



Great Britain Tourism Survey

April 2017



Summary of Results GB And England

Trips

Nights

Headlines

April 2017



+9%

+18%

- There were 11.7 million domestic overnight trips in GB in April 2017, which is up from 10.7 million in April 2016.
- The number of nights increased to 34.5 million.



+7%

+14%

- There were 9.6 million million domestic overnight trips to England in April 2017, up by +7% on the same month last year.
- Bednights increased by +14% to 27.5 million.

YEAR-TO-DATE



-4%

-4%

- In the year to April 2017, GB trips were down -4% to 32.9 million, compared to 34.2 million in the same period in 2016.
- Nights were also down for the year to date by -4%.



-4%

-4%

- In the year to April 2017, trips to England were down -4% to 27.6 million from 28.7 million in 2016.
- Nights were down by -4% to 70.2 million.

Weather



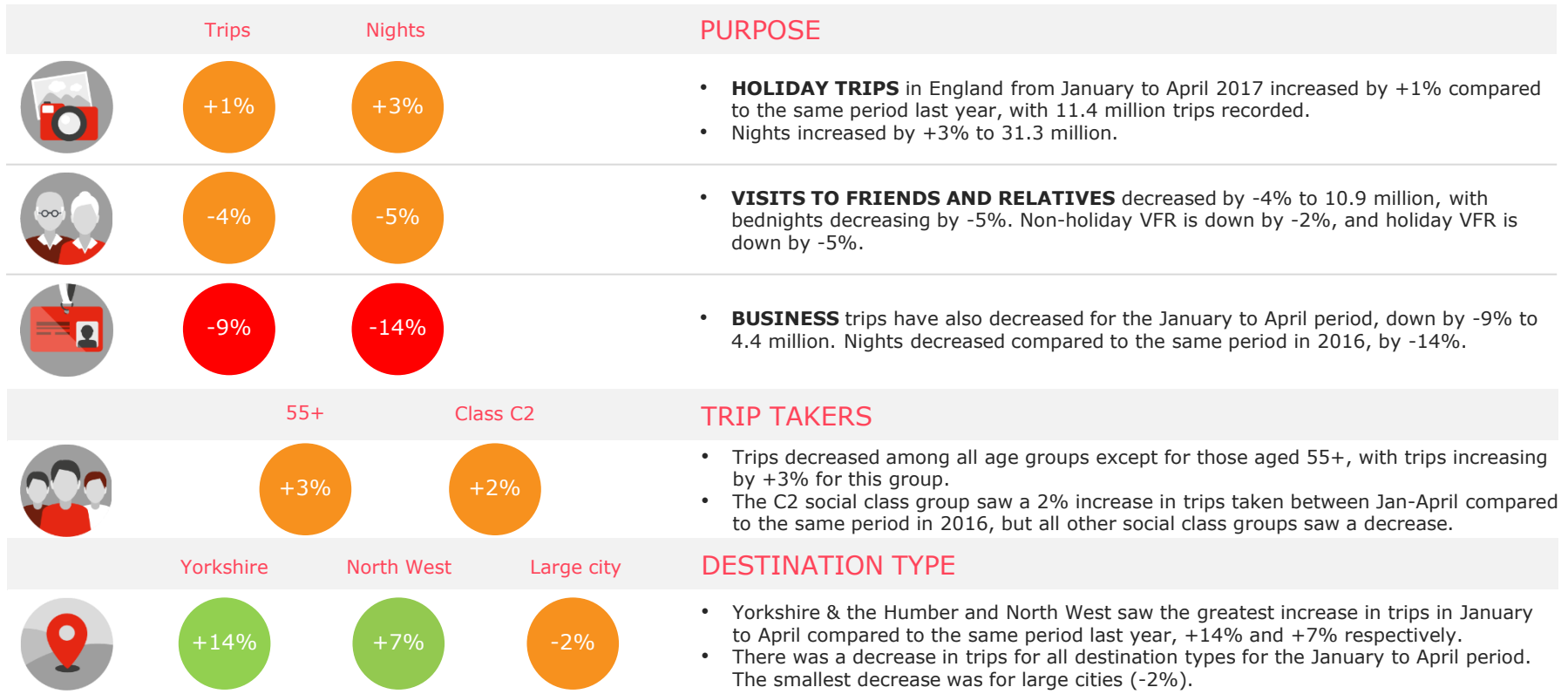
Context

- April started with mainly warm and sunny weather. From the 10th weather was generally dry with some cool nights, before a late cold snap with wintry showers and overnight frosts between the 24th and 27th.

Summary of Results England

YEAR-TO-DATE (January-April 2017)

Trip Characteristics



Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

April 2017

Jan – April 2017

Trip

Spend

Trip

Spend



+2%

-1%

+6%

+8%

- In April, trips by Brits overseas increased by +2% and the expenditure on those trips decreased by -1%.
- In the year to date, overseas trips were up by +6%. Expenditure also increased, by +8%.

Other Tourism Surveys

April 17

Room

Bedspace

OCCUPANCY



+0%

+2%

- Room occupancy in England in April was unchanged compared to 2016 at 70%, while bedspace occupancy increased by +2% to 53%.

