







Great Britain Tourism Survey

April 2015



VisitEngland™

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
APRIL 2015				
	+8%	+6%	+8%	<ul style="list-style-type: none"> There were almost 11 million domestic overnight trips in GB in April 2015, up +8% from April 2014 when there were 10.2 million trips. Expenditure on these trips was also up by +8% to £2 billion, while nights were up by +6% to 32.6 million.
	+10%	+8%	+5%	<ul style="list-style-type: none"> There were 9 million domestic overnight trips to England in April 2015, up +10% on April 2014 when there were 8.2 million trips Bednights and expenditure were up by +8% and +5% to 25.3 million and £1.5 billion respectively.
YEAR-TO-DATE				
	+17%	+16%	+21%	<ul style="list-style-type: none"> In the year January to April 2015, GB trips were up +17% to 34.6 million from 29.6 million in the same period 2014. This is the highest volume of trips recorded in the survey for this period since it began in 2006. Nights and particularly expenditure are also up for the year to date, +16% and +21% respectively
	+18%	+18%	+18%	<ul style="list-style-type: none"> For the year to April 2015, England trips were up +18% to 28.7 million from 24.3 million in 2014. Nights and spend were also up by +18%

Weather






Context

- Temperatures and sunshine in England in April were above average, and rainfall was below average, except in the North West.
- Good Friday 2015 was on the 3rd of April (April 18th in 2014), and Easter Monday was on the 6th of April (April 21st in 2014). Please note that trips that started in the week prior in March and continued to Easter were included in the March results.

Summary of Results England

YEAR-TO-DATE (Jan-April 2015)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+7%	+10%	+7%	<ul style="list-style-type: none">• HOLIDAY TRIPS in England from January to April 2015 increased +7% compared to the same period last year, to 10.3 million.• Expenditure has increased at the same rate as trips overall (+7%), while bednights have increased further by +10%
	+18%	+21%	+22%	<ul style="list-style-type: none">• VISITS TO FRIENDS AND RELATIVES increased by +18% to 11.9 million, with bednights and spend for this trip type increasing at a slightly greater rate, by +21% and +22% respectively
	+26%	+24%	+25%	<ul style="list-style-type: none">• BUSINESS trips have also increased for the January to April period, up by +26% to 3.6 million. Nights (+24%) and spend (+25%) also increased at a similar rate.

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

APRIL 2015

JAN - APRIL 2015

Trip

Spend

Trip

Spend



+12%

+8%

+9%

+3%

- In April, trips by Brits abroad were up by +12% and expenditure by +8%.
- In the year to date, trips were up +9%. Expenditure has increased at a lower rate, +3%.

Other Tourism Surveys

APRIL 15

Room

Bedspace

OCCUPANCY



0%

-3%

- Room occupancy in England in April remained flat compared to 2014 on 68%, while bedspace occupancy fell slightly by -3% to 50%

FEB-APR 15

Volume

Spend

DAY VISITS



-8%

-4%

- The volume of tourism day visits in England in the period February to April 2015 decreased by -8% to 289 million compared to 313 million in the same period 2014
- The value of those visits also decreased, by -4% to £10.2 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



