

Great Britain Tourism Survey

May 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%			
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%			
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%			
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%			
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%			
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%			

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																			43.111	44.975	+4.3%
England																			35.915	37.045	+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																			118.651	129.505	+9.1%
England																			96.015	104.778	+9.1%
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																			£7,956	£8,680	+9.1%
England																			£6,490	£6,971	+7.4%

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Fieldwork: 9 May – 1 July 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%			
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%			
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%			
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%			
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%			
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%	£928	£874	-5.8%	£1,038	£1,126	+8.5%			

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																			20.195	20.408	+1.1%
England																			15.980	15.992	+0.1%
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																			60.273	62.362	+3.5%
England																			46.555	47.838	+2.8%
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																			£4,429	£4,698	+6.1%
England																			£3,466	£3,614	+4.3%

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Fieldwork: 9 May – 1 July 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%			
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%			
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%			
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%			
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%			
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%	£366	£286	-21.9%	£248	£336	+35.5%			

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																			15.354	16.295	+6.1%
England																			13.341	14.046	+5.3%
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																			39.699	46.444	+17.0%
England																			33.583	39.435	+17.4%
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																			£1,595	£1,794	+12.5%
England																			£1,327	£1,467	+10.6%

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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%				
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%				

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%				
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%				

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%				
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%	£355	£322	-9.3%	£301	£420	+39.5%				

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																			6.167	7.074	+14.7%
England																			5.447	5.970	+9.6%

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																			14.230	16.381	+15.1%
England																			12.267	13.614	+11.0%

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																			£1,626	£1,957	+20.4%
England																			£1,438	£1,683	+17.0%

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Fieldwork: 9 May – 1 July 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-May period*

	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	42.063	40.861	46.539	44.590	43.111	44.975	17.914	18.372	18.971	18.946	20.195	20.408	15.190	15.483	17.642	16.135	15.354	16.295	7.236	5.987	7.216	7.398	6.167	7.074
England	34.975	33.376	38.592	37.079	35.915	37.045	14.206	14.181	14.740	15.275	15.980	15.992	13.042	13.271	15.462	14.114	13.341	14.046	6.216	5.055	6.106	6.075	5.447	5.970
	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	113.365	110.433	128.148	119.512	118.651	129.505	53.664	53.987	60.012	55.718	60.273	62.362	38.746	39.421	45.816	40.875	39.699	46.444	16.714	13.471	15.758	17.165	14.230	16.381
England	90.618	86.808	101.797	96.569	96.015	104.778	40.853	40.501	43.897	43.145	46.555	47.838	32.621	32.347	39.459	34.974	33.583	39.435	13.434	10.862	12.946	13.849	12.267	13.614
	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May period					
EXPENDITURE	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	£7,590	£7,367	£8,776	£7,803	£7,956	£8,680	£3,773	£4,015	£4,551	£3,928	£4,429	£4,698	£1,693	£1,693	£2,050	£1,702	£1,595	£1,794	£1,851	£1,436	£1,719	£1,884	£1,626	£1,957
England	£6,175	£5,887	£6,871	£6,206	£6,490	£6,971	£2,938	£3,101	£3,378	£3,038	£3,466	£3,614	£1,436	£1,391	£1,698	£1,409	£1,327	£1,467	£1,556	£1,192	£1,421	£1,525	£1,438	£1,683

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

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Fieldwork: 9 May – 1 July 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-May period*

Av. Trip Length	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	2.70	2.70	2.75	2.68	2.75	2.88	3.00	2.94	3.16	2.94	2.98	3.06	2.55	2.55	2.60	2.53	2.59	2.85	2.31	2.25	2.18	2.32	2.31	2.32
England	2.59	2.60	2.64	2.60	2.67	2.83	2.88	2.86	2.98	2.82	2.91	2.99	2.50	2.44	2.55	2.48	2.52	2.81	2.16	2.15	2.12	2.28	2.25	2.28
Av. £/Night	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	£67	£68	£65	£67	£67	£70	£74	£76	£70	£73	£75	£44	£43	£45	£42	£40	£39	£111	£107	£109	£110	£114	£119
England	£68	£68	£67	£64	£68	£67	£72	£77	£77	£70	£74	£76	£44	£43	£43	£40	£40	£37	£116	£110	£110	£110	£117	£124
Av. £/Trip	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	£180	£180	£189	£175	£185	£193	£211	£219	£240	£207	£219	£230	£111	£109	£116	£105	£104	£110	£256	£240	£238	£255	£264	£277
England	£177	£176	£178	£167	£181	£188	£207	£219	£229	£199	£217	£226	£110	£105	£110	£100	£99	£104	£250	£236	£233	£251	£264	£282

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

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