Jan-April 17

Volume

Spend

DAY VISITS



0%

+3%

- The number of tourism day visits in England in the period January 2017 to April 2017 was stable at 477.4 million.
- The value of those visits increased by +3% to £16.0 billion

Easter 17

Attractions

Accommodation

TOURISM BUSINESS MONITOR



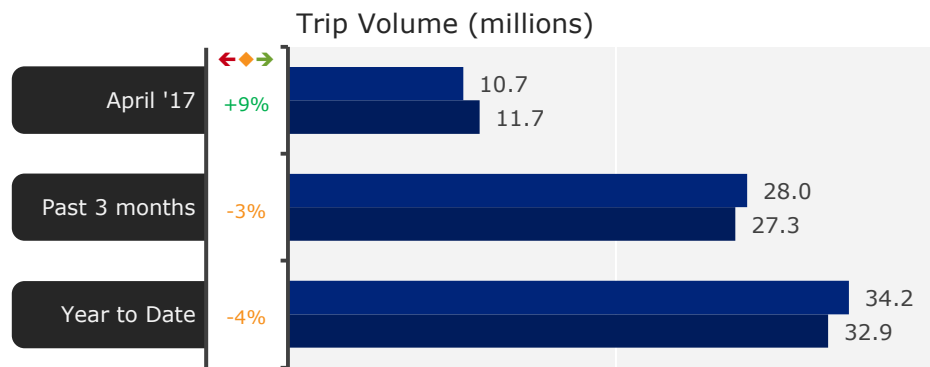
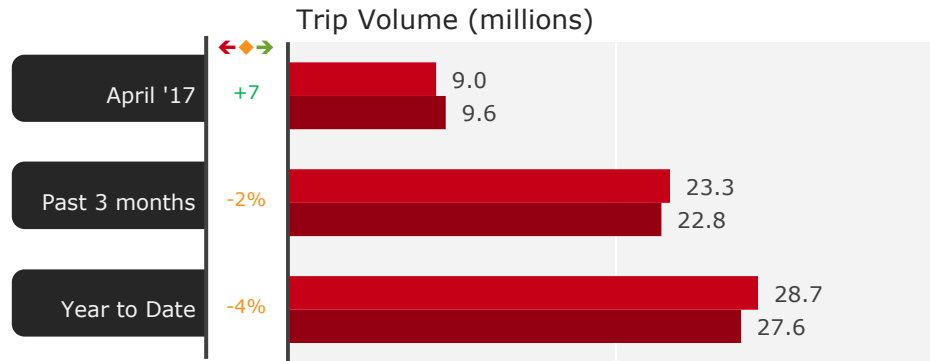
↗

↗

- Attractions businesses reported an increase in visitor numbers for the Easter period compared to the same time last year. Most accommodation businesses reported either an increase in visitor numbers or the same amount of visitor numbers.

Headline Data GB and England

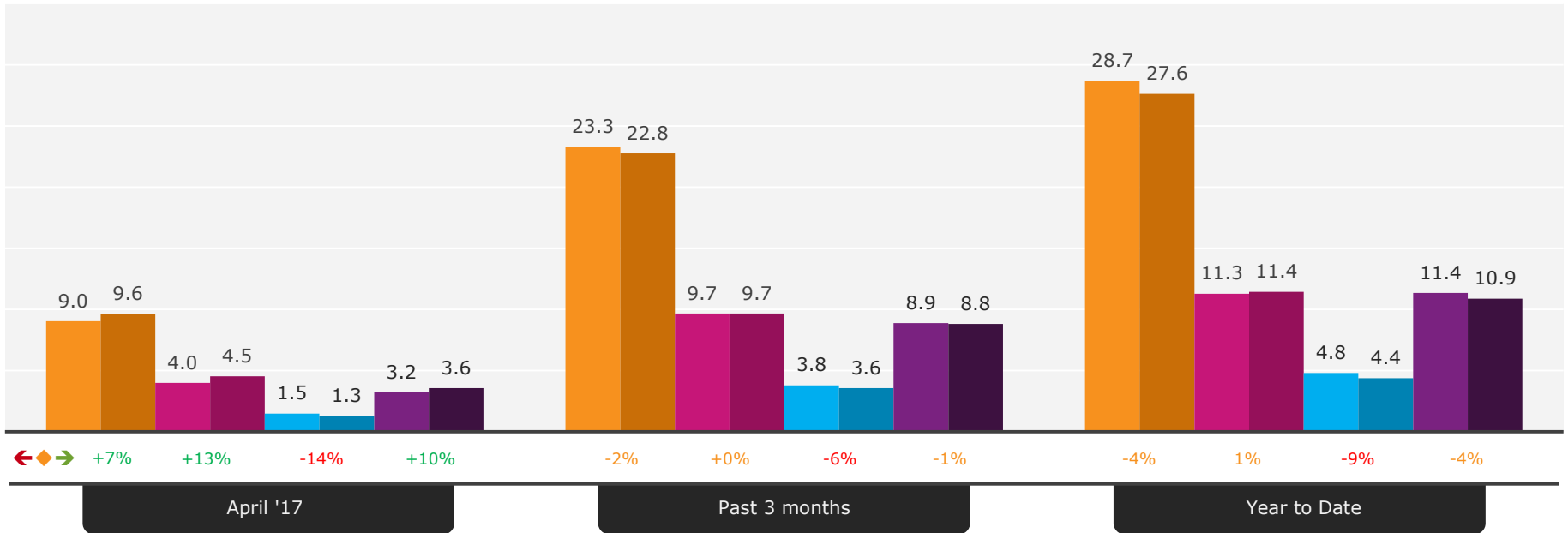
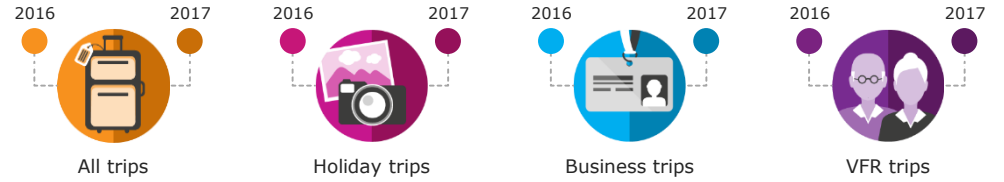
Volume and spend (2016 vs 2017)