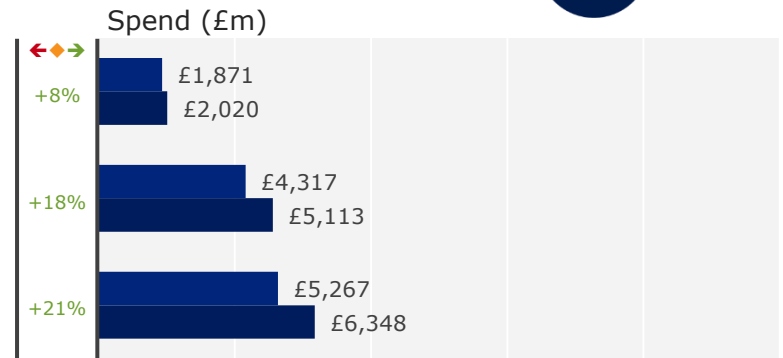
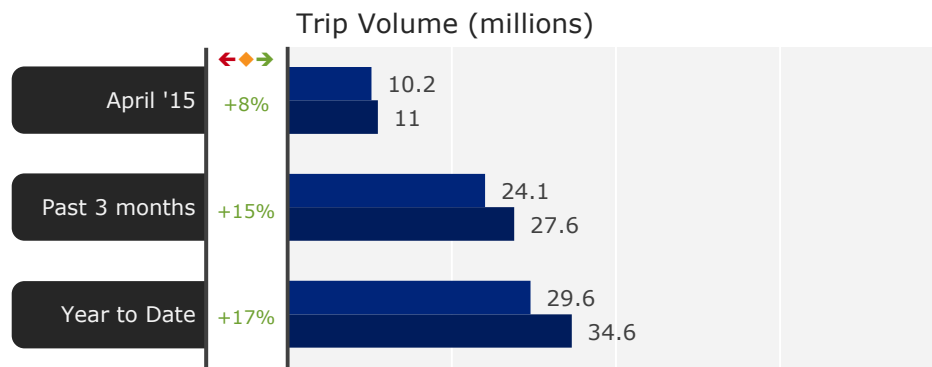
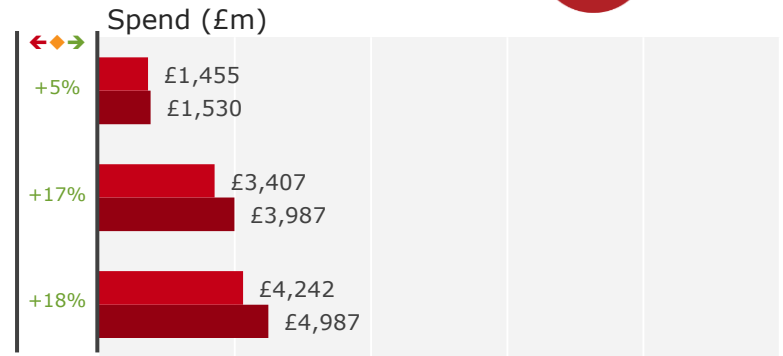
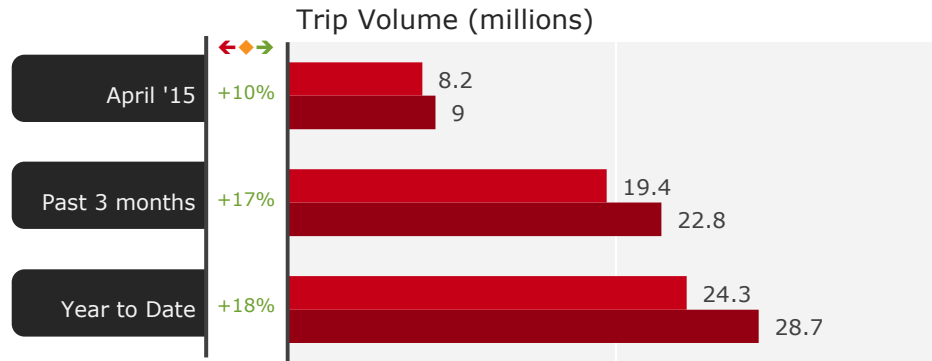
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

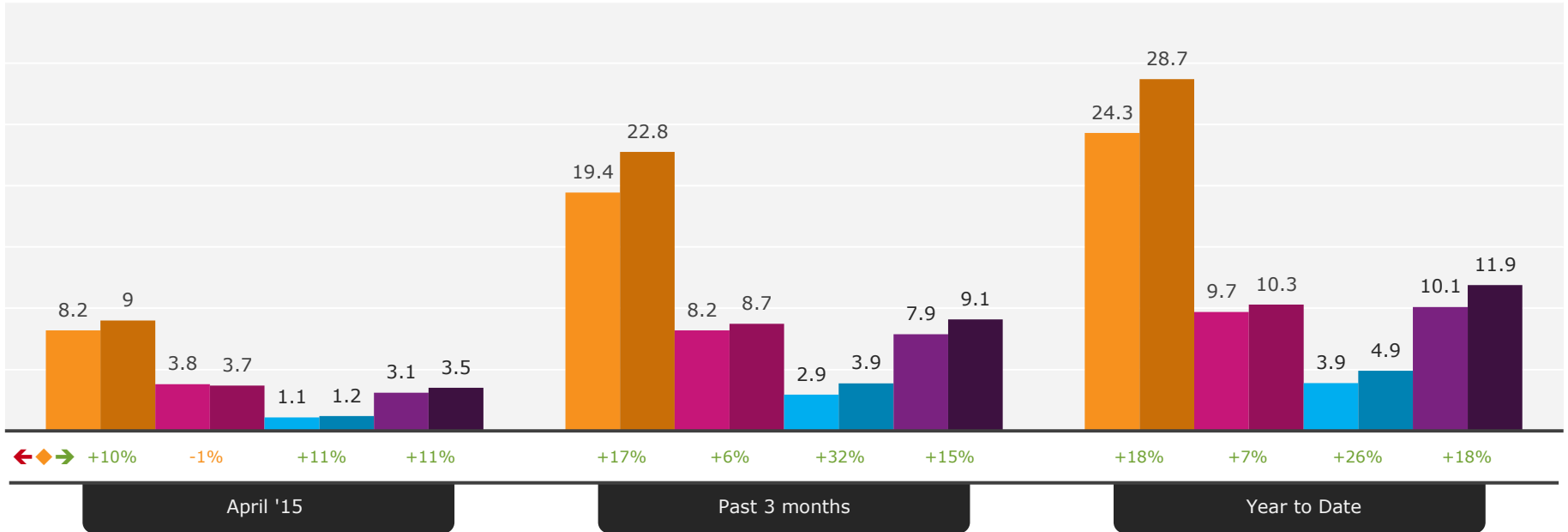
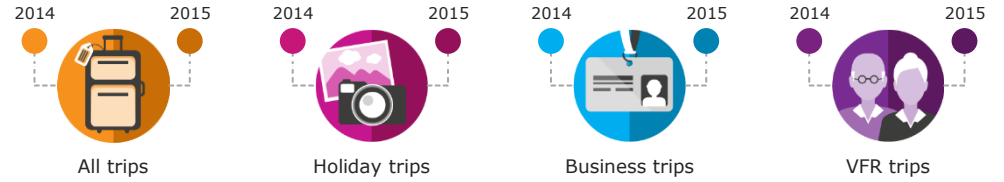
Volume and spend (2014 vs 2015)



