



Great Britain Tourism Survey

August 2017



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
August 2017				
				<ul style="list-style-type: none"> There were 14.9 million domestic overnight trips in GB in August 2017, which is down from 16.0 million trips in August 2016. Expenditure decreased by -6% to £3.2 billion, while the number of nights decreased by -6% to 56.4 million.
				<ul style="list-style-type: none"> There were 12.2 million domestic overnight trips to England in August 2017, down by -7% on the same month last year. Spend decreased by -9% to £2.5 billion, while bednights decreased by -4% to 45.5 million.
YEAR-TO-DATE				
				<ul style="list-style-type: none"> In the year to August 2017, GB trips were down -3% to 80.1 million, compared to 82.9 million in the same period in 2016. Nights were down by -2% for the year-to-date at 249.3 million, while spend was stable for the year to date at £16.1 billion.
				<ul style="list-style-type: none"> In the year to August 2017, trips to England were down -3% to 66.8 million from 68.6 million in 2016. Nights increased by +1% to 202.1 million, while spend increased by +2% for the year to date.

Weather








Context

- August started off with mostly cool weather, with cloud and rain at times. From the 17th-23rd there was some warmer weather, but cooler showery conditions returned at the end of the month. Sunshine was at near normal levels for the month, but rainfall was above average.

Summary of Results England

YEAR-TO-DATE (January-August 2017)

Trip Characteristics

	Trips	Nights	Spend	
	+3%	+5%	+6%	PURPOSE <ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to August 2017 increased by +3% compared to the same period last year, with 33.6 million trips recorded. Expenditure increased by +6% to £7.9 billion, while nights increased by +5% to 116.7 million. VISITS TO FRIENDS AND RELATIVES decreased by -5% to 22.5 million, with bednights and expenditure decreasing by -1% and -2% respectively. Non-holiday VFR trips were down by -5%, and holiday VFR trips were down by -5%. BUSINESS trips have decreased for the January to August period, down by -11% to 8.8 million. Nights and spend both decreased compared to the same period in 2016, by -11% and -8% respectively.
	-5%	-1%	-2%	
	-11%	-11%	-8%	
	25-34	55+	C2	TRIP TAKERS <ul style="list-style-type: none"> Trips decreased amongst most age groups for January to August in England, with the exception of those aged 25-34 and those aged 55+. Trip taking levels increased by +4% for 25-34s and rose by +3% for those aged 55+. The C2 social class group saw a +2% increase in trips taken between January to August compared to the same period in 2016, but all other social class groups saw a decrease.
	+4%	+3%	+2%	
	Yorkshire	North West		DESTINATION TYPE <ul style="list-style-type: none"> Yorkshire & the Humber and North West saw the greatest increases in trips taken between January and August – both increased by +9% compared to the same period in 2016. There was a decrease in trips to all destination types (seaside; large / city town; small town; countryside / village) for the January to August period compared to the same time in 2016.
	+9%	+9%		

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

August 2017

Jan – August 2017

Trip

Spend

Trip

Spend



-3%

+1%

+3%

+5%

- In August, trips by Brits overseas decreased by -3% whilst expenditure on these trips increased by +1%.
- In the year to date, overseas trips were up by +3%. Expenditure also increased, by +5%.

Other Tourism Surveys

August 17

Room

Bedspace

OCCUPANCY



-1%

-1%

- Room occupancy in England in August decreased by -1% to 81% compared to August 2016, while bedspace occupancy also decreased by -1% to 60%.

Jan-August 17

Volume

Spend

DAY VISITS



-4%

-6%

- The number of tourism day visits in England in the period January to August 2017 decreased by -4% to 1 billion.
- The value of those visits decreased by -6% to £32.4 billion.

July 17

Attractions

Accommodation

TOURISM BUSINESS MONITOR



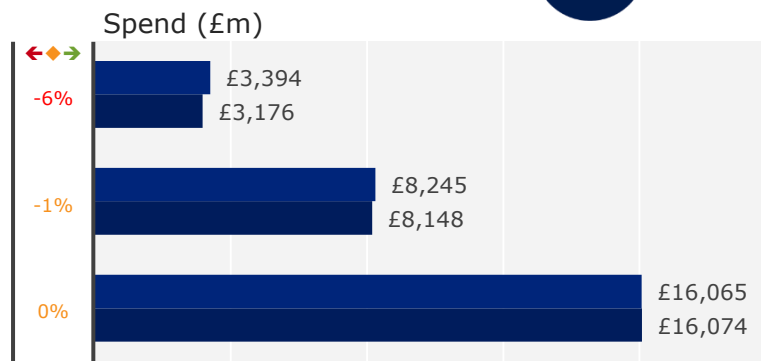
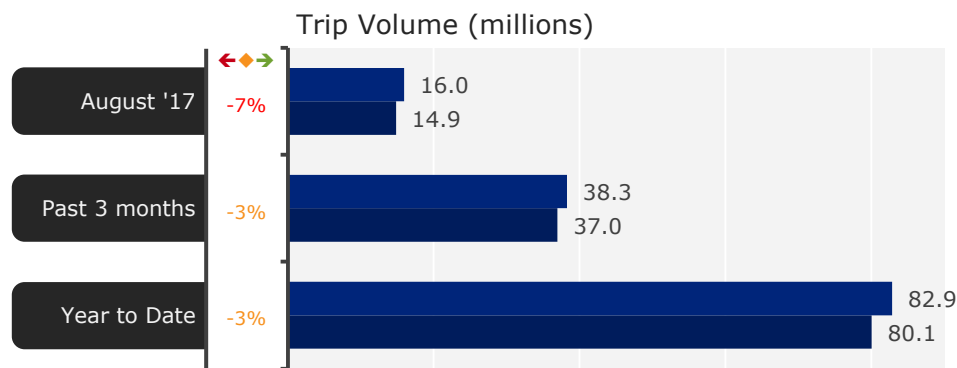
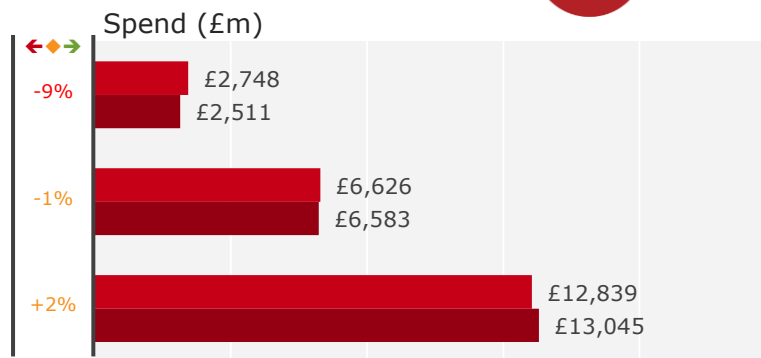
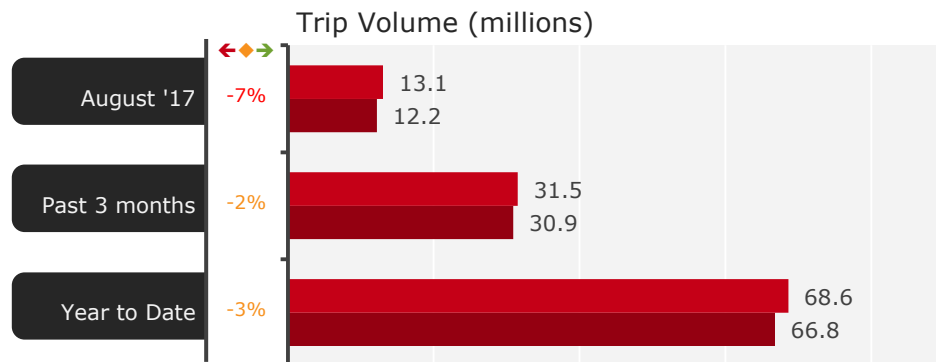
↗