◀ ◆ ▶ % change vs 2016

Trips England

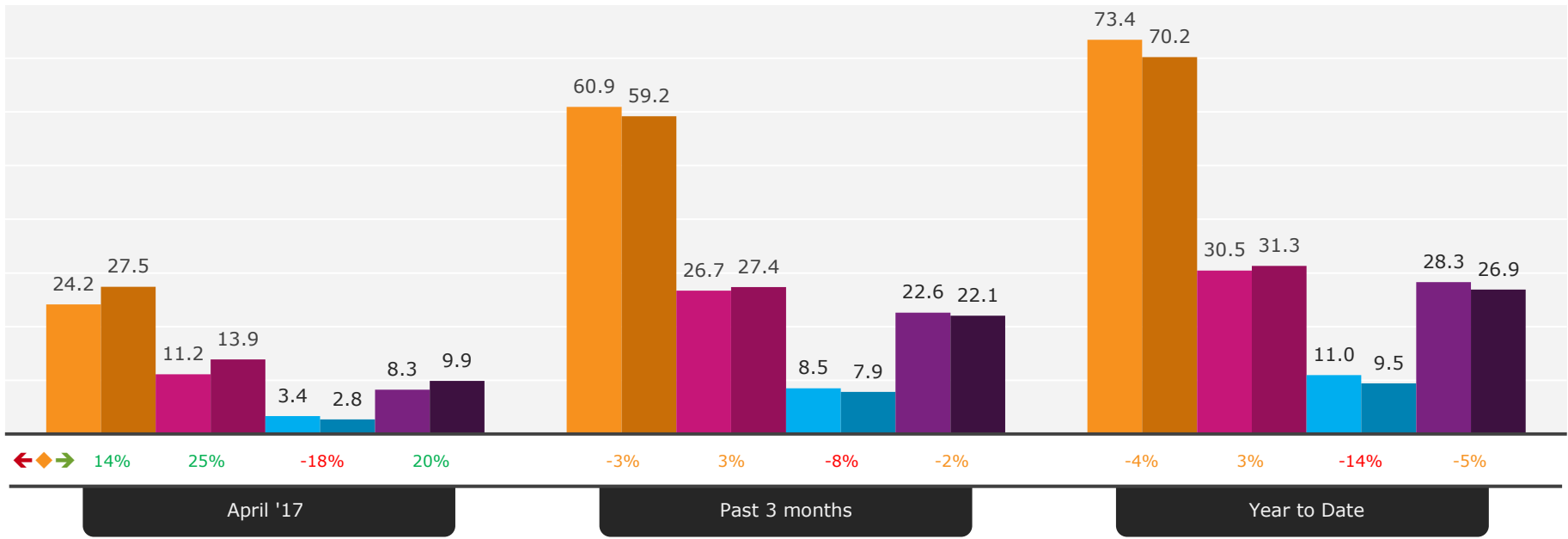
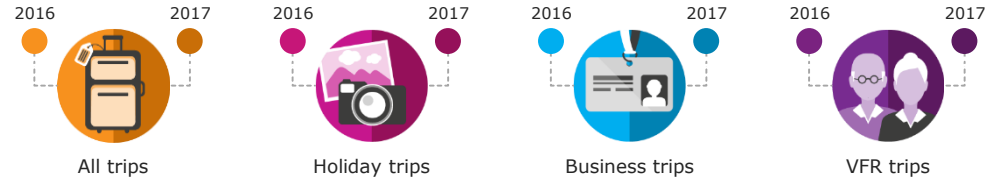
Volume of trips (millions) (2016 vs 2017)



◀♦▶ % change vs 2016

Nights England

Volume of nights (millions) (2016 vs 2017)