◀▶▶ % change vs 2014

Trips England

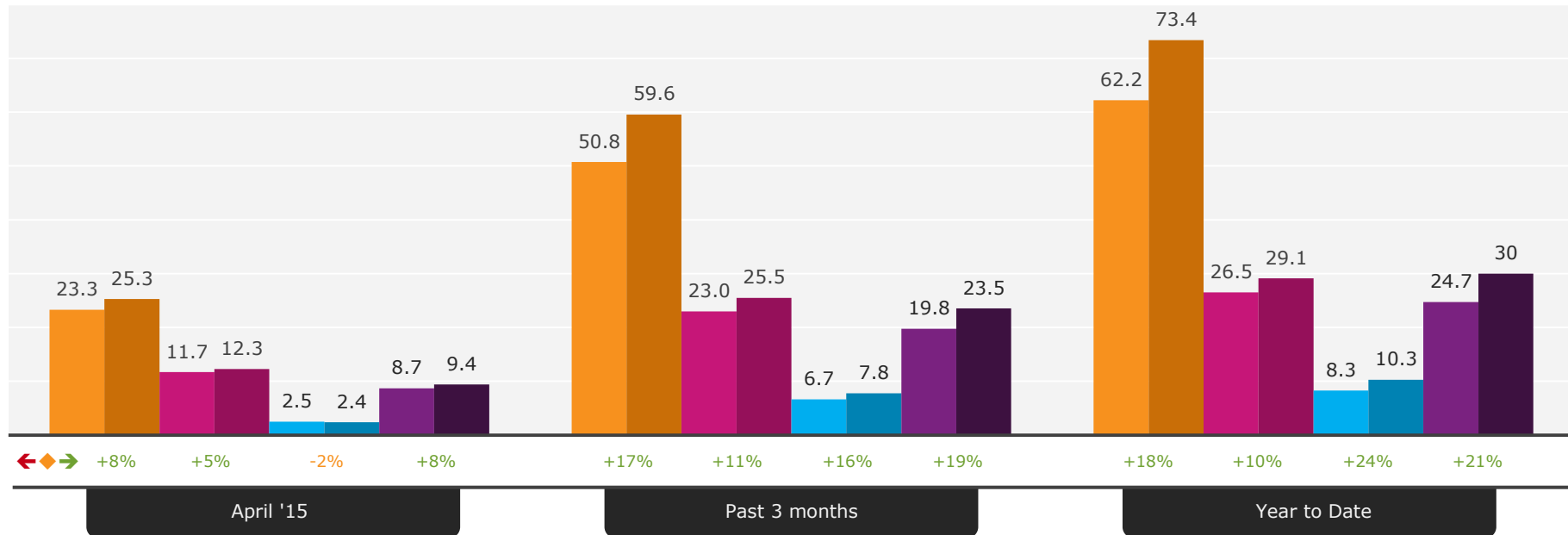
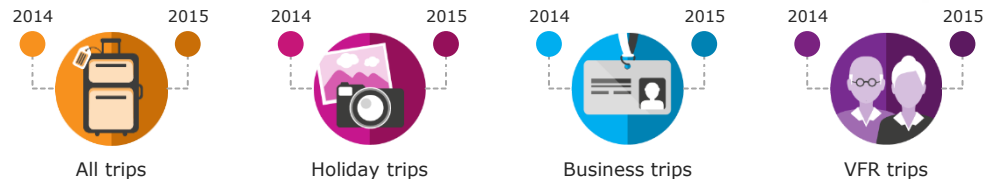
Volume of trips (millions) (2014 vs 2015)



