







Great Britain Tourism Survey

June 2015



Summary of Results GB And England

	Trips	Nights	Spend	Headlines
JUNE 2015				
	+6%	+6%	+2%	<ul style="list-style-type: none"> There were 10.3 million domestic overnight trips in GB in June 2015, up +6% on June 2014 when there were 9.7 million trips. Expenditure increased by +2% to £2.2 billion, while nights increased by +6% to 30.6 million.
	+6%	+6%	0%	<ul style="list-style-type: none"> There were 8.4 million domestic overnight trips to England in June 2015, up by +6% on the same month last year when there were 8.0 million. Spend remained flat, at 0%, at £1.7 billion and bednights increased by +6% to 23.8 million.
YEAR-TO-DATE				
	+12%	+14%	+15%	<ul style="list-style-type: none"> In the year to June 2015, GB trips were up +12% to 56.8 million, compared to 50.6 million in the same period in 2014. Nights and expenditure were also up for the year to date, +14% and +15% respectively
	+14%	+15%	+13%	<ul style="list-style-type: none"> In the year to June 2015, trips to England were up +14% to 47.0 million from 41.3 million in 2014. Nights and spend were up by +15% and +13% respectively.

Weather








Context

- Temperatures in June were mixed, starting off with strong winds and heavy rain and ending the month with heat alerts in certain parts of the country.

Summary of Results England

YEAR-TO-DATE (Jan-June 2015)

Trip Characteristics

	Trips	Nights	Spend	
	+2%	+6%	+6%	PURPOSE <ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to June 2015 increased by +2% compared to the same period last year, with 18.3 million trips recorded. Expenditure has increased further by +6% to £4.4 billion, while nights increased by +6% to 55.9 million.
	+19%	+23%	+23%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES increased by +19% to 18.7 million, with bednights and expenditure both increasing at a greater rate of +23%. Non-holiday VFR is up by +26%, and holiday VFR is up +15%.
	+11%	+11%	+9%	<ul style="list-style-type: none"> BUSINESS trips have also increased for the January to June period, up by +11% to 7.3 million. Nights and spend both also increased, by +11% and +9% respectively.
	55+	16-24	Class AB	TRIP TAKERS <ul style="list-style-type: none"> Trips increased among all age groups and social grades The biggest increases were among those aged 55+ (+18%) and 16-24 (+22%), and in social class AB (+21%)
	+18%	+22%	+21%	
	West Midlands	Countryside / village		DESTINATION TYPE <ul style="list-style-type: none"> All regions and destination types saw an increase in trips in the six months to June 2015 The greatest increase was to the West Midlands and to the Countryside
	+28%	+23%		

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

JUNE 2015

JAN - JUNE 2015

Trip

Spend

Trip

Spend

+9%

+10%

+9%

+6%

- In June, trips and the expenditure on those trips by Brits overseas increased by +9% and +10%
- In the year to date, trips were up by +9%. Expenditure increased but not at the same rate, +6%.

Other Tourism Surveys

JUNE 15

Room

Bedspace

OCCUPANCY

+2%

+1%

- Room occupancy in England in June increased by +2% compared to 2014 at 78%, while bedspace occupancy increased slightly by +1% to 56%

APR-JUNE 15

Volume

Spend

DAY VISITS

+2%

+5%

- The number of tourism day visits in England in the period April to June 2015 increased slightly by +2% compared to 2014, to 349 million
- The value of those visits also increased, by +5% to £11 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR

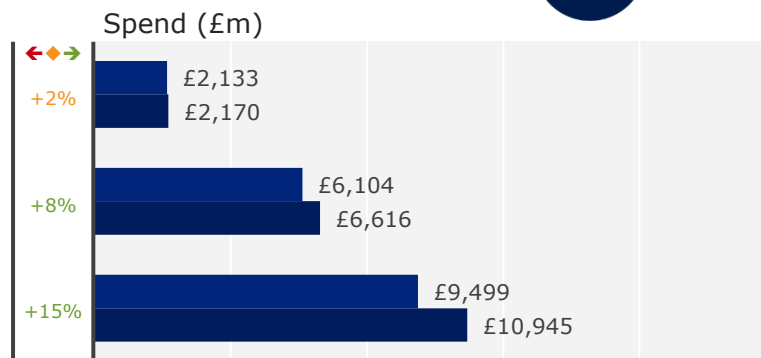
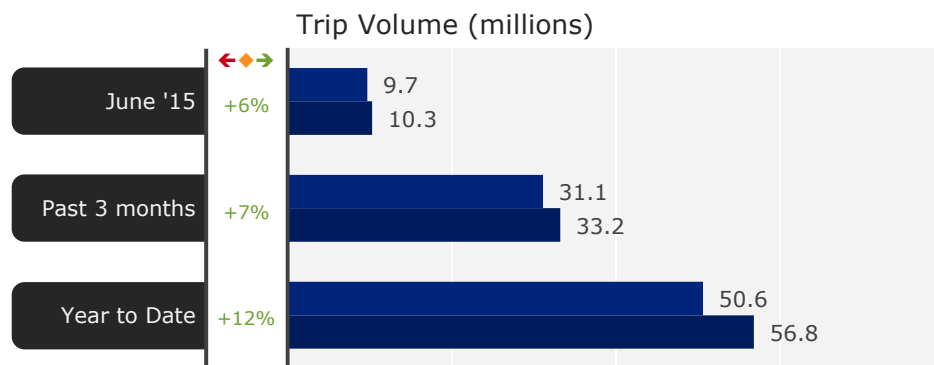
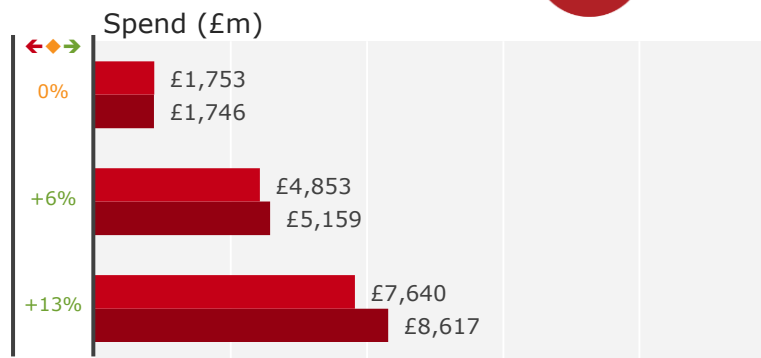
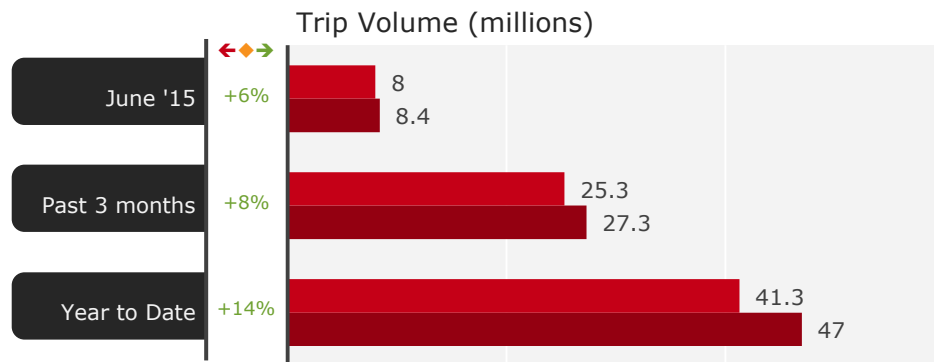
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

