

# Great Britain Tourism Survey

April 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%						
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%						
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%						
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%						
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%						
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%	£1,170	£1,321	+12.9%	£1,716	£1,518	-11.5%						

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																			32.952	33.842	+2.7%
England																			27.64	27.911	+1.0%
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																			87.918	94.814	+7.8%
England																			71.847	76.273	+6.2%
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																			£5,903	£6,349	+7.6%
England																			£4,837	£5,056	+4.5%

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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 April – 27 May 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%						
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%						
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%						
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%						
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%						
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%	£928	£874	-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																			14.395	14.126	-1.9%
England																			11.440	10.995	+3.9%
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																			40.703	40.916	+0.5%
England																			31.570	30.952	+2.5%
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																			£3,110	£3,260	+4.8%
England																			£2,428	£2,488	+2.5%

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Fieldwork: 11 April – 27 May 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%						
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%						
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%						
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%						
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%						
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%	£366	£286	-21.9%						

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																			12.465	13.093	+5.0%
England																			10.878	11.315	+4.0%
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																			31.971	37.587	+17.6%
England																			27.149	31.765	+17.0%
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																			£1,271	£1,398	+10.0%
England																			£1,079	£1,131	+4.8%

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Fieldwork: 11 April – 27 May 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%						
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%						

  

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%						
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%						

  

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%						
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%	£355	£322	-9.3%						

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																			4.975	5.611	+12.8%
England																			4.391	4.726	+7.6%

  

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																			11.889	12.715	+6.9%
England																			10.314	10.297	-0.2%

  

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																			£1,292	£1,497	+15.9%
England																			£1,137	£1,263	+11.1%

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# GB Domestic Tourism: Year to Date – 2013-2018

## Trips, Bednights & Expenditure, Jan-April period \*

	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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
<b>TRIPS</b>																								
GB	30.885	29.593	34.574	34.189	32.952	33.842	12.190	12.538	13.183	13.925	14.395	14.126	11.518	11.742	13.734	13.017	12.465	13.093	5.884	4.603	5.798	5.911	4.975	5.611
England	25.846	24.278	28.683	28.661	27.640	27.911	9.683	9.690	10.337	11.291	11.440	10.995	9.961	10.128	11.931	11.356	10.878	11.315	5.047	3.857	4.861	4.809	4.391	4.726
<b>BEDNIGHTS</b>																								
GB	81.432	78.939	92.461	89.640	87.918	94.814	34.710	35.375	39.072	38.811	40.703	40.916	29.668	30.198	36.030	33.045	31.971	37.587	13.878	10.508	12.737	13.724	11.889	12.715
England	65.222	62.240	74.041	73.327	71.847	76.273	26.241	26.519	29.138	30.453	31.570	30.952	24.994	24.748	30.662	28.209	27.149	31.765	11.153	8.334	10.335	10.972	10.314	10.297
<b>EXPENDITURE</b>																								
GB	£5,582	£5,267	£6,350	£5,884	£5,903	£6,349	£2,544	£2,736	£3,036	£2,863	£3,110	£3,260	£1,283	£1,278	£1,590	£1,321	£1,271	£1,398	£1,530	£1,100	£1,399	£1,501	£1,292	£1,497
England	£4,585	£4,242	£4,988	£4,731	£4,837	£5,056	£2,012	£2,131	£2,286	£2,263	£2,428	£2,488	£1,084	£1,064	£1,299	£1,093	£1,079	£1,131	£1,289	£908	£1,136	£1,197	£1,137	£1,263

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

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Fieldwork: 11 April – 27 May 2018  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2013-2018

## Trip Characteristics, Jan-April period\*

Av. Trip Length	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	2.64	2.67	2.67	2.62	2.67	2.80	2.85	2.82	2.96	2.79	2.83	2.90	2.58	2.57	2.62	2.54	2.56	2.87	2.36	2.28	2.20	2.32	2.39	2.27
England	2.52	2.56	2.58	2.56	2.60	2.73	2.71	2.74	2.82	2.70	2.76	2.82	2.51	2.44	2.57	2.48	2.50	2.81	2.21	2.16	2.13	2.28	2.35	2.18
Av. £/Night	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	£69	£67	£69	£66	£67	£67	£73	£77	£78	£74	£76	£80	£43	£42	£44	£40	£40	£37	£110	£105	£110	£109	£109	£118
England	£70	£68	£67	£65	£67	£66	£77	£80	£78	£74	£77	£80	£43	£43	£42	£39	£40	£36	£116	£109	£110	£109	£110	£123
Av. £/Trip	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	£181	£178	£184	£172	£179	£188	£209	£218	£230	£206	£216	£231	£111	£109	£116	£101	£102	£107	£260	£239	£241	£254	£260	£267
England	£177	£175	£174	£165	£175	£181	£208	£220	£221	£200	£212	£226	£109	£105	£109	£96	£99	£100	£255	£235	£234	£249	£259	£267

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

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