◀♦▶ % change vs 2014

Nights England

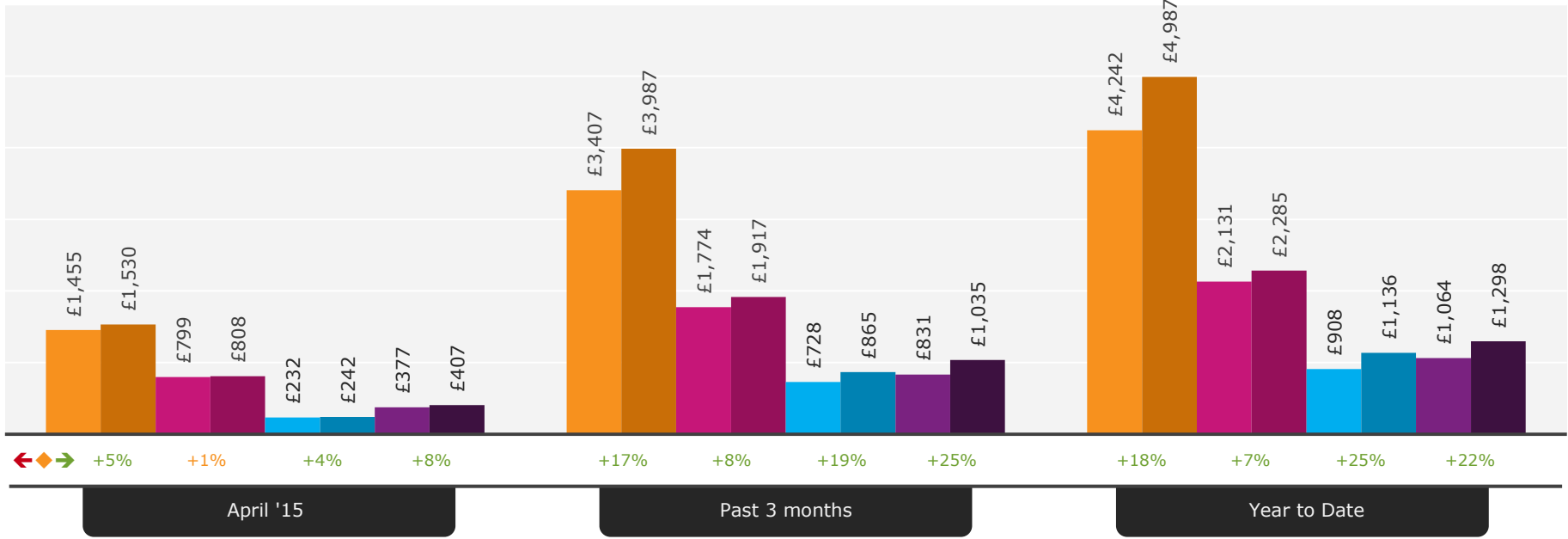
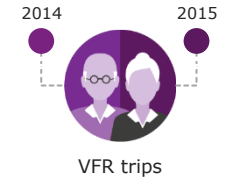
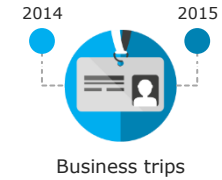
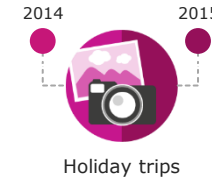
Volume of nights (millions) (2014 vs 2015)



◀▶ % change vs 2014

Spend England

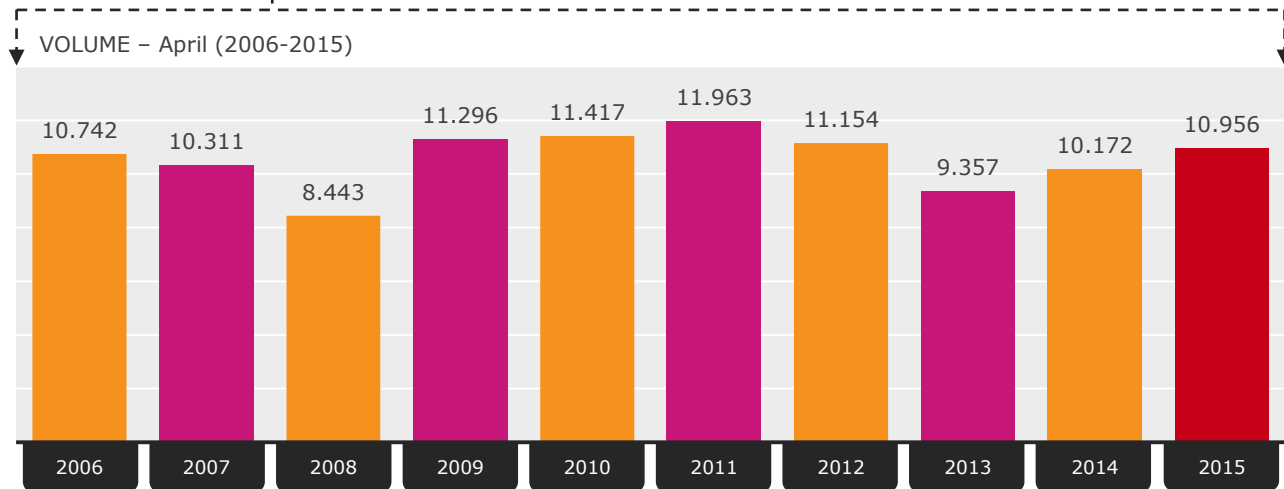
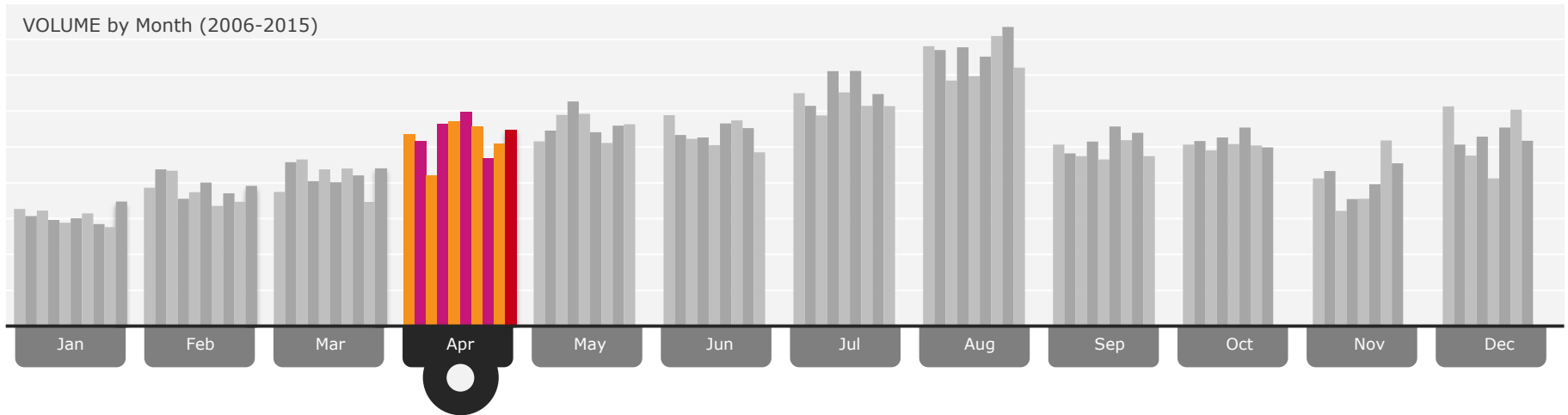
Expenditure (£m) (2014 vs 2015)