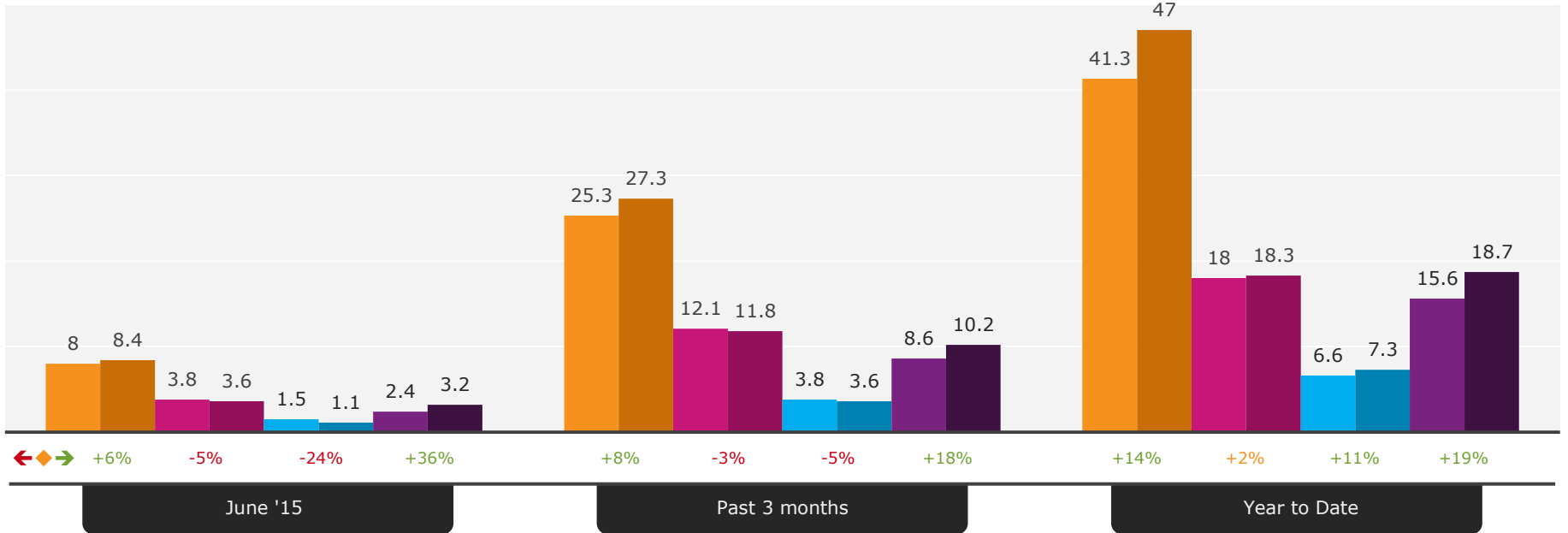
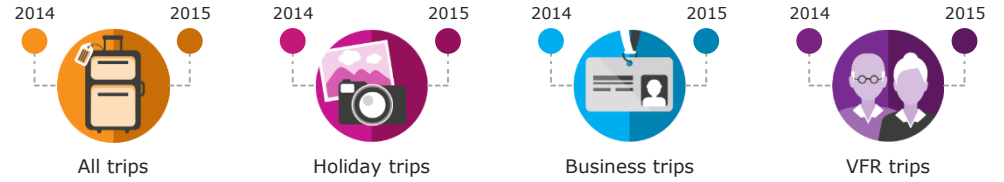
Volume and spend (2014 vs 2015)



