

Great Britain Tourism Survey Quarterly Regional Summary Q4 2018



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GB Domestic Tourism: Oct - Dec 2018 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	30.178	27.591	-8.57%	85.351	79.149	-7.27%	£5,328	£5,054	-5.14%
England Total	25.313	23.359	-7.72%	69.346	65.731	-5.21%	£4,248	£4,214	-0.80%
East	2.224	2.270	+2.07%	7.366	6.588	-10.56%	£338	£329	-2.66%
East Midlands	1.794	1.768	-1.45%	5.862	4.579	-21.89%	£230	£248	+7.83%
London	3.256	2.912	-10.57%	6.987	7.506	+7.43%	£650	£801	+23.23%
North East	0.920	1.051	+14.24%	2.708	3.210	+18.54%	£141	£172	+21.99%
North West	3.600	3.375	-6.25%	9.405	8.212	-12.68%	£676	£681	+0.74%
South East	4.127	4.196	+1.67%	12.230	11.752	-3.91%	£622	£593	-4.66%
South West	4.225	3.416	-19.15%	11.268	11.291	+0.20%	£806	£653	-18.98%
West Midlands	2.394	1.868	-21.97%	5.670	5.129	-9.54%	£346	£234	-32.37%
Yorks & Humb	3.068	2.859	-6.81%	7.444	7.360	-1.13%	£422	£490	+16.11%

*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.

*All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 10 Oct 2018 – 27 Jan 2019
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Oct - Dec 2018 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
Destination:									
GB Total	2.83	2.87	+1.41%	£62	£64	+3.23%	£177	£183	+3.39%
England Total	2.74	2.81	+2.55%	£61	£64	+4.92%	£168	£180	+7.14%
East	3.31	2.90	-12.39%	£46	£50	+8.70%	£152	£145	-4.61%
East Midlands	3.27	2.59	-20.80%	£39	£54	+38.46%	£128	£140	+9.38%
London	2.15	2.58	+20.00%	£93	£107	+15.05%	£200	£275	+37.50%
North East	2.94	3.05	+3.74%	£52	£54	+3.85%	£153	£164	+7.19%
North West	2.61	2.43	-6.90%	£72	£83	+15.28%	£188	£202	+7.45%
South East	2.96	2.80	-5.41%	£51	£50	-1.96%	£151	£141	-6.62%
South West	2.67	3.31	+23.97%	£72	£58	-19.44%	£191	£191	0.00%
West Midlands	2.37	2.75	+16.03%	£61	£46	-24.59%	£145	£125	-13.79%
Yorks & Humb	2.43	2.57	+5.76%	£57	£67	+17.54%	£138	£171	+23.91%

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GB Domestic Tourism: YTD: Dec 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
Destination:									
GB Total	120.676	118.556	-1.76%	369.455	371.747	+0.62%	£23,683	£23,961	+1.17%
England Total	100.622	97.404	-3.20%	299.410	295.778	-1.21%	£19,049	£19,347	+1.56%
East	9.747	8.746	-10.27%	32.607	28.053	-13.97%	£1,711	£1,570	-8.24%
East Midlands	7.515	7.747	+3.09%	21.709	21.637	-0.33%	£1,049	£1,192	+13.63%
London	12.137	11.858	-2.30%	27.832	27.883	+0.18%	£2,688	£2,984	+11.01%
North East	3.587	3.989	+11.21%	10.885	12.814	+17.72%	£680	£759	+11.62%
North West	13.662	13.278	-2.81%	37.825	34.116	-9.81%	£2,733	£2,677	-2.05%
South East	16.087	16.172	+0.53%	43.043	46.021	+6.92%	£2,707	£2,705	-0.07%
South West	20.568	19.066	-7.30%	76.778	73.865	-3.79%	£4,454	£4,338	-2.60%
West Midlands	7.859	7.749	-1.40%	18.394	20.595	+11.97%	£1,225	£1,327	+8.33%
Yorks & Humb	10.697	10.479	-2.04%	29.285	29.862	+1.97%	£1,745	£1,744	-0.06%

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GB Domestic Tourism: YTD: Dec 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
Destination:									
GB Total	3.06	3.14	+2.61%	£64	£64	0.00%	£196	£202	+3.06%
England Total	2.98	3.04	+2.01%	£64	£65	+1.56%	£189	£199	+5.29%
East	3.35	3.21	-4.18%	£52	£56	+7.69%	£176	£180	+2.27%
East Midlands	2.89	2.79	-3.46%	£48	£55	+14.58%	£140	£154	+10.00%
London	2.29	2.35	+2.62%	£97	£107	+10.31%	£221	£252	+14.03%
North East	3.03	3.21	+5.94%	£62	£59	-4.84%	£190	£190	0.00%
North West	2.77	2.57	-7.22%	£72	£78	+8.33%	£200	£202	+1.00%
South East	2.68	2.85	+6.34%	£63	£59	-6.35%	£168	£167	-0.60%
South West	3.73	3.87	+3.75%	£58	£59	+1.72%	£217	£228	+5.07%
West Midlands	2.34	2.66	+13.68%	£67	£64	-4.48%	£156	£171	+9.62%
Yorks & Humb	2.74	2.85	+4.01%	£60	£58	-3.33%	£163	£166	+1.84%

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Fieldwork: 10 Jan 2018 – 27 Jan 2019
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GB Domestic Tourism: 12-month comparison: Year ending Dec 2018 Volume & Value ALL TOURISM Jan 2018 – Dec 2018

Trips taken in: Jan-Dec 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
Destination:									
GB Total	120.676	118.556	-1.76%	369.455	371.747	+0.62%	£23,683	£23,961	+1.17%
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South East	16.087	16.172	+0.53%	43.043	46.021	+6.92%	£2,707	£2,705	-0.07%
South West	20.568	19.066	-7.30%	76.778	73.865	-3.79%	£4,454	£4,338	-2.60%
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GB Domestic Tourism: 12-month comparison: Year ending Dec 2018 Volume & Value ALL TOURISM Jan 2018 – Dec 2018

Trips taken in: Jan-Dec 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
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Destination:									
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South East	2.68	2.85	+6.34%	£63	£59	-6.35%	£168	£167	-0.60%
South West	3.73	3.87	+3.75%	£58	£59	+1.72%	£217	£228	+5.07%
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GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	5.8%	2.6%	7.0%	3.1%	7.4%	3.5%
England Total	6.2%	2.8%	7.3%	3.3%	8.1%	3.8%
East	17.1%	7.8%	19.0%	9.7%	22.4%	11.2%
East Midlands	17.7%	8.3%	21.4%	10.3%	23.2%	11.2%
London	15.9%	7.5%	26.5%	11.6%	24.9%	11.4%
North East	24.6%	11.3%	29.4%	13.6%	37.1%	17.6%
North West	12.9%	6.2%	16.3%	7.5%	17.4%	8.4%
South East	12.8%	6.0%	17.2%	7.7%	18.2%	8.4%
South West	12.7%	5.5%	13.4%	6.4%	16.4%	7.9%
West Midlands	16.6%	8.1%	19.1%	10.4%	21.8%	11.8%
Yorks & Humb	15.7%	7.2%	19.3%	9.4%	20.8%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 4 2011, 2012, 2013 and 2015 base sizes

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