Great Britain Tourism Survey

July 2017

VisitEngland

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

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
July 2017				
	-5%	0%	-4%	• There were 12.1 million domestic overnight trips in GB in July 2017, which is down from 12.7 million trips in July 2016. • Expenditure decreased by -4% to £2.8 billion, while the number of nights was stable at 46.0 million.
	-3%	+9%	-3%	• There were 10.3 million domestic overnight trips to England in July 2017, down by -3% on the same month last year. • Spend decreased by -3% to £2.3 billion, while bednights increased by +9% to 38.1 million.
YEAR-TO-DATE				
	-3%	0%	+2%	• In the year to July 2017, GB trips were down -3% to 65.2 million, compared to 66.9 million in the same period in 2016. • Nights were stable for the year to date at 192.9 million, while spend was up for the year to date by +2%.
	-2%	+2%	+4%	• In the year to July 2017, trips to England were down -2% to 54.6 million from 55.5 million in 2016. • Nights increased by +2% to 156.7 million, while spend increased by +4% for the year to date.

	Weather	Context
		• July was a month of varied weather with only brief fine spells. Temperatures were generally close to the long-term average, and sunshine was near or slightly below normal for the month. Rainfall was above average for much of the country - from the 21st it was wet and quite cool, with some heavy rain at times, particularly in the south.

Summary of Results England

YEAR-TO-DATE (January-July 2017)

Trip Characteristics

PURPOSE

	Trips	Nights	Spend
	+6%	+11%	+11%
	-6%	-4%	-2%
	-8%	-10%	-6%

- **HOLIDAY TRIPS** in England from January to July 2017 increased by +6% compared to the same period last year, with 26.2 million trips recorded.
- Expenditure increased by +11% to £6.1 billion, while nights increased by +11% to 86.5 million.
- **VISITS TO FRIENDS AND RELATIVES** decreased by -6% to 18.8 million, with bednights and expenditure decreasing by -4% and -2% respectively. Non-holiday VFR trips were down by -6%, and holiday VFR trips were down by -6%.
- **BUSINESS** trips have decreased for the January to July period, down by -8% to 8.0 million. Nights and spend both decreased compared to the same period in 2016, by -10% and -6% respectively.

TRIP TAKERS

	25-34	55+	C2
	0%	+5%	+3%

- Trips decreased amongst most age groups, with the exception of those aged 25-34 and those aged 55+ - trip taking levels were static for 25-34s and rose by +5% for those aged 55+.
- The C2 social class group saw a +3% increase in trips taken between Jan-July compared to the same period in 2016, but all other social class groups were stable or saw a decrease.

DESTINATION TYPE

	Yorkshire	North West	North East	Seaside
	+9%	+6%	+6%	+1%

- Yorkshire & the Humber, North West and North East saw the greatest increases in trips in January to July compared to the same period last year, +9%, +6% and +6% respectively.
- There was a decrease in trips for most destination types for the January to July period, with the exception of the seaside which increased by +1% compared to the same time in 2016.

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

	July 2017		Jan – July 2017	
	Trip	Spend	Trip	Spend
	-2%	-2%	+3%	+5%

- In July, trips by Brits overseas decreased by -2% and the expenditure on those trips decreased by -2%.
- In the year to date, overseas trips were up by +3%. Expenditure also increased, by +5%.

Other Tourism Surveys

OCCUPANCY

July 17	Room	Bedspace
	0%	-1%

- Room occupancy in England in July was stable with 2016 at 84%, while bedspace occupancy decreased by -1% at 60%.

DAY VISITS

Jan-July 17	Volume	Spend
	-5%	-3%

- The number of tourism day visits in England in the period January to July 2017 decreased by -5% to 853 million.
- The value of those visits decreased by -3% to £27.8 billion.

