







Great Britain Tourism Survey

May 2015



Summary of Results GB And England

	Trips	Nights	Spend	Headlines
MAY 2015				
	+6%	+13%	+16%	<ul style="list-style-type: none"> There were almost 12 million domestic overnight trips in GB in May 2015, up +6% to May 2014 when there were 11.3 million trips. Expenditure increased further by +16% to £2.4 billion, while nights increased by +13% to 35.7 million.
	+9%	+13%	+15%	<ul style="list-style-type: none"> There were 9.9 million domestic overnight trips to England in May 2015, up by +9% on the same month last year when there were 9.1 million. Spend increased by +15% to £1.9 billion and bednights increased by +13% to 27.8 million.
YEAR-TO-DATE				
	+14%	+16%	+19%	<ul style="list-style-type: none"> In the year to May 2015, GB trips were up +14% to 46.5 million, compared to 40.9 million in the same period in 2014. This is the highest volume of trips and the highest expenditure recorded (in real terms) for this period since the survey began in 2006. Nights and expenditure were also up for the year to date, +16% and +19% respectively
	+16%	+17%	+17%	<ul style="list-style-type: none"> In the year to May 2015, trips to England were up +16% to 38.6 million from 33.4 million in 2014. Nights and spend were both up by +17%. As for GB trips, this is the highest volume of trips and the highest expenditure recorded (in real terms) for this period since the survey began in 2006.

Weather



Context

- Temperatures in May were around average, with above average rainfall.
- The early May bank holiday fell on May 4th and the Spring bank holiday on May 25th

Summary of Results England

YEAR-TO-DATE (Jan-May 2015)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+4%	+8%	+9%	<ul style="list-style-type: none">• HOLIDAY TRIPS in England from January to May 2015 increased by +4% compared to the same period last year, with 14.7 million trips recorded.• Expenditure has increased further by +9% to £3.4 billion, while nights increased by +8% to 43.9 million.
	+17%	+22%	+22%	<ul style="list-style-type: none">• VISITS TO FRIENDS AND RELATIVES increased by +17% to 15.5 million, with bednights and expenditure both increasing at a greater rate of 22%.
	+21%	+19%	+19%	<ul style="list-style-type: none">• BUSINESS trips have also increased for the January to May period, up by +21% to 6.1 million. Nights and spend both also increased, by 19%

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

MAY 2015

JAN - MAY 2015

Trip

Spend

Trip

Spend



+8%

+8%

+9%

+5%

- In May, trips and the expenditure on those trips by Brits overseas increased by +8%
- In the year to date, trips were up by +9%. Expenditure increased but not at the same rate, +5%.

Other Tourism Surveys

MAY 15

Room

Bedspace

OCCUPANCY



0%

+1%

- Room occupancy in England in May remained flat compared to 2014 at 72%, while bedspace occupancy increased slightly by +1% to 55%

MAR-MAY 15

Volume

Spend

DAY VISITS



-1%

-5%

- The number of tourism day visits in England in the period March to May 2015 decreased slightly by -1% compared to 2014, to 332 million
- The value of those visits decreased more significantly, by -5% to £11 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