◀▶▶ % change vs 2014

Trips England

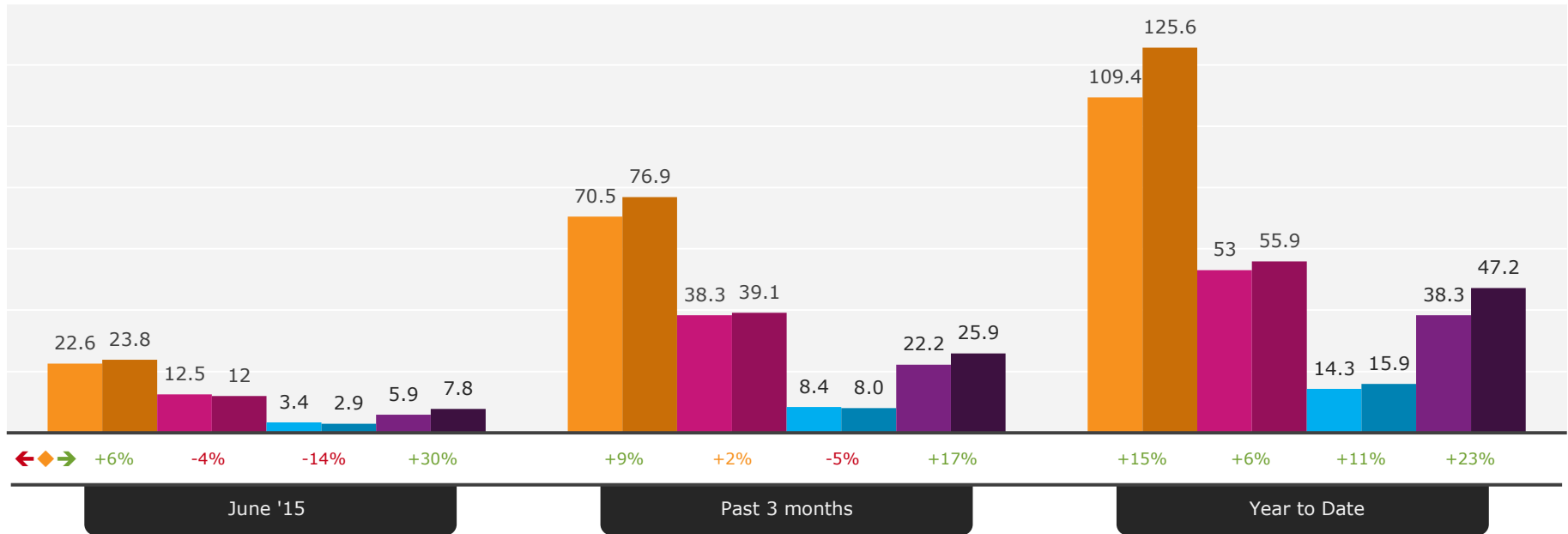
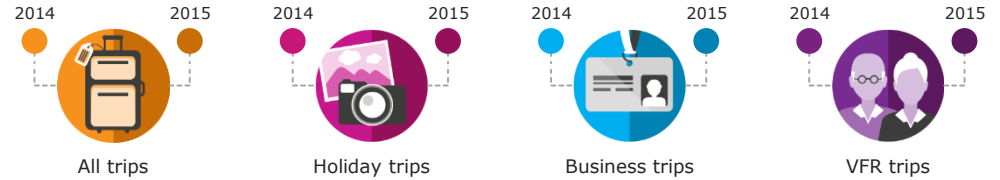
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

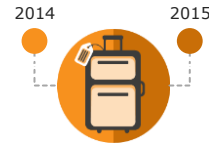
Volume of nights (millions) (2014 vs 2015)



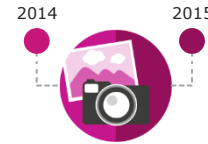
◀▶ % change vs 2014

Spend England

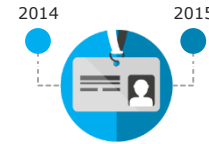
Expenditure (£m) (2014 vs 2015)