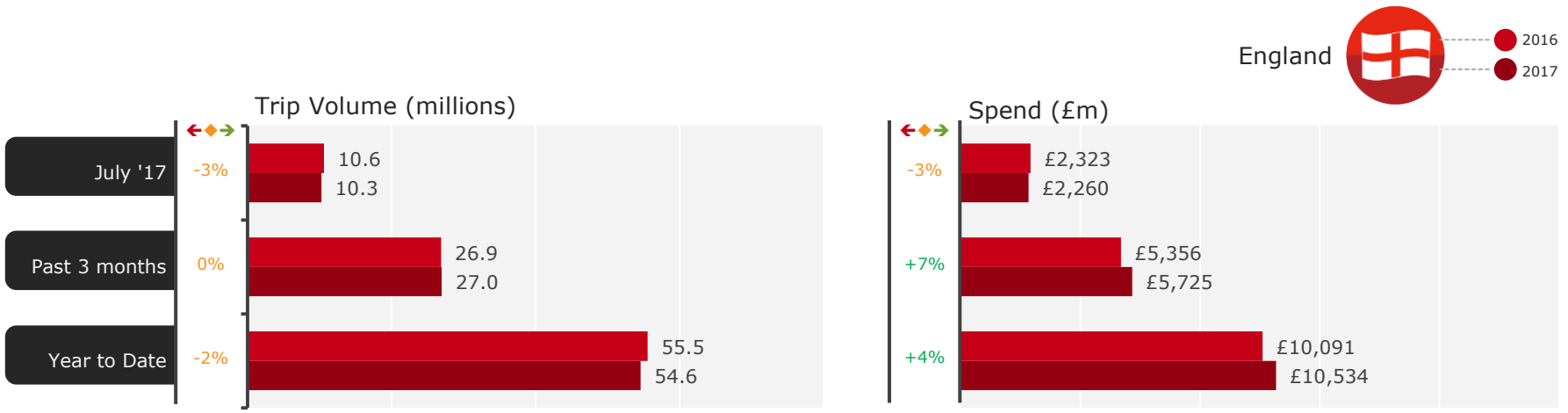
TOURISM BUSINESS MONITOR

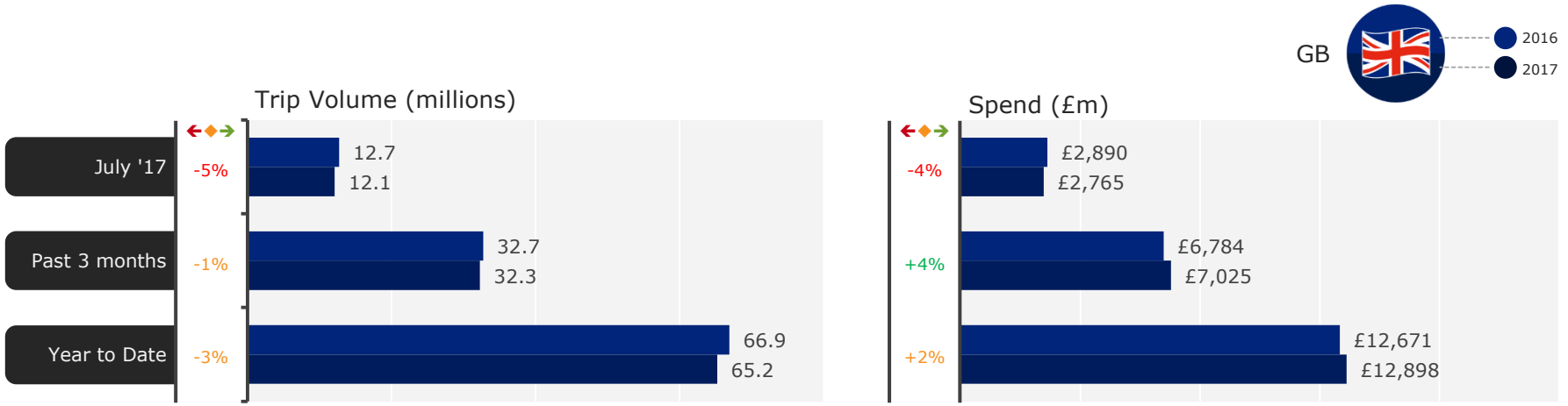
July 17	Attractions	Accomodation
	↗	↗

- Attractions businesses reported an increase in visitor numbers for the period leading up to the summer 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)



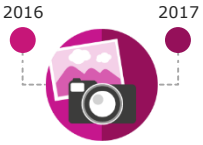


% change vs 2016

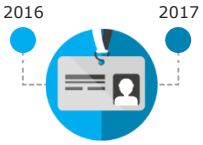
Trips England

Volume of trips (millions) (2016 vs 2017)