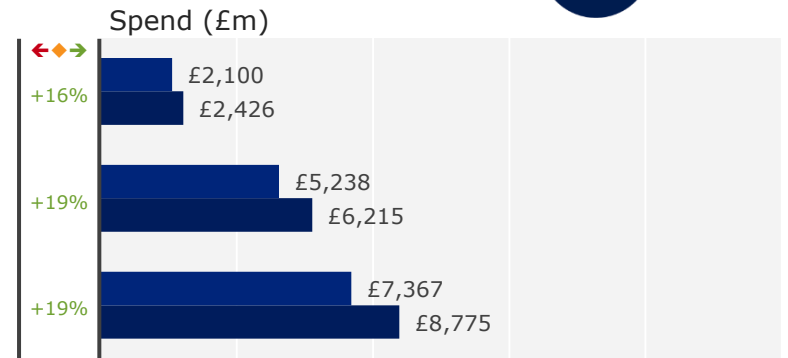
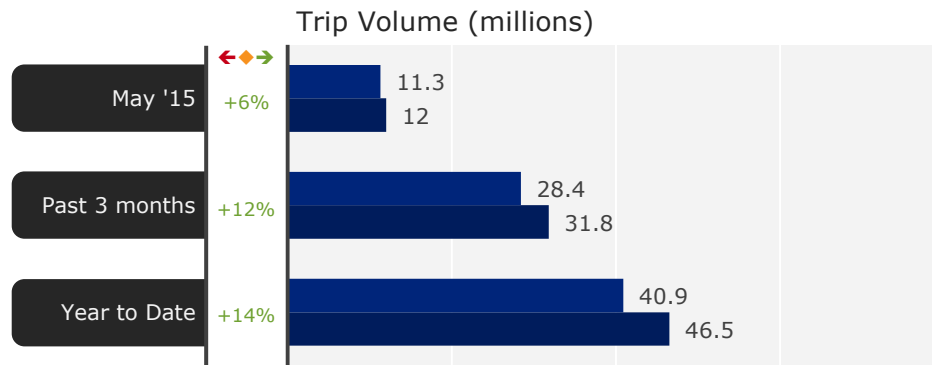
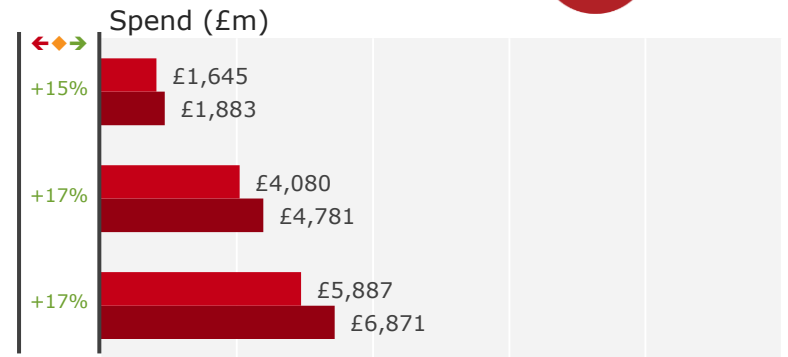
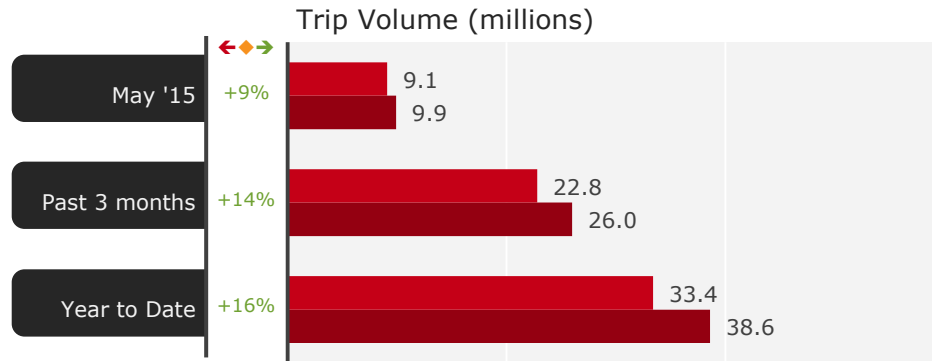
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

Volume and spend (2014 vs 2015)