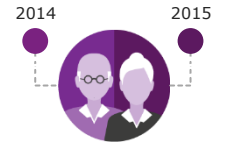
All trips



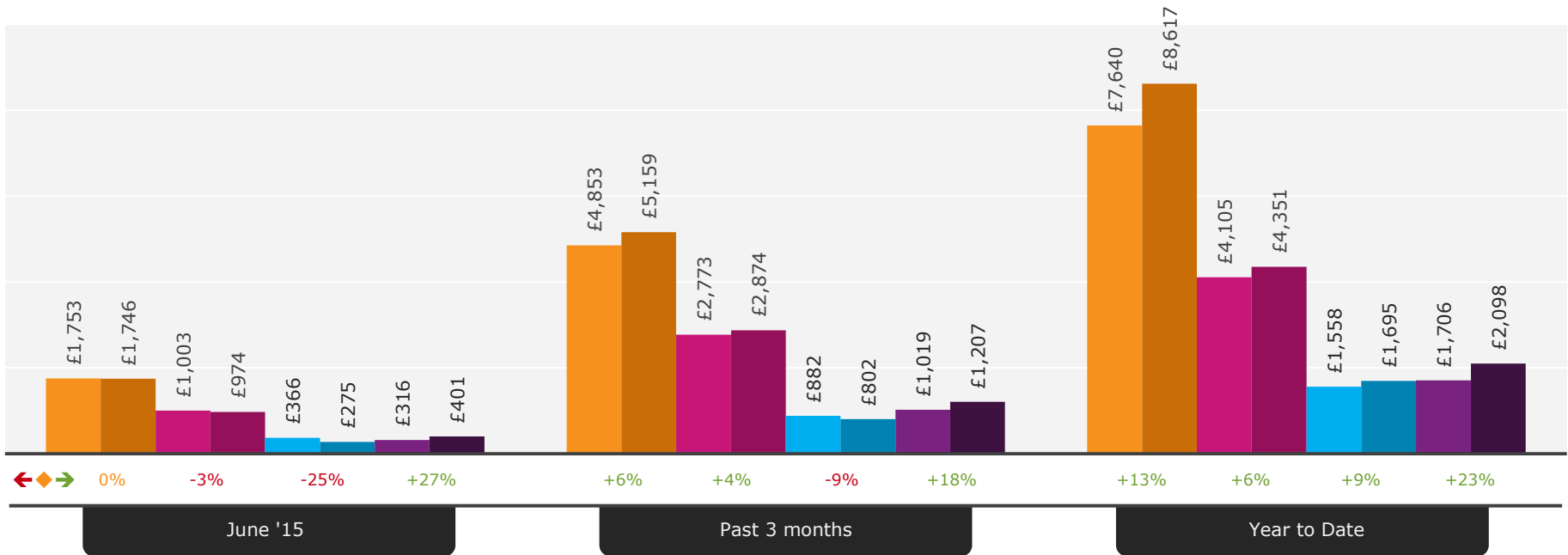
Holiday trips



Business trips



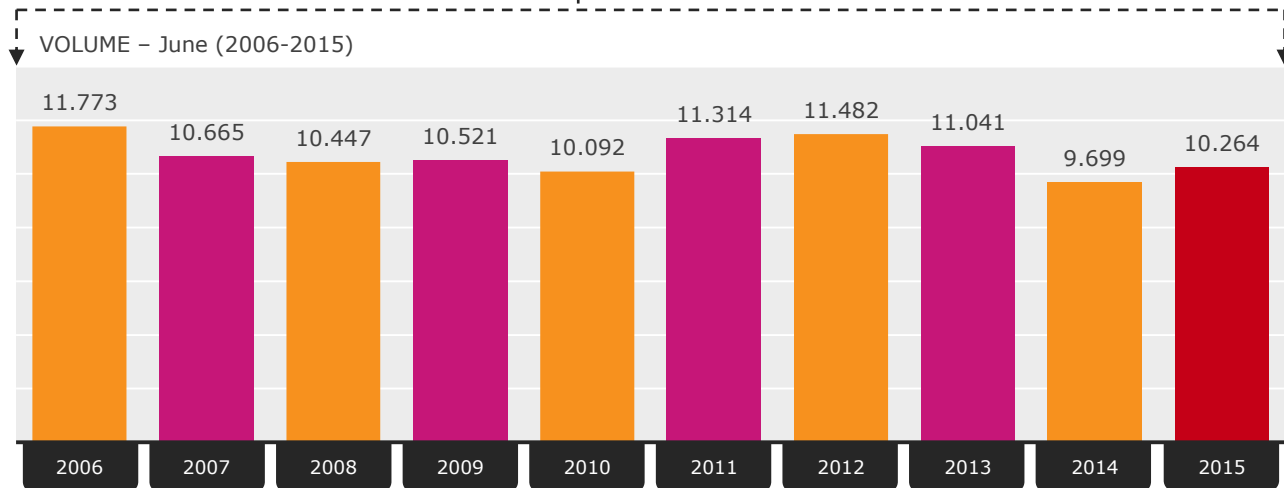
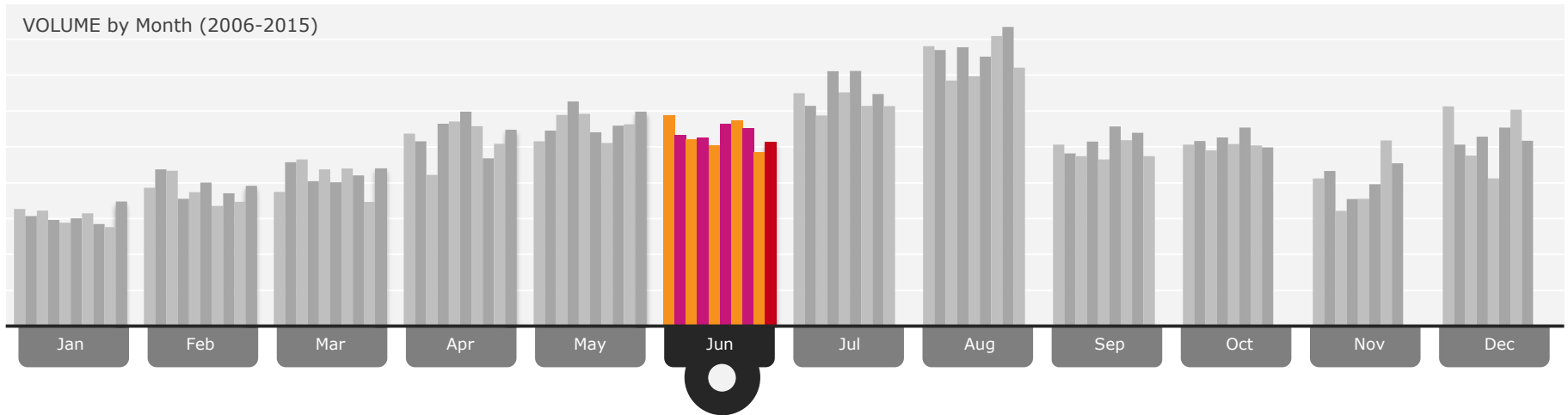
VFR trips



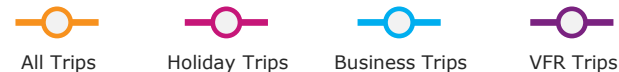
◀♦▶ % change vs 2014

Long Term Trends by Month GB

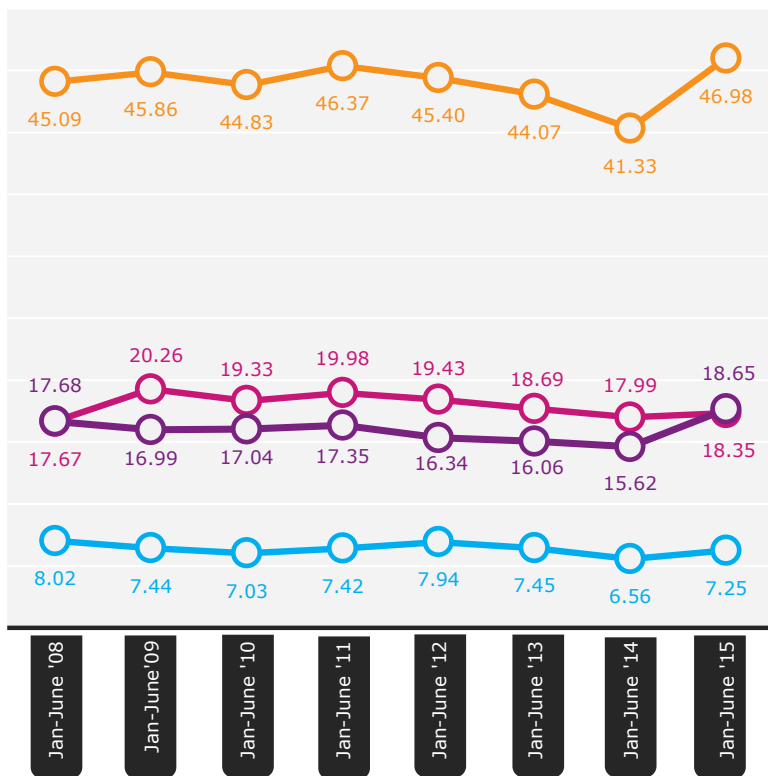
2006-2015 (millions)



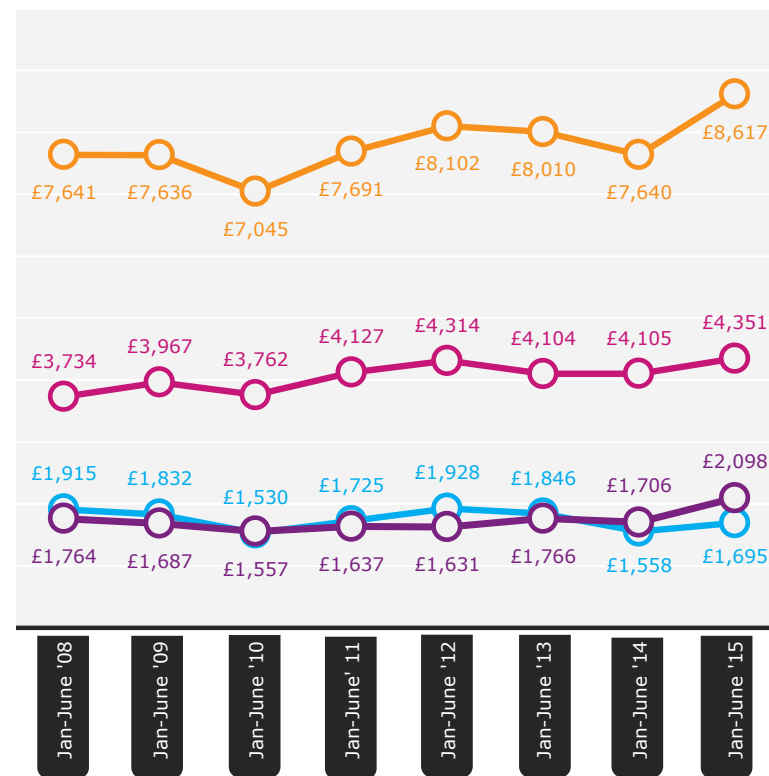
Long Term Trends, Year-to-Year England



Trip Volume (millions)