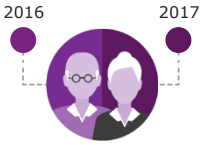
All trips



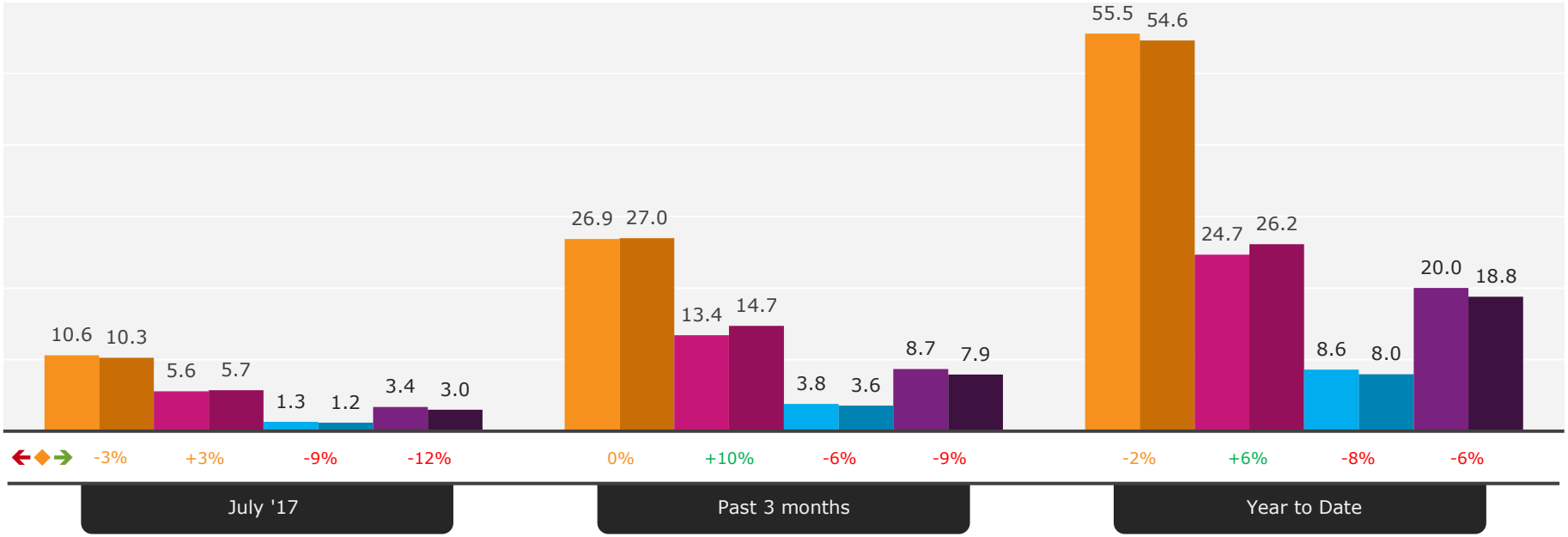
Holiday trips



Business trips



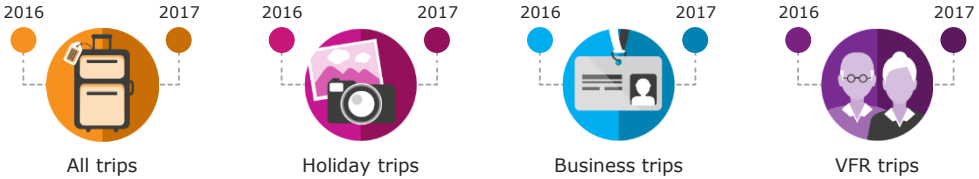
VFR trips

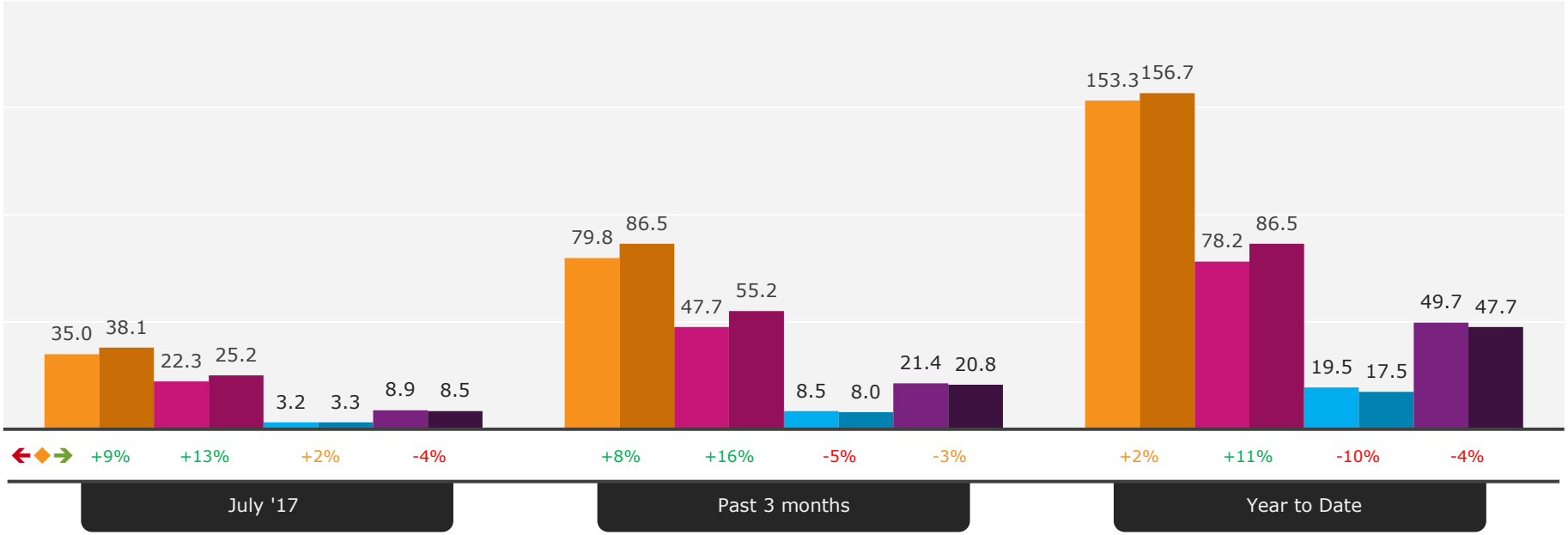


% change vs 2016

Nights England

Volume of nights (millions) (2016 vs 2017)



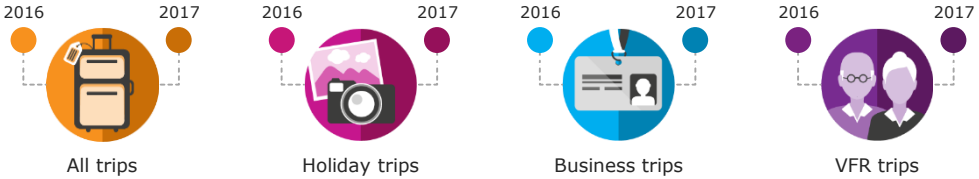


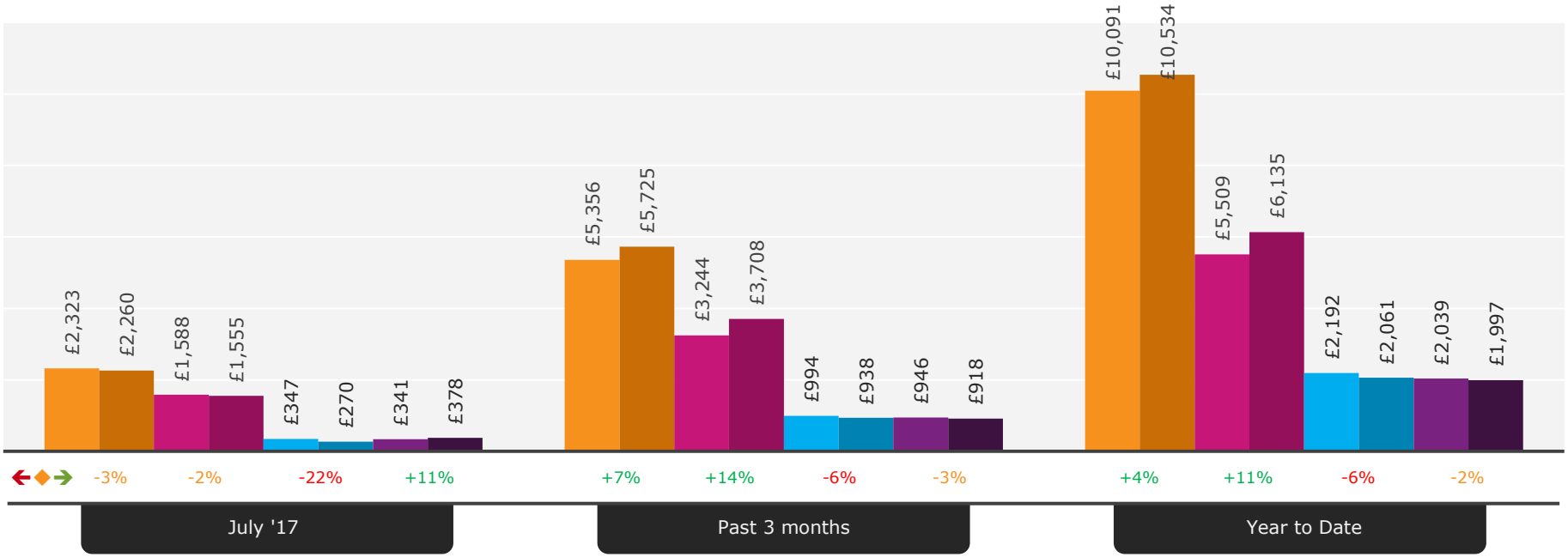
% change vs 2016

VisitEngland

Spend England

Expenditure (£m) (2016 vs 2017)