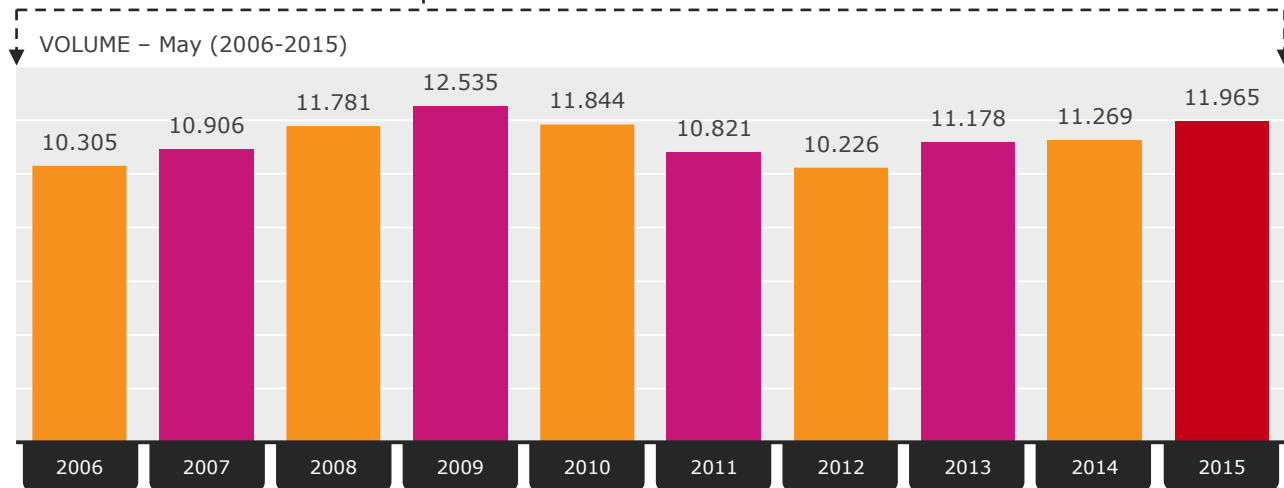
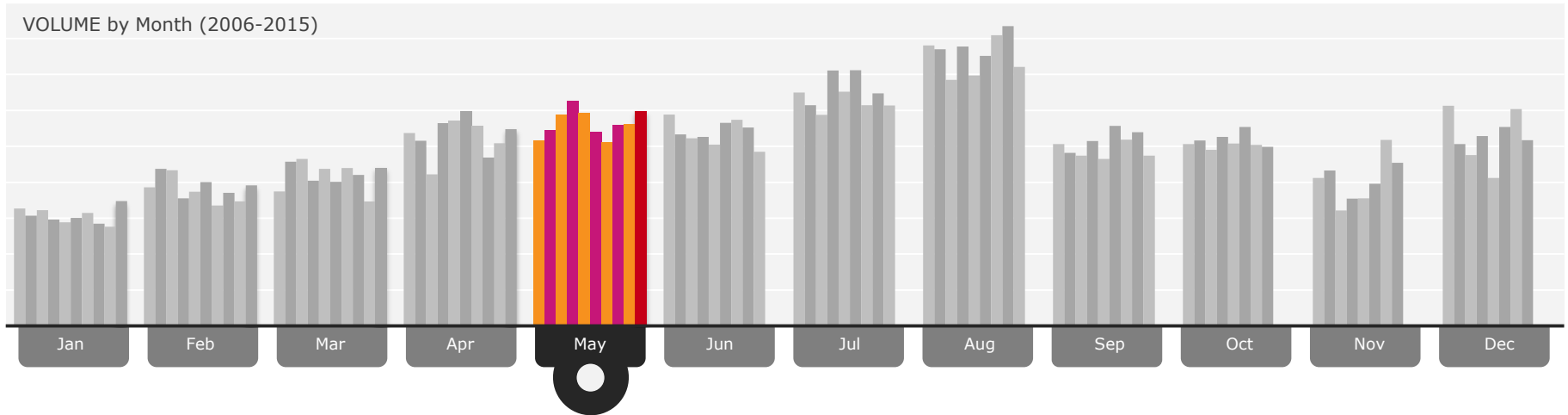
 % change vs 2014

Long Term Trends by Month GB

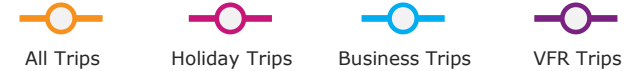
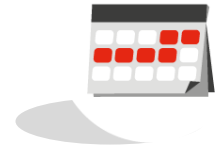
2006-2015 (millions)