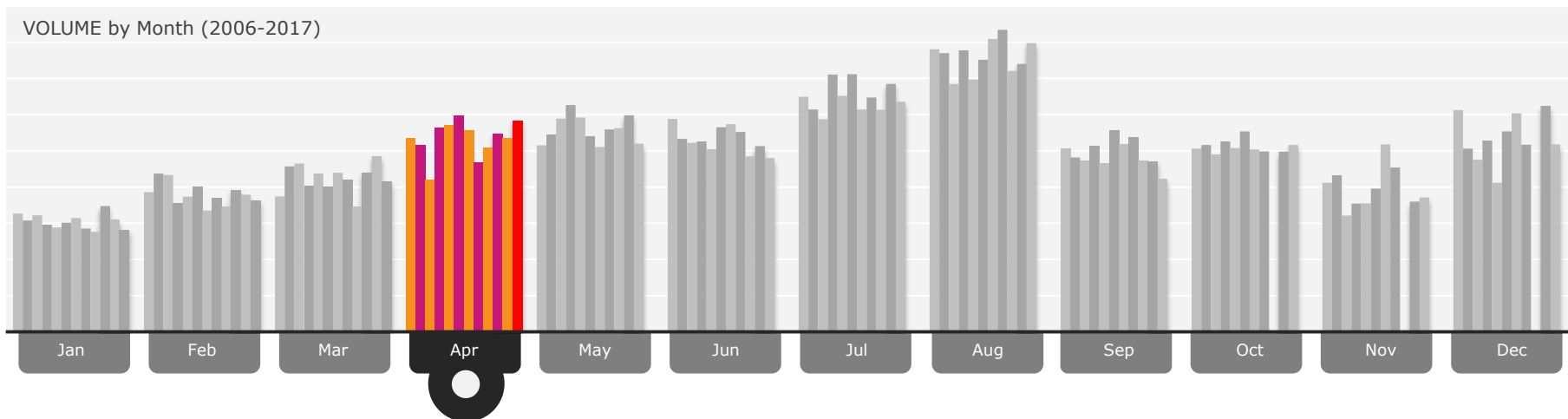
◀◆▶ % change vs 2016

Long Term Trends by Month GB

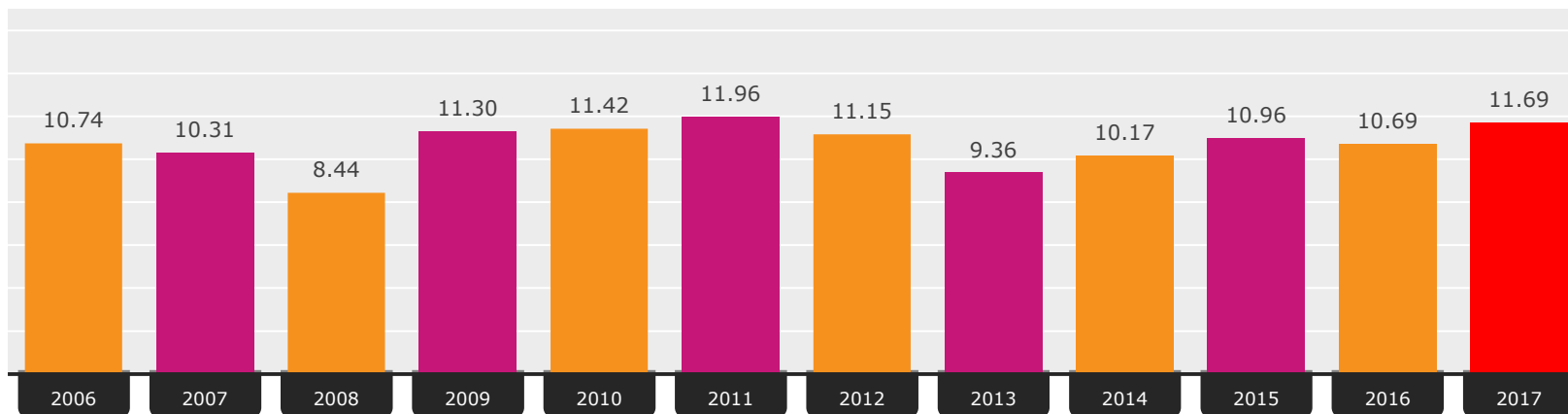
2006-2017 (millions)



VOLUME by Month (2006-2017)



VOLUME - April (2006-2017)



Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

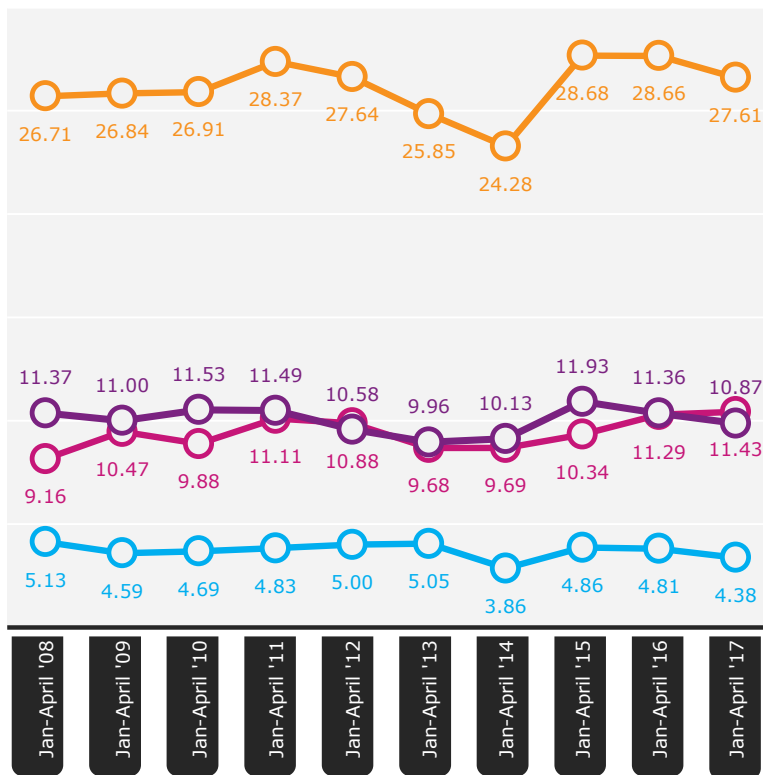


Business Trips



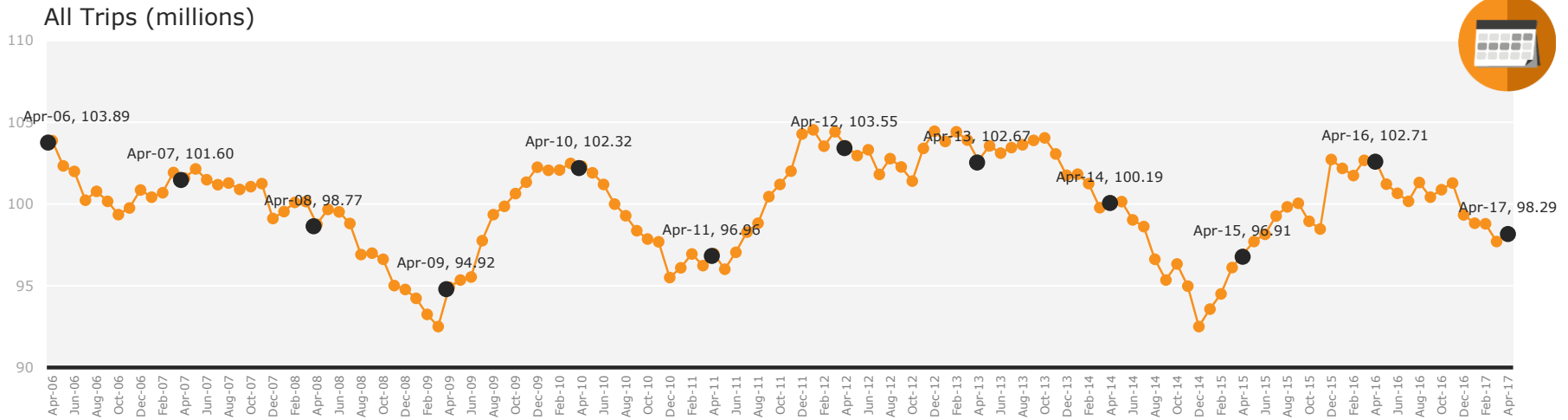
VFR Trips

Trip Volume (millions)



Rolling 12 Month Trendlines England

All trips and spend



Rolling 12 Month Trendlines England

Trips by purpose (millions)