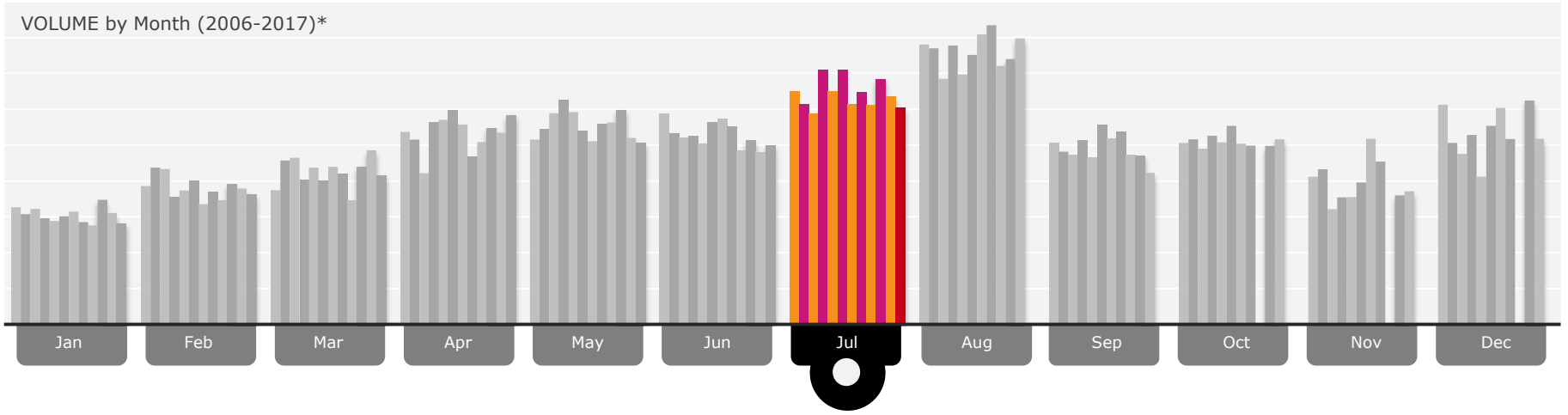


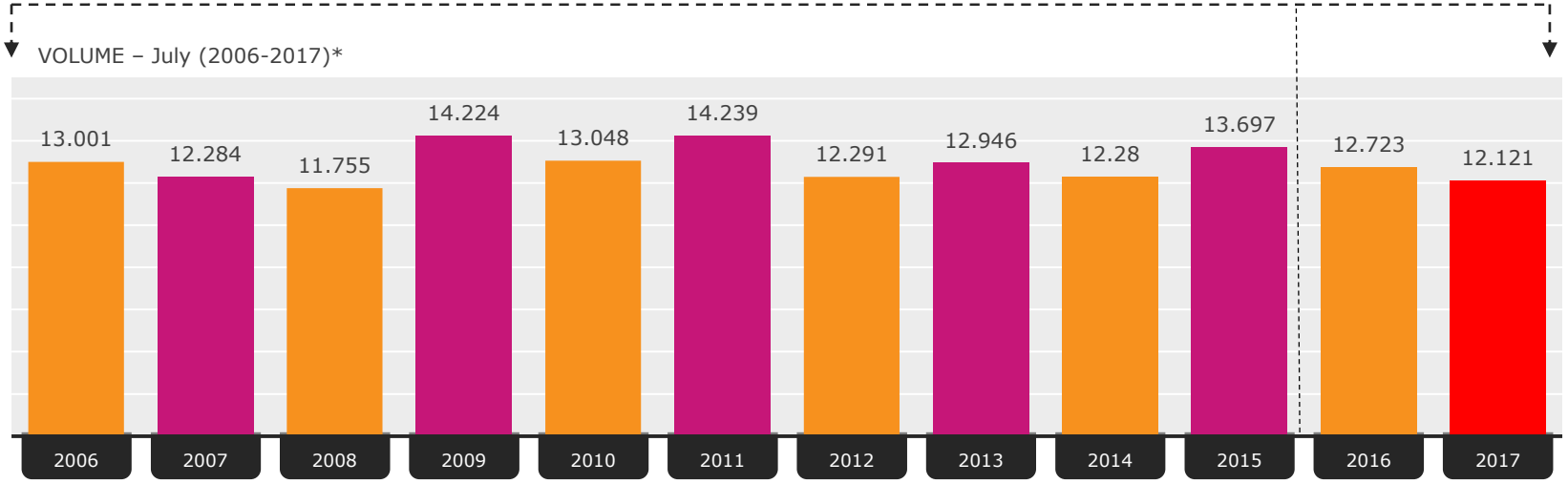


% change vs 2016

Long Term Trends by Month GB

2006-2017 (millions)*





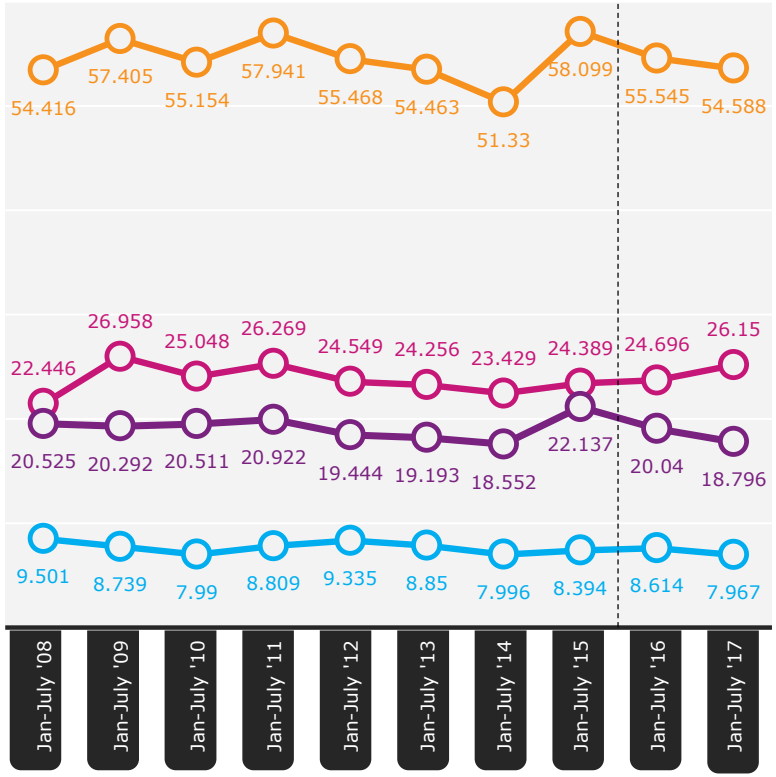
VisitEngland

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

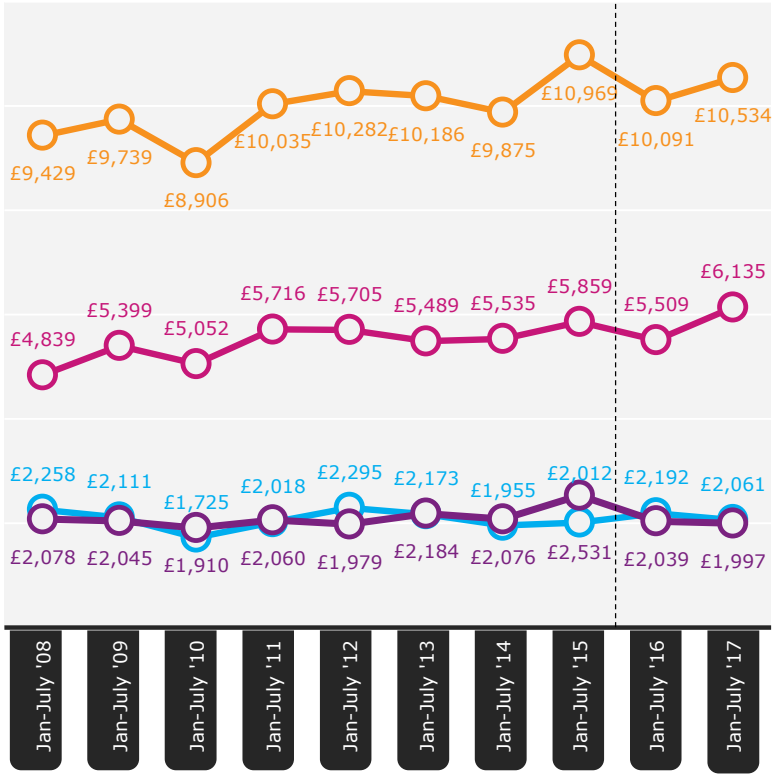
Long Term Trends, Year-to-Year England

All Trips | Holiday Trips | Business Trips | VFR Trips

Trip Volume (millions)*



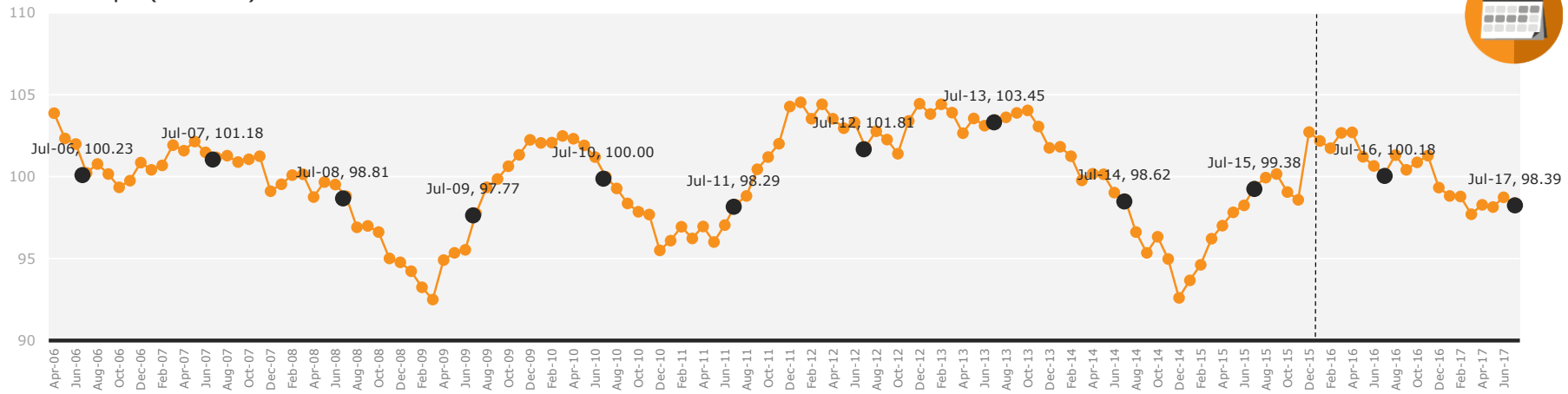
Spend (£m)*

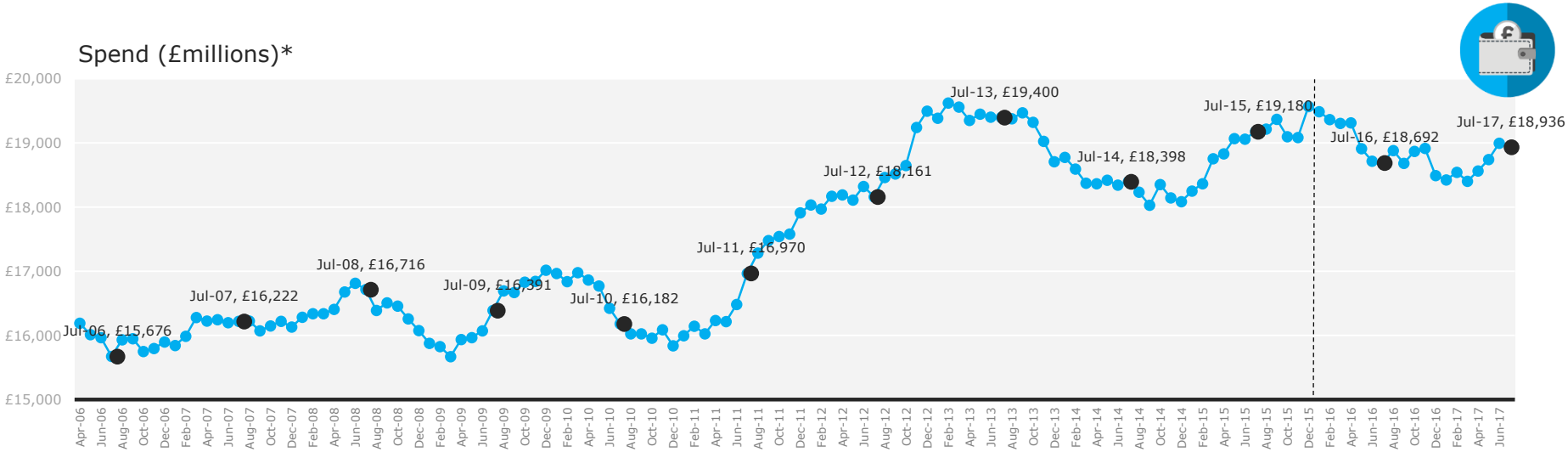


