

Great Britain Tourism Survey

June 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																			53.113	55.271	+4.1%
England																			44.353	45.363	+2.3%
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																			148.532	162.219	+9.2%
England																			120.266	129.528	+7.7%
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																			£10,163	£10,810	+6.4%
England																			£8,302	£8,667	+4.4%

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*All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 13 Jun – 29 Jul 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																			25.811	26.358	+2.1%
England																			20.418	20.508	+0.5%
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																			79.538	84.583	+6.3%
England																			61.540	63.612	+3.4%
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																			£5,848	£6,166	+5.4%
England																			£4,581	£4,738	+3.4%

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Fieldwork: 13 Jun – 29 Jul 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																			18.052	18.848	+4.4%
England																			15.799	16.292	+3.1%
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																			46.319	52.920	+14.3%
England																			39.429	45.042	+14.2%
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																			£1,924	£2,063	+7.2%
England																			£1,619	£1,687	+4.2%

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Fieldwork: 13 Jun – 29 Jul 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																			7.603	8.571	+12.7%
England																			6.773	7.253	+7.1%

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																			17.219	19.596	+13.8%
England																			15.054	16.313	+8.4%

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																			£2,016	£2,302	+14.2%
England																			£1,805	£1,990	+10.3%

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Fieldwork: 13 Jun – 29 Jul 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Jun period*

	ALL TOURISM – Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						BUSINESS – Jan-Jun 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	53.103	50.560	56.810	54.193	53.113	55.271	23.614	23.265	23.611	23.866	25.811	26.358	18.661	18.217	21.281	18.971	18.052	18.848	8.695	7.728	8.581	8.873	7.603	8.571
England	44.065	41.333	46.992	44.921	44.353	45.363	18.688	17.991	18.348	19.110	20.418	20.508	16.061	15.622	18.657	16.624	15.799	16.292	7.447	6.561	7.251	7.287	6.773	7.253
BEDNIGHTS																								
GB	147.142	139.478	159.196	147.351	148.532	162.219	73.625	71.104	76.602	72.297	79.538	84.583	48.423	46.794	55.107	47.988	46.319	52.920	19.696	17.248	19.347	20.272	17.219	19.596
England	117.529	109.387	126.044	118.134	120.266	129.528	55.727	53.032	55.931	55.799	61.540	63.612	40.987	38.293	47.626	40.744	39.429	45.042	16.024	14.266	15.884	16.285	15.054	16.313
EXPENDITURE																								
GB	£9,870	£9,499	£10,949	£9,777	£10,163	£10,810	£5,263	£5,284	£5,793	£5,088	£5,848	£6,166	£2,078	£2,067	£2,528	£2,041	£1,924	£2,063	£2,197	£1,848	£2,059	£2,262	£2,016	£2,302
England	£8,010	£7,640	£8,619	£7,763	£8,302	£8,667	£4,104	£4,105	£4,352	£3,917	£4,581	£4,738	£1,766	£1,706	£2,102	£1,697	£1,619	£1,687	£1,846	£1,558	£1,696	£1,845	£1,805	£1,990

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

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Fieldwork: 13 Jun – 29 Jul 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-June period*

Av. Trip Length	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	2.77	2.76	2.80	2.72	2.80	2.93	3.12	3.06	3.24	3.03	3.08	3.21	2.59	2.57	2.59	2.53	2.57	2.81	2.27	2.23	2.25	2.28	2.26	2.29
England	2.67	2.65	2.68	2.63	2.71	2.86	2.98	2.95	3.05	2.92	3.01	3.10	2.55	2.45	2.55	2.45	2.50	2.76	2.15	2.17	2.19	2.23	2.22	2.25
Av. £/Night	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	£67	£68	£69	£66	£68	£67	£71	£74	£76	£70	£74	£73	£43	£44	£46	£43	£42	£39	£112	£107	£106	£112	£117	£117
England	£68	£70	£68	£66	£69	£67	£74	£77	£78	£70	£74	£74	£43	£45	£44	£42	£41	£37	£115	£109	£107	£113	£120	£122
Av. £/Trip	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	£186	£188	£193	£180	£191	£196	£223	£227	£245	£213	£227	£234	£111	£113	£119	£108	£107	£109	£253	£239	£240	£255	£265	£269
England	£182	£185	£183	£173	£187	£191	£220	£228	£237	£205	£224	£231	£110	£109	£113	£102	£102	£104	£248	£237	£234	£253	£266	£274

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

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