

Great Britain Tourism Survey

July 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	7.259	-4.3%	9.716	8.330	-14.3%	10.692	11.688	+9.3%	10.401	10.159	-2.3%	9.603	10.002	+4.2%
England	5.369	4.852	-9.6%	6.211	6.182	-0.5%	8.044	6.952	-13.6%	9.037	9.627	+6.5%	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	14.606	13.229	-9.4%	18.692	18.216	-2.5%	27.294	20.368	-25.4%	29.151	34.458	+18.2%	29.907	30.733	+2.8%	27.798	29.881	+7.5%
England	12.517	10.999	-12.1%	15.103	15.041	-0.4%	21.655	16.709	-22.8%	24.155	27.450	+13.6%	23.226	24.168	+4.1%	21.559	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	£1,066	£1,006	-5.6%	£1,297	£1,267	-2.3%	£1,641	£1,443	-12.1%	£1,883	£2,157	+14.6%	£1,933	£2,053	+6.2%	£1,961	£2,207	+12.5%
England	£919	£852	-7.3%	£967	£1,085	+12.2%	£1,308	£1,170	-10.6%	£1,541	£1,702	+10.4%	£1,478	£1,653	+11.8%	£1,555	£1,812	+16.5%

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	12.121	-4.7%	15.954			8.470			10.322			7.434			10.360			66.916	65.206	-2.6%
England	10.624	10.262	-3.4%	13.072			6.956			8.662			6.367			8.740			55.545	54.588	-1.7%
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	45.989	46.001	0.0%	59.787			27.612			29.036			18.500			31.184			193.437	192.886	-0.3%
England	35.044	38.070	+8.6%	47.266			22.759			23.326			15.266			25.826			153.259	156.688	+2.2%
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	£2,890	£2,765	-4.3%	£3,394			£1,917			£2,026			£1,422			£1,649			£12,671	£12,898	+1.8%
England	£2,323	£2,260	-2.7%	£2,748			£1,541			£1,650			£1,208			£1,255			£10,091	£10,534	+4.4%

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

Fieldwork: 12 July – 28 Aug 2017

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	5.820	+20.3%	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	4.528	+13.3%	3.984	4.540	+14.0%	3.835	4.438	+15.7%
BEDNIGHTS																		
GB	4.425	4.786	+8.2%	7.672	6.913	-9.9%	12.763	10.318	-19.2%	13.965	18.420	+31.9%	16.982	19.570	+15.2%	16.547	19.265	+16.4%
England	3.750	3.910	+4.3%	6.033	5.369	-11.0%	9.519	8.118	-14.7%	11.163	13.907	+24.6%	12.715	14.985	+17.9%	12.656	14.985	+18.4%
EXPENDITURE																		
GB	£433	£494	+14.1%	£621	£531	-14.5%	£817	£838	+2.6%	£992	£1,245	+25.5%	£1,079	£1,319	+22.2%	£1,149	£1,419	+23.5%
England	£372	£421	+13.2%	£454	£414	-8.8%	£641	£665	+3.7%	£798	£927	+16.2%	£777	£1,038	+33.3%	£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	6.914	+0.3%	9.720			4.482			5.169			2.607			3.147			30.762	32.717	+6.4%
England	5.586	5.740	+2.8%	7.904			3.515			4.184			2.093			2.313			24.696	26.150	+5.9%
BEDNIGHTS																					
GB	29.805	30.825	+3.4%	41.487			16.161			16.021			6.516			8.555			102.159	110.097	+7.8%
England	22.315	25.203	+12.9%	32.559			12.699			12.405			5.180			6.084			78.151	86.477	+10.7%
EXPENDITURE																					
GB	£2,000	£1,887	-5.7%	£2,443			£1,230			£1,129			£621			£798			£7,091	£7,733	+9.1%
England	£1,588	£1,555	-2.1%	£1,967			£964			£914			£512			£548			£5,509	£6,135	+11.4%

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Fieldwork: 12 July – 28 Aug 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

VISITING FRIENDS & RELATIVES

	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	2.763	2.340	-15.3%	2.957	3.085	+4.3%	3.527	2.937	-16.7%	3.770	4.098	+8.7%	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	3.571	+10.5%	2.758	2.463	-10.7%	2.510	2.458	-2.1%
BEDNIGHTS																		
GB	6.264	5.728	-8.6%	7.125	7.525	+5.6%	9.927	6.834	-31.2%	9.793	11.628	+18.7%	7.803	7.728	-1.0%	7.120	6.620	-7.0%
England	5.643	4.828	-14.4%	6.018	6.270	+4.2%	8.325	5.890	-29.2%	8.286	9.905	+19.5%	6.738	6.434	-4.5%	5.777	5.846	+1.2%
EXPENDITURE																		
GB	£267	£238	-10.9%	£287	£314	+9.4%	£372	£288	-22.6%	£395	£430	+8.9%	£382	£324	-15.2%	£338	£329	-2.7%
England	£246	£198	-19.5%	£224	£277	+23.7%	£308	£238	-22.7%	£315	£366	+16.2%	£317	£248	-21.8%	£288	£292	+1.4%

	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	4.043	3.380	-16.4%	4.307			2.587			3.570			2.968			5.848			23.014	21.427	-6.9%
England	3.416	3.001	-12.1%	3.524			2.283			3.160			2.695			5.212			20.040	18.796	-6.2%
BEDNIGHTS																					
GB	11.670	10.068	-13.7%	13.581			6.518			8.961			7.499			19.810			59.702	56.131	-6.0%
England	8.912	8.522	-4.4%	11.041			5.673			7.732			6.596			17.294			49.699	47.695	-4.0%
EXPENDITURE																					
GB	£453	£458	+1.1%	£529			£322			£450			£331			£567			£2,494	£2,381	-4.5%
England	£341	£378	+10.9%	£431			£283			£387			£283			£482			£2,039	£1,997	-2.1%