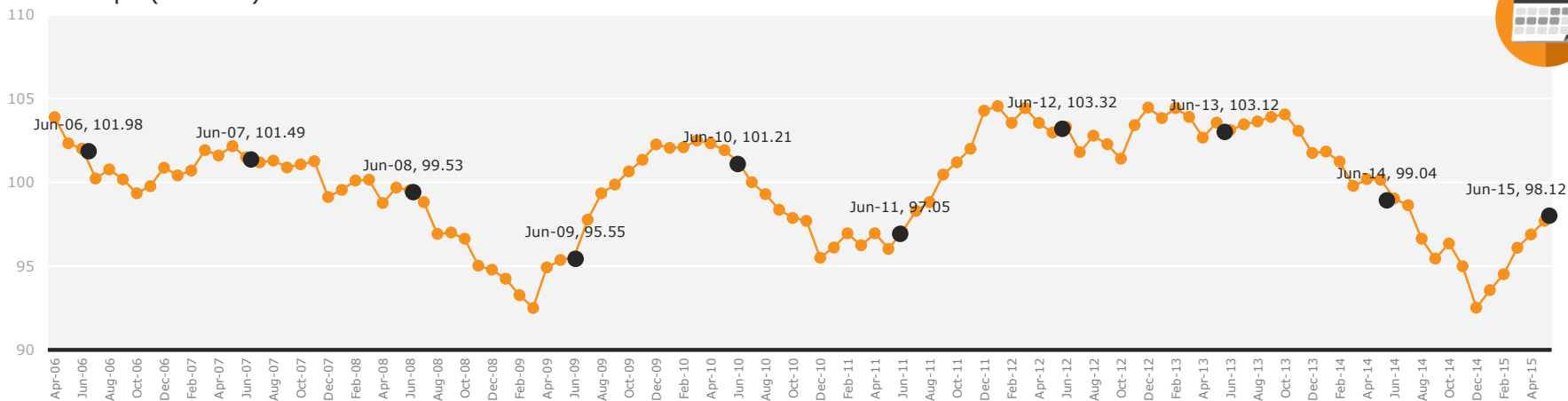
Spend (£m)



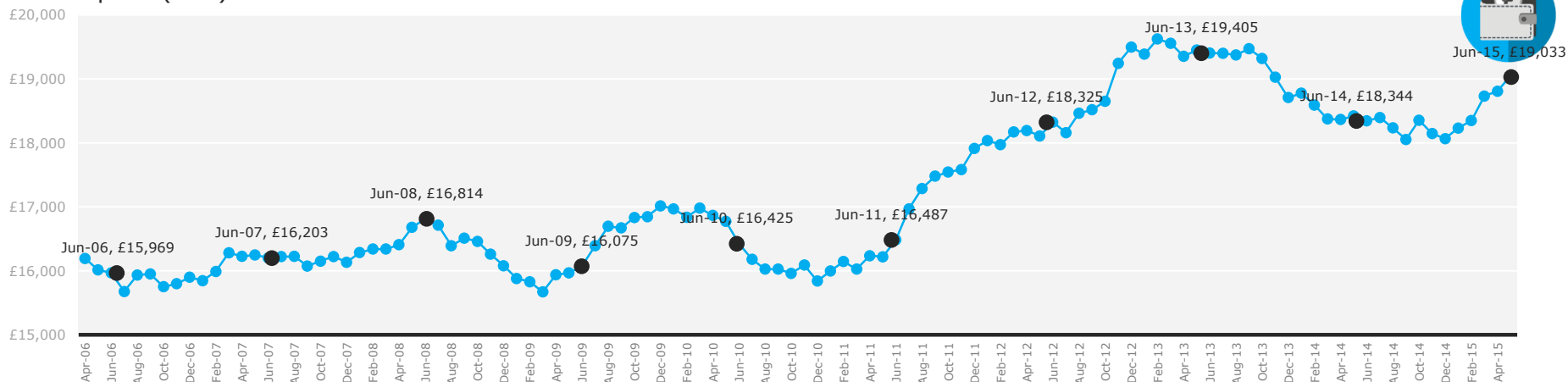
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



