


Great Britain Tourism Survey

March 2017


VisitEngland

Summary of Results GB And England

	Trips	Nights	Headlines
March 2017			
GB	-14%	-25%	• There were 8.3 million domestic overnight trips in GB in March 2017, which is down from 9.7 million in March 2016. • The number of nights decreased to 20.4 million.
England	-14%	-23%	• There were 7 million domestic overnight trips to England in March 2017, down by -14% on the same month last year. • Bednights decreased by -23% to 16.7 million.
YEAR-TO-DATE			
GB	-10%	-15%	• In the year to March 2017, GB trips were down -10% to 21.2 million, compared to 23.5 million in the same period in 2016. • Nights were also down for the year to date by -15% respectively.
England	-8%	-13%	• In the year to March 2017, trips to England were down -8% to 18 million from 19.6 million in 2016. • Nights were down by -13% to 42.7 million.

	Weather	Context
GB		• Most of March featured mild and changeable weather. The weather briefly turned colder between the 20th and 22nd but this was followed by sunny days. The month ended with wet weather during the last four days.

Summary of Results England

YEAR-TO-DATE (January-March 2017)

Trip Characteristics

PURPOSE

	Trips	Nights
Holiday	-5%	-10%
VFR	-10%	-15%
Business	-7%	-16%

- **HOLIDAY TRIPS** in England from January to March 2017 decreased by -5% compared to the same period last year, with 6.9 million trips recorded.
- Nights decreased by -10% to 17.4 million.

- **VISITS TO FRIENDS AND RELATIVES** decreased by -10% to 7.3 million, with bednights decreasing by -15%. Non-holiday VFR is down by -7%, and holiday VFR is down by -12%.

- **BUSINESS** trips have also decreased for the January to March period, down by -7% to 3.1 million. Nights decreased compared to the same period in 2016, by -16%.

TRIP TAKERS

16-24	55+	Class C1
-5%	-1%	-4%

- Trips decreased among all age groups. The smallest decreases were for those aged 16-24 (-5%) and 55+ (-1%).
- All social class groups saw a decrease in trips compared to the same period last year, with the smallest decrease observed for the C1 social class group (-4%).

DESTINATION TYPE

North West	Yorkshire	Large City
+6%	+3%	-4%

- North West and Yorkshire & Humberside saw the greatest increase in trips in January to March compared to the same period last year, with +6% and +3% respectively.
- There was a decrease in trips for all destination types for the January to March period. The smallest decrease was for large cities (-4%).

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

	March 2017		Jan – March 2017	
	Trip	Spend	Trip	Spend
	+5%	+13%	+3%	+8%

- In March, trips by Brits overseas increased by 5% and the expenditure on those trips increased by 13%.
- In the year to date, overseas trips were up by +3%. Expenditure also increased, by +8%.

Other Tourism Surveys

March 17	Room	Bedspace
	+1%	0%

OCCUPANCY

- Room occupancy in England in March increased by 1% compared to 2016 at 66%, while bedspace remained unchanged at 47%.

Jan-March 17	Volume	Spend
	-4%	-3%

DAY VISITS

- The number of tourism day visits in England in the period January 2017 to March 2017 decreased by -4% compared to 2016, to 337.8 million
- The value of those visits decreased by -3% to £11.4 billion

