

# Great Britain Tourism Survey Quarterly Regional Summary Q3 2018



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# GB Domestic Tourism: Jul - Sep 2018 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>GB Total</b>	<b>37.343</b>	<b>35.693</b>	<b>-4.42%</b>	<b>133.389</b>	<b>130.379</b>	<b>-2.26%</b>	<b>£8,185</b>	<b>£8,097</b>	<b>-1.08%</b>
<b>England Total</b>	<b>30.955</b>	<b>28.675</b>	<b>-7.37%</b>	<b>109.798</b>	<b>100.519</b>	<b>-8.45%</b>	<b>£6,500</b>	<b>£6,464</b>	<b>-0.55%</b>
East	3.366	2.370	-29.59%	13.188	9.782	-25.83%	£662	£570	-13.90%
East Midlands	2.282	2.436	+6.75%	6.791	7.830	+15.30%	£353	£400	+13.31%
London	3.007	2.960	-1.56%	8.535	7.282	-14.68%	£686	£725	+5.69%
North East	1.181	1.154	-2.29%	4.093	3.841	-6.16%	£270	£223	-17.41%
North West	4.043	3.528	-12.74%	11.984	9.614	-19.78%	£819	£755	-7.81%
South East	4.926	4.675	-5.10%	15.327	14.964	-2.37%	£902	£1,004	+11.31%
South West	7.553	6.761	-10.49%	34.210	31.575	-7.70%	£1,851	£1,848	-0.16%
West Midlands	2.092	2.289	+9.42%	5.260	6.218	+18.21%	£389	£380	-2.31%
Yorks & Humb	2.923	2.974	+1.74%	10.119	9.150	-9.58%	£554	£538	-2.89%

\*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: 11 Jul 2018 – 28 Oct 2018  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Jul - Sep 2018 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.57</b>	<b>3.65</b>	<b>+2.26%</b>	<b>£61</b>	<b>£62</b>	<b>+1.21%</b>	<b>£219</b>	<b>£227</b>	<b>+3.50%</b>
<b>England Total</b>	<b>3.55</b>	<b>3.51</b>	<b>-1.17%</b>	<b>£59</b>	<b>£64</b>	<b>+8.63%</b>	<b>£210</b>	<b>£225</b>	<b>+7.35%</b>
East	3.92	4.13	+5.35%	£50	£58	+16.08%	£197	£241	+22.29%
East Midlands	2.98	3.21	+8.01%	£52	£51	-1.72%	£155	£164	+6.15%
London	2.84	2.46	-13.33%	£80	£100	+23.87%	£228	£245	+7.36%
North East	3.47	3.33	-3.96%	£66	£58	-11.99%	£229	£193	-15.47%
North West	2.96	2.73	-8.07%	£68	£79	+14.91%	£203	£214	+5.64%
South East	3.11	3.20	+2.87%	£59	£67	+14.01%	£183	£215	+17.28%
South West	4.53	4.67	+3.11%	£54	£59	+8.17%	£245	£273	+11.53%
West Midlands	2.51	2.72	+8.04%	£74	£61	-17.36%	£186	£166	-10.72%
Yorks & Humb	3.46	3.08	-11.13%	£55	£59	+7.40%	£190	£181	-4.55%

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# GB Domestic Tourism: YTD: Sep 2018 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>90.428</b>	<b>90.964</b>	<b>+0.59%</b>	<b>280.274</b>	<b>292.598</b>	<b>+4.40%</b>	<b>£18,318</b>	<b>£18,907</b>	<b>+3.22%</b>
<b>England Total</b>	<b>75.310</b>	<b>74.038</b>	<b>-1.69%</b>	<b>230.064</b>	<b>230.047</b>	<b>-0.01%</b>	<b>£14,801</b>	<b>£15,131</b>	<b>+2.23%</b>
East	7.523	6.476	-13.92%	25.241	21.465	-14.96%	£1,373	£1,241	-9.61%
East Midlands	5.720	5.977	+4.49%	15.847	17.058	+7.64%	£819	£943	+15.14%
London	8.882	8.945	+0.71%	20.845	20.378	-2.24%	£2,037	£2,183	+7.17%
North East	2.668	2.939	+10.16%	8.178	9.603	+17.42%	£539	£588	+9.09%
North West	10.063	9.902	-1.60%	28.419	25.904	-8.85%	£2,056	£1,997	-2.87%
South East	11.960	11.977	+0.14%	31.812	34.268	+7.72%	£2,085	£2,112	+1.29%
South West	16.345	15.651	-4.25%	64.510	62.574	-3.00%	£3,648	£3,685	+1.01%
West Midlands	5.465	5.881	+7.61%	12.724	15.467	+21.56%	£880	£1,092	+24.09%
Yorks & Humb	7.630	7.621	-0.12%	21.842	22.503	+3.03%	£1,322	£1,255	-5.07%

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# GB Domestic Tourism: YTD: Sep 2018 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.10</b>	<b>3.22</b>	<b>+3.78%</b>	<b>£65</b>	<b>£65</b>	<b>-1.13%</b>	<b>£203</b>	<b>£208</b>	<b>+2.61%</b>
<b>England Total</b>	<b>3.05</b>	<b>3.11</b>	<b>+1.71%</b>	<b>£64</b>	<b>£66</b>	<b>+2.24%</b>	<b>£197</b>	<b>£204</b>	<b>+3.99%</b>
East	3.36	3.31	-1.21%	£54	£58	+6.29%	£183	£192	+5.00%
East Midlands	2.77	2.85	+3.01%	£52	£55	+6.97%	£143	£158	+10.19%
London	2.35	2.28	-2.93%	£98	£107	+9.62%	£229	£244	+6.41%
North East	3.07	3.27	+6.60%	£66	£61	-7.10%	£202	£200	-0.97%
North West	2.82	2.62	-7.37%	£72	£77	+6.56%	£204	£202	-1.29%
South East	2.66	2.86	+7.57%	£66	£62	-5.96%	£174	£176	+1.15%
South West	3.95	4.00	+1.30%	£57	£59	+4.14%	£223	£235	+5.49%
West Midlands	2.33	2.63	+12.96%	£69	£71	+2.08%	£161	£186	+15.31%
Yorks & Humb	2.86	2.95	+3.15%	£61	£56	-7.86%	£173	£165	-4.96%