◀▶ % change vs 2014

Long Term Trends by Month GB

2006-2015 (millions)



Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

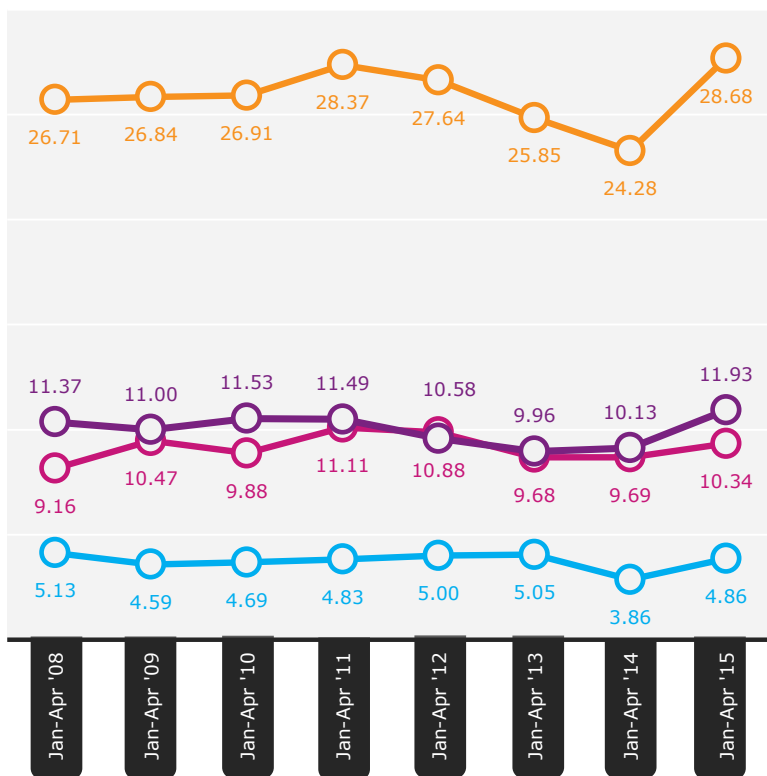


Business Trips

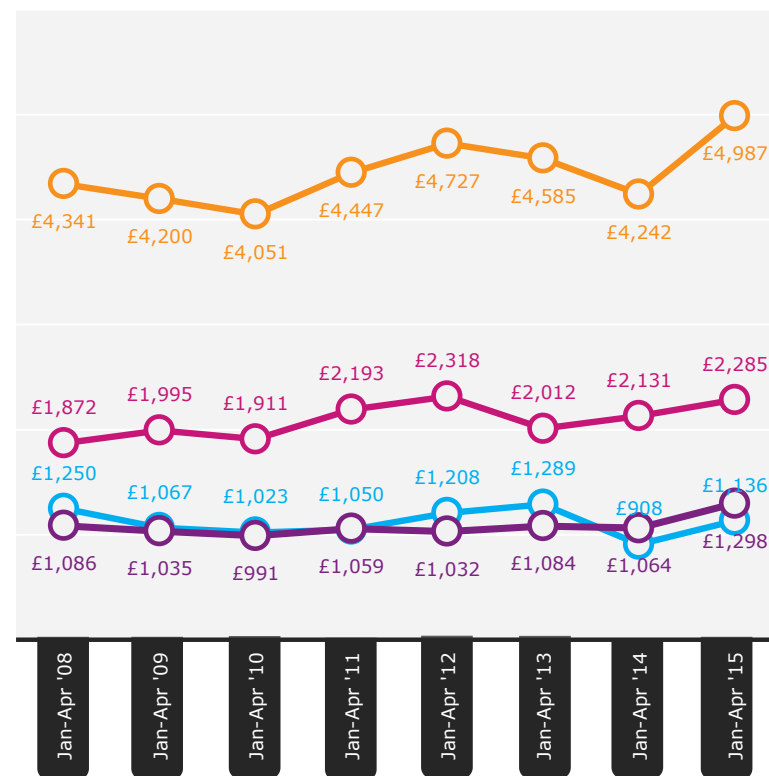


VFR Trips

Trip Volume (millions)