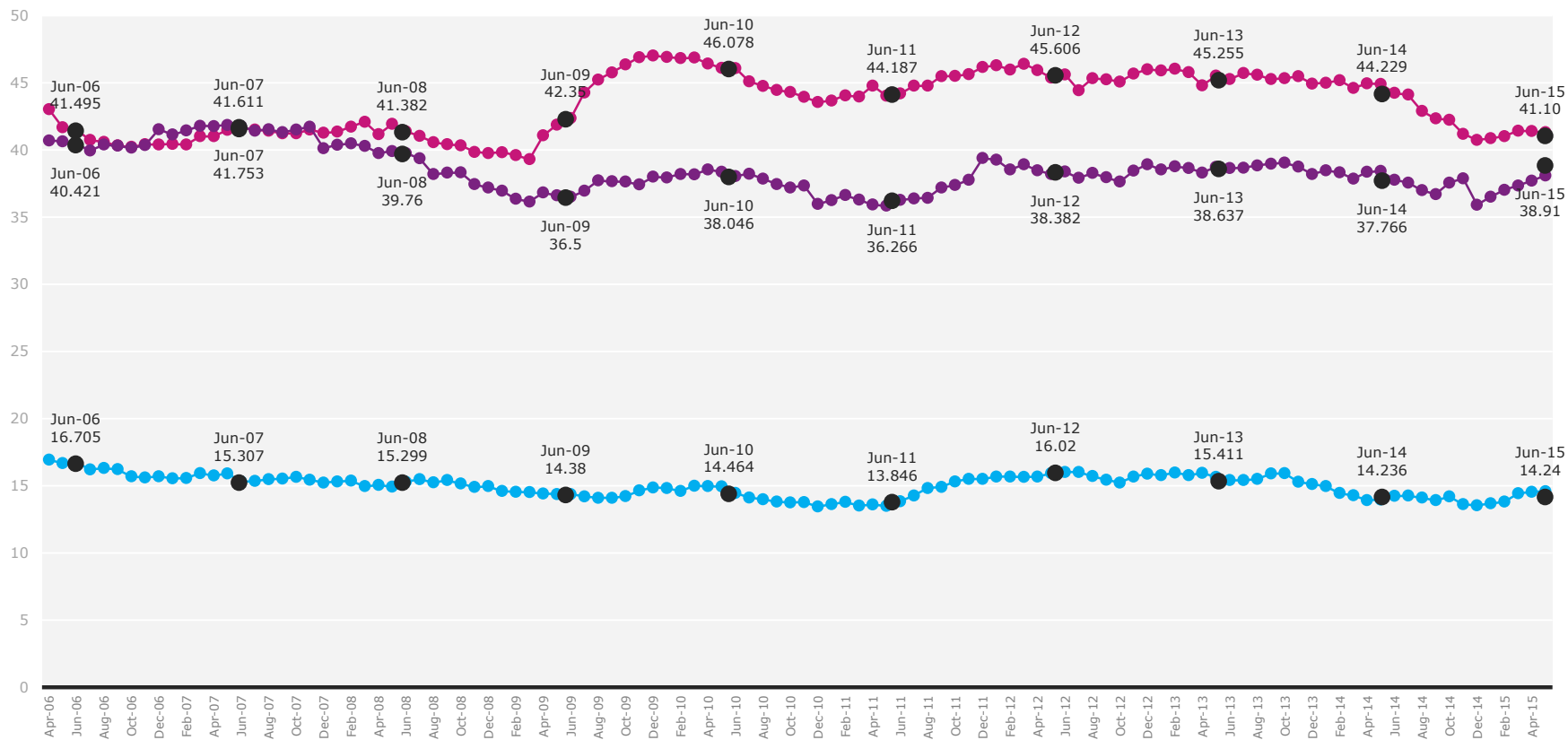
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



