

Great Britain Tourism Survey

September 2018 Update



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Long term trends: How to compare data collected from January 2016 onwards with data collected in December 2015 and before

The introduction of a new data processing approach in January 2016 had an impact, albeit small, on the reported estimates for trips, nights and expenditure.

This change also impacted trends and the ability to conduct long-term analysis. Therefore caution should be taken when comparing data from January 2016 onwards with data in December 2015 and before. Where relevant, trend breaks have been clearly marked either with asterisk or a dotted line to indicate where users should be cautious.

As 2016 and 2017 use the same data processing approach, 2017 data can be compared to 2016 data without any concern. Similarly collected any data before December 2015 can be compared with any other data collected prior to December 2015 without any concern.

For more information please see: <https://www.visitbritain.org/about-gbts-and-gbdvs>

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GB Domestic Tourism: Monthly Volume & Value 2018

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.647	7.059	+25.0%	7.268	8.252	+13.5%	8.330	8.895	+6.8%	11.707	9.636	-17.7%	10.159	11.133	+9.6%	10.002	10.296	+2.9%
England	4.852	5.779	+19.1%	6.191	6.960	+12.4%	6.952	7.374	+6.1%	9.645	7.798	-19.1%	8.275	9.134	+10.4%	8.438	8.318	-1.4%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	13.228	17.705	+33.8%	19.069	21.727	+13.9%	20.368	26.074	+28.0%	35.253	29.308	-16.9%	30.733	34.691	+12.9%	29.881	32.714	+9.5%
England	10.999	14.278	+29.8%	15.894	17.875	+12.5%	16.709	21.545	+28.9%	28.245	22.575	-20.1%	24.168	28.505	+17.9%	24.251	24.750	+2.1%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,006	£1,286	+27.8%	£1,282	£1,493	+16.5%	£1,443	£1,633	+13.2%	£2,172	£1,937	-10.8%	£2,053	£2,331	+13.5%	£2,207	£2,130	-3.5%
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%	£1,170	£1,321	+12.9%	£1,716	£1,518	-11.5%	£1,653	£1,915	+15.8%	£1,812	£1,696	-6.4%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	12.165	12.916	+6.2%	14.852	14.446	-2.7%	10.370	8.331	-19.7%							90.500	90.964	+0.5%			
England	10.300	10.314	+0.1%	12.206	11.567	-5.2%	8.448	6.794	-19.6%							75.307	74.038	-1.7%			
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	48.183	47.782	-0.8%	56.420	55.931	-0.9%	30.968	26.666	-13.9%							284.103	292.598	+3.0%			
England	40.011	36.885	-7.8%	45.451	42.596	-6.3%	24.336	21.038	-13.6%							230.064	230.047	0.0%			
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£2,773	£2,917	+5.2%	£3,176	£3,326	+4.7%	£2,244	£1,854	-17.4%							£18,356	£18,907	+3.0%			
England	£2,267	£2,353	+3.8%	£2,511	£2,620	+4.3%	£1,722	£1,491	-13.4%							£14,802	£15,131	+2.2%			

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 12 Sep 2018 – 28 Oct 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.116	2.515	+18.9%	2.658	3.167	+19.1%	3.793	3.797	+0.1%	5.828	4.647	-20.3%	5.800	6.282	+8.3%	5.616	5.950	+5.9%
England	1.765	1.929	+9.3%	2.112	2.522	+19.4%	3.027	2.970	-1.9%	4.536	3.574	-21.2%	4.540	4.997	+10.1%	4.438	4.516	+1.8%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.786	5.592	+16.8%	6.913	7.895	+14.2%	10.318	12.323	+19.4%	18.686	15.106	-19.2%	19,570	21.446	+9.6%	19,265	22.221	+15.3%
England	3.910	4.145	+6.0%	5.369	6.030	+12.3%	8.118	9.796	+20.7%	14.173	10.981	-22.5%	14,985	16.886	+12.7%	14,985	15.774	+5.3%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£494	£536	+8.5%	£531	£665	+25.2%	£838	£896	+6.9%	£1,247	£1,163	-6.7%	£1,319	£1,438	+9.0%	£1,419	£1,468	+3.5%
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%	£928	£874	-5.8%	£1,038	£1,126	+8.5%	£1,115	£1,124	+0.8%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	6.944	7.769	+11.9%	9,297	8.852	-4.8%	5,390	4.194	-22.2%							47.442	47.173	-0.6%			
England	5.771	6.003	+4.0%	7,454	6.792	-8.9%	4,280	3,299	-22.9%							37.923	36.605	-3.5%			
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	32.154	31.592	-1.7%	38,465	38,363	-0.3%	18,443	15,379	-16.6%							168.600	169.917	+0.8%			
England	26.531	23.793	-10.3%	30,195	28,215	-6.6%	14,258	11,719	-17.8%							132.524	127.339	-3.9%			
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,891	£2,051	+8.5%	£2,319	£2,394	+3.2%	£1,363	£1,181	-13.4%							£11,421	£11,792	+3.2%			
England	£1,559	£1,617	+3.7%	£1,802	£1,843	+2.3%	£991	£909	-8.3%							£8,933	£9,107	+1.9%			

