

Great Britain Tourism Survey

December 2017 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>

GB Domestic Tourism: Monthly Volume & Value 2017

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	6.195	5.647	-8.8%	7.586	7.268	-4.2%	9.716	8.330	-14.3%	10.692	11.707	+9.5%	10.401	10.159	-2.3%	9.603	10.002	+4.2%
England	5.369	4.852	-9.6%	6.211	6.191	-0.5%	8.044	6.952	-13.6%	9.037	9.645	+6.7%	8.418	8.275	-1.7%	7.842	8.438	+7.6%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	14.530	13.228	-9.0%	18.654	19.069	+2.2%	27.240	20.368	-25.2%	29.216	35.253	+20.7%	29.872	30.733	+2.9%	27.839	+29.881	+7.3%
England	12.441	10.999	-11.6%	15.076	15.894	+5.4%	21.623	16.709	-22.7%	24.187	28.245	+16.8%	23.242	24.168	+4.0%	21.565	+24.251	+12.5%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£1,049	£1,006	-4.1%	£1,311	£1,282	-2.2%	£1,637	£1,443	-11.9%	£1,887	£2,172	+15.1%	£1,919	£2,053	+7.0%	£1,974	£2,207	+11.8%
England	£902	£852	-5.5%	£981	£1,099	+12.0%	£1,305	£1,170	-10.3%	£1,543	£1,716	+11.2%	£1,475	£1,653	+12.1%	£1,557	£1,812	+16.4%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	12.723	12.165	-4.4%	15.954	14.852	-6.9%	8.470	10.370	+22.4%	10.322	9.963	-3.5%	7.434	9.375	+26.1%	10.360	10.840	+4.6%	119.455	120.676	+1.0%
England	10.624	10.300	-3.0%	13.072	12.206	-6.6%	6.956	8.448	+21.4%	8.662	8.124	-6.2%	6.367	7.907	+24.2%	8.740	9.281	+6.2%	99.342	100.622	+1.3%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	45.668	48.183	+5.5%	59.915	56.420	-5.8%	27.517	30.968	+12.5%	29.250	28.519	-2.5%	18.503	21.794	+17.8%	31.313	35.038	+11.9%	359.557	369.455	+2.8%
England	34.789	40.011	+15.0%	47.398	45.451	-4.1%	22.620	24.336	+7.6%	23.539	21.688	-7.9%	15.397	18.069	+17.4%	25.803	29.589	+14.7%	287.702	299.410	+4.1%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£2,880	£2,773	-3.7%	£3,396	£3,176	-6.5%	£1,908	£2,244	+17.6%	£2,040	£1,952	-4.3%	£1,421	£1,665	+17.2%	£1,657	£1,710	+3.2%	£23,079	£23,683	+2.6%
England	£2,315	£2,267	-2.1%	£2,750	£2,511	-8.7%	£1,530	£1,722	+12.5%	£1,666	£1,511	-9.3%	£1,213	£1,339	+10.4%	£1,254	£1,398	+11.5%	£18,492	£19,049	+3.0%

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• All expenditure figures are in HISTORIC PRICES.
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 13 Dec 2017 – 28 Jan 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

HOLIDAYS

	January			February			March			April			May			June			
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	
TRIPS																			
GB	1.926	2.116	+9.9%	2.973	2.658	-10.6%	4.189	3.793	-9.5%	4.837	5.828	+20.5%	5.021	5.800	+15.5%	4.920	5.616	+14.1%	
England	1.632	1.765	+8.1%	2.394	2.112	-11.8%	3.269	3.027	-7.4%	3.996	4.536	+13.3%	3.984	4.540	+14.0%	3.835	4.438	+15.7%	
BEDNIGHTS																			
GB	4.394	4.786	+8.9%	7.702	6.913	-10.2%	12.707	10.318	-18.8%	14.008	18.686	+33.4%	16.907	19.570	+15.8%	16.579	19.265	+16.2%	
England	3.720	3.910	+5.1%	6.063	5.369	-11.4%	9.488	8.118	-14.4%	11.182	14.173	+26.7%	12.692	14.985	+18.1%	12.654	14.985	+18.4%	
EXPENDITURE																			
GB	£432	£494	+14.4%	£623	£531	-14.8%	£813	£838	+3.1%	£995	£1,247	+25.3%	£1,065	£1,319	+23.8%	£1,160	£1,419	+22.3%	
England	£370	£421	+13.8%	£455	£414	-9.0%	£637	£665	+4.4%	£801	£928	+15.9%	£775	£1,038	+33.9%	£879	£1,115	+26.8%	