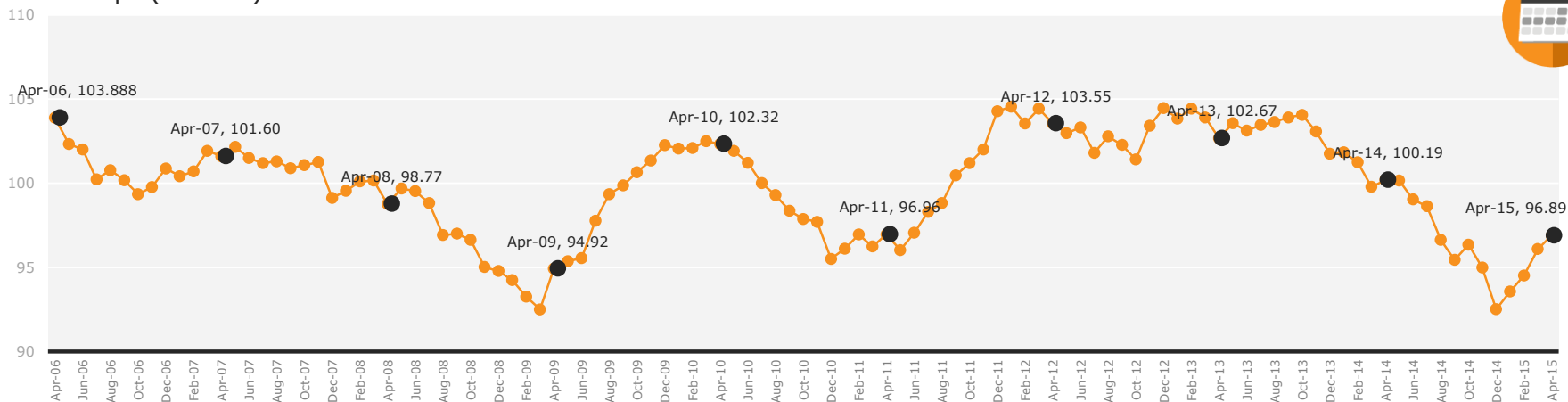
Spend (£m)



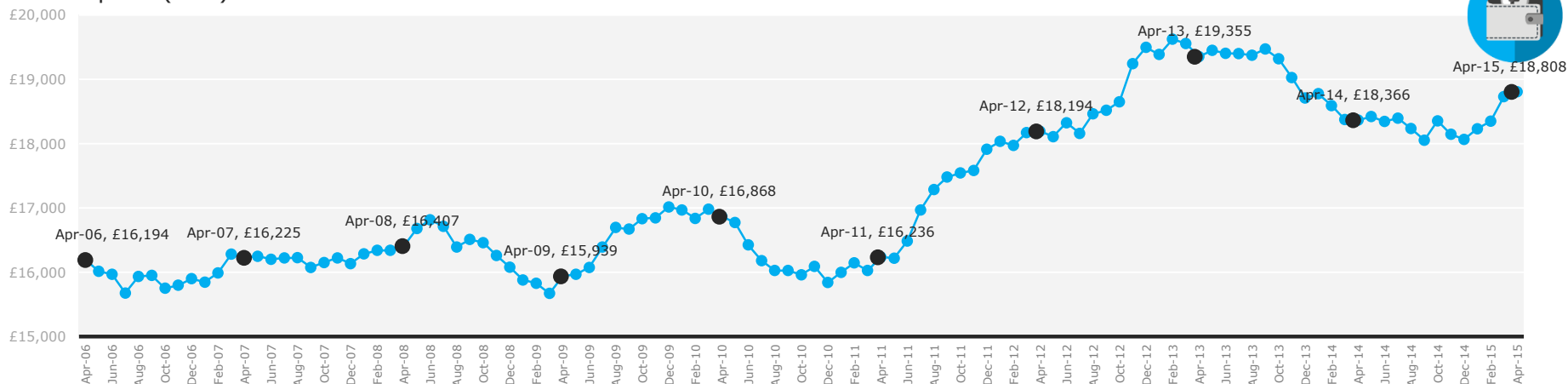
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



