

# Great Britain Tourism Survey Quarterly Regional Summary Q1 2015



# GB Domestic Tourism: Jan-Mar 2015 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Mar 2015	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>19.421</b>	<b>23.598</b>	<b>+21.51%</b>	<b>48.223</b>	<b>58.655</b>	<b>+21.63%</b>	<b>£3396</b>	<b>£4326</b>	<b>+27.39%</b>
<b>England Total</b>	<b>16.069</b>	<b>19.662</b>	<b>+22.36%</b>	<b>38.906</b>	<b>47.512</b>	<b>+22.12%</b>	<b>£2787</b>	<b>£3454</b>	<b>+23.93%</b>
East	1.582	1.712	+8.22%	4.441	4.333	-2.43%	£225	£222	-1.33%
East Midlands	1.188	1.464	+23.23%	2.867	3.202	+11.68%	£144	£186	+29.17%
London	2.328	2.823	+21.26%	4.399	5.113	+16.23%	£571	£660	+15.59%
North East	0.592	0.906	+53.04%	1.744	2.120	+21.56%	£107	£144	+34.58%
North West	2.221	2.545	+14.59%	4.939	6.265	+26.85%	£402	£459	+14.18%
South East	2.537	3.348	+31.97%	5.787	8.004	+38.31%	£366	£448	+22.40%
South West	2.538	2.992	+17.89%	7.070	8.795	+24.40%	£504	£596	+18.25%
West Midlands	1.320	1.917	+45.23%	2.706	4.278	+58.09%	£171	£348	+103.51%
Yorks & Humb	1.870	2.302	+23.10%	4.493	5.295	+17.85%	£262	£380	+45.04%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
\*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 7 Jan 2015 – 26 Apr 2015  
TNS Face-to-Face Omnibus Survey  
©TNS 2015



# GB Domestic Tourism: Jan-Mar 2015 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Mar 2015	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>
<b>GB Total</b>	<b>2.48</b>	<b>2.49</b>	<b>+0.10%</b>	<b>£70</b>	<b>£74</b>	<b>+4.73%</b>	<b>£175</b>	<b>£183</b>	<b>+4.84%</b>
<b>England Total</b>	<b>2.42</b>	<b>2.42</b>	<b>-0.20%</b>	<b>£72</b>	<b>£73</b>	<b>+1.48%</b>	<b>£173</b>	<b>£176</b>	<b>+1.29%</b>
East	2.81	2.53	-9.84%	£51	£51	+1.13%	£142	£130	-8.83%
East Midlands	2.41	2.19	-9.37%	£50	£58	+15.65%	£121	£127	+4.82%
London	1.89	1.81	-4.15%	£130	£129	-0.55%	£245	£234	-4.68%
North East	2.95	2.34	-20.57%	£61	£68	+10.71%	£181	£159	-12.06%
North West	2.22	2.46	+10.70%	£81	£73	-9.99%	£181	£180	-0.36%
South East	2.28	2.39	+4.81%	£63	£56	-11.50%	£144	£134	-7.25%
South West	2.79	2.94	+5.52%	£71	£68	-4.94%	£199	£199	+0.31%
West Midlands	2.05	2.23	+8.86%	£63	£81	+28.73%	£130	£182	+40.13%
Yorks & Humb	2.40	2.30	-4.27%	£58	£72	+23.07%	£140	£165	+17.82%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
 \*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 7 Jan 2015 – 26 Apr 2015  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2015