	July			August			September			October			November			December			YTD			
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	
TRIPS																						
GB	6.896	6.944	+0.7%	9.720	9.297	-4.4%	4.482	5.390	+20.3%	5.169	5.080	-1.7%	2.607	3.423	+31.3%	3.147	3.204	+1.8%	55.888	59.149	+5.8%	
England	5.586	5.771	+2.8%	7.904	7.454	-5.7%	3.515	4.280	+21.8%	4.184	4.013	-4.1%	2.093	2.690	+28.5%	2.313	2.619	+13.2%	44.706	47.245	+5.7%	
BEDNIGHTS																						
GB	29.514	32.154	+8.9%	41.679	38.465	-7.7%	15.928	18.443	+15.8%	16.314	16.410	+0.6%	6.440	8.648	+34.3%	8.724	8.662	-0.7%	190.897	202.318	+6.0%	
England	22.015	26.531	+20.5%	32.829	30.195	-8.0%	12.423	14.258	+14.8%	12.656	11.924	-5.8%	5.273	6.613	+25.4%	6.084	6.747	+10.9%	147.078	157.809	+7.3%	
EXPENDITURE																						
GB	£1,993	£1,891	-5.1%	£2,446	£2,319	-5.2%	£1,216	£1,363	+12.1%	£1,149	£1,215	+5.7%	£615	£731	+18.9%	£807	£765	-5.2%	£13,313	£14,134	+6.2%	
England	£1,579	£1,559	-1.3%	£1,973	£1,802	-8.7%	£950	£991	+4.3%	£930	£926	-0.4%	£515	£563	+9.3%	£548	£600	+9.5%	£10,413	£11,023	+5.9%	

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Fieldwork: 13 Dec 2017 – 28 Jan 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	2.763	2.340	-15.3%	2.957	3.085	+4.3%	3.527	2.937	-16.7%	3.770	4.103	+8.8%	3.118	2.889	-7.3%	2.836	2.698	-4.9%
England	2.468	2.065	-16.3%	2.537	2.686	+5.9%	3.119	2.552	-18.2%	3.232	3.575	+10.5%	2.758	2.463	-10.7%	2.510	2.458	-2.1%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	6.264	5.728	-8.6%	7.043	7.525	+6.8%	9.897	6.834	-30.9%	9.841	11.884	+20.8%	7.830	7.728	-1.3%	7.113	6.620	-6.9%
England	5.643	4.828	-14.4%	5.936	6.270	+5.6%	8.304	5.890	-29.1%	8.326	10.161	+22.0%	6.765	6.434	-4.9%	5.770	5.846	+1.3%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£267	£238	-10.9%	£287	£314	+9.4%	£370	£288	-22.2%	£397	£431	+8.6%	£381	£324	-15.0%	£339	£329	-2.9%
England	£246	£198	-19.5%	£224	£277	+23.7%	£307	£238	-22.5%	£316	£366	+15.8%	£316	£248	-21.5%	£288	£292	+1.4%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	4.043	3.380	-16.4%	4.307	4.187	-2.8%	2.587	3.354	+29.6%	3.570	3.167	-11.3%	2.968	3.319	+11.8%	5.848	6.346	+8.5%	42.294	41.805	-1.2%
England	3.416	3.001	-12.1%	3.524	3.688	+4.7%	2.283	2.884	+26.3%	3.160	2.758	-12.7%	2.695	2.937	+9.0%	5.212	5.539	+6.3%	36.912	36.606	-0.8%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	11.639	10.068	-13.5%	13.517	14.238	+5.3%	6.656	8.620	+29.5%	8.923	8.278	-7.2%	7.536	8.055	+6.9%	19.770	23.650	+19.6%	116.069	119.229	+2.7%
England	8.956	8.522	-4.8%	10.903	12.350	+13.3%	5.811	7.255	+24.8%	7.695	7.056	-8.3%	6.634	7.160	+7.9%	17.270	20.570	+19.1%	98.037	102.341	+4.4%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£450	£458	+1.8%	£528	£501	-5.1%	£326	£435	+33.4%	£450	£335	-25.6%	£332	£387	+16.6%	£566	£612	+8.1%	£4,695	£4,651	-0.9%
England	£342	£378	+10.5%	£427	£428	+0.2%	£287	£374	+30.3%	£386	£275	-28.8%	£284	£343	+20.8%	£481	£534	+11.0%	£3,903	£3,950	+1.2%