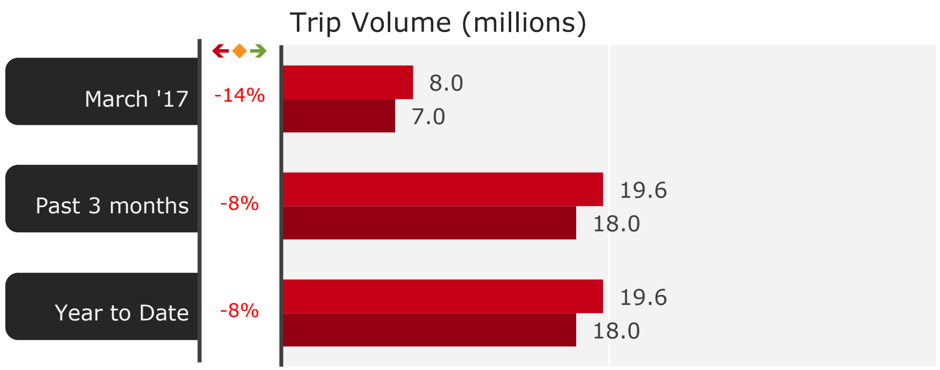
Jan 17	Attractions	Accomodation
	↗	↘

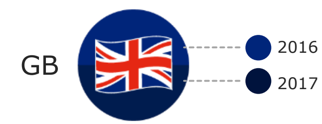
TOURISM BUSINESS MONITOR

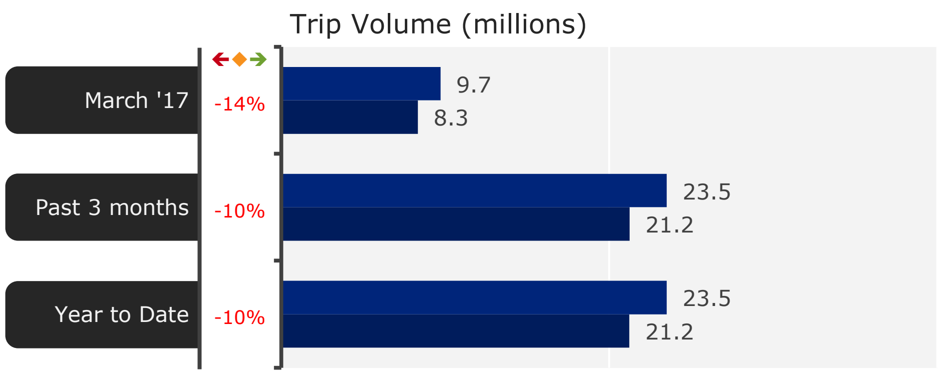
- Attractions businesses reported an increase in visitor numbers for the period from January to the end of March compared to the same period last year. Many accommodation businesses reported the same numbers or a decrease.

Headline Data GB and England

Volume and spend (2016 vs 2017)



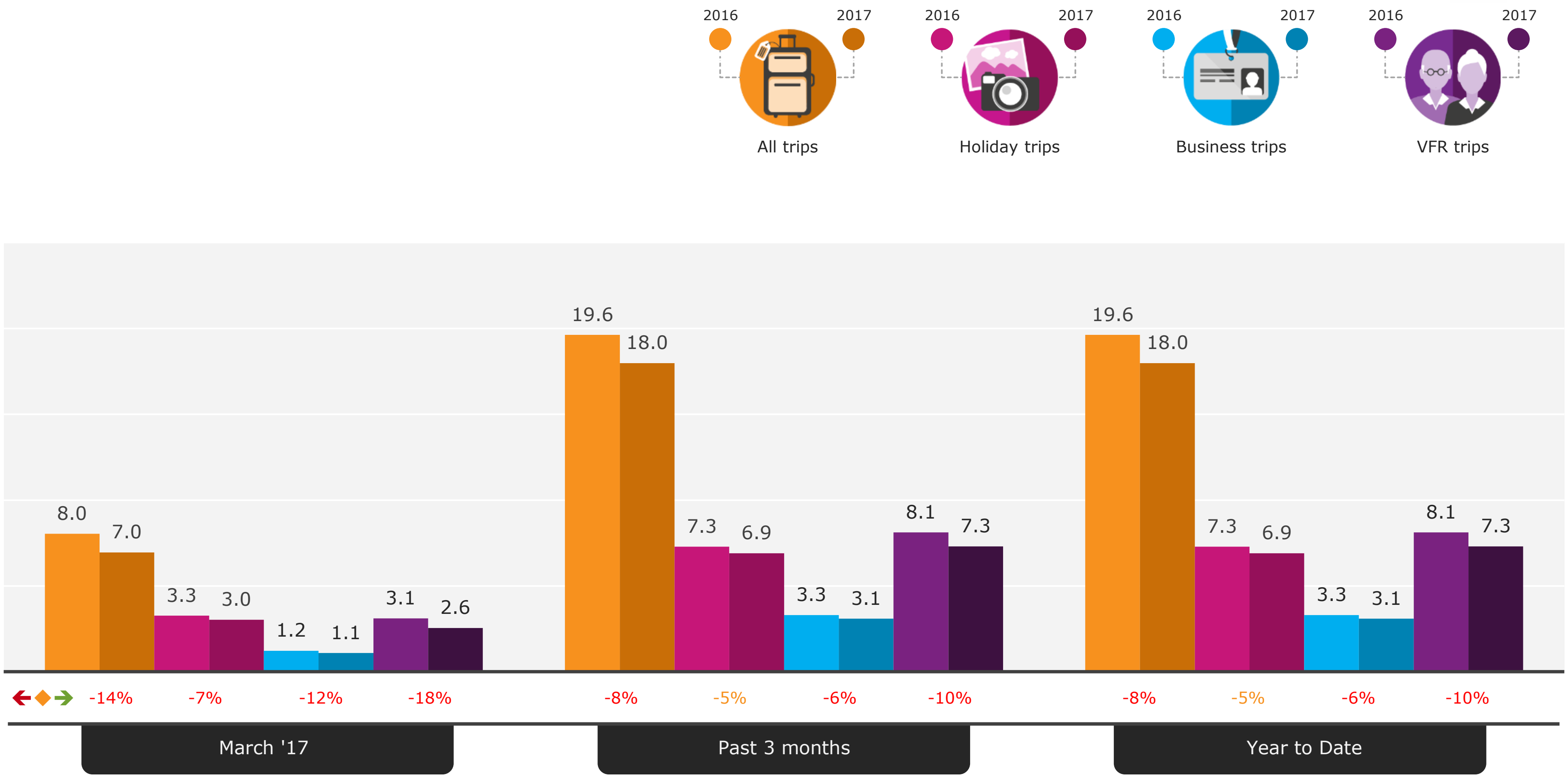




% change vs 2016

Trips England

Volume of trips (millions) (2016 vs 2017)



