

Great Britain Tourism Survey

February 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%												
England	4.852	5.779	+19.1%	6.191	6.960	+12.4%												
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%												
England	10.999	14.278	+29.8%	15.894	17.875	+12.5%												
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%												
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%												

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																			12.915	15.311	+18.6%
England																			11.043	12.739	+15.4%
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																			32.297	39.432	+22.1%
England																			26.893	32.153	+19.6%
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																			£2,288	£2,779	+21.5%
England																			£1,951	£2,217	+13.6%

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• All expenditure figures are in HISTORIC PRICES.
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 10 Feb – 27 Mar 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%												
England	1.765	1.929	+9.3%	2.112	2.522	+19.4%												

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	4.786	5.592	+16.8%	6.913	7.895	+14.2%												
England	3.910	4.145	+6.0%	5.369	6.030	+12.3%												

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%												
England	£421	£404	-4.0%	£414	£502	+21.3%												

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																			4.774	5.682	+19.0%
England																			3.877	4.451	+14.8%

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																			11.699	13.487	15.3%
England																			9.279	10.175	9.7%

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																			£1,025	£1,201	+17.2%
England																			£835	£906	+8.5%

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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%												
England	2.065	2.616	+26.7%	2.686	2.844	+5.9%												

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%												
England	4.828	7.298	+51.2%	6.270	7.533	+20.1%												

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%												
England	£198	£262	+32.3%	£277	£261	-5.8%												

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																			5.425	6.260	+15.4%
England																			4.751	5.460	+14.9%

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																			13.253	17.697	+33.5%
England																			11.098	14.831	+33.6%

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																			£552	£645	+16.8%
England																			£475	£523	+10.1%

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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%												
England	0.816	1.028	+26.0%	1.203	1.289	+7.1%												

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%												
England	1.596	2.150	+34.7%	3.833	2.905	-24.2%												

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%												
England	£185	£298	+61.1%	£372	£370	-0.5%												

TRIPS	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			2.239	2.790	+24.6%
England																			2.019	2.317	+14.8%

BEDNIGHTS	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			6.013	5.995	-0.3%
England																			5.429	5.055	-6.9%

EXPENDITURE	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			£614	£800	+30.3%
England																			£557	£668	+19.9%

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Fieldwork: 10 Feb – 27 Mar 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Feb period*

	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb period					
TRIPS	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	13.119	12.452	14.782	13.781	12.915	15.311	4.308	4.566	4.838	4.899	4.774	5.682	5.312	5.341	6.647	5.72	5.425	6.260	2.954	2.247	2.523	2.592	2.239	2.790
England	11.063	10.541	12.599	11.58	11.043	12.739	3.452	3.698	3.977	4.026	3.877	4.451	4.611	4.737	5.854	5.005	4.751	5.460	2.514	1.842	2.105	2.081	2.019	2.317
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb period					
BEDNIGHTS	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	31.702	29.702	35.103	33.184	32.297	39.432	9.747	10.611	11.758	12.096	11.699	13.487	13.47	12.816	15.745	13.307	13.253	17.697	7.051	4.716	5.765	6.373	6.013	5.995
England	25.957	24.996	29.116	27.517	26.893	32.153	7.381	8.730	9.348	9.783	9.279	10.175	11.508	10.883	13.456	11.579	11.098	14.831	5.831	3.891	4.777	5.009	5.429	5.055
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb period					
SPEND	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	£2,330	£2,123	£2,561	£2,360	£2,288	£2,779	£837	£963	£1,078	£1,055	£1,025	£1,201	£569	£534	£692	£554	£552	£645	£827	£550	£638	£661	£614	£800
England	£1,923	£1,802	£2,090	£1,883	£1,951	£2,217	£646	£800	£861	£825	£835	£906	£484	£461	£587	£470	£475	£523	£705	£467	£517	£507	£557	£668

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

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GB Domestic Tourism: Year to Date – 2012-2018

Trip Characteristics, Jan-Feb period*

Av. Trip Length	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	2.42	2.39	2.37	2.41	2.50	2.58	2.26	2.32	2.43	2.47	2.45	2.37	2.54	2.40	2.37	2.33	2.44	2.83	2.39	2.10	2.28	2.46	2.69	2.15
England	2.35	2.37	2.31	2.38	2.44	2.52	2.14	2.36	2.35	2.43	2.39	2.29	2.50	2.30	2.30	2.31	2.34	2.72	2.32	2.11	2.27	2.41	2.69	2.18
Av. £/Night	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	£73	£71	£73	£71	£71	£70	£86	£91	£92	£87	£88	£89	£42	£42	£44	£42	£42	£36	£117	£117	£111	£104	£102	£133
England	£74	£72	£72	£68	£73	£69	£88	£92	£92	£84	£90	£89	£42	£42	£44	£41	£43	£35	£121	£120	£108	£101	£103	£132
Av. £/Trip	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	£178	£170	£173	£171	£177	£182	£194	£211	£223	£215	£215	£211	£107	£100	£104	£97	£102	£103	£280	£245	£253	£255	£274	£287
England	£174	£171	£166	£163	£177	£174	£187	£216	£216	£205	£215	£204	£105	£97	£100	£94	£100	£96	£280	£254	£246	£244	£276	£288

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

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