

Great Britain Tourism Survey Quarterly Regional Summary Q4 2015



GB Domestic Tourism: Oct - Dec 2015 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB Total	27.587	29.653	+7.49%	79.039	83.493	+5.64%	£5,046	£5,327	+5.57%
England Total	22.292	24.857	+11.51%	63.678	68.367	+7.36%	£4,106	£4,307	+4.90%
East	2.137	2.703	+26.49%	6.178	7.220	+16.87%	£289	£390	+34.95%
East Midlands	1.764	1.672	-5.22%	5.073	4.659	-8.16%	£252	£222	-11.90%
London	2.812	3.550	+26.24%	6.042	8.127	+34.51%	£734	£828	+12.81%
North East	0.977	1.021	+4.50%	2.816	3.022	+7.32%	£132	£183	+38.64%
North West	3.014	2.971	-1.43%	9.436	8.329	-11.73%	£594	£529	-10.94%
South East	4.345	4.010	-7.71%	11.343	10.566	-6.85%	£604	£513	-15.07%
South West	3.684	4.157	+12.84%	11.417	12.666	+10.94%	£726	£833	+14.74%
West Midlands	2.192	2.401	+9.53%	5.627	5.427	-3.55%	£345	£331	-4.06%
Yorks & Humb	1.849	2.950	+59.55%	5.199	8.248	+58.65%	£376	£469	+24.73%

*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.

*NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 7 Oct 2015 – 31 Jan 2016

TNS Face-to-Face Omnibus Survey

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GB Domestic Tourism: Oct - Dec 2015 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
Destination:									
GB Total	2.87	2.82	-1.72%	£64	£64	-0.06%	£183	£180	-1.79%
England Total	2.86	2.75	-3.72%	£64	£63	-2.30%	£184	£173	-5.93%
East	2.89	2.67	-7.61%	£47	£54	+15.47%	£135	£144	+6.69%
East Midlands	2.88	2.79	-3.11%	£50	£48	+4.08%	£143	£133	-7.06%
London	2.15	2.29	+6.55%	£121	£102	-16.13%	£261	£233	-10.64%
North East	2.88	2.96	+2.69%	£47	£61	+29.19%	£135	£179	+32.66%
North West	3.13	2.80	-10.45%	£63	£64	+0.89%	£197	£178	-9.65%
South East	2.61	2.63	+0.93%	£53	£49	+8.82%	£139	£128	-7.97%
South West	3.10	3.05	-1.68%	£64	£66	+3.42%	£197	£200	+1.68%
West Midlands	2.57	2.26	-11.95%	£61	£61	-0.52%	£157	£138	-12.41%
Yorks & Humb	2.81	2.80	-0.56%	£72	£57	-21.38%	£203	£159	-21.82%

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GB Domestic Tourism: YTD: Dec 2015 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
Destination:									
GB Total	114.242	124.426	+8.91%	349.546	377.101	+7.88%	£22,692	£24,825	+9.40%
England Total	92.613	102.730	+10.92%	272.859	299.569	+9.79%	£18,085	£19,571	+8.22%
East	8.975	9.734	+8.46%	29.775	28.218	-5.23%	£1,604	£1,630	+1.62%
East Midlands	7.141	8.022	+12.34%	19.936	21.764	+9.17%	£1,107	£1,146	+3.52%
London	11.376	12.938	+13.73%	24.358	30.163	+23.83%	£2,889	£3,080	+6.61%
North East	3.694	3.842	+4.01%	10.703	11.383	+6.35%	£616	£710	+15.26%
North West	12.735	13.554	+6.43%	36.041	36.825	+2.18%	£2,465	£2,555	+3.65%
South East	16.186	16.804	+3.82%	43.698	45.600	+4.35%	£2,448	£2,572	+5.07%
South West	17.309	19.683	+13.72%	62.669	72.263	+15.31%	£3,933	£4,434	+12.74%
West Midlands	7.251	8.831	+21.79%	17.336	20.990	+21.08%	£1,153	£1,454	+26.11%
Yorks & Humb	9.445	11.320	+19.85%	26.435	30.880	+16.81%	£1,728	£1,922	+11.23%

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GB Domestic Tourism: YTD: Dec 2015 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
Destination:	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB Total	3.06	3.03	-0.95%	£65	£66	+1.41%	£199	£200	+0.45%
England Total	2.95	2.92	-1.02%	£66	£65	-1.43%	£195	£191	-2.44%
East	3.32	2.90	-12.62%	£54	£58	+7.23%	£179	£167	-6.30%
East Midlands	2.79	2.71	-2.82%	£56	£53	-5.17%	£155	£143	-7.85%
London	2.14	2.33	+8.88%	£119	£102	-13.91%	£254	£238	-6.26%
North East	2.90	2.96	+2.26%	£58	£62	+8.37%	£167	£185	+10.82%
North West	2.83	2.72	-4.00%	£68	£69	+1.44%	£194	£189	-2.61%
South East	2.70	2.71	+0.51%	£56	£56	+0.68%	£151	£153	+1.20%
South West	3.62	3.67	+1.40%	£63	£61	-2.23%	£227	£225	-0.86%
West Midlands	2.39	2.38	-0.59%	£67	£69	+4.15%	£159	£165	+3.54%
Yorks & Humb	2.80	2.73	-2.53%	£65	£62	-4.78%	£183	£170	-7.20%

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GB Domestic Tourism: 12-months ending Dec 2015

Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB Total	114.242	124.426	+8.91%	349.546	377.101	+7.88%	£22,692	£24,825	+9.40%
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North West	12.735	13.554	+6.43%	36.041	36.825	+2.18%	£2,465	£2,555	+3.65%
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Volume & Value

ALL TOURISM

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	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
Destination:	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB Total	3.06	3.03	-0.95%	£65	£66	+1.41%	£199	£200	+0.45%
England Total	2.95	2.92	-1.02%	£66	£65	-1.43%	£195	£191	-2.44%
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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	4.5%	2.5%	4.9%	3.0%	6.0%	3.6%
England Total	4.8%	2.8%	5.4%	3.2%	6.7%	4.0%
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%