% change vs 2016

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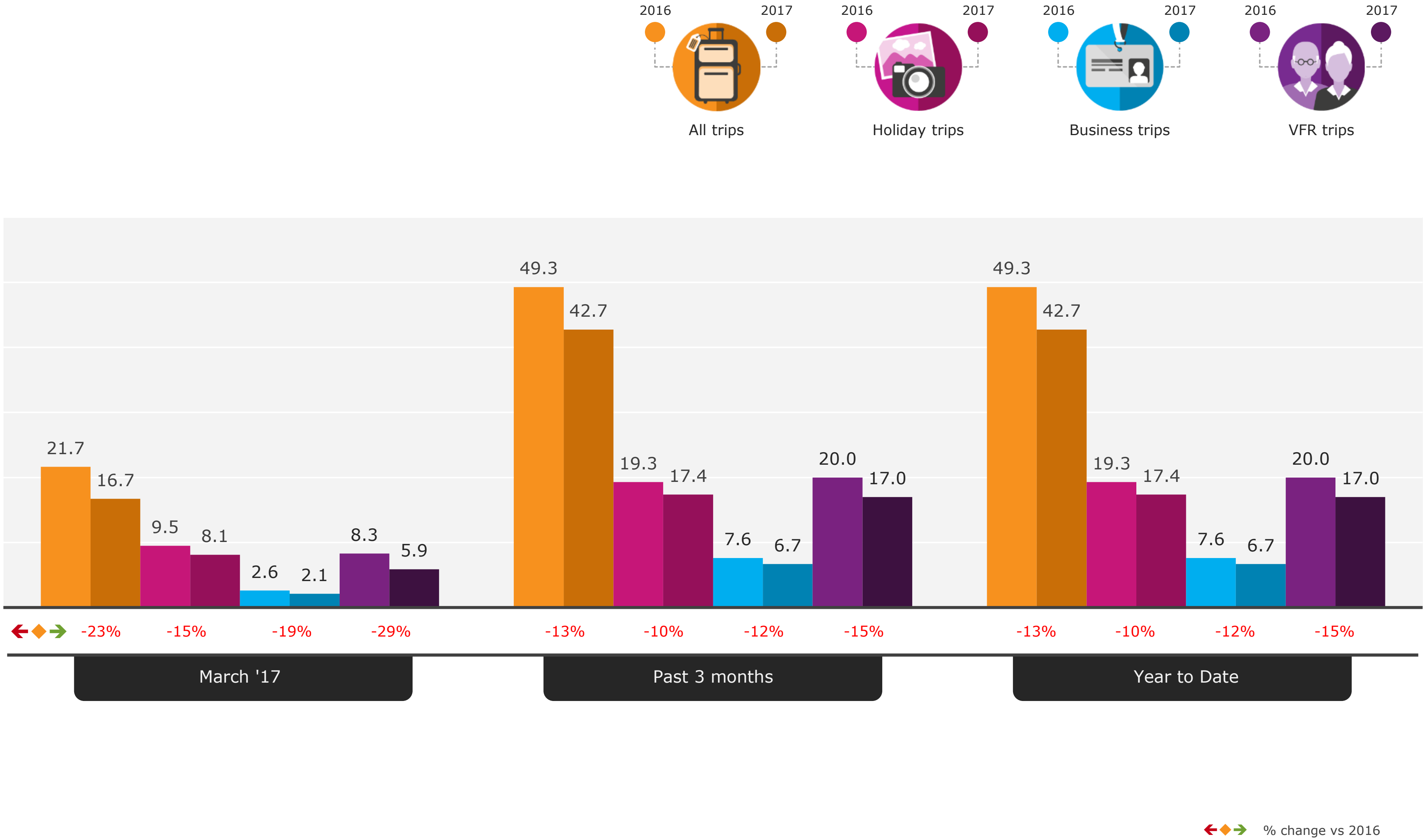
Nights England

Volume of nights (millions) (2016 vs 2017)