↗

- 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

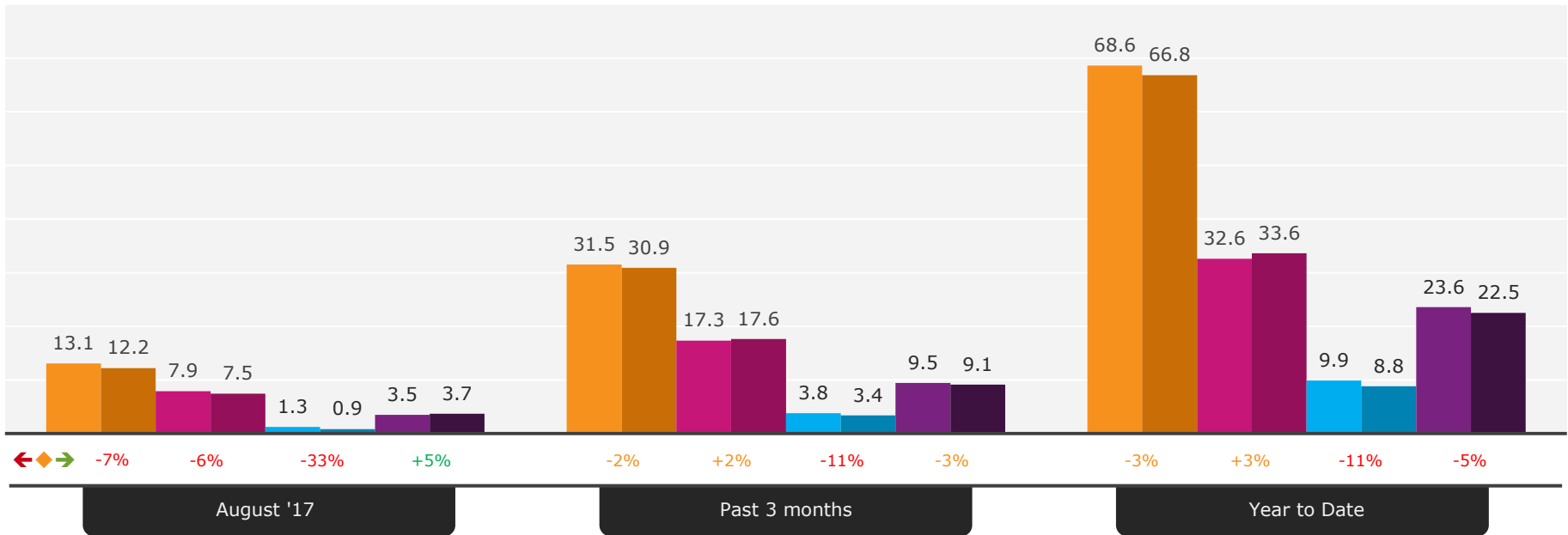
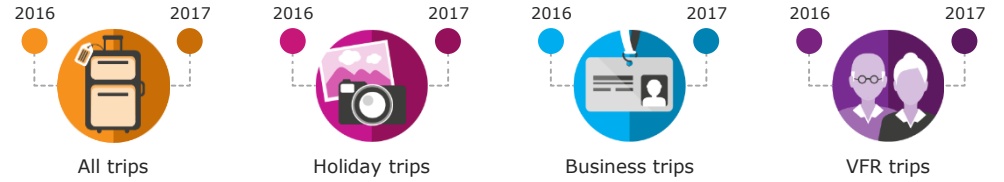
Volume and spend (2016 vs 2017)



