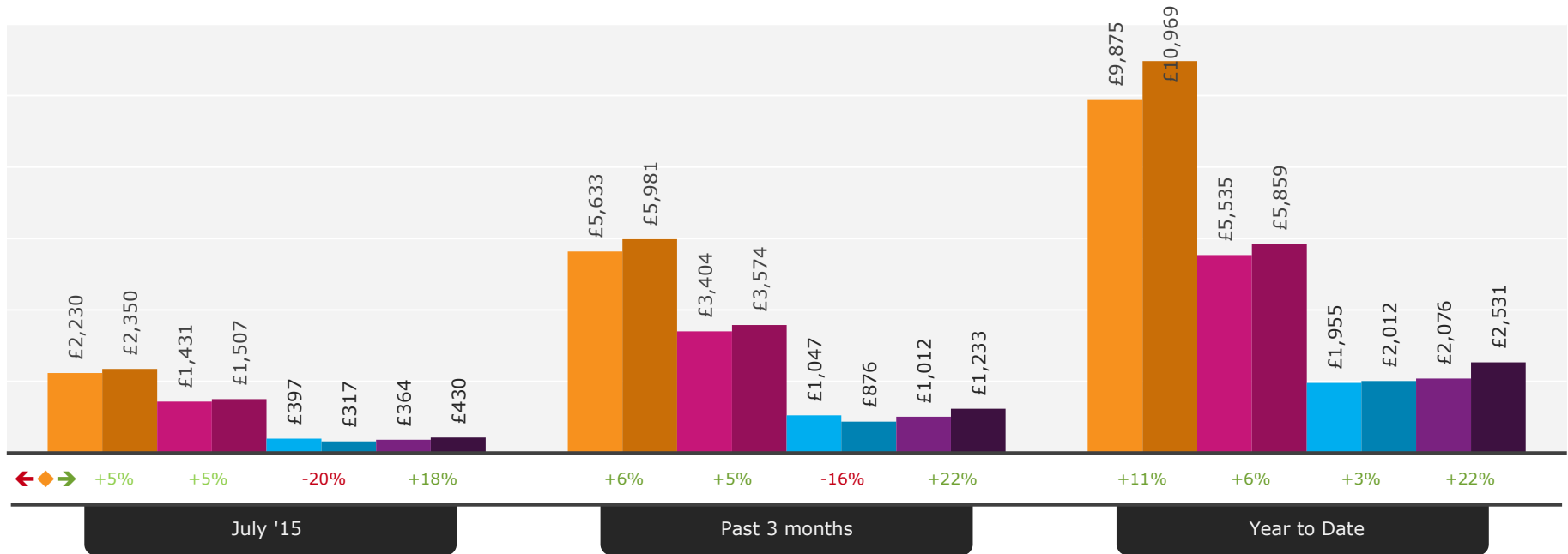
Holiday trips



Business trips



VFR trips

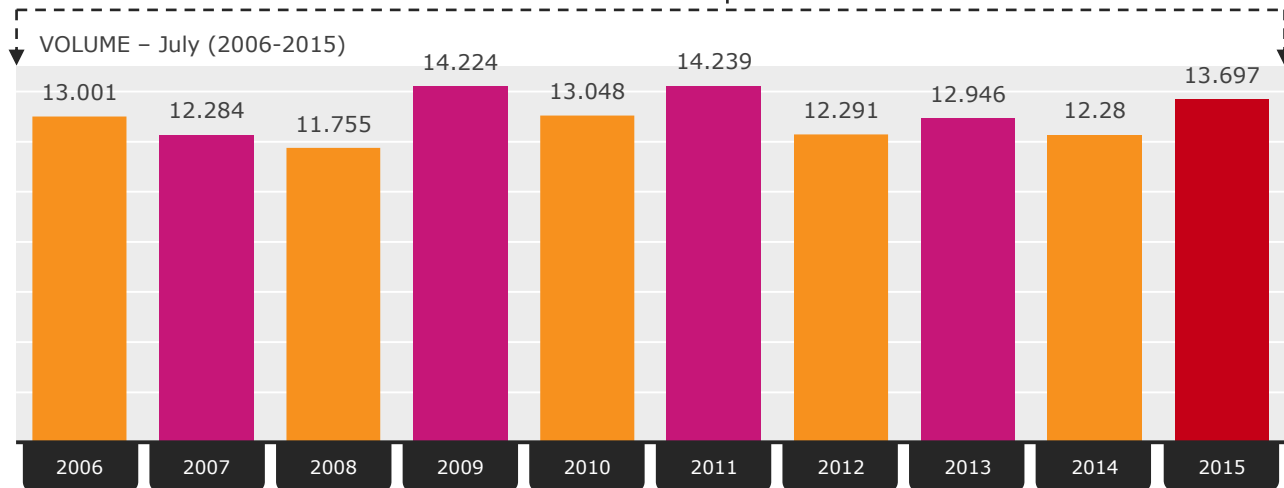
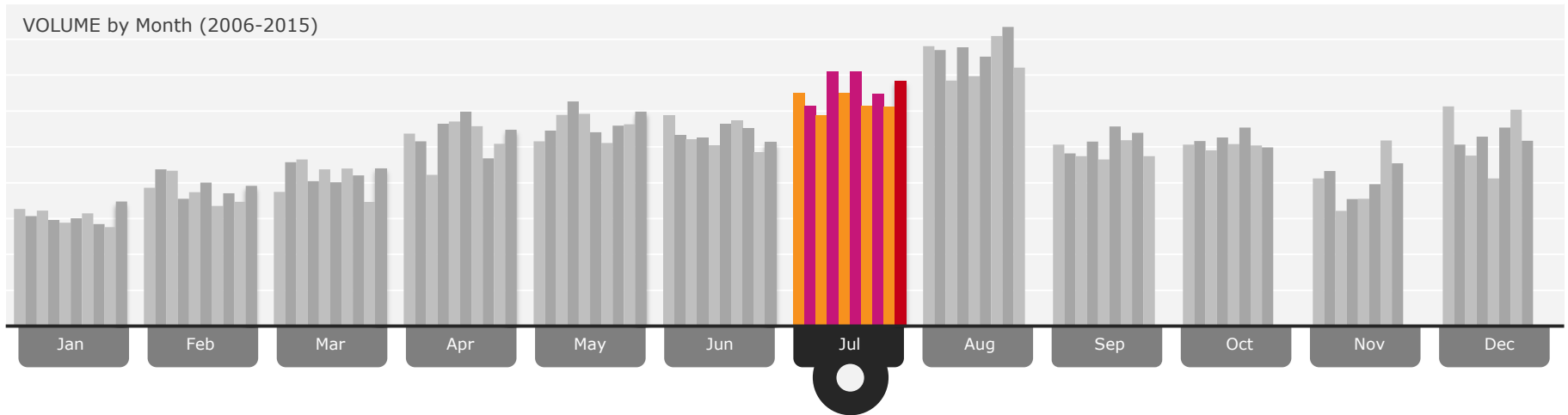