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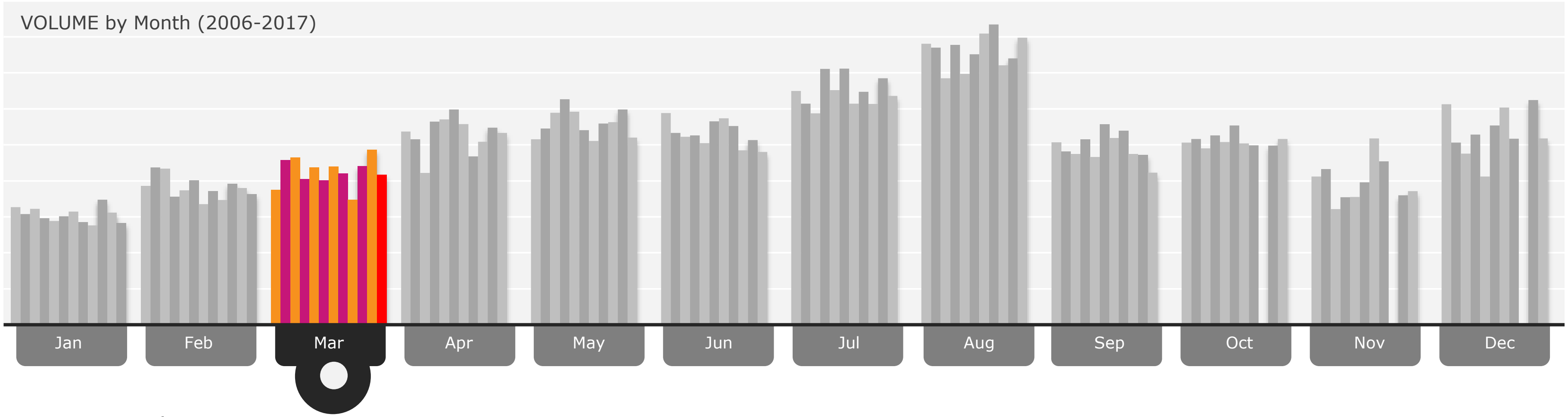
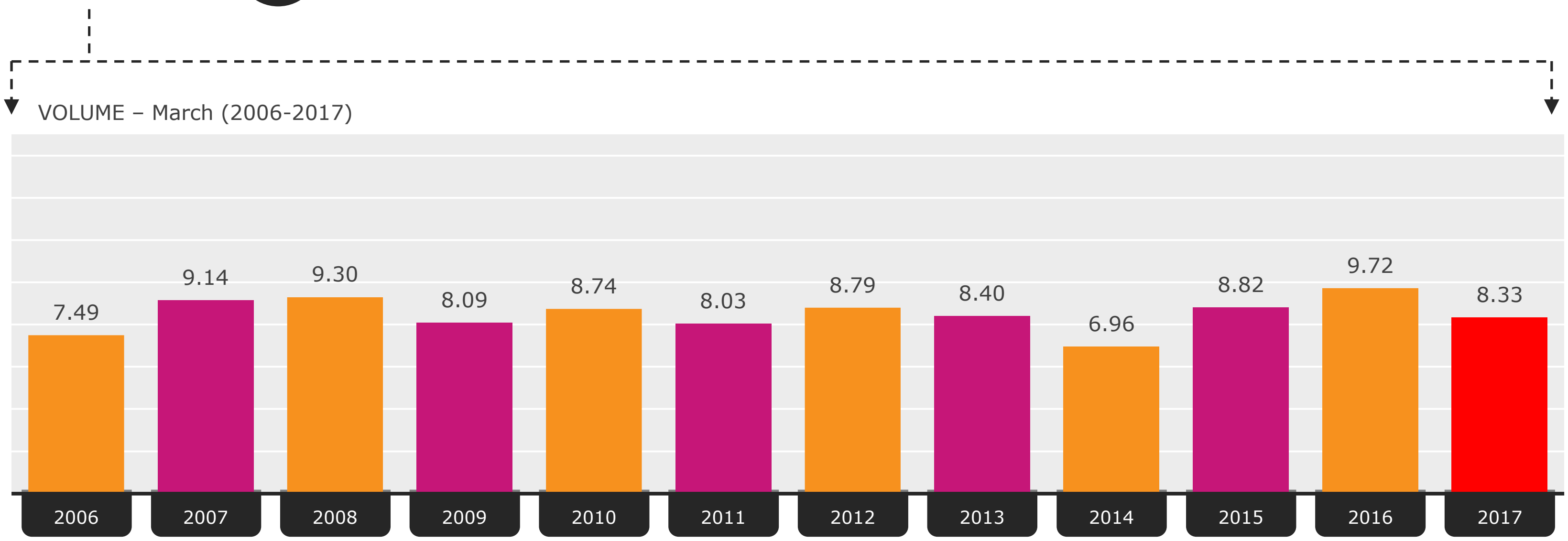
Long Term Trends by Month GB