◀▶▶ % change vs 2016

Trips England

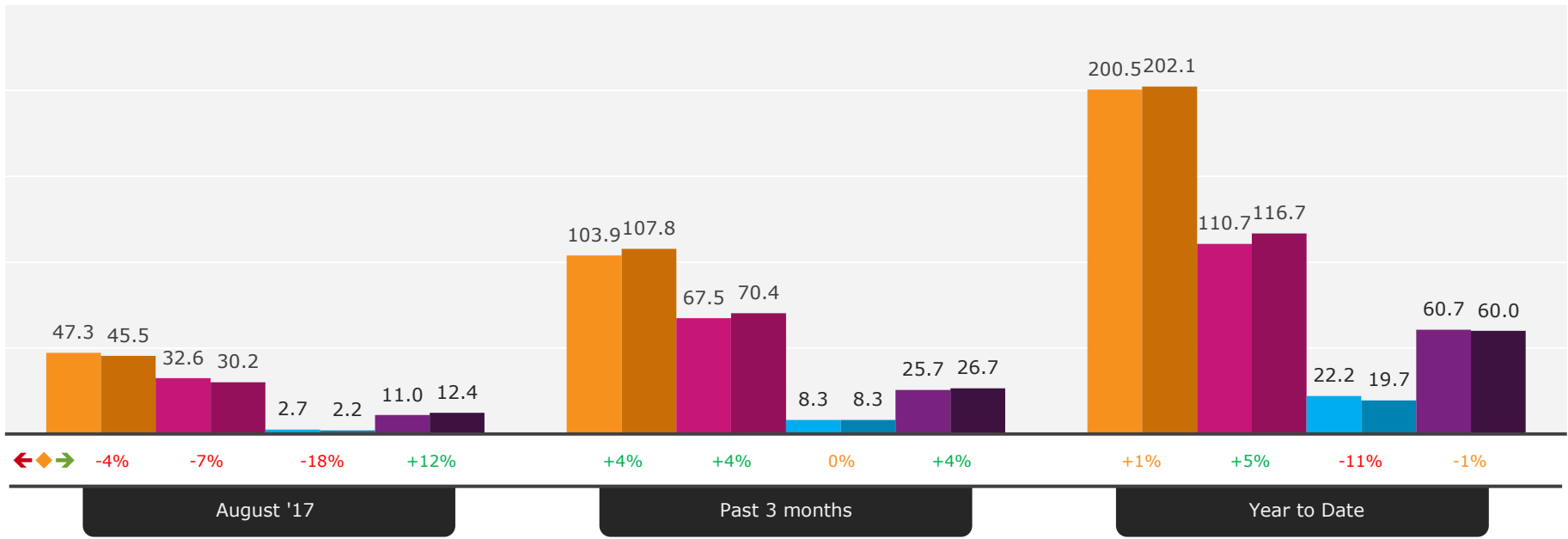
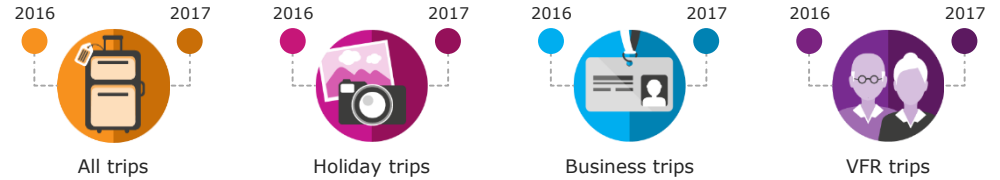
Volume of trips (millions) (2016 vs 2017)



◀◆▶ % change vs 2016

Nights England

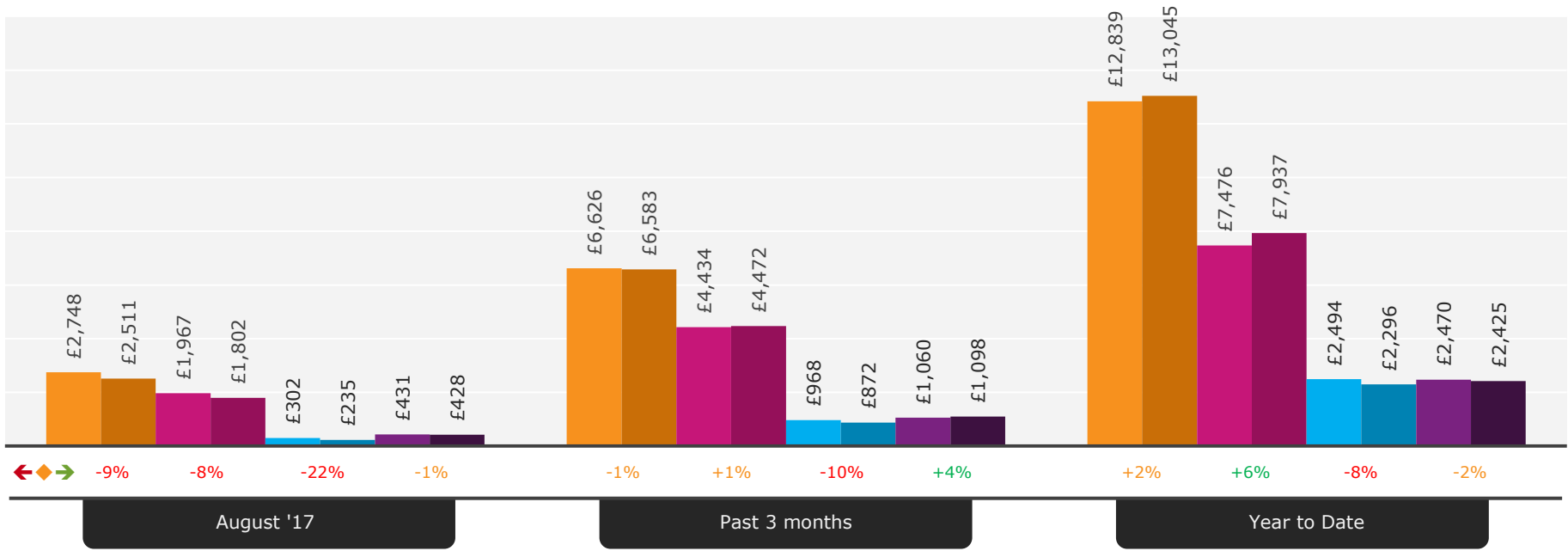
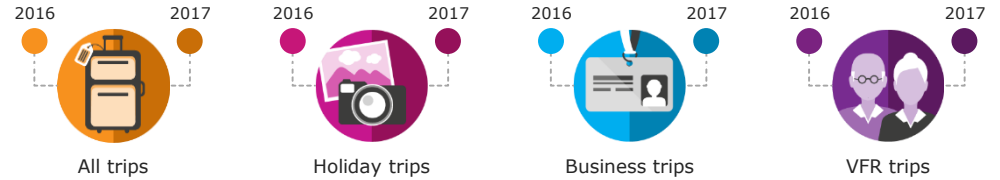
Volume of nights (millions) (2016 vs 2017)