*Break in time series 2015-2016 – see slide 2

Rolling 12 Month Trendlines England

All trips and spend



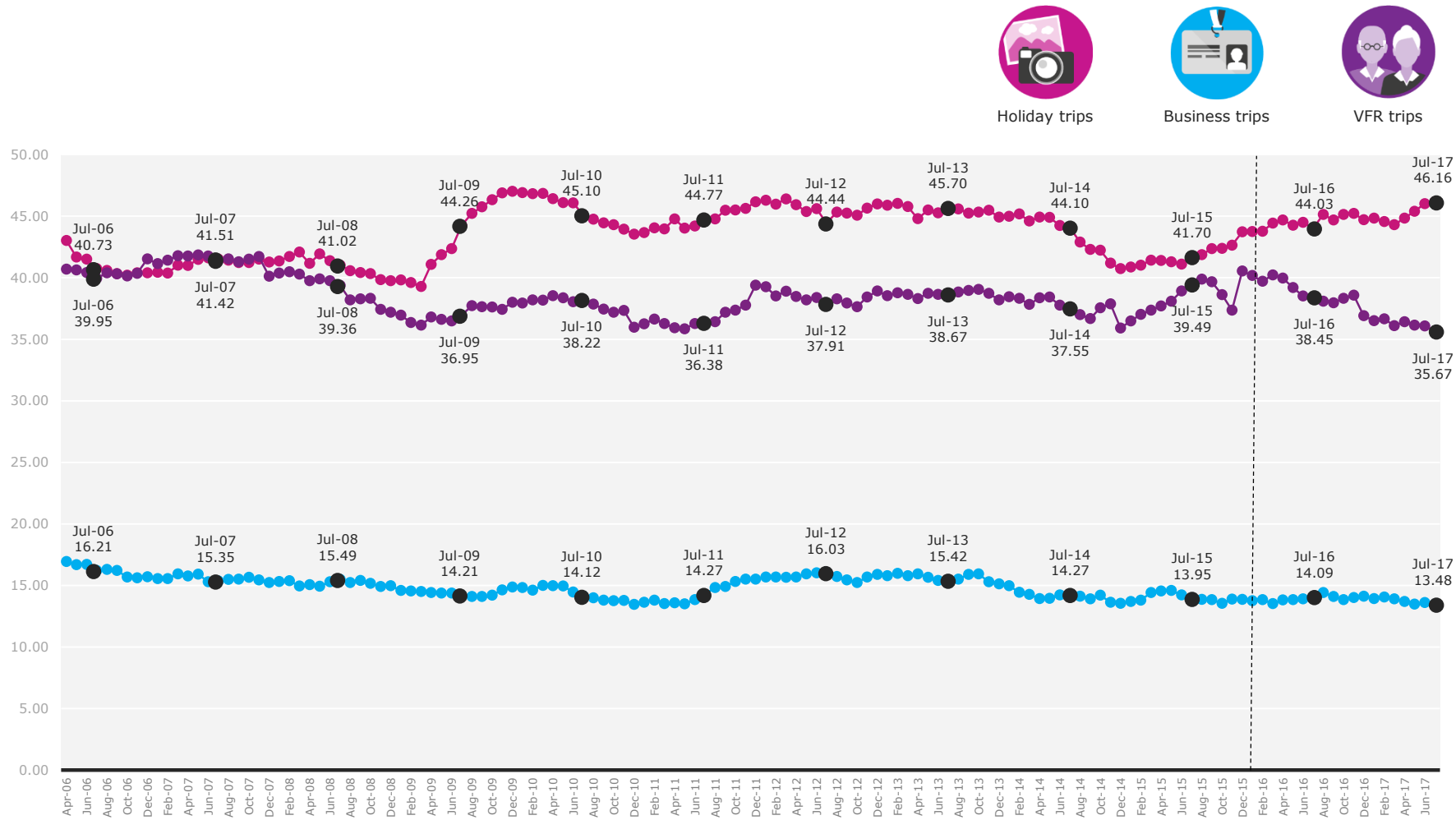


VisitEngland

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

Rolling 12 Month Trendlines England

Trips by purpose (millions)*

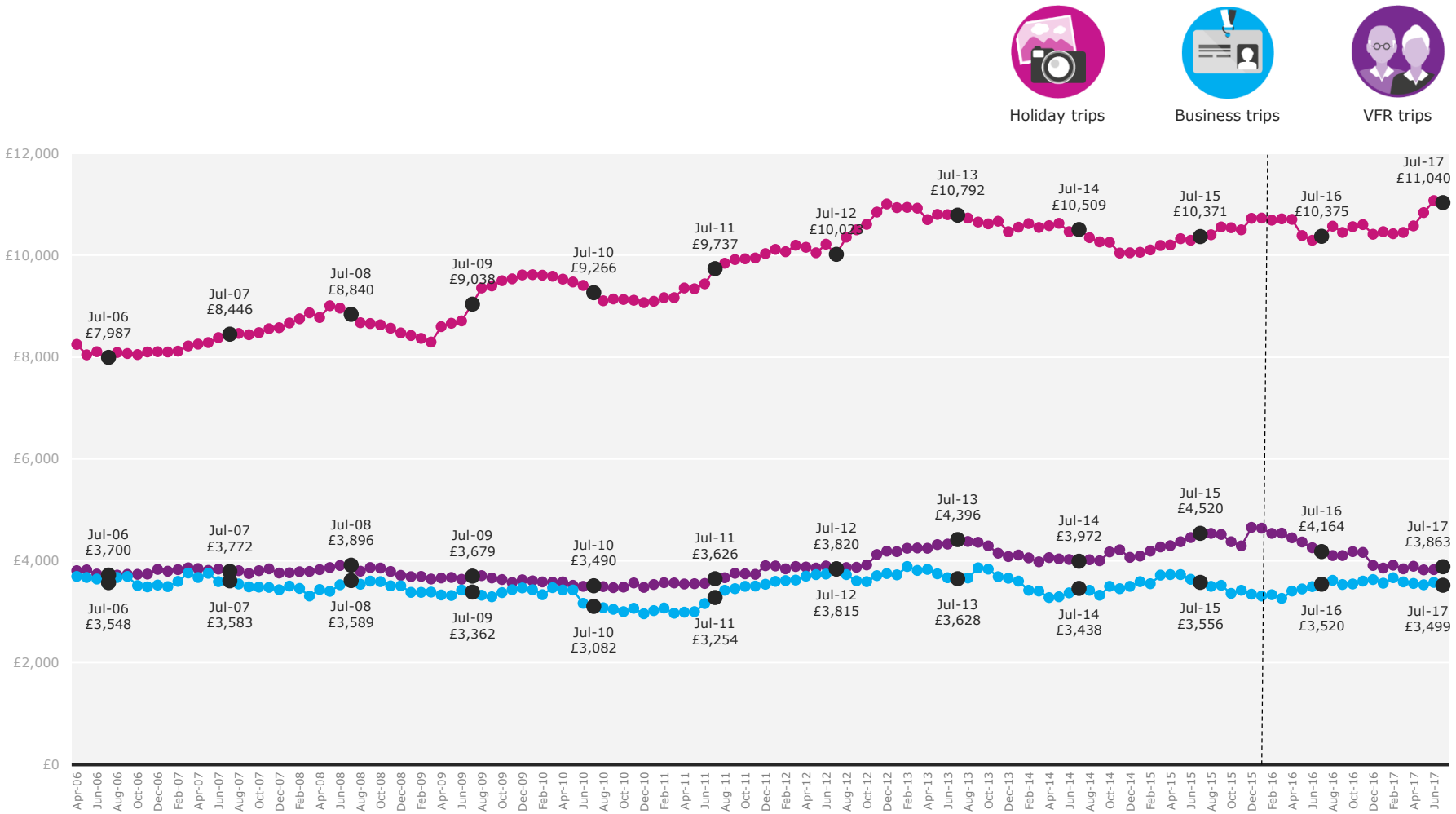


VisitEngland

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

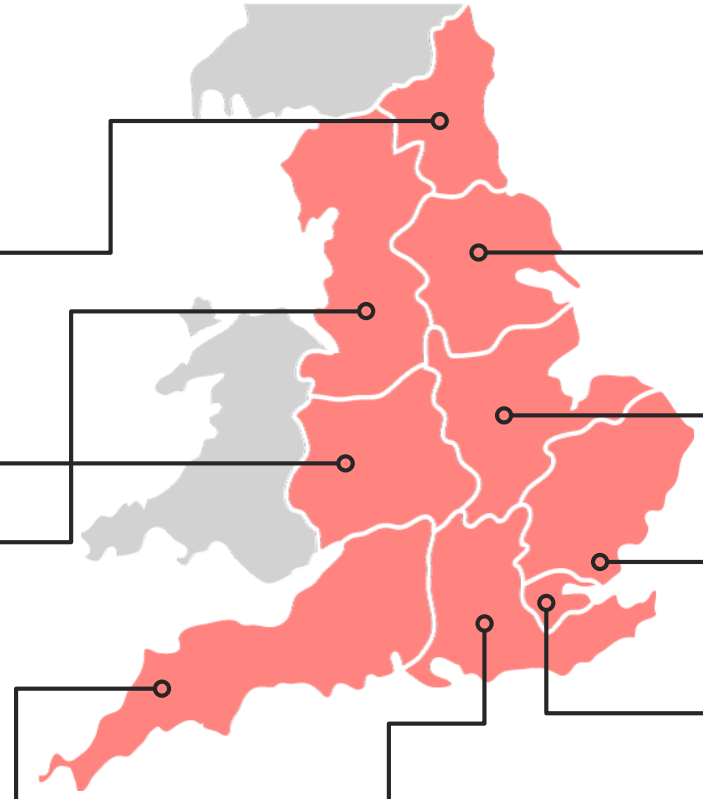
Rolling 12 Month Trendlines England