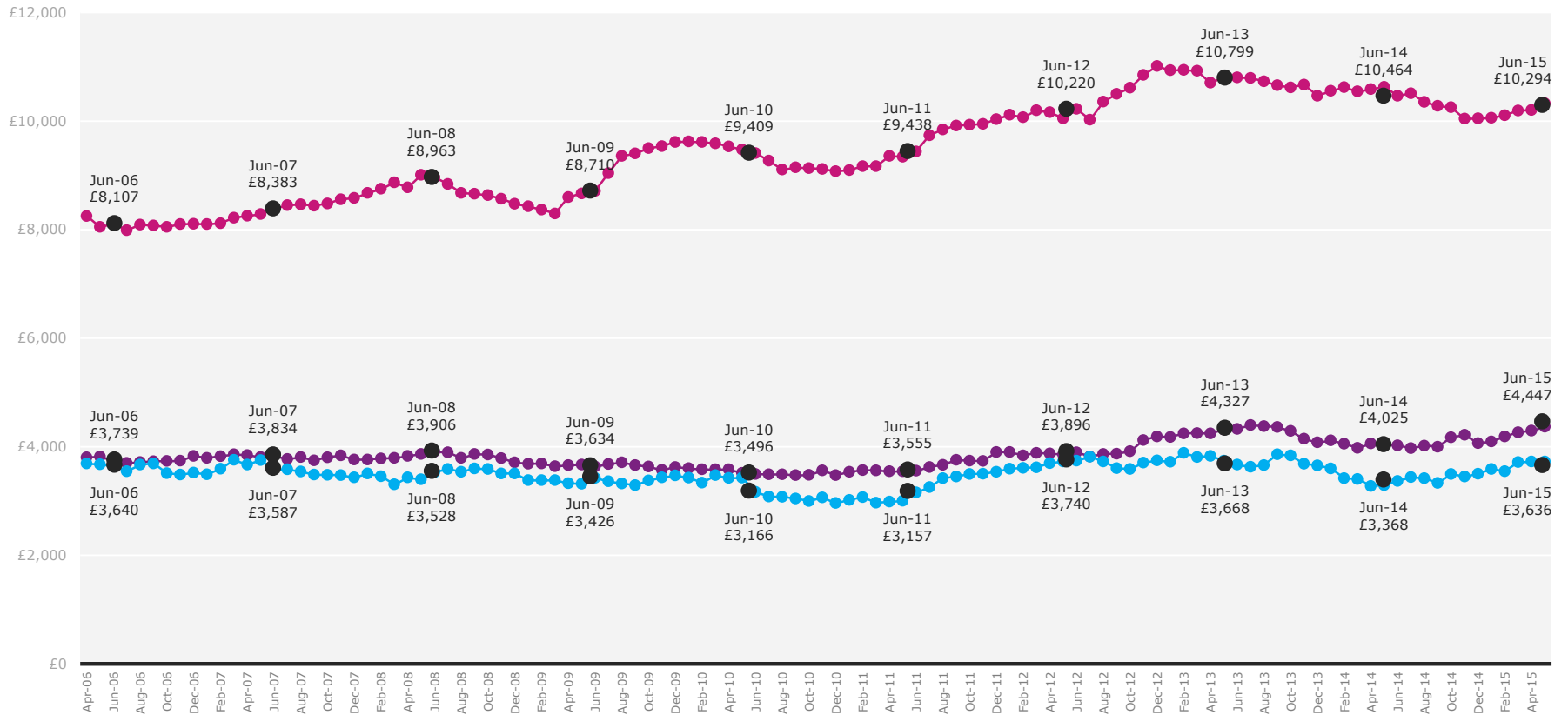
Holiday trips



Business trips

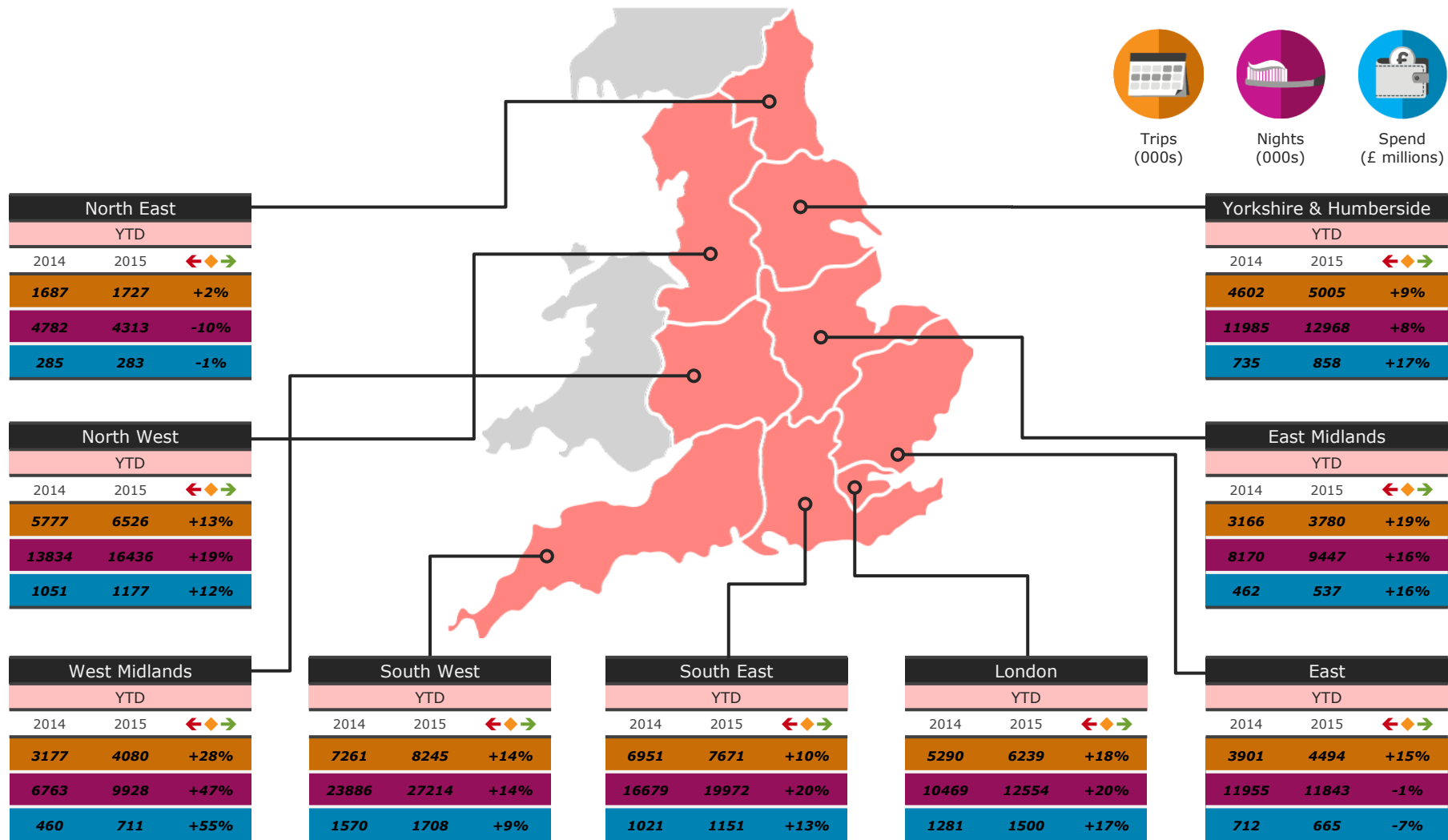


VFR trips



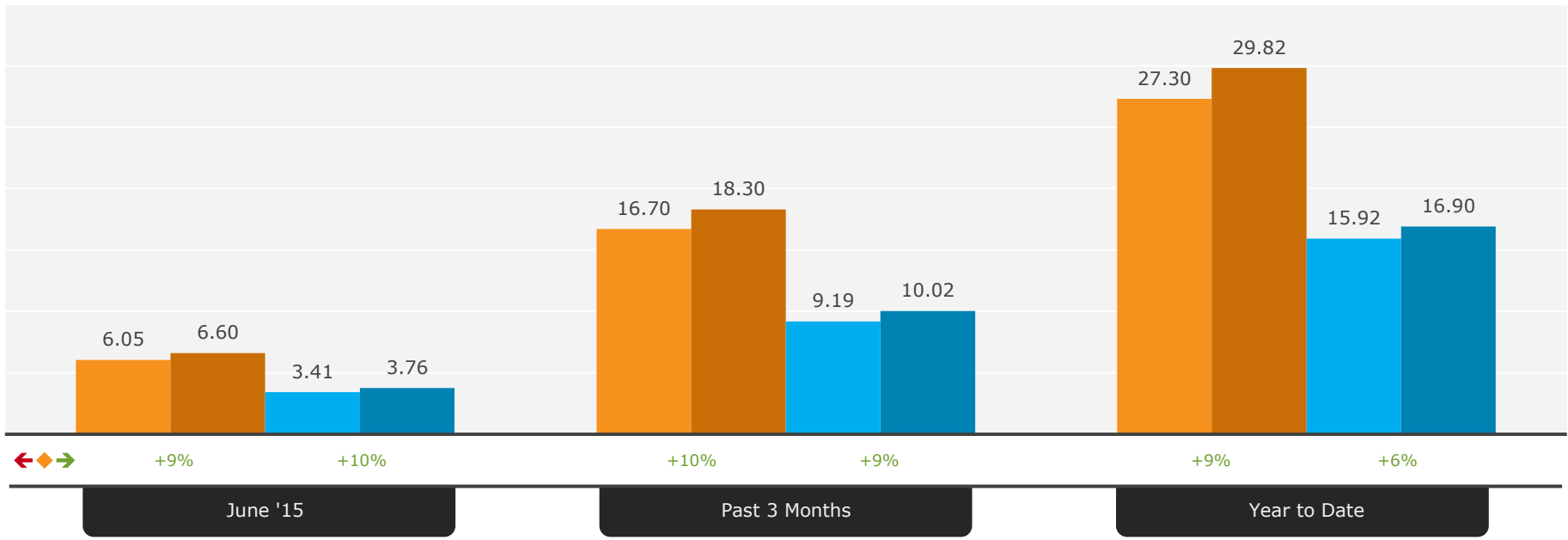
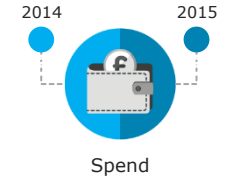
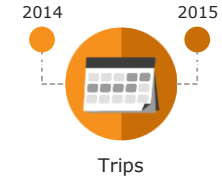
Regional Analysis England

