

Great Britain Tourism Survey Quarterly Regional Summary Q1 2018



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GB Domestic Tourism: Jan-Mar 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	21.236	24.206	+13.99%	51.813	65.506	+26.43%	£3,716	£4,412	+18.73%
England Total	17.996	20.113	+11.76%	43.602	53.698	+23.15%	£3,121	£3,538	+13.36%
East	1.797	1.711	-4.79%	4.919	4.503	-8.46%	£305	£246	-19.34%
East Midlands	1.361	1.548	+13.74%	3.059	3.594	+17.49%	£167	£210	+25.75%
London	2.903	3.117	+7.37%	5.566	6.825	+22.62%	£608	£729	+19.90%
North East	0.584	0.949	+62.50%	1.440	3.376	+134.44%	£104	£182	+75.00%
North West	2.555	2.967	+16.13%	7.083	7.297	+3.02%	£483	£506	+4.76%
South East	2.872	2.998	+4.39%	6.145	6.830	+11.15%	£464	£403	-13.15%
South West	2.807	3.206	+14.21%	8.077	9.481	+17.38%	£493	£620	+25.76%
West Midlands	1.484	1.766	+19.00%	3.159	4.650	+47.20%	£218	£333	+52.75%
Yorks & Humb	1.860	2.045	+9.95%	4.012	6.854	+70.84%	£261	£298	+14.18%

*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 Jan 2018 – 29 Apr 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Jan-Mar 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	2.44	2.71	+10.92%	£72	£67	-6.09%	£175	£182	+4.16%
England Total	2.42	2.67	+10.19%	£72	£66	-7.95%	£173	£176	+1.43%
East	2.74	2.63	-3.86%	£62	£55	-11.89%	£170	£144	-15.29%
East Midlands	2.25	2.32	+3.30%	£55	£58	+7.03%	£123	£136	+10.56%
London	1.92	2.19	+14.20%	£109	£107	-2.22%	£209	£234	+11.67%
North East	2.47	3.56	+44.27%	£72	£54	-25.36%	£178	£192	+7.69%
North West	2.77	2.46	-11.28%	£68	£69	+1.69%	£189	£171	-9.79%
South East	2.14	2.28	+6.48%	£76	£59	-21.86%	£162	£134	-16.80%
South West	2.88	2.96	+2.77%	£61	£65	+7.14%	£176	£193	+10.11%
West Midlands	2.13	2.63	+23.69%	£69	£72	+3.77%	£147	£189	+28.36%
Yorks & Humb	2.16	3.35	+55.38%	£65	£43	-33.17%	£140	£146	+3.85%

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Fieldwork: 10 Jan 2018 – 29 Apr 2018
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: YTD March 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	21.236	24.206	+13.99%	51.813	65.506	+26.43%	£3,716	£4,412	+18.73%
England Total	17.996	20.113	+11.76%	43.602	53.698	+23.15%	£3,121	£3,538	+13.36%
East	1.797	1.711	-4.79%	4.919	4.503	-8.46%	£305	£246	-19.34%
East Midlands	1.361	1.548	+13.74%	3.059	3.594	+17.49%	£167	£210	+25.75%
London	2.903	3.117	+7.37%	5.566	6.825	+22.62%	£608	£729	+19.90%
North East	0.584	0.949	+62.50%	1.440	3.376	+134.44%	£104	£182	+75.00%
North West	2.555	2.967	+16.13%	7.083	7.297	+3.02%	£483	£506	+4.76%
South East	2.872	2.998	+4.39%	6.145	6.830	+11.15%	£464	£403	-13.15%
South West	2.807	3.206	+14.21%	8.077	9.481	+17.38%	£493	£620	+25.76%
West Midlands	1.484	1.766	+19.00%	3.159	4.650	+47.20%	£218	£333	+52.75%
Yorks & Humb	1.860	2.045	+9.95%	4.012	6.854	+70.84%	£261	£298	+14.18%

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GB Domestic Tourism: YTD March 2018 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	2.44	2.71	+10.92%	£72	£67	-6.09%	£175	£182	+4.16%
England Total	2.42	2.67	+10.19%	£72	£66	-7.95%	£173	£176	+1.43%
East	2.74	2.63	-3.86%	£62	£55	-11.89%	£170	£144	-15.29%
East Midlands	2.25	2.32	+3.30%	£55	£58	+7.03%	£123	£136	+10.56%
London	1.92	2.19	+14.20%	£109	£107	-2.22%	£209	£234	+11.67%
North East	2.47	3.56	+44.27%	£72	£54	-25.36%	£178	£192	+7.69%
North West	2.77	2.46	-11.28%	£68	£69	+1.69%	£189	£171	-9.79%
South East	2.14	2.28	+6.48%	£76	£59	-21.86%	£162	£134	-16.80%
South West	2.88	2.96	+2.77%	£61	£65	+7.14%	£176	£193	+10.11%
West Midlands	2.13	2.63	+23.69%	£69	£72	+3.77%	£147	£189	+28.36%
Yorks & Humb	2.16	3.35	+55.38%	£65	£43	-33.17%	£140	£146	+3.85%