◀◆▶ % change vs 2016

Spend England

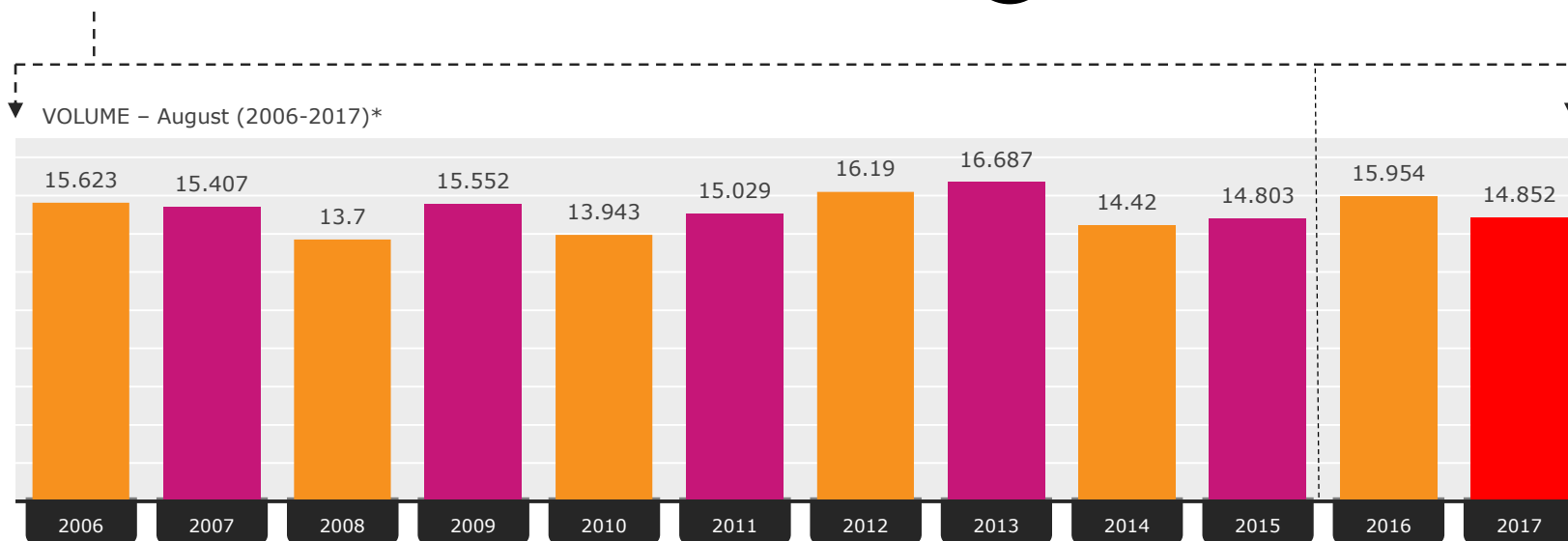
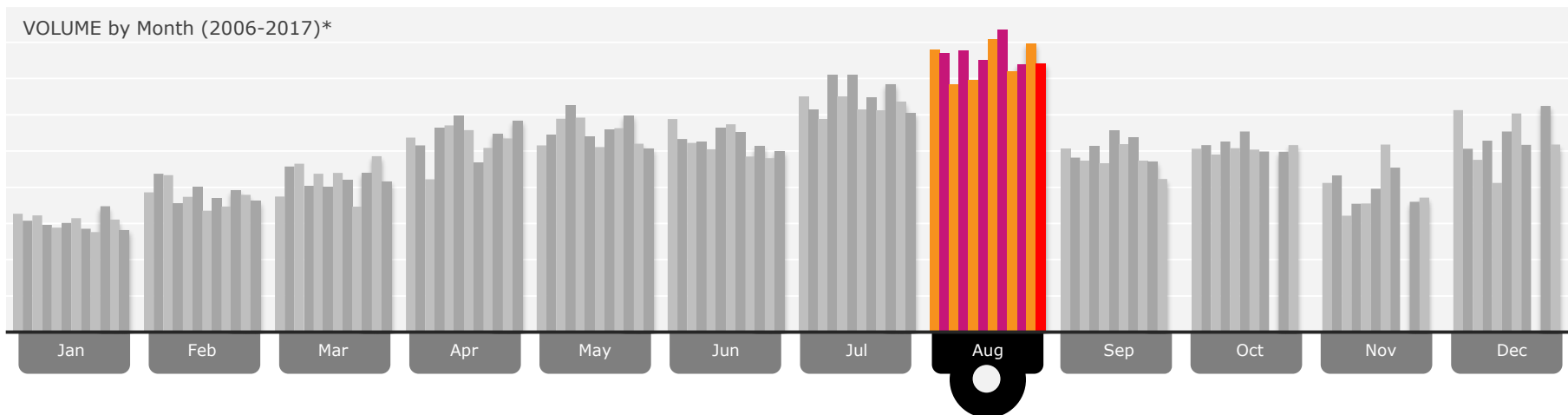
Expenditure (£m) (2016 vs 2017)