# GB Domestic Tourism: YTD March 2015 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Mar 2015	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>19.421</b>	<b>23.598</b>	<b>+21.51%</b>	<b>48.223</b>	<b>58.655</b>	<b>+21.63%</b>	<b>£3396</b>	<b>£4326</b>	<b>+27.39%</b>
<b>England Total</b>	<b>16.069</b>	<b>19.662</b>	<b>+22.36%</b>	<b>38.906</b>	<b>47.512</b>	<b>+22.12%</b>	<b>£2787</b>	<b>£3454</b>	<b>+23.93%</b>
East	1.582	1.712	+8.22%	4.441	4.333	-2.43%	£225	£222	-1.33%
East Midlands	1.188	1.464	+23.23%	2.867	3.202	+11.68%	£144	£186	+29.17%
London	2.328	2.823	+21.26%	4.399	5.113	+16.23%	£571	£660	+15.59%
North East	0.592	0.906	+53.04%	1.744	2.120	+21.56%	£107	£144	+34.58%
North West	2.221	2.545	+14.59%	4.939	6.265	+26.85%	£402	£459	+14.18%
South East	2.537	3.348	+31.97%	5.787	8.004	+38.31%	£366	£448	+22.40%
South West	2.538	2.992	+17.89%	7.070	8.795	+24.40%	£504	£596	+18.25%
West Midlands	1.320	1.917	+45.23%	2.706	4.278	+58.09%	£171	£348	+103.51%
Yorks & Humb	1.870	2.302	+23.10%	4.493	5.295	+17.85%	£262	£380	+45.04%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
\*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 7 Jan 2015 – 26 Apr 2015  
TNS Face-to-Face Omnibus Survey  
©TNS 2015



# GB Domestic Tourism: YTD March 2015 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Mar 2015	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>
<b>GB Total</b>	<b>2.48</b>	<b>2.49</b>	<b>+0.10%</b>	<b>£70</b>	<b>£74</b>	<b>+4.73%</b>	<b>£175</b>	<b>£183</b>	<b>+4.84%</b>
<b>England Total</b>	<b>2.42</b>	<b>2.42</b>	<b>-0.20%</b>	<b>£72</b>	<b>£73</b>	<b>+1.48%</b>	<b>£173</b>	<b>£176</b>	<b>+1.29%</b>
East	2.81	2.53	-9.84%	£51	£51	+1.13%	£142	£130	-8.83%
East Midlands	2.41	2.19	-9.37%	£50	£58	+15.65%	£121	£127	+4.82%
London	1.89	1.81	-4.15%	£130	£129	-0.55%	£245	£234	-4.68%
North East	2.95	2.34	-20.57%	£61	£68	+10.71%	£181	£159	-12.06%
North West	2.22	2.46	+10.70%	£81	£73	-9.99%	£181	£180	-0.36%
South East	2.28	2.39	+4.81%	£63	£56	-11.50%	£144	£134	-7.25%
South West	2.79	2.94	+5.52%	£71	£68	-4.94%	£199	£199	+0.31%
West Midlands	2.05	2.23	+8.86%	£63	£81	+28.73%	£130	£182	+40.13%
Yorks & Humb	2.40	2.30	-4.27%	£58	£72	+23.07%	£140	£165	+17.82%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
 \*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 7 Jan 2015 – 26 Apr 2015  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2015



# GB Domestic Tourism: 12-month comparison: Year ending Mar 2015 Volume & Value ALL TOURISM Apr 2014 – Mar 2015

Trips taken in: Apr 2014-Mar 2015	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>120.812</b>	<b>118.425</b>	<b>-1.98%</b>	<b>366.106</b>	<b>360.496</b>	<b>-1.53%</b>	<b>£22,907</b>	<b>£23,624</b>	<b>+3.13%</b>
<b>England Total</b>	<b>99.775</b>	<b>96.206</b>	<b>-3.58%</b>	<b>291.430</b>	<b>281.465</b>	<b>-3.42%</b>	<b>£18,377</b>	<b>£18,753</b>	<b>+2.05%</b>
East	9.015	9.106	+1.01%	28.131	29.667	+5.46%	£1,442	£1,601	+11.03%
East Midlands	7.850	7.417	-5.52%	21.019	20.271	-3.56%	£1,099	£1,149	+4.55%
London	11.971	11.871	-0.84%	25.930	25.071	-3.31%	£2,737	£2,977	+8.77%
North East	3.550	4.008	+12.90%	10.312	11.079	7.44%	£680	£652	-4.12%
North West	13.540	13.059	-3.55%	34.775	37.368	+7.46%	£2,446	£2,522	+3.11%
South East	17.684	16.997	-3.88%	48.865	45.916	-6.03%	£2,587	£2,530	-2.20%
South West	19.090	17.763	-6.95%	72.128	64.394	-10.72%	£4,252	£4,025	-5.34%
West Midlands	8.720	7.848	-10.00%	19.989	18.908	-5.41%	£1,266	£1,330	+5.06%
Yorks & Humb	9.976	9.877	-0.99%	27.885	27.236	-2.33%	£1,717	£1,846	+7.51%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.  
\*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 9 Apr 2014 – 26 Apr 2015  
TNS Face-to-Face Omnibus Survey  
©TNS 2015