2006-2017 (millions)

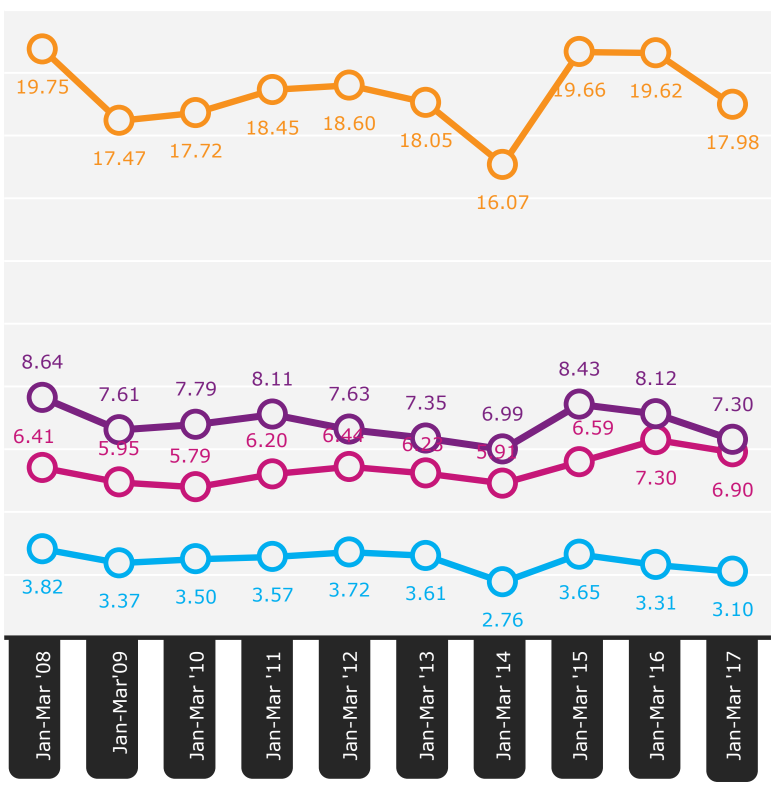




Long Term Trends, Year-to-Year England

All Trips | Holiday Trips | Business Trips | VFR Trips

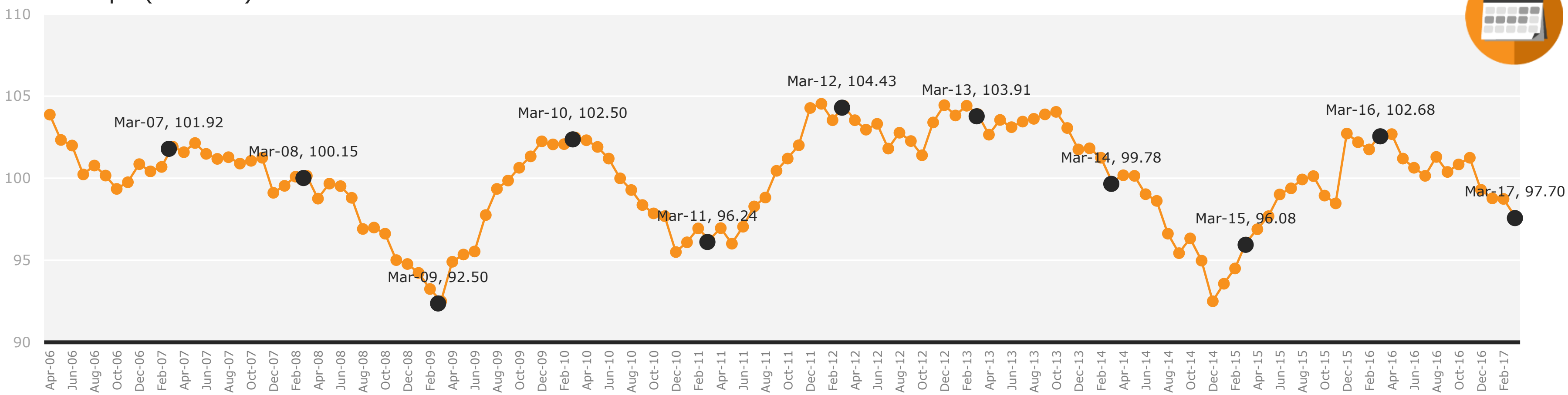
Trip Volume (millions)