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-June 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	17991	12943	5048	9420	27411	6202	15622	6561
	2015	18348	12904	5444	10870	29218	7781	18651	7251
	◀◆▶	+2%	0%	+8%	+15%	+7%	+25%	+19%	+11%
NIGHTS 000s	2014	53032	24581	28451	24398	77430	13895	38293	14266
	2015	55931	25044	30888	29794	85725	17420	47213	15884
	◀◆▶	+5%	+2%	+9%	+22%	+11%	+25%	+23%	+11%
SPEND £millions	2014	4105	2502	1603	1063	5168	643	1706	1558
	2015	4351	2596	1755	1315	5666	783	2098	1695
	◀◆▶	+6%	+4%	+9%	+24%	+10%	+22%	+23%	+9%
Unwtd Trips		2579	1775	801	1551	4129	1065	2616	823

REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	3177	3901	3166	5290	5777	1687	6951	7261	4602
	2015	4080	4494	3780	6239	6526	1727	7671	8245	5005
	◀◆▶	+28%	+15%	+19%	+18%	+13%	+2%	+10%	+14%	+9%
NIGHTS 000s	2014	6763	11955	8170	10469	13834	4782	16679	23886	11985
	2015	9928	11843	9447	12554	16436	4313	19972	27214	12968
	◀◆▶	+47%	-1%	+16%	+20%	+19%	-10%	+20%	+14%	+8%
SPEND £millions	2014	460	712	462	1281	1051	285	1021	1570	735
	2015	711	665	537	1500	1177	283	1151	1708	858
	◀◆▶	+55%	-7%	+16%	+17%	+12%	-1%	+13%	+9%	+17%
Unwtd Trips		565	633	522	796	877	230	1042	1122	677

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS 000s	2014	7115	18658	9292	7340
	2015	7977	20654	10313	9019
		+12%	+11%	+11%	+23%
NIGHTS 000s	2014	24028	40756	22789	21619
	2015	25765	45360	27000	26697
		+7%	+11%	+18%	+23%
SPEND £millions	2014	1484	3478	1418	1248
	2015	1572	4014	1561	1457
		+6%	+15%	+10%	+17%
Unwtd Trips		1157	2702	1409	1235

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	17260	13042	6430	4601
	2015	20824	13870	7069	5221
		+21%	+6%	+10%	+13%
NIGHTS 000s	2014	42944	34324	18700	13419
	2015	54336	35565	19768	15963
		+27%	+4%	+6%	+19%
SPEND £millions	2014	3390	2431	1163	656
	2015	4051	2519	1229	817
		+19%	+4%	+6%	+25%
Unwtd Trips		2260	2010	1020	1086

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	4552	7208	8152	8593	12828
	2015	5540	8093	8867	9384	15100
		+22%	+12%	+9%	+9%	+18%
NIGHTS 000s	2014	11693	17396	19816	20939	39542
	2015	15925	19485	21781	22533	45908
		+36%	+12%	+10%	+8%	+16%
SPEND £millions	2014	757	1171	1410	1738	2564
	2015	895	1330	1580	1837	2974
		+18%	+14%	+12%	+6%	+16%
Unwtd Trips		747	1099	1133	1122	2280

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	12885	28448
	2015	14480	32504
		+12%	+14%
NIGHTS 000s	2014	32817	76570
	2015	35428	90203
		+8%	+18%
SPEND £millions	2014	1950	5690
	2015	2151	6465
		+10%	+14%
Unwtd Trips		2130	4255

% change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 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	25278	18749	16900	1650	6018	4145	2832	265	15753
	2015	26699	19336	17313	1887	6649	4474	3140	509	19580
	◀◆▶	+6%	+3%	+2%	+14%	+10%	+8%	+11%	+145%	+24%
NIGHTS 000s	2014	64295	38604	33397	3936	23523	14456	12214	362	42488
	2015	68789	38589	34194	3694	27027	16685	14011	1335	51838
	◀◆▶	+7%	0%	+2%	-6%	+15%	+15%	+15%	+235%	+22%
SPEND £millions	2014	6120	4566	4097	395	1424	573	940	23	1391
	2015	6493	4776	4333	391	1552	632	1044	37	1919
	◀◆▶	+6%	+5%	+6%	-1%	+9%	+10%	+11%	+45%	+38%
Unwtd Trips		3619	2621	2347	256	901	606	426	69	2654

*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	2.73	2.81	2.68	2.67	2.65	2.67	3.19	3.22	3.04	2.98	2.95	3.05	2.03	2.12	2.28	2.15	2.17	2.19	2.52	2.59	2.50	2.55	2.45	2.53
Spend Per Night	£58	£59	£66	£68	£70	£69	£61	£64	£73	£74	£77	£78	£107	£110	£107	£115	£109	£107	£36	£36	£40	£43	£45	£44
Spend Per Trip	£157	£166	£178	£182	£185	£183	£195	£207	£222	£220	£228	£237	£218	£233	£243	£248	£237	£234	£91	£94	£100	£110	£109	£112

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 Angelah Sparg in the VisitEngland Press Office Angelah.Sparg@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	4.8%	2.5%	5.5%	3.0%	6.8	3.6%
England Total	5.2%	2.8%	6.0%	3.2%	7.5%	4.0%
East	14.5%	7.7%	18.9%	9.4%	20.1%	11.6%
East Midlands	15.7%	8.3%	17.0%	9.4%	19.2%	10.6%
London	15.7%	7.2%	17.0%	9.1%	19.2%	11.0%
North East	20.4%	11.0%	25.9%	14.3%	49.0%	20.6%
North West	11.6%	6.2%	13.8%	7.4%	16.2%	8.0%
South East	10.5%	5.7%	11.8%	7.5%	13.3%	9.1%
South West	10.5%	5.4%	13.5%	6.3%	20.5%	9.2%
West Midlands	15.6%	8.1%	18.4%	10.0%	19.8%	11.6%
Yorks & Humb	13.2%	6.9%	16.3%	10.1%	19.5%	12.0%

Based on Quarter 2