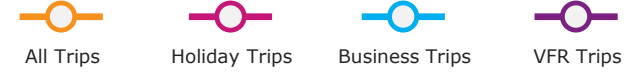
◀▶ % change vs 2016

Long Term Trends by Month GB

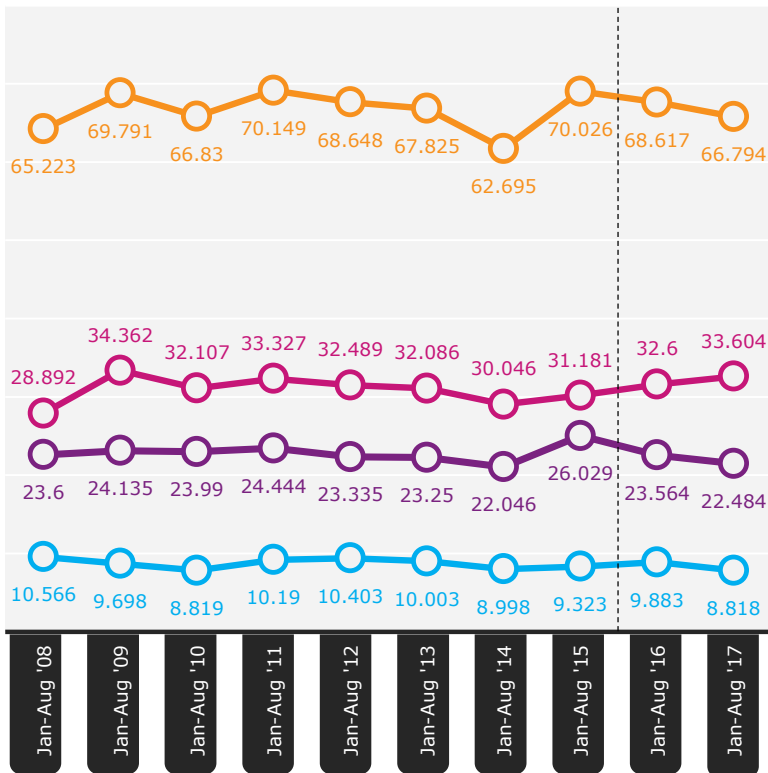
2006-2017 (millions)*



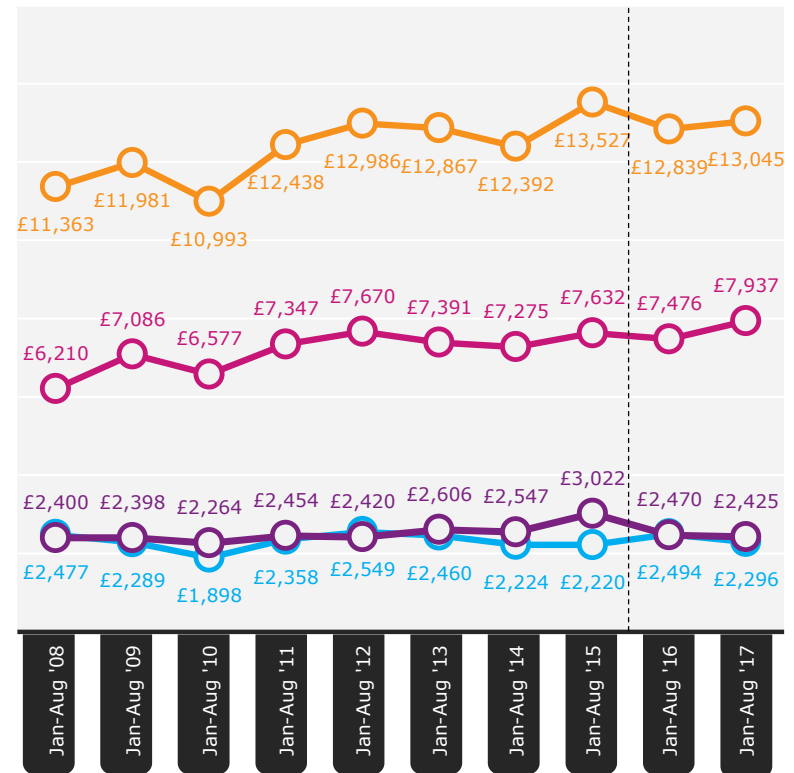
Long Term Trends, Year-to-Year England



Trip Volume (millions)*



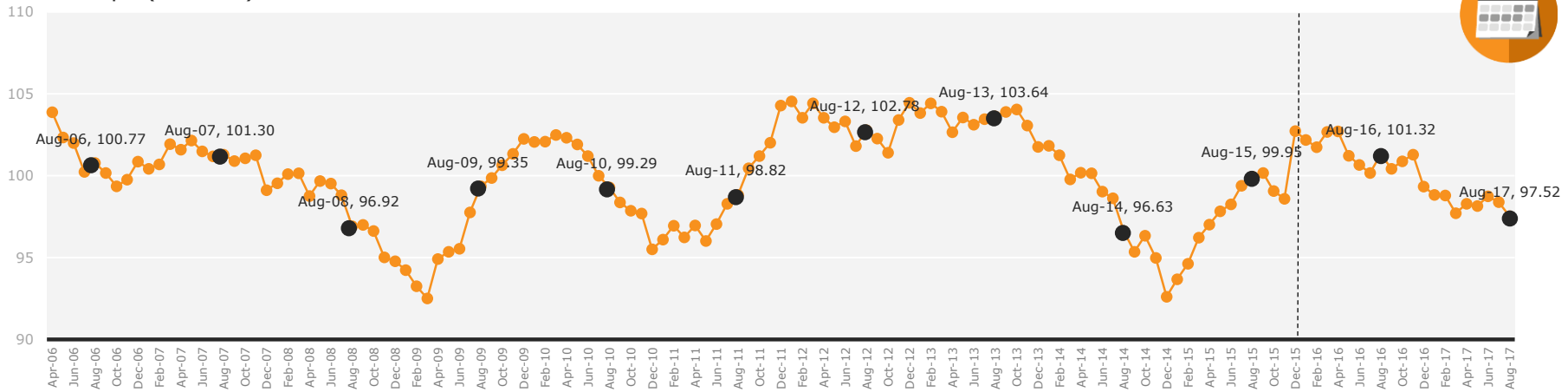
Spend (£m)*



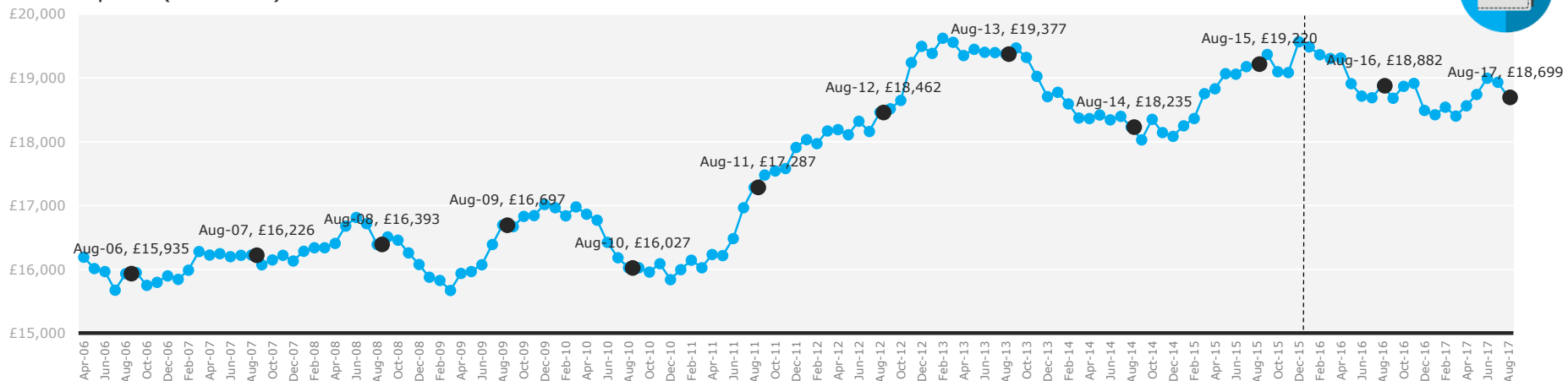
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)*



