

Great Britain Tourism Survey

June 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			15.954			8.470			10.322			7.434			10.360			54.193	53.085	-2.0%
England	10.624			13.072			6.956			8.662			6.367			8.740			44.921	44.326	-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	45.989			59.787			27.612			29.036			18.500			31.184			147.448	146.885	-0.4%
England	35.044			47.266			22.759			23.326			15.266			25.826			118.215	118.618	+0.3%
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			£3,394			£1,917			£2,026			£1,422			£1,649			£9,781	£10,133	+3.6%
England	£2,323			£2,748			£1,541			£1,650			£1,208			£1,255			£7,768	£8,274	+6.5%

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Fieldwork: 7 June – 31 July 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			9.720			4.482			5.169			2.607			3.147			23.866	25.803	+8.1%
England	5.586			7.904			3.515			4.184			2.093			2.313			19.110	20.410	+6.8%
BEDNIGHTS																					
GB	29.805			41.487			16.161			16.021			6.516			8.555			72.354	79.272	+9.6%
England	22.315			32.559			12.699			12.405			5.180			6.084			55.836	61.274	+9.7%
EXPENDITURE																					
GB	£2,000			£2,443			£1,230			£1,129			£621			£798			£5,091	£5,846	+14.8%
England	£1,588			£1,967			£964			£914			£512			£548			£3,921	£4,580	+16.8%

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Fieldwork: 7 June – 31 July 2017

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	4.098	+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	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%	7.125	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	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%	£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%

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			4.307			2.587			3.570			2.968			5.848			18.971	18.047	-4.9%
England	3.416			3.524			2.283			3.160			2.695			5.212			16.624	15.795	-5.0%
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	11.670			13.581			6.518			8.961			7.499			19.810			48.032	46.063	-4.1%
England	8.912			11.041			5.673			7.732			6.596			17.294			40.787	39.173	-4.0%
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	£453			£529			£322			£450			£331			£567			£2,041	£1,923	-5.8%
England	£341			£431			£283			£387			£283			£482			£1,698	£1,619	-4.7%

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Fieldwork: 7 June – 31 July 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			1.430			1.075			1.310			1.610			1.015			8.873	7.594	-14.4%
England	1.327			1.269			0.855			1.138			1.339			0.909			7.287	6.764	-7.2%
BEDNIGHTS																					
GB	3.695			3.123			2.484			3.109			3.889			2.144			20.272	16.366	-19.3%
England	3.199			2.670			1.975			2.710			2.922			1.844			16.286	14.201	-12.8%
EXPENDITURE																					
GB	£387			£345			£305			£392			£428			£251			£2,261	£2,002	-11.5%
England	£347			£302			£236			£313			£375			£212			£1,845	£1,791	-2.9%

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Fieldwork: 7 June – 31 July 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trips, Bednights & Expenditure, Jan-June period*

	ALL TOURISM, Jan – June period						HOLIDAYS – Jan – June period						VFR – Jan – June period						BUSINESS – Jan – June 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	54.661	53.103	50.560	56.803	54.193	53.085	24.569	23.614	23.265	23.610	23.866	25.803	18.716	18.661	18.217	21.274	18.971	18.047	9.397	8.695	7.728	8.583	8.873	7.594
England	45.404	44.065	41.333	46.984	44.921	44.326	19.425	18.688	17.991	18.348	19.110	20.410	16.344	16.061	15.622	18.651	16.624	15.795	7.936	7.447	6.561	7.251	7.287	6.764
BEDNIGHTS																								
GB	151.376	147.142	139.478	158.783	147.448	146.885	76.883	73.625	71.104	76.601	72.354	79.272	48.343	48.423	46.794	54.694	48.032	46.063	21.527	19.696	17.248	19.347	20.272	16.366
England	121.879	117.529	109.387	125.632	118.215	118.618	59.006	55.727	53.032	55.931	55.836	61.274	40.919	40.987	38.293	47.213	40.787	39.173	18.071	16.024	14.266	15.884	16.286	14.201
EXPENDITURE																								
GB	£9,977	£9,870	£9,499	£10,945	£9,781	£10,133	£5,432	£5,263	£5,284	£5,792	£5,091	£5,846	£1,944	£2,078	£2,067	£2,525	£2,041	£1,923	£2,323	£2,197	£1,848	£2,059	£2,261	£2,002
England	£8,102	£8,010	£7,640	£8,617	£7,768	£8,274	£4,314	£4,104	£4,105	£4,351	£3,921	£4,580	£1,631	£1,766	£1,706	£2,098	£1,698	£1,619	£1,928	£1,846	£1,558	£1,695	£1,845	£1,791

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

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Fieldwork: 7 June – 31 July 2017
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trip Characteristics, Jan-June period*

Av. Trip Length	ALL TOURISM, Jan – June period						HOLIDAYS – Jan – June period						VFR – Jan – June period						BUSINESS – Jan – June 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	2.77	2.77	2.76	2.80	2.72	2.77	3.13	3.12	3.06	3.24	3.03	3.07	2.58	2.59	2.57	2.57	2.53	2.55	2.29	2.27	2.23	2.25	2.28	2.16
England	2.68	2.67	2.65	2.67	2.63	2.68	3.04	2.98	2.95	3.05	2.92	3.00	2.50	2.55	2.45	2.53	2.45	2.48	2.28	2.15	2.17	2.19	2.23	2.10
Av. £/Night	ALL TOURISM, Jan – June period						HOLIDAYS – Jan – June period						VFR – Jan - June period						BUSINESS – Jan – June 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	£66	£67	£68	£69	£66	£69	£71	£71	£74	£76	£70	£74	£40	£43	£44	£46	£42	£42	£108	£112	£107	£106	£112	£122
England	£66	£68	£70	£69	£66	£70	£73	£74	£77	£78	£70	£75	£40	£43	£45	£44	£42	£41	£107	£115	£109	£107	£113	£126
Av. £/Trip	ALL TOURISM, Jan – June period						HOLIDAYS – Jan – June period						VFR – Jan – June period						BUSINESS – Jan – June 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	£183	£186	£188	£193	£180	£191	£221	£223	£227	£245	£213	£227	£104	£111	£113	£119	£108	£107	£247	£253	£239	£240	£255	£264
England	£178	£182	£185	£183	£173	£187	£222	£220	£228	£237	£205	£224	£100	£110	£109	£112	£102	£103	£243	£248	£237	£234	£253	£265

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

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