Rolling 12 Month Trendlines England

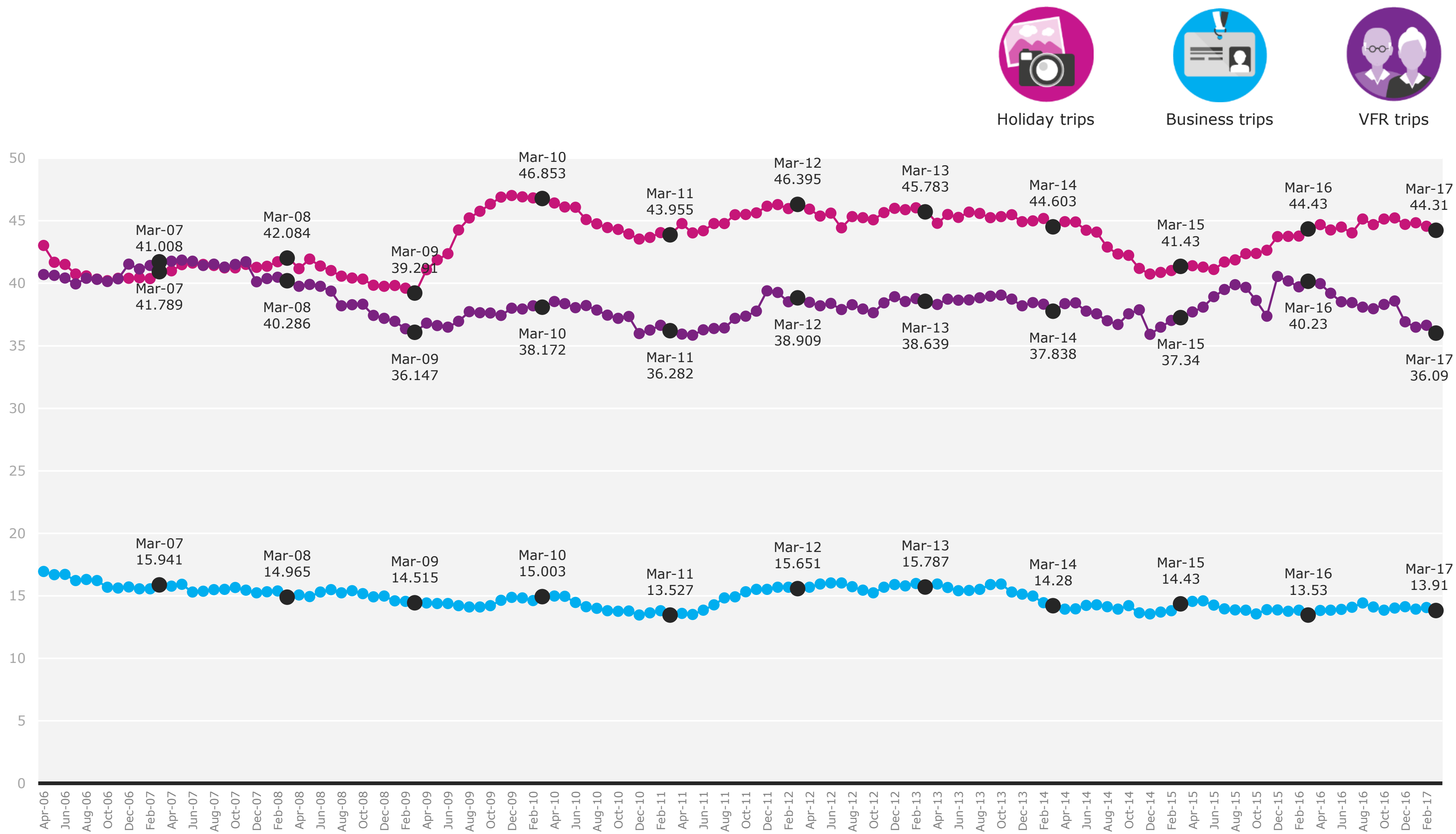
All trips and spend

All Trips (millions)



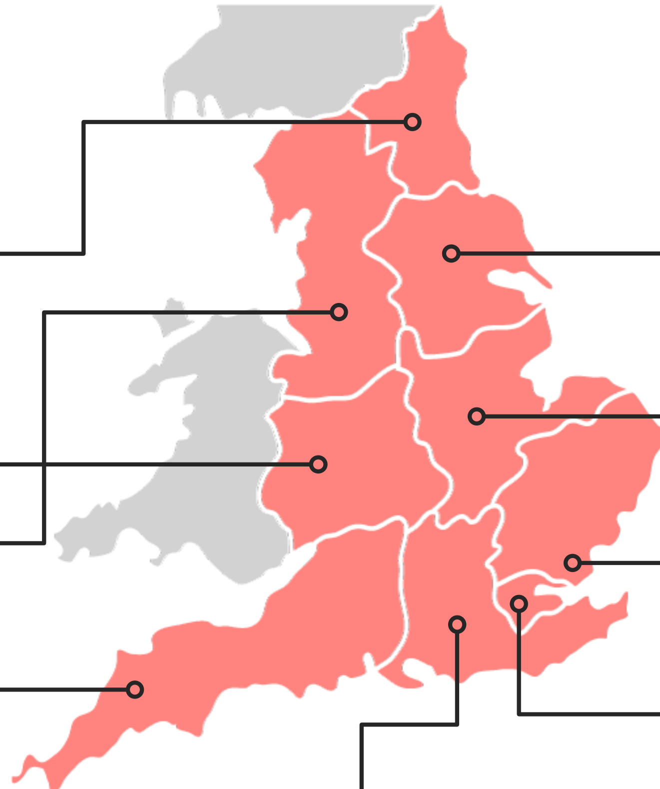
Rolling 12 Month Trendlines England

Trips by purpose (millions)



Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



Trips (Millions)

Nights (Millions)

North East

	YTD	
2016	2017	change
0.7	0.6	-13%
1.6	1.4	-9%

Yorkshire & Humberside

	YTD	
2016	2017	change
1.8	1.9	3%
4.1	4.0	-3%

North West

	YTD	
2016	2017	change
2.4	2.5	6%
5.7	6.2	10%

East Midlands

	YTD	
2016	2017	change
1.5	1.4	-11%
3.7	3.1	-18%

West Midlands

	YTD	
2016	2017	change
1.9	1.5	-23%
4.0	3.2	-21%

South West

	YTD	
2016	2017	change
3.5	2.8	-19%
10.3	8.1	-22%

South East

	YTD	
2016	2017	change
3.5	2.9	-18%
8.5	6.1	-28%

London

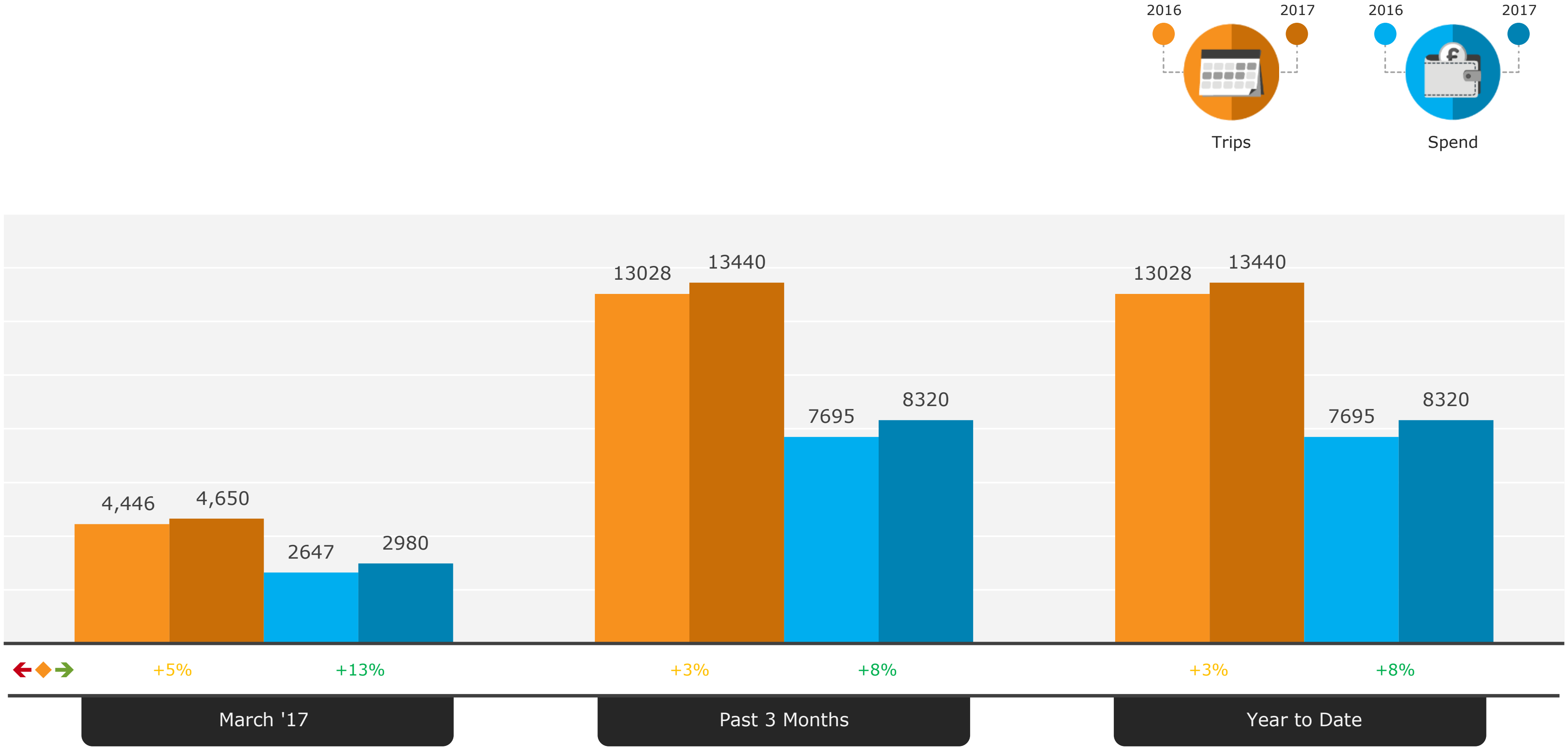
	YTD	
2016	2017	change
2.9	2.9	2%
6.8	5.6	-18%