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Fieldwork: 12 July – 28 Aug 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

BUSINESS TOURISM

	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	1.197	0.946	-21.0%	1.395	1.284	-7.9%	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	1.194	+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																		
GB	3.163	1.975	-37.6%	3.210	3.185	-0.8%	3.395	2.492	-26.6%	3.984	3.384	-15.1%	3.429	2.341	-31.7%	3.091	2.989	-3.3%
England	2.468	1.596	-35.3%	2.542	2.980	+17.2%	2.627	2.123	-19.2%	3.364	2.762	-17.9%	2.864	1.953	-31.8%	2.421	2.787	+15.1%
EXPENDITURE																		
GB	£320	£217	-32.2%	£340	£383	+12.6%	£397	£261	-34.3%	£445	£417	-6.3%	£382	£334	-12.6%	£377	£390	+3.4%
England	£259	£185	-28.6%	£248	£358	+44.4%	£307	£225	-26.7%	£384	£355	-7.6%	£328	£301	-8.2%	£319	£367	+15.0%

	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	1.452	1.475	+1.6%	1.430			1.075			1.310			1.610			1.015			10.325	9.069	-12.2%
England	1.327	1.203	-9.3%	1.269			0.855			1.138			1.339			0.909			8.614	7.967	-7.5%
BEDNIGHTS																					
GB	3.695	3.905	+5.7%	3.123			2.484			3.109			3.889			2.144			23.967	20.271	-15.4%
England	3.199	3.278	+2.5%	2.670			1.975			2.710			2.922			1.844			19.485	17.479	-10.3%
EXPENDITURE																					
GB	£387	£351	-9.3%	£345			£305			£392			£428			£251			£2,648	£2,353	-11.1%
England	£347	£270	-22.2%	£302			£236			£313			£375			£212			£2,192	£2,061	-6.0%

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Fieldwork: 12 July – 28 Aug 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trips, Bednights & Expenditure, Jan-July period*

	ALL TOURISM, Jan – July period						HOLIDAYS – Jan – July period						VFR – Jan – July period						BUSINESS – Jan – July 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
TRIPS																								
GB	66.952	66.05	62.852	70.507	66.916	65.206	31.117	30.767	30.249	31.234	30.762	32.717	22.268	22.470	21.594	25.377	23.014	21.427	11.103	10.347	9.302	10.041	10.325	9.069
England	55.468	54.463	51.33	58.099	55.545	54.588	24.549	24.256	23.429	24.389	24.696	26.150	19.444	19.193	18.552	22.137	20.040	18.796	9.335	8.850	7.996	8.394	8.614	7.967
BEDNIGHTS																								
GB	199.719	195.740	187.268	208.192	193.437	192.886	106.755	105.417	102.072	107.015	102.159	110.097	59.835	59.979	58.448	67.947	59.702	56.131	26.207	23.703	21.019	23.354	23.967	20.271
England	159.305	154.974	145.773	164.422	153.259	156.688	81.482	79.419	75.983	79.524	78.151	86.477	50.228	50.247	48.123	57.808	49.699	47.695	21.754	19.344	17.306	19.068	19.485	17.479
EXPENDITURE																								
GB	£12,704	£12,634	£12,314	£13,985	£12,671	£12,898	£7,214	£7,043	£7,172	£7,770	£7,091	£7,733	£2,388	£2,613	£2,512	£3,079	£2,494	£2,381	£2,741	£2,596	£2,286	£2,449	£2,648	£2,353
England	£10,282	£10,186	£9,875	£10,969	£10,091	£10,534	£5,705	£5,489	£5,535	£5,859	£5,509	£6,135	£1,979	£2,184	£2,076	£2,531	£2,039	£1,997	£2,295	£2,173	£1,955	£2,012	£2,192	£2,061

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

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Fieldwork: 12 July – 28 Aug 2017
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trip Characteristics, Jan-July period*

Av. Trip Length	ALL TOURISM, Jan – July period						HOLIDAYS – Jan – July period						VFR – Jan – July period						BUSINESS – Jan – July 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	2.98	2.96	2.98	2.95	2.89	2.96	3.43	3.43	3.37	3.43	3.32	3.37	2.69	2.67	2.71	2.68	2.59	2.62	2.36	2.29	2.26	2.33	2.32	2.24
England	2.87	2.85	2.84	2.83	2.76	2.87	3.32	3.27	3.24	3.26	3.16	3.31	2.58	2.62	2.59	2.61	2.48	2.54	2.33	2.19	2.16	2.27	2.26	2.19
Av. £/Night	ALL TOURISM, Jan – July period						HOLIDAYS – Jan – July period						VFR – Jan – July period						BUSINESS – Jan – July 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	£64	£65	£66	£67	£66	£67	£68	£67	£70	£73	£69	£70	£40	£44	£43	£45	£42	£42	£105	£110	£109	£105	£110	£116
England	£65	£66	£68	£67	£66	£67	£70	£69	£73	£74	£70	£71	£39	£43	£43	£44	£41	£42	£105	£112	£113	£105	£112	£118
Av. £/Trip	ALL TOURISM, Jan – July period						HOLIDAYS – Jan – July period						VFR – Jan – July period						BUSINESS – Jan – July 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	£191	£196	£198	£189	£198	£232	£229	£237	£249	£231	£236	£107	£116	£116	£121	£108	£111	£247	£251	£246	£244	£256	£259
England	£185	£187	£192	£189	£182	£193	£232	£226	£236	£240	£223	£235	£102	£114	£112	£114	£102	£106	£246	£246	£244	£240	£254	£259

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

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