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Fieldwork: 12 Sep 2018 – 28 Oct 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.340	3.005	+28.4%	3.085	3.255	+5.5%	2.937	3.599	+22.5%	4.103	3.234	-21.2%	2.889	3.202	+10.8%	2.698	2.553	-5.4%
England	2.065	2.616	+26.7%	2.686	2.844	+5.9%	2.552	3.161	+23.9%	3.575	2.694	-24.6%	2.463	2.731	+10.9%	2.458	2.246	-8.6%

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.728	8.636	+50.8%	7.525	9.061	+20.4%	6.834	10.811	+58.2%	11.884	9.079	-23.6%	7.728	8.857	+14.6%	6.620	6.476	-2.2%
England	4.828	7.298	+51.2%	6.270	7.533	+20.1%	5.890	9.498	+61.3%	10.161	7.436	-26.8%	6.434	7.670	+19.2%	5.846	5.607	-4.1%

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£238	£339	+42.4%	£314	£306	-2.5%	£288	£386	+34.0%	£431	£367	-14.8%	£324	£396	+22.2%	£329	£269	-18.2%
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%	£366	£286	-21.9%	£248	£336	+35.5%	£292	£220	-24.7%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	3.380	3.392	+0.4%	4.187	3.996	-4.6%	3.354	2.557	-23.8%							28.973	28.793	-0.6%			
England	3.001	2.817	-6.1%	3.688	3.391	-8.1%	2.884	2.158	-25.2%							25.372	24.658	-2.8%			

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	10.068	11.405	+13.3%	14.238	13.290	-6.7%	8.620	7.485	-13.2%							79.245	85.100	+7.3%			
England	8.522	9.428	+10.6%	12.350	10.654	-13.7%	7.255	6.179	-14.8%							67.556	71.323	+5.6%			

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£458	£458	0.0%	£501	£536	+7.0%	£435	£315	-27.6%							£3,318	£3,372	+1.6%			
England	£378	£380	+0.5%	£428	£431	+0.7%	£374	£260	-30.5%							£2,799	£2,758	-1.5%			

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Fieldwork: 12 Sep 2018 – 28 Oct 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	0.946	1.290	+36.4%	1.293	1.500	+16.0%	1.253	1.292	+3.1%	1.483	1.529	+3.1%	1.192	1.463	+22.7%	1.436	1.497	+4.2%
England	0.816	1.028	+26.0%	1.203	1.289	+7.1%	1.089	1.084	-0.5%	1.283	1.325	+3.3%	1.056	1.244	+17.8%	1.326	1.283	-3.2%

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.975	2.705	+37.0%	4.038	3.290	-18.5%	2.492	2.440	-2.1%	3.384	4.280	+26.5%	2.341	3.666	+56.6%	2.989	3.215	+7.6%
England	1.596	2.150	+34.7%	3.833	2.905	-24.2%	2.123	1.878	-11.5%	2.762	3.364	+21.8%	1.953	3.317	+69.8%	2.787	2.699	-3.2%

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£217	£367	+69.1%	£397	£433	+9.1%	£261	£330	+26.4%	£417	£367	-12.0%	£334	£460	+37.7%	£390	£345	-11.5%
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%	£355	£322	-9.3%	£301	£420	+39.5%	£367	£307	-16.3%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.483	1.218	-17.9%	1.078	1.375	+27.6%	1.326	1.145	-13.7%							11.490	12.309	+7.1%			
England	1.211	1.111	-8.3%	0.851	1.184	+39.1%	1.041	0.959	-7.9%							9.876	10.507	+6.4%			