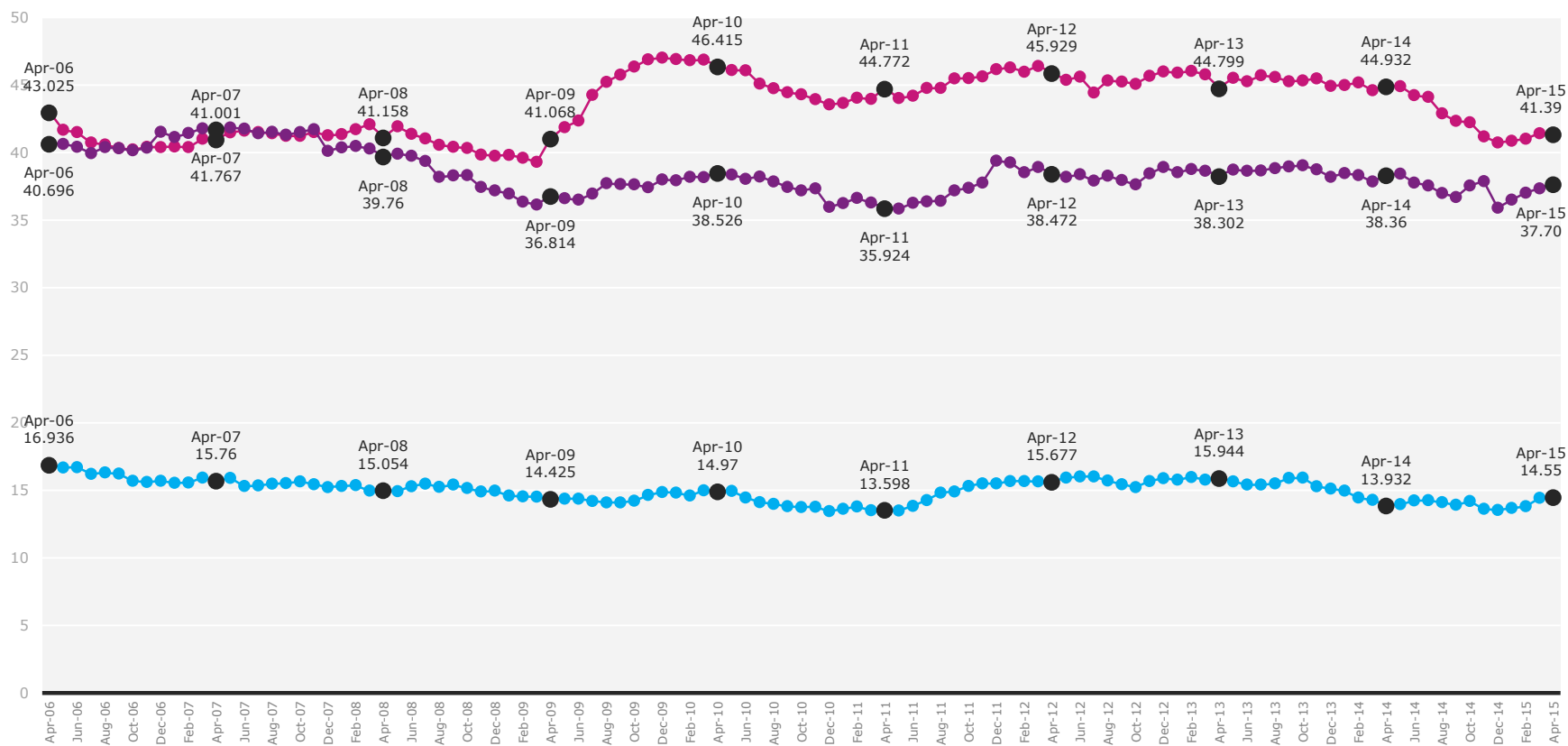
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