East

	YTD	
2016	2017	change
1.8	1.8	1%
4.4	4.9	13%

UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



% change vs 2016

Appendix: Domestic Tourism England

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

PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	7.3	5.4	1.8	5.2	12.5	2.9	8.1	3.3
	2017	6.9	5.6	1.3	4.6	11.5	2.7	7.3	3.1
	% change	-5%	3%	-30%	-12%	-8%	-7%	-10%	-6%
NIGHTS Millions	2016	19.3	10.0	9.3	13.6	32.9	6.4	20.0	7.6
	2017	17.4	10.4	6.8	11.8	29.2	5.2	17.0	6.7
	% change	-10%	4%	-27%	-13%	-11%	-20%	-15%	-12%

REGION

		West Midlands (WM)	East of England (E)	East Midlands (EM)	London (LDN)	North West (NW)	North East (NE)	South East (SE)	South West (SW)	Yorkshire & the Humberside (YH)
TRIPS Millions	2016	1.9	1.8	1.5	2.9	2.4	0.7	3.5	3.5	1.8
	2017	1.5	1.8	1.4	2.9	2.5	0.6	2.9	2.8	1.9
	% change	-23%	1%	-11%	2%	6%	-13%	-18%	-19%	3%
NIGHTS Millions	2016	4.0	4.4	3.7	6.8	5.7	1.6	8.5	10.3	4.1
	2017	3.2	4.9	3.1	5.6	6.2	1.4	6.1	8.1	4.0
	% change	-21%	13%	-18%	-18%	10%	-9%	-28%	-22%	-3%

% change vs 2016

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Appendix: Domestic Tourism England

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

LOCATION TYPE

		Seaside	Large City/Town	Small Town	Countryside /Village
TRIPS Millions	2016	3.2	9.5	4.0	3.0
	2017	2.8	9.1	3.5	2.6
	←◆→	-11%	-4%	-14%	-13%
NIGHTS Millions	2016	10.2	20.8	9.5	8.4
	2017	8.5	19.8	7.2	6.7
	←◆→	-17%	-5%	-24%	-20%

SOCIAL GRADE

		AB	C1	C2	DE
TRIPS 000s	2016	9.0	5.8	2.7	2.2
	2017	7.9	5.6	2.5	2.0
	←◆→	-12%	-4%	-5%	-9%
NIGHTS 000s	2016	20.9	14.5	7.6	6.4
	2017	17.8	12.9	6.5	5.6
	←◆→	-15%	-11%	-14%	-13%

AGE

		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	2.4	3.4	3.8	4.0	6.0
	2017	2.3	3.1	3.3	3.4	6.0
	←◆→	-5%	-9%	-14%	-16%	-1%
NIGHTS Millions	2016	5.8	8.6	9.3	9.5	16.1
	2017	6.0	6.3	7.2	7.2	16.0
	←◆→	4%	-27%	-22%	-24%	-1%

CHILDREN IN H/H

		Any	None
TRIPS 000s	2016	6.2	13.4
	2017	5.0	13.0
	←◆→	-20%	-3%
NIGHTS 000s	2016	15.5	33.8
	2017	11.0	31.8
	←◆→	-29%	-6%

←◆→ % change vs 2016

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Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-March 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	11.0	9.1	8.0	0.7	2.5	0.9	1.4	0.1	8.0
	2017	10.5	8.9	7.7	0.9	1.8	0.6	1.2	0.1	7.1
	% change	-4%	-2%	-4%	33%	-30%	-28%	-16%	19%	-12%
NIGHTS Millions	2016	25.7	18.3	15.4	1.4	9.7	2.9	6.0	0.1	21.0
	2017	24.1	17.9	14.7	2.3	6.3	1.9	4.5	0.2	17.0
	% change	-6%	-2%	-5%	64%	-35%	-32%	-24%	59%	-19%

*caution small sample size

% change vs 2016

Appendix: Domestic Tourism England

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

	All Tourism						Holidays						Business						VFR					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
Trip Length	2.42	2.50	2.42	2.42	2.51	2.36	2.57	2.56	2.50	2.55	2.65	2.52	2.14	2.26	2.12	2.17	2.31	2.06	2.48	2.54	2.30	2.43	2.46	2.33

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

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

	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
Destination:	**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