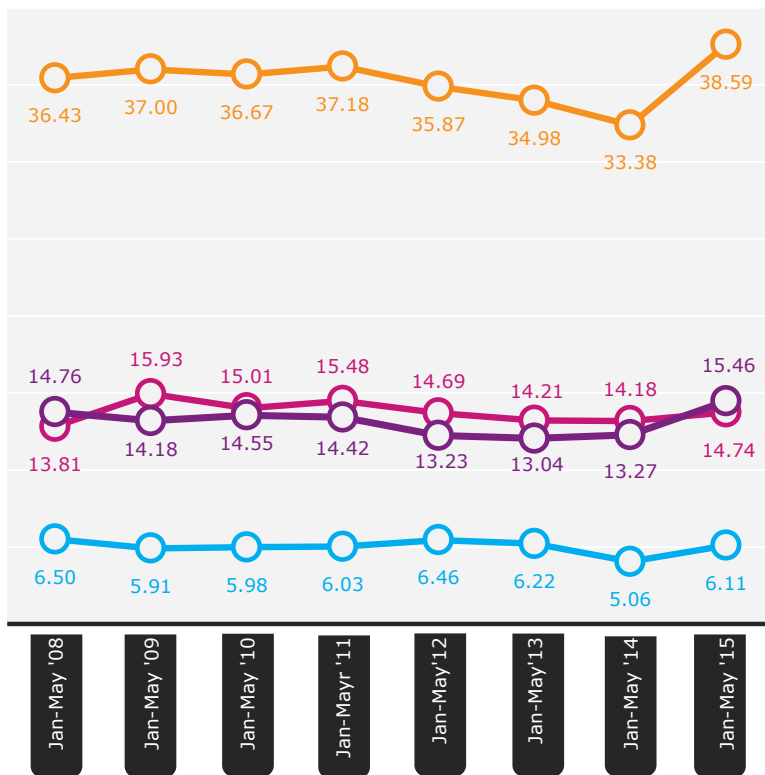
VOLUME by Month (2006-2015)



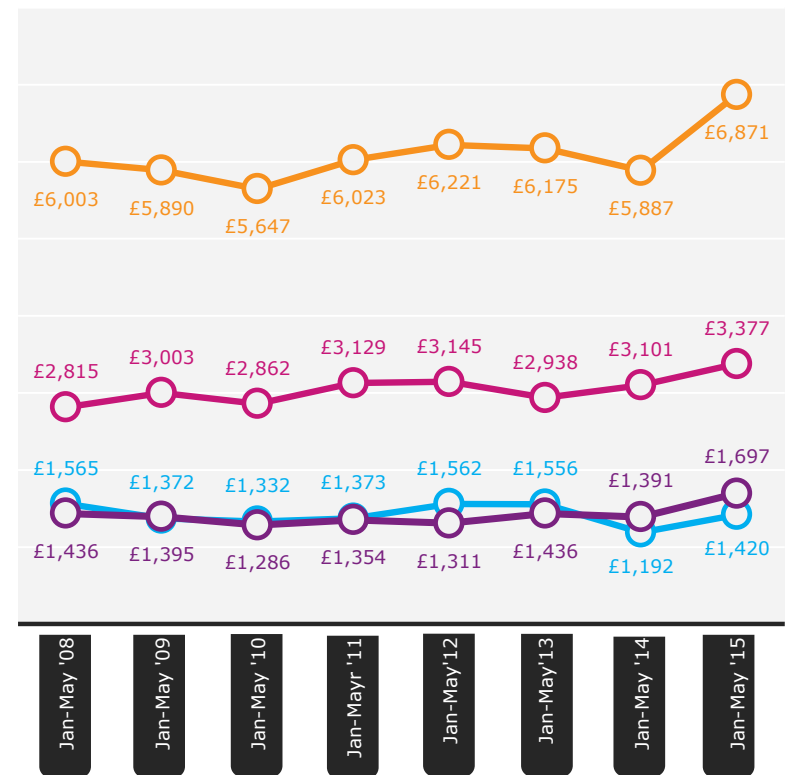
Long Term Trends, Year-to-Year England



Trip Volume (millions)