Spend by purpose (£millions)*



Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



Trips (Millions)

Nights (Millions)

Spend (£ millions)

North East		
YTD		
2016	2017	
1.8	1.9	+6%
5.0	5.4	+8%
£331	£371	+12%

Yorkshire & Humberside		
YTD		
2016	2017	
5.1	5.6	+9%
13.6	14.8	+9%
£814	£967	+19%

North West		
YTD		
2016	2017	
6.8	7.2	+6%
17.1	18.9	+11%
£1,290	£1,469	+14%

East Midlands		
YTD		
2016	2017	
4.2	4.2	0%
11.1	11.4	+2%
£635	£578	-9%

West Midlands		
YTD		
2016	2017	
5.1	4.1	-20%
11.3	9.2	-18%
£732	£604	-17%

South West		
YTD		
2016	2017	
11.1	11.3	+3%
38.5	43.1	+12%
£2,212	£2,488	+12%

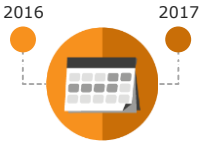
South East		
YTD		
2016	2017	
10.0	8.6	-13%
24.9	21.3	-14%
£1,590	£1,491	-6%

London		
YTD		
2016	2017	
6.9	6.9	0%
15.5	14.6	-6%
£1,636	£1,546	-6%

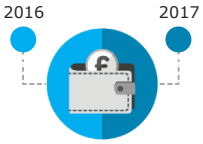
East		
YTD		
2016	2017	
5.6	5.4	-3%
16.0	17.4	+9%
£834	£987	+18%

UK Outbound Travel (International Passenger Survey)

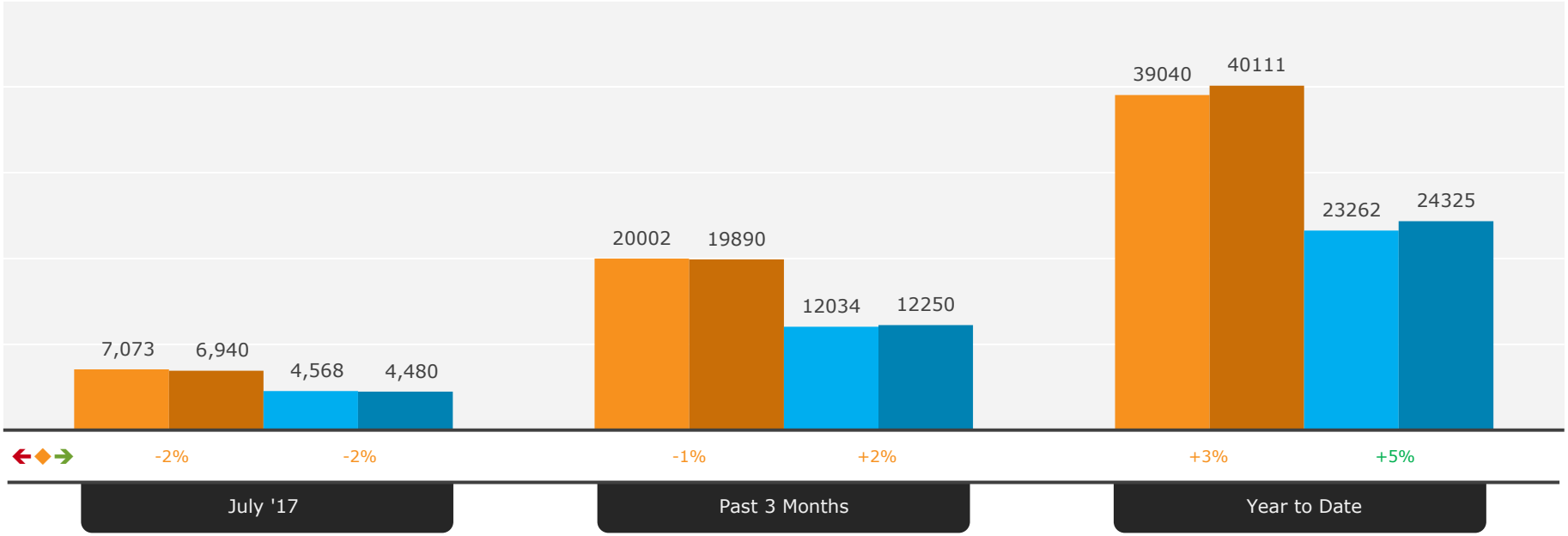
Total volume (millions) and spend (£m)