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# GB Domestic Tourism: 12-month comparison: Year ending Sep 2018 Volume & Value ALL TOURISM Oct 2017 – Sep 2018

Trips taken in: Oct 2017-Sep 2018	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>Destination:</b>	<b>2017</b>	<b>2018</b>	<b>%ch</b>	<b>2017</b>	<b>2018</b>	<b>%ch</b>	<b>2017</b>	<b>2018</b>	<b>%ch</b>
<b>GB Total</b>	<b>118.544</b>	<b>121.142</b>	<b>+2.19%</b>	<b>358.994</b>	<b>377.949</b>	<b>+5.28%</b>	<b>£23,415</b>	<b>£24,235</b>	<b>+3.50%</b>
<b>England Total</b>	<b>99.079</b>	<b>99.351</b>	<b>+0.27%</b>	<b>294.483</b>	<b>299.393</b>	<b>+1.67%</b>	<b>£18,915</b>	<b>£19,379</b>	<b>+2.45%</b>
East	9.708	8.700	-10.38%	31.697	28.831	-9.04%	£1,694	£1,579	-6.79%
East Midlands	7.401	7.771	+5.00%	20.085	22.920	+14.12%	£1,015	£1,173	+15.57%
London	12.076	12.201	+1.04%	27.644	27.365	-1.01%	£2,757	£2,833	+2.76%
North East	3.505	3.859	+10.10%	10.458	12.311	+17.72%	£678	£729	+7.52%
North West	13.064	13.502	+3.35%	35.867	35.309	-1.56%	£2,622	£2,673	+1.95%
South East	16.377	16.104	-1.67%	43.064	46.498	+7.97%	£2,629	£2,734	+3.99%
South West	20.715	19.876	-4.05%	78.700	73.842	-6.17%	£4,550	£4,491	-1.30%
West Midlands	7.674	8.275	+7.83%	18.590	21.137	+13.70%	£1,192	£1,438	+20.64%
Yorks & Humb	9.921	10.689	+7.74%	27.555	29.947	+8.68%	£1,728	£1,677	-2.95%

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# GB Domestic Tourism: 12-month comparison: Year ending Sep 2018 Volume & Value ALL TOURISM Oct 2017 – Sep 2018

Trips taken in: Oct 2017-Sep 2018	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.03</b>	<b>3.12</b>	<b>+3.02%</b>	<b>£65</b>	<b>£64</b>	<b>-1.69%</b>	<b>£198</b>	<b>£200</b>	<b>+1.28%</b>
<b>England Total</b>	<b>2.97</b>	<b>3.01</b>	<b>+1.39%</b>	<b>£64</b>	<b>£65</b>	<b>+0.77%</b>	<b>£191</b>	<b>£195</b>	<b>+2.17%</b>
East	3.27	3.31	+1.50%	£53	£55	+2.48%	£174	£181	+4.01%
East Midlands	2.71	2.95	+8.68%	£51	£51	+1.27%	£137	£151	+10.06%
London	2.29	2.24	-2.02%	£100	£104	+3.80%	£228	£232	+1.70%
North East	2.98	3.19	+6.92%	£65	£59	-8.66%	£193	£189	-2.34%
North West	2.75	2.62	-4.75%	£73	£76	+3.56%	£201	£198	-1.36%
South East	2.63	2.89	+9.80%	£61	£59	-3.69%	£161	£170	+5.76%
South West	3.80	3.72	-2.21%	£58	£61	+5.20%	£220	£226	+2.87%
West Midlands	2.42	2.55	+5.44%	£64	£68	+6.10%	£155	£174	+11.88%
Yorks & Humb	2.78	2.80	+0.87%	£63	£56	-10.70%	£174	£157	-9.92%

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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
<b>GB Total</b>	<b>4.6%</b>	<b>2.6%</b>	<b>5.2%</b>	<b>3.1%</b>	<b>5.9%</b>	<b>3.5%</b>
<b>England Total</b>	<b>4.9%</b>	<b>2.8%</b>	<b>5.6%</b>	<b>3.3%</b>	<b>6.5%</b>	<b>3.8%</b>
East	13.2%	7.8%	16.5%	9.7%	20.8%	11.2%
East Midlands	14.2%	8.3%	16.3%	10.3%	18.8%	11.2%
London	14.0%	7.5%	18.9%	11.6%	21.0%	11.4%
North East	18.9%	11.3%	23.5%	13.6%	27.0%	17.6%
North West	10.9%	6.2%	13.2%	7.5%	15.3%	8.4%
South East	9.8%	6.0%	12.3%	7.7%	14.8%	8.4%
South West	8.8%	5.5%	10.5%	6.4%	11.8%	7.9%
West Midlands	14.1%	8.1%	17.0%	10.4%	21.2%	11.8%
Yorks & Humb	12.4%	7.2%	15.0%	9.4%	16.6%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 3 2011, 2012, 2013 and 2015 base sizes

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