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 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 13 Dec 2017 – 28 Jan 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	1.197	0.946	-21.0%	1.395	1.293	-7.3%	1.568	1.253	-20.1%	1.751	1.483	-15.3%	1.487	1.192	-19.8%	1.475	1.436	-2.6%
England	1.003	0.816	-18.6%	1.078	1.203	+10.8%	1.231	1.089	-11.5%	1.497	1.283	-14.3%	1.266	1.056	-16.6%	1.212	1.326	+9.4%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	3.118	1.975	-36.7%	3.255	4.038	+24.1%	3.395	2.492	-26.6%	3.956	3.384	-14.5%	3.441	2.341	-32.0%	3.107	2.989	-3.8%
England	2.422	1.596	-34.1%	2.587	3.833	+48.2%	2.627	2.123	-19.2%	3.336	2.762	-17.2%	2.877	1.953	-32.1%	2.436	2.787	+14.4%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£305	£217	-28.9%	£356	£397	+11.5%	£397	£261	-34.3%	£443	£417	-5.9%	£383	£334	-12.8%	£378	£390	+3.2%
England	£244	£185	-24.2%	£263	£372	+41.4%	£307	£225	-26.7%	£383	£355	-7.3%	£328	£301	-8.2%	£320	£367	+14.7%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	1.452	1.483	+2.1%	1.430	1.078	-24.6%	1.075	1.326	+23.3%	1.310	1.527	+16.6%	1.610	2.377	+47.6%	1.015	1.136	+11.9%	16.765	16.531	-1.4%
England	1.327	1.211	-8.7%	1.269	0.851	-32.9%	0.855	1.041	+21.8%	1.138	1.215	+6.8%	1.339	2.092	+56.2%	0.909	0.983	+8.1%	14.125	14.166	+0.3%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	3.695	4.518	+22.3%	3.123	2.782	-10.9%	2.484	2.976	+19.8%	3.068	3.428	+11.7%	3.930	4.552	+15.8%	2.144	2.503	+16.7%	38.717	37.978	-1.9%
England	3.199	3.891	+21.6%	2.670	2.200	-17.6%	1.975	2.080	+5.3%	2.710	2.390	-11.8%	2.922	3.949	+35.1%	1.844	2.073	+12.4%	31.606	31.637	+0.1%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£387	£355	-8.3%	£345	£303	-12.2%	£305	£392	+28.5%	£387	£357	-7.8%	£434	£507	+16.8%	£251	£314	+25.1%	£4,369	£4,245	-2.8%
England	£347	£274	-21.0%	£302	£235	-22.2%	£236	£317	+34.3%	£313	£274	-12.5%	£375	£406	+8.3%	£212	£246	+16.0%	£3,632	£3,556	-2.1%

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Fieldwork: 13 Dec 2017 – 28 Jan 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trips, Bednights & Expenditure, Jan-December period*

TRIPS	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	126.019	122.905	114.242	124.426	119.455	120.676	57.695	56.969	52.903	55.960	55.888	59.149	45.137	44.200	42.533	46.554	42.294	41.805	18.944	17.772	15.895	16.495	16.765	16.531
England	104.458	101.756	92.613	102.730	99.362	100.622	45.992	44.926	40.740	43.724	44.706	47.245	38.920	38.194	35.908	40.552	36.912	36.606	15.901	15.122	13.547	13.868	14.125	14.166
BEDNIGHTS	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	388.240	373.607	349.546	377.101	359.557	369.455	203.095	198.229	184.799	194.635	191.897	202.318	129.034	124.768	118.256	131.344	116.069	119.229	44.470	40.143	37.489	37.636	38.717	37.978
England	310.193	297.199	272.859	299.569	287.702	299.410	156.235	149.722	137.334	146.492	147.078	157.809	107.193	105.943	97.397	111.678	98.037	102.341	36.837	32.261	30.960	30.129	31.606	31.637
EXPENDITURE	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£23,976	£23,294	£22,692	£24,825	£23,079	£23,683	£13,763	£13,472	£13,065	£14,171	£13,313	£14,134	£5,083	£4,847	£4,990	£5,646	£4,695	£4,651	£4,486	£4,388	£4,101	£4,013	£4,369	£4,245
England	£19,497	£18,710	£18,085	£19,571	£18,492	£19,049	£11,007	£10,463	£10,046	£10,725	£10,413	£11,023	£4,192	£4,078	£4,064	£4,655	£3,903	£3,950	£3,750	£3,655	£3,499	£3,339	£3,632	£3,556

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

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Fieldwork: 13 Dec 2017 – 28 Jan 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trip Characteristics, Jan-December period*

Av. Trip Length	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	3.08	3.04	3.06	3.03	3.01	3.06	3.52	3.48	3.49	3.48	3.43	3.42	2.86	2.82	2.78	2.82	2.74	2.85	2.35	2.26	2.36	2.28	2.31	2.30
England	2.97	2.92	2.95	2.92	2.90	2.98	3.40	3.33	3.37	3.35	3.29	3.34	2.75	2.77	2.71	2.75	2.66	2.80	2.32	2.13	2.29	2.17	2.24	2.23
Av. £/Night	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£62	£62	£65	£66	£64	£64	£68	£68	£71	£73	£69	£70	£39	£39	£42	£43	£40	£39	£101	£109	£109	£107	£113	£112
England	£63	£63	£66	£65	£64	£64	£70	£70	£73	£73	£71	£70	£39	£38	£42	£42	£40	£39	£102	£113	£113	£111	£115	£112
Av. £/Trip	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£190	£190	£199	£200	£193	£196	£239	£236	£247	£253	£238	£239	£113	£110	£117	£121	£111	£111	£237	£247	£258	£243	£261	£257
England	£187	£184	£195	£191	£186	£189	£239	£233	£247	£245	£233	£233	£108	£107	£113	£115	£106	£108	£236	£242	£258	£241	£257	£251

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

•Please note that the latest 2016 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2016 results are based on full-year data so will not change.
 •All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 13 Dec 2017 – 28 Jan 2018
 TNS Face-to-Face Omnibus Survey