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Fieldwork: 10 Jan 2018 – 29 Apr 2018
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: 12-month comparison: Year ending Mar 2018 Volume & Value ALL TOURISM Apr 2017 – Mar 2018

Trips taken in: Apr 2017-Mar 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	117.195	123.576	+5.44%	350.777	379.318	+8.14%	£22,791	24,342	+6.81%
England Total	97.714	102.740	+5.14%	282.029	309.506	+9.74%	£18,420	£19,466	+5.68%
East	9.501	9.661	+1.68%	29.312	32.191	+9.82%	£1,561	£1,652	+5.83%
East Midlands	7.116	7.701	+8.22%	19.048	22.244	+16.78%	£1,041	£1,092	+4.90%
London	12.152	12.352	+1.65%	25.098	29.091	+15.91%	£2,716	£2,808	+3.39%
North East	3.250	3.953	+21.63%	9.868	12.822	+29.94%	£627	£758	+20.89%
North West	12.152	14.075	+15.82%	32.603	38.038	+16.67%	£2,478	£2,755	+11.18%
South East	17.776	16.213	-8.79%	46.174	44.727	-3.13%	£2,752	£2,646	-3.85%
South West	19.733	20.969	+6.26%	71.351	77.182	+8.17%	£4,279	£4,581	+7.06%
West Midlands	8.441	8.141	-3.55%	21.044	19.885	-5.51%	£1,309	£1,341	+2.44%
Yorks & Humb	9.338	10.883	+16.55%	26.971	32.128	+19.12%	£1,616	£1,781	+10.21%

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Fieldwork: 12 Apr 2017 – 29 Apr 2018
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: 12-month comparison: Year ending Mar 2018 Volume & Value ALL TOURISM Apr 2017 – Mar 2018

Trips taken in: Apr 2017-Mar 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB Total	2.99	3.07	+2.55%	£65	£64	-1.23%	£194	£197	+1.29%
England Total	2.89	3.01	+4.37%	£65	£63	-3.70%	£189	£189	+0.51%
East	3.09	3.33	+8.00%	£53	£51	-3.64%	£164	£171	+4.08%
East Midlands	2.68	2.89	+7.91%	£55	£49	-10.17%	£146	£142	-3.07%
London	2.07	2.36	+14.03%	£108	£97	-10.80%	£224	£227	+1.71%
North East	3.04	3.24	+6.83%	£64	£59	-6.96%	£193	£192	-0.61%
North West	2.68	2.70	+0.73%	£76	£72	-4.71%	£204	£196	-4.01%
South East	2.60	2.76	+6.20%	£60	£59	-0.74%	£155	£163	+5.42%
South West	3.62	3.68	+1.80%	£60	£59	-1.03%	£217	£218	+0.75%
West Midlands	2.49	2.44	-2.03%	£62	£67	+8.42%	£155	£165	+6.22%
Yorks & Humb	2.89	2.95	+2.21%	£60	£55	-7.48%	£173	£164	-5.44%

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TNS Face-to-Face Omnibus Survey

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	6.3%	2.6%	6.9%	3.1%	7.9%	3.5%
England Total	6.7%	2.8%	7.5%	3.3%	8.6%	3.8%
East	17.4%	7.8%	23.6%	9.7%	24.9%	11.2%
East Midlands	18.1%	8.3%	23.8%	10.3%	28.6%	11.2%
London	15.6%	7.5%	20.9%	11.6%	23.8%	11.4%
North East	23.5%	11.3%	30.3%	13.6%	33.5%	17.6%
North West	13.6%	6.2%	17.3%	7.5%	18.0%	8.4%
South East	13.7%	6.0%	18.8%	7.7%	18.3%	8.4%
South West	13.0%	5.5%	15.7%	6.4%	18.3%	7.9%
West Midlands	17.7%	8.1%	27.4%	10.4%	27.6%	11.8%
Yorks & Humb	15.9%	7.2%	24.1%	9.4%	27.2%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 1 2011, 2012, 2013 and 2015 base sizes

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