# GB Domestic Tourism: 12-month comparison: Year ending Mar 2015 Volume & Value ALL TOURISM Apr 2014 – Mar 2015

Trips taken in: Apr 2014-Mar 2015	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>Destination:</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>	<b>2014</b>	<b>2015</b>	<b>%ch</b>
<b>GB Total</b>	<b>3.03</b>	<b>3.04</b>	<b>+0.45%</b>	<b>£63</b>	<b>£66</b>	<b>+4.73%</b>	<b>£190</b>	<b>£199</b>	<b>+5.21%</b>
<b>England Total</b>	<b>2.92</b>	<b>2.93</b>	<b>+0.16%</b>	<b>£63</b>	<b>£67</b>	<b>+5.66%</b>	<b>£184</b>	<b>£195</b>	<b>+5.83%</b>
East	3.12	3.26	+4.41%	£51	£54	+5.28%	£160	£176	+9.92%
East Midlands	2.68	2.73	+2.07%	£52	£57	+8.41%	£140	£155	+10.65%
London	2.17	2.11	-2.50%	£106	£119	+12.50%	£229	£251	+9.68%
North East	2.90	2.76	-4.84%	£66	£59	-10.76%	£192	£163	-15.07%
North West	2.57	2.86	+11.41%	£70	£67	-4.05%	£181	£193	+6.90%
South East	2.76	2.70	-2.24%	£53	£55	+4.08%	£146	£149	+1.75%
South West	3.78	3.63	-4.05%	£59	£63	+6.03%	£223	£227	+1.73%
West Midlands	2.29	2.41	+5.10%	£63	£70	+11.06%	£145	£169	+16.73%
Yorks & Humb	2.80	2.76	-1.35%	£62	£68	+10.08%	£172	£187	+8.59%

\*Please note that the latest 2015 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 results are based on full-year data so will not change.  
\*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 9 Apr 2014 – 26 Apr 2015  
TNS Face-to-Face Omnibus Survey  
©TNS 2015



# 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>5.7%</b>	<b>3.1%</b>	<b>7.0%</b>	<b>3.4%</b>	<b>8.7%</b>	<b>4.0%</b>
<b>England Total</b>	<b>6.0%</b>	<b>3.3%</b>	<b>7.6%</b>	<b>3.7%</b>	<b>9.6%</b>	<b>4.3%</b>
East	17.7%	8.6%	29.1%	10.8%	26.8%	12.4%
East Midlands	21.5%	9.9%	39.0%	12.7%	34.0%	14.8%
London	17.3%	8.8%	19.5%	9.8%	26.2%	13.2%
North East	25.8%	13.9%	39.2%	16.0%	30.4%	15.8%
North West	14.5%	7.3%	17.8%	9.7%	20.3%	10.5%
South East	14.6%	7.2%	19.2%	8.4%	31.5%	10.6%
South West	13.3%	6.5%	16.5%	7.2%	22.5%	8.8%
West Midlands	20.0%	10.5%	27.2%	13.9%	27.6%	15.1%
Yorks & Humb	16.2%	8.2%	23.1%	9.8%	22.4%	11.4%