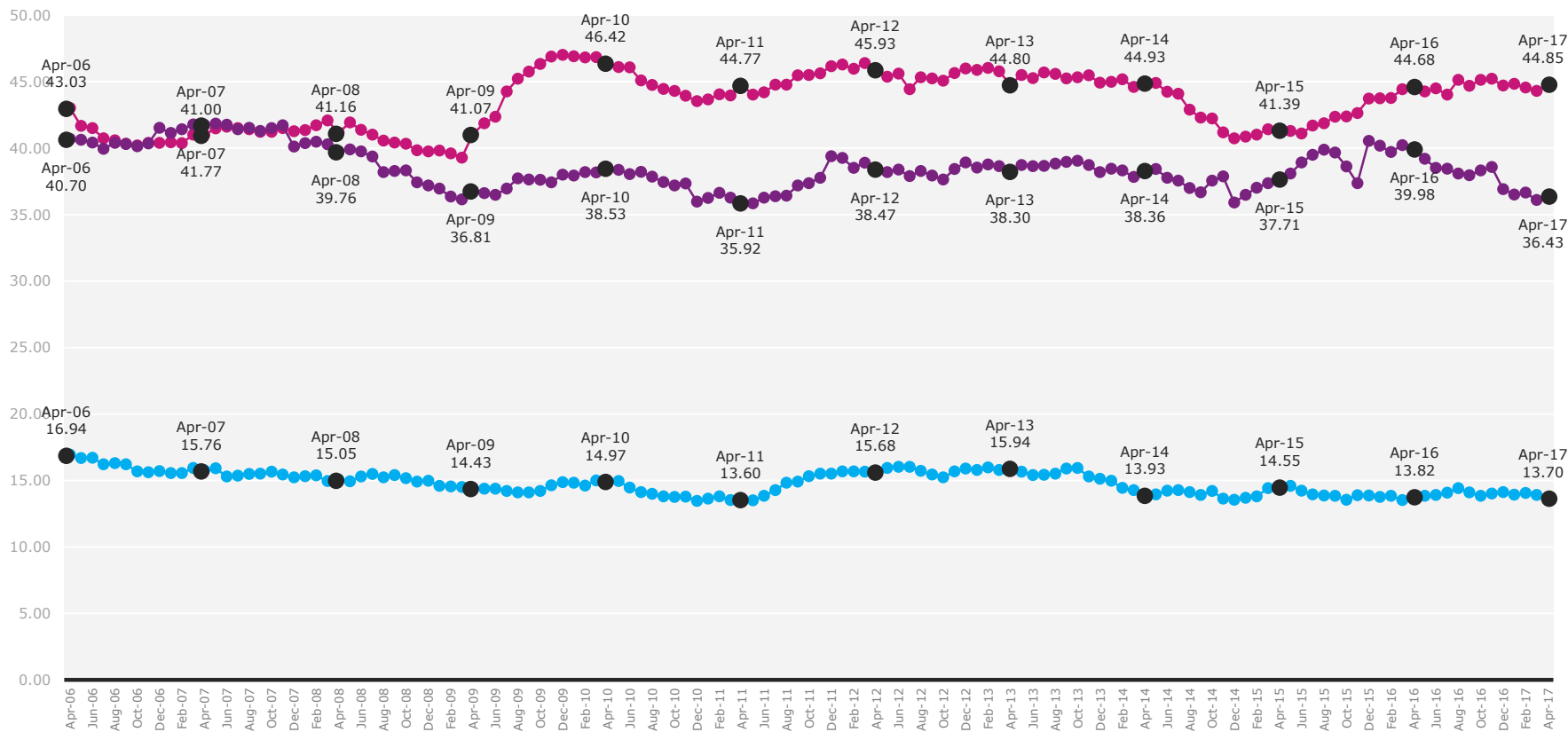
Holiday trips



Business trips

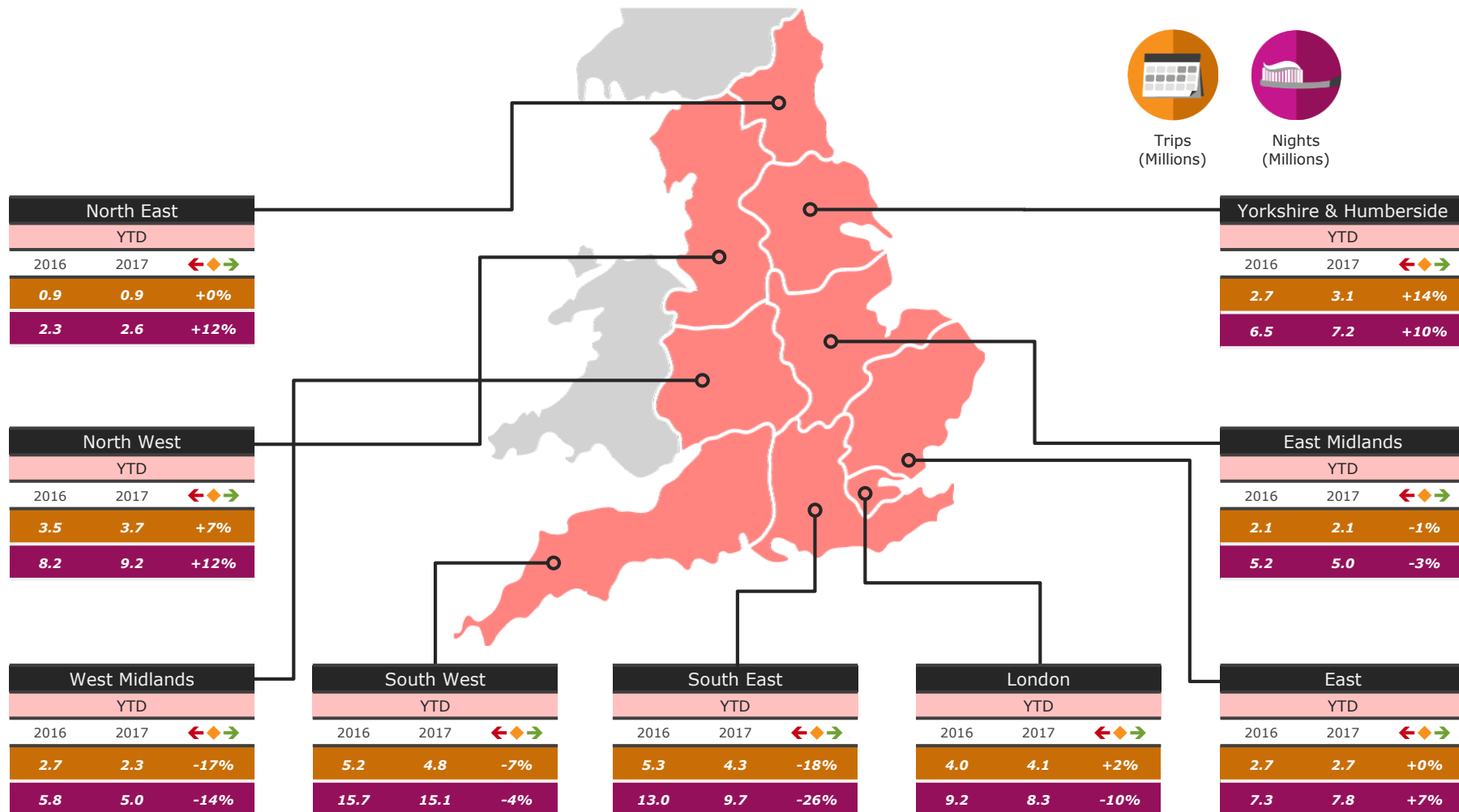


VFR trips



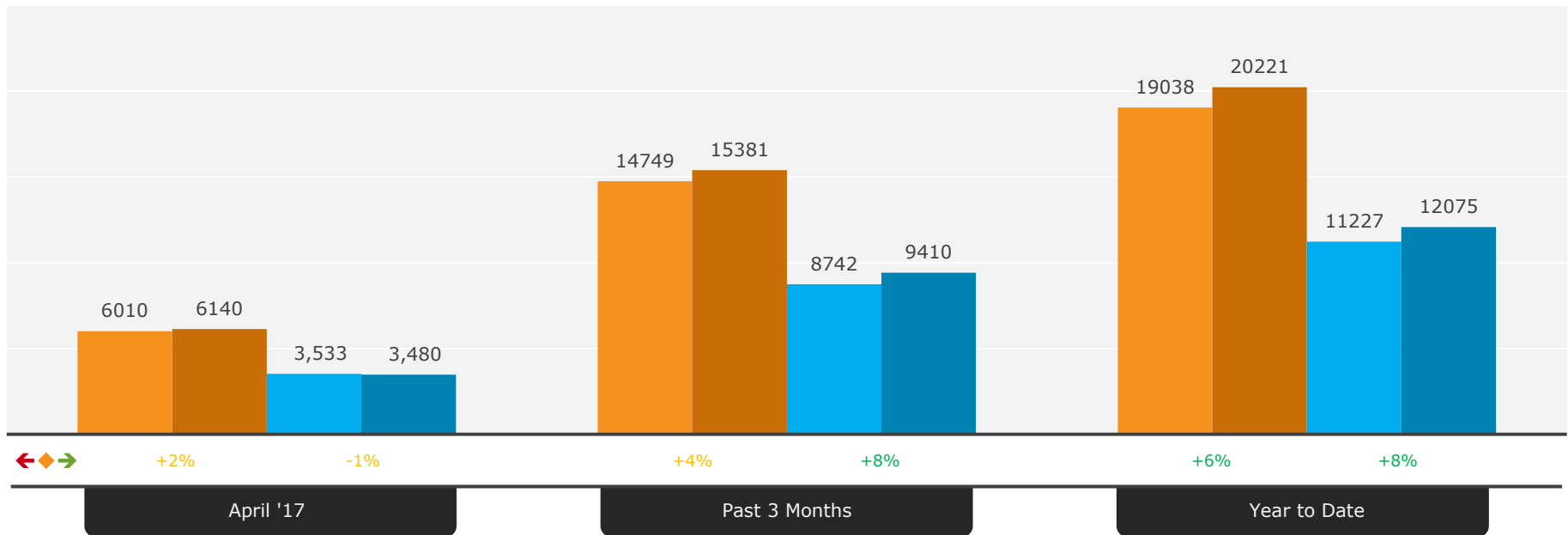
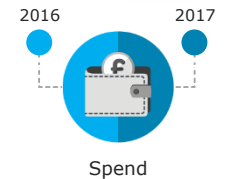
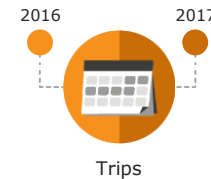
Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



UK Outbound Travel (International Passenger Survey)

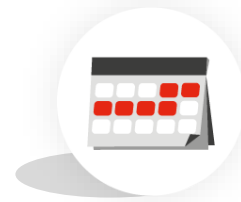
Total volume (millions) and spend (£m)



◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-April 2017)



PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	11.3	8.5	2.8	7.4	18.7	4.0	11.4	4.8
	2017	11.4	8.7	2.7	7.0	18.4	3.9	10.9	4.4
	◀◆▶	+1%	+3%	-4%	-5%	-1%	-2%	-4%	-9%
NIGHTS Millions	2016	30.5	16.2	14.2	19.4	49.9	8.9	28.3	11.0
	2017	31.3	16.3	15.0	19.0	50.3	7.9	26.9	9.5
	◀◆▶	+3%	+0%	+6%	-2%	+1%	-10%	-5%	-14%

REGION