◀▶ % change vs 2014



# Long Term Trends by Month GB

2006-2015 (millions)

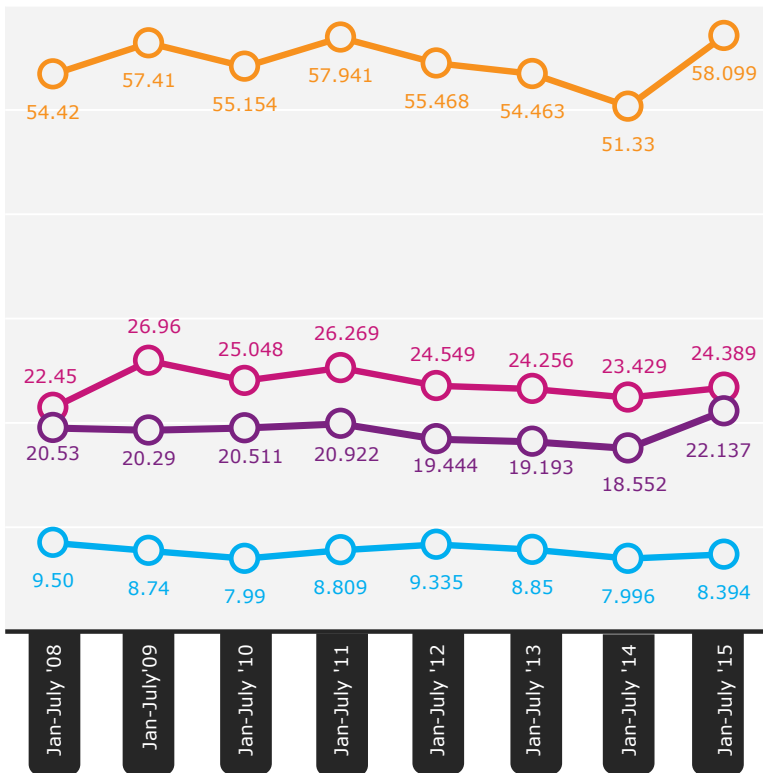


# Long Term Trends, Year-to-Year England

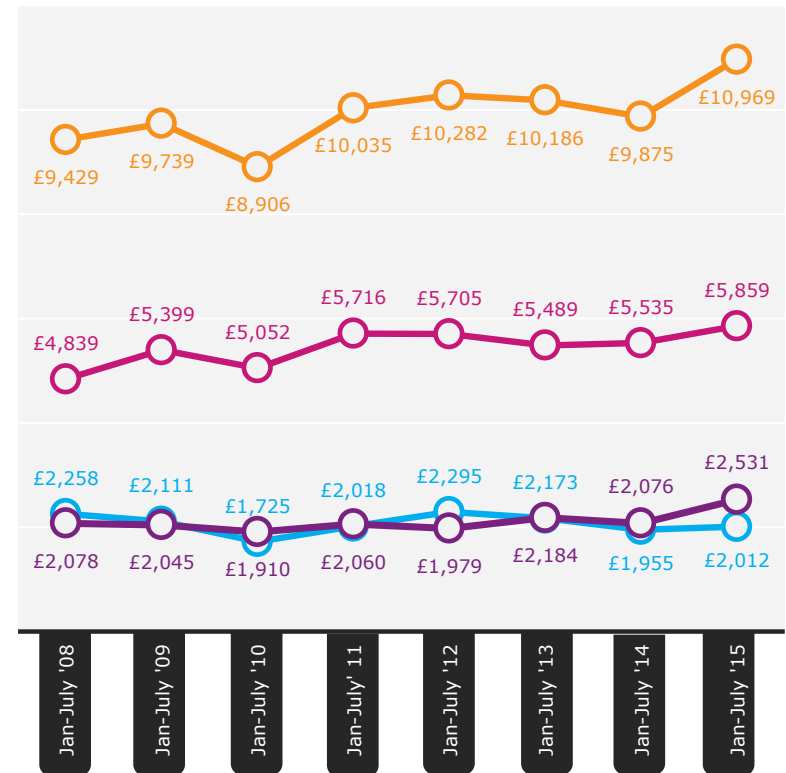


- All Trips
- Holiday Trips
- Business Trips
- VFR Trips

Trip Volume (millions)



Spend (£m)



### **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](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](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 3