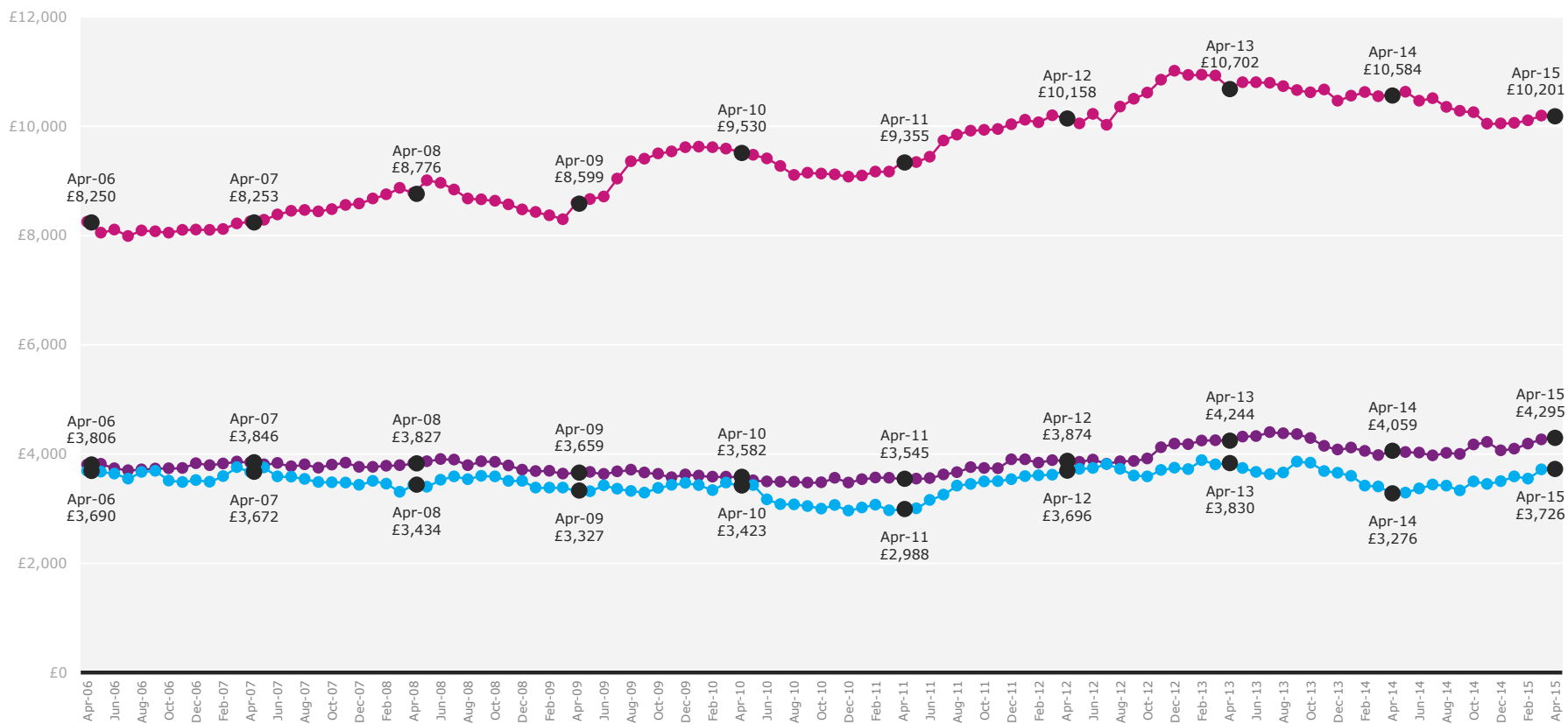
Holiday trips



Business trips

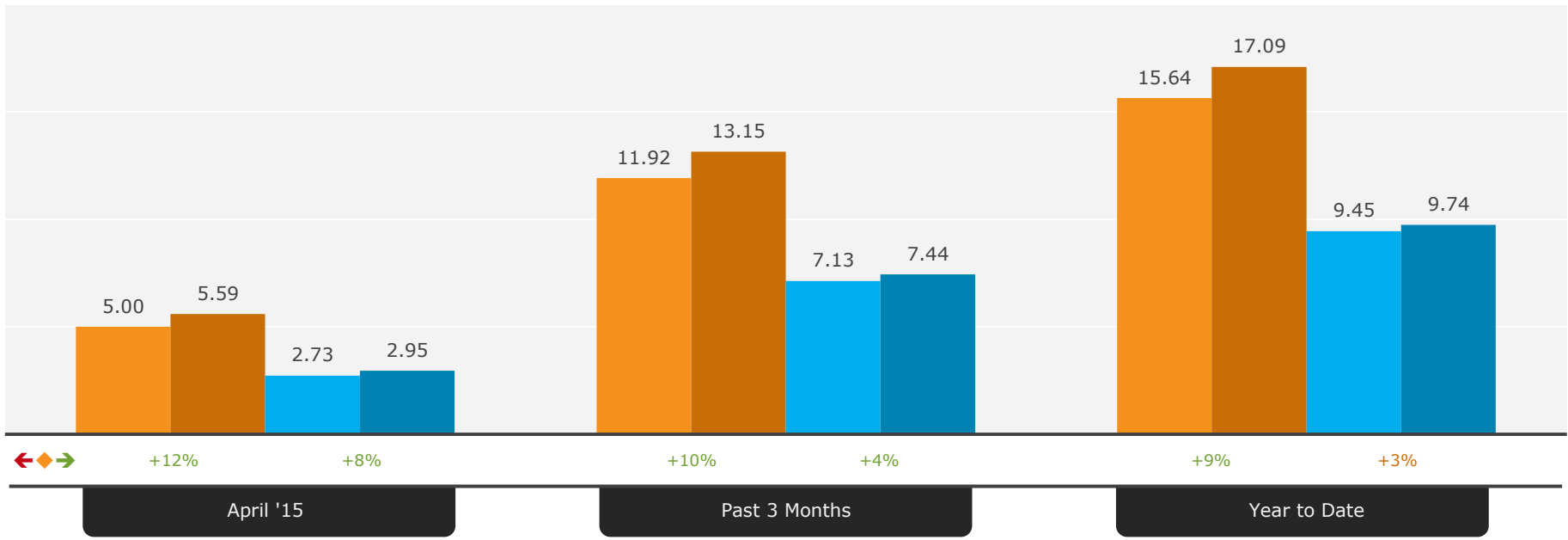
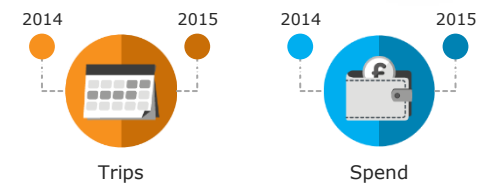


VFR trips



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	2.56	2.68	2.56	2.52	2.56	2.56	2.98	2.89	2.77	2.71	2.74	2.82	2.44	2.55	2.53	2.51	2.44	2.52	2.00	2.19	2.24	2.21	2.16	2.13
Spend Per Night	£59	£59	£67	£70	£68	£68	£65	£68	£77	£77	£80	£78	£35	£36	£39	£43	£43	£43	£109	£100	£108	£116	£109	£110
Spend Per Trip	£151	£157	£171	£177	£175	£174	£193	£197	£213	£208	£220	£221	£86	£92	£98	£109	£105	£109	£218	£217	£241	£255	£235	£234

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