

Great Britain Tourism Survey

July 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%													65.278	68.187	+4.5%			
England	10.300	10.314	+0.1%													54.653	55.677	+1.9%			
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%													196.715	210.001	+6.8%			
England	40.011	36.885	-7.8%													160.277	166.413	+3.8%			
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%													£12,936	£13,727	+6.1%			
England	£2,267	£2,353	+3.8%													£10,569	£11,020	+4.3%			

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 July 2018 – 27 August 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%																32.755	34.127	+4.2%
England	5.771	6.003	+4.0%																26.189	26.511	+1.2%
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%																111.692	116.175	+4.0%
England	26.531	23.793	-10.3%																88.071	87.405	-0.8%
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%																£7,739	£8,217	+6.2%
England	£1,559	£1,617	+3.7%																£6,140	£6,355	+3.5%

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Fieldwork: 11 July 2018 – 27 August 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%													21.432	22.240	+3.8%			
England	3.001	2.817	-6.1%													18.800	19.109	+1.6%			
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%													56.387	64.325	+13.9%			
England	8.522	9.428	+10.6%													47.951	54.470	+13.6%			
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%													£2,382	£2,521	+5.8%			
England	£378	£380	+0.5%													£1,997	£2,067	+3.5%			

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Fieldwork: 11 July 2018 – 27 August 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%																9.086	9.789	+7.7%
England	1.211	1.111	-8.3%																7.984	8.364	+4.8%
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	4.518	3.102	-31.3%																21.737	22.698	+4.4%
England	3.891	2.801	-28.0%																18.945	19.114	+0.9%
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	£355	£339	-4.5%																£2,371	£2,641	+11.4%
England	£274	£313	+14.2%																£2,079	£2,303	+10.8%

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Fieldwork: 11 July 2018 – 27 August 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Jul period*

	ALL TOURISM – Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						BUSINESS – Jan-Jul 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	66.050	62.852	70.507	66.916	65.278	68.187	30.767	30.249	31.235	30.762	32.755	34.127	22.470	21.594	25.377	23.014	21.432	22.240	10.347	9.302	10.040	10.325	9.086	9.789
England	54.463	51.33	58.100	55.545	54.653	55.677	24.256	23.429	24.389	24.696	26.189	26.511	19.193	18.552	22.137	20.040	18.800	19.109	8.850	7.996	8.394	8.614	7.984	8.364
BEDNIGHTS																								
GB	195.740	187.268	208.192	193.019	196.715	210.001	105.417	102.072	107.016	101.811	111.692	116.175	59.979	58.448	67.947	59.627	56.387	64.325	23.703	21.019	23.354	23.967	21.737	22.698
England	154.974	145.773	164.422	152.923	160.277	166.413	79.419	75.983	79.524	77.814	88.071	87.405	50.247	48.123	57.808	49.700	47.951	54.490	19.344	17.306	19.068	19.484	18.945	19.114
EXPENDITURE																								
GB	£12,634	£12,314	£13,986	£12,657	£12,936	£13,727	£7,043	£7,172	£7,771	£7,081	£7,739	£8,217	£2,613	£2,512	£3,078	£2,491	£2,382	£2,521	£2,596	£2,286	£2,449	£2,649	£2,371	£2,641
England	£10,186	£9,875	£10,969	£10,078	£10,569	£11,020	£5,489	£5,535	£5,859	£5,496	£6,140	£6,355	£2,184	£2,076	£2,532	£2,039	£1,997	£2,067	£2,173	£1,955	£2,013	£2,192	£2,079	£2,303

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

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 Fieldwork: 11 July 2018 – 27 August 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-July period*

Av. Trip Length	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	2.96	2.98	2.95	2.88	3.01	3.08	3.43	3.37	3.43	3.31	3.41	3.40	2.67	2.71	2.68	2.59	2.63	2.89	2.29	2.26	2.33	2.32	2.39	2.32
England	2.85	2.84	2.83	2.75	2.93	2.99	3.27	3.24	3.26	3.15	3.36	3.30	2.62	2.59	2.61	2.48	2.55	2.85	2.19	2.16	2.27	2.26	2.37	2.29
Av. £/Night	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	£65	£66	£67	£66	£66	£65	£67	£70	£73	£70	£69	£71	£44	£43	£45	£42	£42	£39	£110	£109	£105	£111	£109	£116
England	£66	£68	£67	£66	£66	£66	£69	£73	£74	£71	£70	£73	£43	£43	£44	£41	£42	£38	£112	£113	£106	£113	£110	£120
Av. £/Trip	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	£191	£196	£198	£189	£198	£201	£229	£237	£249	£230	£236	£241	£116	£116	£121	£108	£111	£113	£251	£246	£244	£257	£261	£270
England	£187	£192	£189	£181	£193	£198	£226	£236	£240	£223	£234	£240	£114	£112	£114	£102	£106	£108	£246	£244	£240	£254	£260	£275

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

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