Spend (£millions)*



Rolling 12 Month Trendlines England

Trips by purpose (millions)*



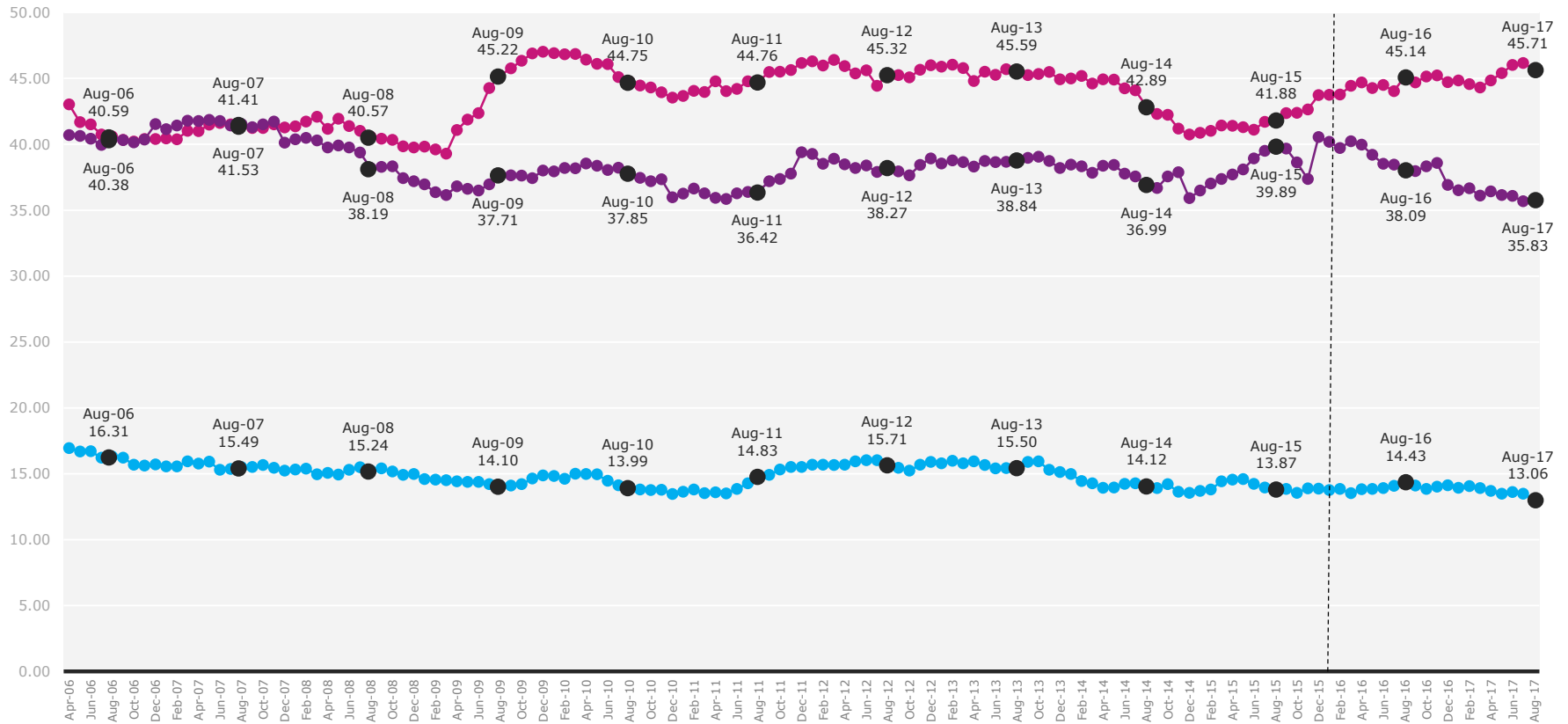
Holiday trips



Business trips



VFR trips

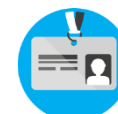


Rolling 12 Month Trendlines England

Spend by purpose (£millions)*



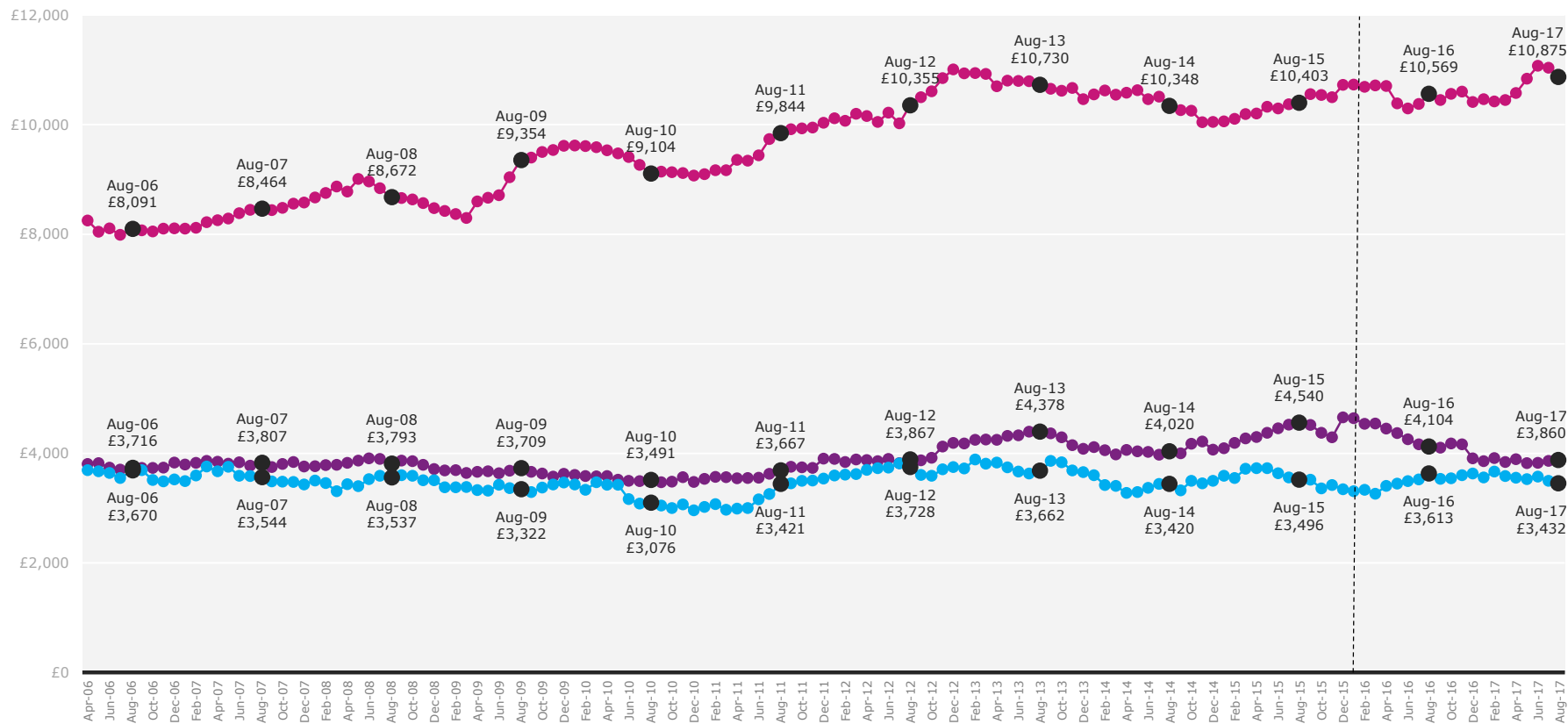