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.518	3.102	-31.3%	2.782	3.522	+26.6%	2.976	2.822	-5.2%							27.495	29.042	+5.6%			
England	3.891	2.801	-28.0%	2.200	3.026	+37.5%	2.080	2.339	+12.5%							23.225	24.479	+5.4%			

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£355	£339	-4.5%	£303	£346	+14.2%	£392	£276	-29.6%							£3,066	£3,263	+6.4%			
England	£274	£313	+14.2%	£235	£298	+26.8%	£317	£243	-23.3%							£2,631	£2,844	+8.1%			

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Fieldwork: 12 Sep 2018 – 28 Oct 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Sep period*

	ALL TOURISM – Jan-Sep period						HOLIDAYS – Jan-Sep period						VFR – Jan-Sep period						BUSINESS – Jan-Sep period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
TRIPS																								
GB	93.516	86.760	94.772	91.340	90.500	90.964	46.066	43.633	45.070	44.964	47.442	47.173	30.654	28.772	32.637	29.908	28.973	28.793	13.487	12.040	12.567	12.830	11.490	12.309
England	76.729	70.408	77.875	75.573	75.307	74.038	36.175	33.580	35.161	36.115	37.923	36.605	26.193	24.701	28.429	25.847	25.372	24.658	11.425	10.224	10.509	10.738	9.876	10.507
BEDNIGHTS																								
GB	292.952	271.055	293.609	280.451	284.103	292.598	168.248	156.157	163.525	159.418	168.600	169.917	84.193	79.394	89.386	79.800	79.245	85.000	31.426	28.248	28.905	29.574	27.495	29.042
England	230.229	209.718	231.202	222.941	230.064	230.047	126.079	115.179	122.588	123.066	132.524	127.339	70.838	65.544	75.602	66.414	67.556	71.323	25.28	23.232	23.165	24.129	23.225	24.479
EXPENDITURE																								
GB	£18,329	£17,677	£19,499	£17,961	£18,356	£18,907	£10,877	£10,784	£11,568	£10,743	£11,421	£11,792	£3,528	£3,484	£4,031	£3,345	£3,318	£3,372	£3,397	£2,969	£3,066	£3,299	£3,066	£3,263
England	£14,658	£14,002	£15,264	£14,358	£14,802	£15,131	£8,406	£8,218	£8,715	£8,419	£8,933	£9,107	£2,939	£2,860	£3,308	£2,753	£2,799	£2,758	£2,850	£2,524	£2,537	£2,730	£2,631	£2,844

*Break in time series 2015-2016 – see slide 2

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Fieldwork: 12 Sep 2018 – 28 Oct 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-September period*

Av. Trip Length	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	3.13	3.12	3.10	3.07	3.14	3.22	3.65	3.58	3.63	3.55	3.55	3.60	2.75	2.76	2.74	2.67	2.74	2.95	2.33	2.35	2.30	2.31	2.39	2.36
England	3.00	2.98	2.97	2.95	3.06	3.11	3.49	3.43	3.49	3.41	3.49	3.48	2.70	2.65	2.66	2.57	2.66	2.89	2.21	2.27	2.20	2.25	2.35	2.33
Av. £/Night	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£63	£65	£66	£64	£65	£65	£65	£69	£71	£67	£68	£69	£42	£44	£45	£42	£42	£40	£108	£105	£106	£112	£112	£112
England	£64	£67	£66	£64	£64	£66	£67	£71	£71	£68	£67	£72	£41	£44	£44	£41	£41	£39	£113	£109	£110	£113	£113	£116
Av. £/Trip	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£196	£204	£206	£197	£203	£208	£236	£247	£257	£239	£241	£250	£115	£121	£124	£112	£115	£117	£252	£247	£244	£257	£267	£265
England	£191	£199	£196	£190	£197	£204	£232	£245	£248	£233	£236	£249	£112	£116	£116	£107	£110	£112	£249	£247	£241	£254	£266	£271

*Break in time series 2015-2016 – see slide 2

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