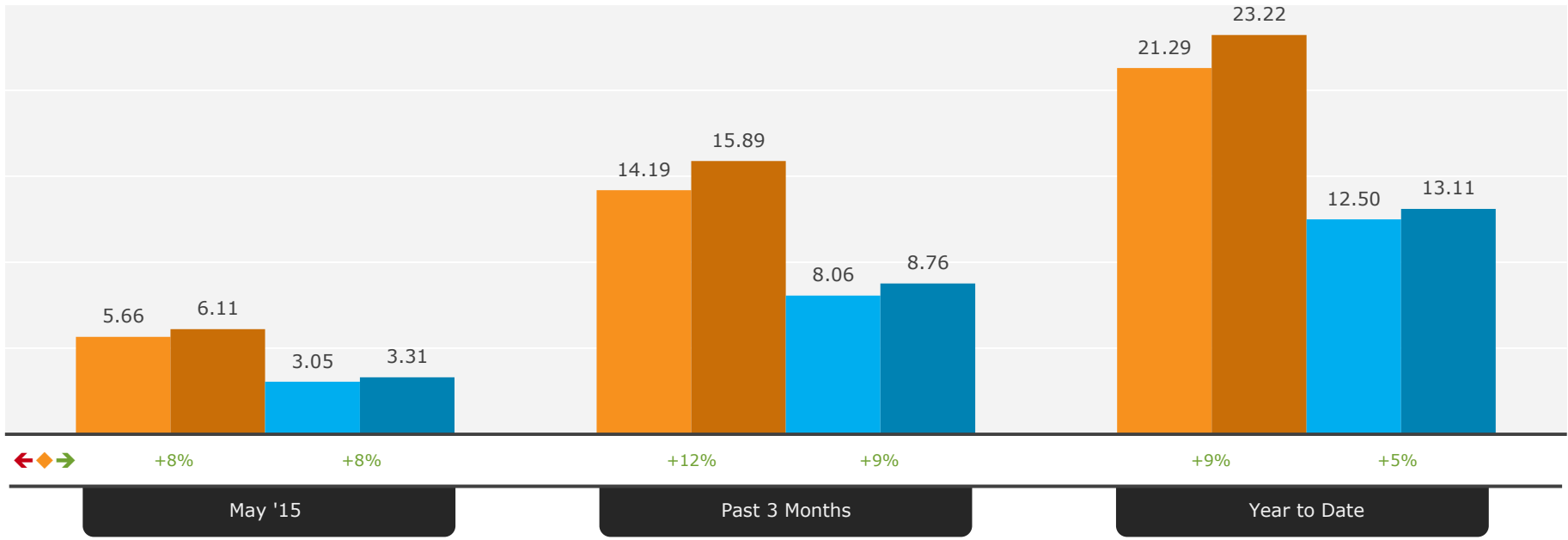
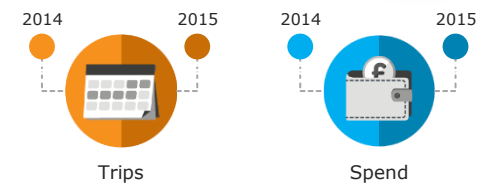


Spend (£m)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



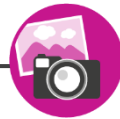
◀◆▶ % change vs 2014

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	2.63	2.74	2.60	2.59	2.60	2.64	3.03	3.07	2.87	2.88	2.86	2.98	2.05	2.13	2.24	2.16	2.15	2.12	2.47	2.55	2.53	2.50	2.44	2.55
Spend Per Night	£59	£59	£67	£68	£68	£67	£63	£66	£75	£72	£77	£77	£106	£106	£110	£111	£107	£109	£36	£37	£39	£44	£43	£43
Spend Per Trip	£154	£162	£173	£177	£176	£178	£191	£202	£214	£207	£219	£229	£223	£228	£242	£250	£236	£233	£88	£94	£99	£110	£105	£110

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