		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS Millions	2016	2.7	2.7	2.1	4.0	3.5	0.9	5.3	5.2	2.7
	2017	2.3	2.7	2.1	4.1	3.7	0.9	4.3	4.8	3.1
	◀◆▶	-17%	+0%	-1%	+2%	+7%	+0%	-18%	-7%	+14%
NIGHTS Millions	2016	5.8	7.3	5.2	9.2	8.2	2.3	13.0	15.7	6.5
	2017	5.0	7.8	5.0	8.3	9.2	2.6	9.7	15.1	7.2
	◀◆▶	-14%	+7%	-3%	-10%	+12%	+12%	-26%	-4%	+10%





◀◆▶ % change vs 2016






Appendix: Domestic Tourism England



Trip characteristics (Year-To-Date: Jan-April 2017)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	5.2	13.2	5.8	4.6
	2017	5.0	12.9	5.6	4.2
	◀◆▶	-3%	-2%	-4%	-8%
NIGHTS Millions	2016	16.2	29.1	14.5	12.9
	2017	16.2	28.7	12.7	11.6
	◀◆▶	+0%	-1%	-13%	-10%

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	12.8	8.6	4.1	3.2
	2017	11.9	8.5	4.2	3.0
	◀◆▶	-7%	-1%	+2%	-7%
NIGHTS 000s	2016	30.0	22.7	11.3	9.4
	2017	29.0	21.6	10.9	8.8
	◀◆▶	-3%	-5%	-4%	-7%