Trips



Spend



% change vs 2016

Appendix: Domestic Tourism England

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

PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	24.7	16.7	8.0	13.0	37.7	7.0	20.0	8.6
	2017	26.2	17.7	8.5	12.2	38.4	6.6	18.8	8.0
	←◆→	+6%	+6%	+7%	-6%	+2%	-6%	-6%	-8%
NIGHTS Millions	2016	78.2	33.1	45.1	33.9	112.1	15.8	49.7	19.5
	2017	86.5	33.7	52.8	33.5	120.0	14.2	47.7	17.5
	←◆→	+11%	+2%	+17%	-1%	+7%	-10%	-4%	-10%
SPEND £Millions	2016	5509	3068	2440	1338	6848	698	2039	2192
	2017	6135	3340	2795	1333	7468	663	1997	2061
	←◆→	+11%	+9%	+15%	0%	+9%	-5%	-2%	-6%
	Unwtd Trips	3748	2466	1284	1770	5519	943	2712	937

REGION

		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humberside
TRIPS Millions	2016	5.1	5.6	4.2	6.9	6.8	1.8	10.0	11.1	5.1
	2017	4.1	5.4	4.2	6.9	7.2	1.9	8.6	11.3	5.6
	←◆→	-20%	-3%	0%	0%	+6%	+6%	-13%	+3%	+9%
NIGHTS Millions	2016	11.3	16.0	11.1	15.5	17.1	5.0	24.9	38.5	13.6
	2017	9.2	17.4	11.4	14.6	18.9	5.4	21.3	43.1	14.8
	←◆→	-18%	+9%	+2%	-6%	+11%	+8%	-14%	+12%	+9%
SPEND £Millions	2016	732	834	635	1636	1290	331	1590	2212	814
	2017	604	987	578	1546	1469	371	1491	2488	967
	←◆→	-17%	+18%	-9%	-6%	+14%	+12%	-6%	+12%	+19%
	Unwtd Trips	586	779	582	913	1008	266	1196	1601	802

←◆→ % change vs 2016

Appendix: Domestic Tourism England

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

LOCATION TYPE

		Seaside	Large City/Town	Small Town	Countryside /Village
TRIPS Millions	2016	12.4	23.4	10.9	9.6
	2017	12.5	22.8	10.3	9.4
	←◆→	+1%	-2%	-5%	-3%
NIGHTS Millions	2016	43.5	50.7	28.4	29.1
	2017	46.3	50.6	27.3	30.1
	←◆→	+7%	0%	-4%	+3%
SPEND £Millions	2016	2493	4288	1571	1621
	2017	2666	4406	1628	1687
	←◆→	+7%	+3%	+4%	+4%
	Unwtd Trips	1862	3078	1420	1312

SOCIAL GRADE

		AB	C1	C2	DE
TRIPS 000s	2016	23.8	16.7	8.5	6.6
	2017	23.2	16.8	8.8	5.8
	←◆→	-2%	0%	+3%	-12%
NIGHTS 000s	2016	60.7	46.3	25.3	21.1
	2017	63.8	47.1	26.6	19.1
	←◆→	+5%	+2%	+5%	-9%
SPEND £Millions	2016	4615	2970	1474	1029
	2017	4817	3176	1533	1006
	←◆→	+4%	+7%	+4%	-2%
	Unwtd Trips	2652	2462	1350	1157

AGE

		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	6.2	9.8	10.9	11.4	17.3
	2017	5.6	9.8	10.6	10.4	18.1
	←◆→	-9%	0%	-2%	-8%	+5%
NIGHTS Millions	2016	16.6	25.4	29.0	28.9	53.3
	2017	18.2	25.0	28.2	27.6	57.6
	←◆→	+10%	-1%	-3%	-4%	+8%
SPEND £Millions	2016	990	1657	1834	2360	3246
	2017	954	1860	1852	2216	3651
	←◆→	-4%	+12%	+1%	-6%	+12%
	Unwtd Trips	718	1319	1401	1249	2932

CHILDREN IN H/H

		Any	None
TRIPS 000s	2016	18.4	37.2
	2017	17.4	37.2
	←◆→	-6%	0%
NIGHTS 000s	2016	50.2	103.0
	2017	49.5	107.1
	←◆→	-1%	+4%
SPEND £Millions	2016	2904	7183
	2017	2900	7634
	←◆→	0%	+6%
	Unwtd Trips	2513	5106

←◆→ % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-July 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	35.2	24.2	20.5	2.4	11.6	6.5	19.6	[illegible]	19.6
	2017	34.9	24.4	20.7	2.7	9.4	6.5	18.3	[illegible]	18.3
	←◆→	-1%	+1%	+1%	+11%	-19%	0%	-7%	+54%	-7%
NIGHTS Millions	2016	97.0	50.1	40.4	5.2	48.3	25.2	51.7	[illegible]	51.7
	2017	100.8	52.2	42.1	6.4	41.9	28.0	49.7	[illegible]	49.7
	←◆→	+4%	+4%	+4%	+24%	-13%	+11%	-4%	+133%	-4%
SPEND £millions	2016	8185	5894	4989	499	2520	929	1637	[illegible]	1637
	2017	8621	6198	5183	662	2358	950	1555	[illegible]	1555
	←◆→	+5%	+5%	+4%	+33%	-6%	+2%	-5%	+81%	-5%
Unwtd Trips		4803	3300	2797	369	1359	938	2610	30	2610

*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	2.87	2.85	2.84	2.83	2.76	2.87	3.32	3.27	3.24	3.26	3.16	3.31	2.33	2.19	2.16	2.27	2.26	2.19	2.58	2.62	2.59	2.61	2.48	2.54
Spend Per Night	£65	£66	£68	£67	£66	£67	£70	£69	£73	£74	£70	£71	£105	£112	£113	£105	£112	£118	£39	£43	£43	£44	£41	£42
Spend Per Trip	£185	£187	£192	£189	£182	£193	£232	£226	£236	£240	£223	£235	£246	£246	£244	£240	£254	£259	£102	£114	£112	£114	£102	£106

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

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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	**5.1%**	**3.1%**	**5.6%**	**3.4%**	**6.4%**	**4.0%**
England Total	**5.6%**	**3.3%**	**6.0%**	**3.7%**	**6.9%**	**4.3%**
East	14.2%	8.6%	18.2%	10.8%	19.3%	12.4%
East Midlands	17.7%	9.9%	19.6%	12.7%	26.3%	14.8%
London	15.5%	8.8%	17.9%	9.8%	19.6%	13.2%
North East	21.5%	13.9%	24.6%	16.0%	26.4%	15.8%
North West	11.5%	7.3%	13.8%	9.7%	16.6%	10.5%
South East	11.0%	7.2%	13.6%	8.4%	14.5%	10.6%
South West	10.0%	6.5%	11.1%	7.2%	13.6%	8.8%
West Midlands	16.1%	10.5%	19.9%	13.9%	21.7%	15.1%
Yorks & Humb	14.1%	8.2%	16.4%	9.8%	18.1%	11.4%

Based on Quarter 3