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	3.4	5.1	5.7	5.8	8.7
	2017	3.2	4.7	5.4	5.3	9.0
	◀◆▶	-6%	-7%	-6%	-8%	+3%
NIGHTS Millions	2016	9.1	13.0	13.4	13.8	24.2
	2017	8.9	10.9	12.7	12.0	25.8
	◀◆▶	-2%	-16%	-5%	-13%	+6%

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	9.2	19.5
	2017	8.4	19.3
	◀◆▶	-9%	-1%
NIGHTS 000s	2016	23.0	50.4
	2017	20.5	49.7
	◀◆▶	-11%	-1%

◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-April 2017)



Accommodation

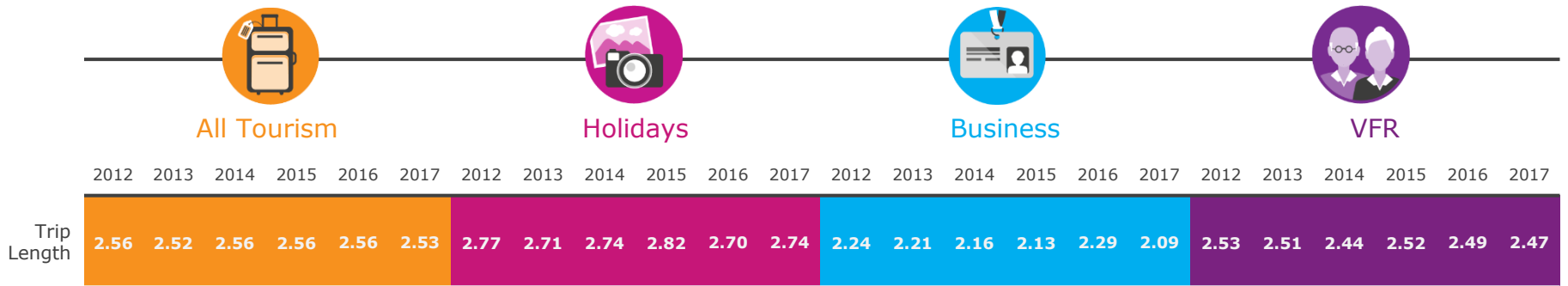


		Commercial Accommodation	(a) Serviced accom	(b) Hotel/motel/guest house	(c) Bed & Breakfast	Total self-catering rented	(a) Camping & Caravanning (inc. owned caravans)	(b) Other self-catering rented	Hostels*	Own home/friends'/relatives'
TRIPS Millions	2016	28.7	1.2	1.8	11.1	0.2	16.9	13.2	0.5	4.3
	2017	27.6	1.3	1.8	10.5	0.2	16.4	12.9	0.5	3.6
	◀◆▶	-4%	+7%	-1%	-6%	+3%	-3%	-2%	-1%	-15%
NIGHTS Millions	2016	73.4	2.4	5.9	29.4	0.3	41.0	26.6	0.7	16.1
	2017	70.2	3.1	6.3	27.0	0.3	40.2	26.5	0.7	13.8
	◀◆▶	-4%	+28%	+7%	-8%	+20%	-2%	+0%	-1%	-14%

*caution small sample size ◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Year to date average trip length, spend/night, spend/trip



Note about these results:

The GB Tourism Survey is a survey of British residents, in which 2000 respondents are interviewed each week, making a total of 100,000 each year.

Any respondent having taken one or more overnight trips in the previous 4 week period is asked to describe the details of trips taken. Each year, data from around 17,000 trips is collected, and this is subsequently grossed up to provide population estimates. Full details of the survey methodology can be found at: <https://www.visitbritain.org/archive-great-britain-tourism-survey-overnight-data>

On an annual basis, the survey is extremely robust, with a confidence level for England data at +/- 3% at the 95% level for the number of trips and nights measured, and +/- 4% for the expenditure figure.

For shorter time periods and for other subsets of the data such as region or trip purpose, the margin of error is wider – guidance on confidence intervals at national and regional level for annual and quarterly data is provided on the next page.

For any questions about data interpretation, please contact VEResearch@visitengland.org

No part of this publication may be reproduced for commercial purposes without the permission of VisitEngland. Extracts may be quoted if the source is acknowledged.

Users wishing to include results from this survey within a press release should contact Charlotte Sanders in the VisitEngland Press Office charlotte.sanders@visitengland.org for review prior to external release.

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	5.7%	3.1%	7.0%	3.4%	8.7%	4.0%
England Total	6.0%	3.3%	7.6%	3.7%	9.6%	4.3%
East	17.7%	8.6%	29.1%	10.8%	26.8%	12.4%
East Midlands	21.5%	9.9%	39.0%	12.7%	34.0%	14.8%
London	17.3%	8.8%	19.5%	9.8%	26.2%	13.2%
North East	25.8%	13.9%	39.2%	16.0%	30.4%	15.8%
North West	14.5%	7.3%	17.8%	9.7%	20.3%	10.5%
South East	14.6%	7.2%	19.2%	8.4%	31.5%	10.6%
South West	13.3%	6.5%	16.5%	7.2%	22.5%	8.8%
West Midlands	20.0%	10.5%	27.2%	13.9%	27.6%	15.1%
Yorks & Humb	16.2%	8.2%	23.1%	9.8%	22.4%	11.4%

Based on Quarter 1