Holiday trips



Business trips

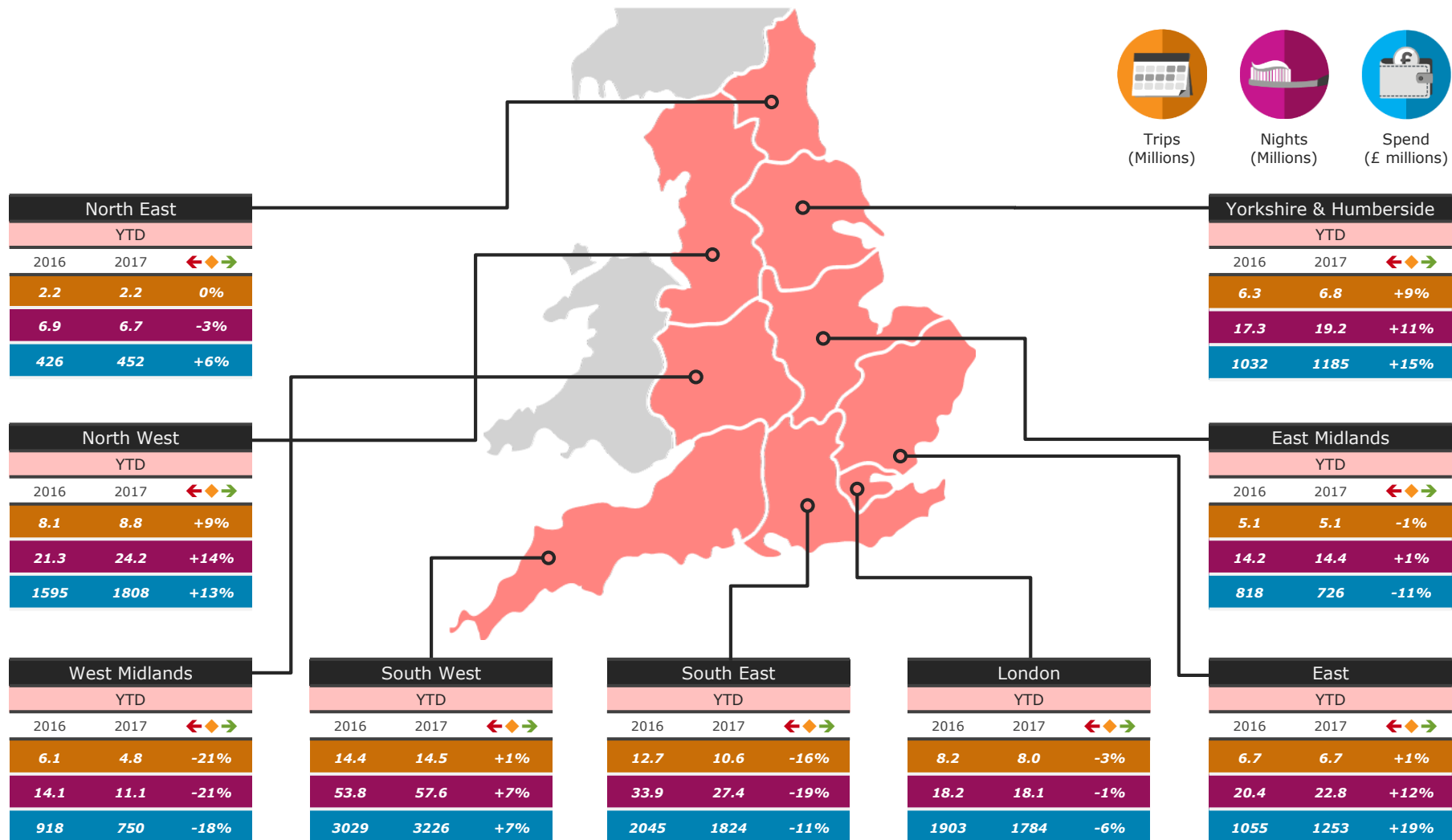


VFR trips



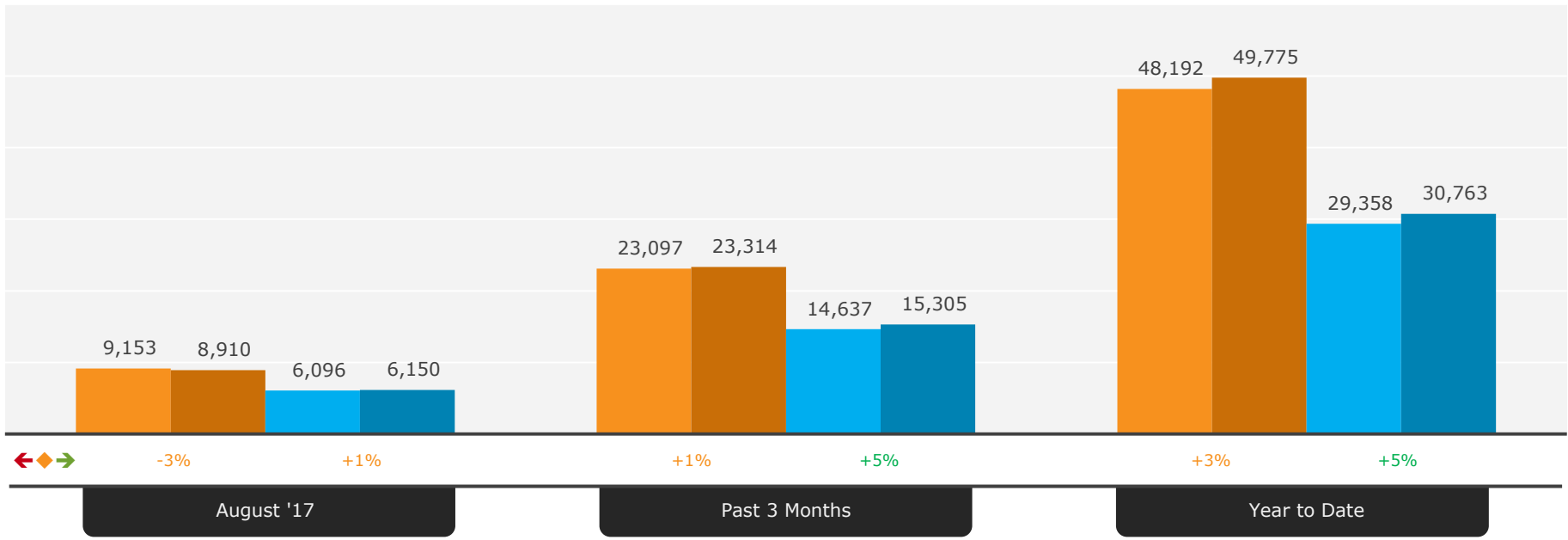
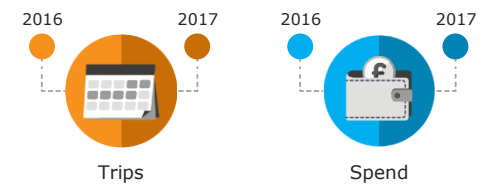
Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£m)



-3%

+1%

+1%

+5%

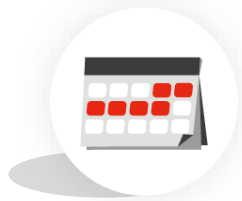
+3%

+5%







 % change vs 2016

Appendix: Domestic Tourism England













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



PURPOSE

										
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business	
TRIPS	Millions	2016	32.6	20.8	11.8	15.8	48.4	7.8	23.6	9.9
		2017	33.6	21.6	12.0	15.0	48.7	7.4	22.5	8.8
			+3%	+4%	+2%	-5%	+1%	-5%	-5%	-11%
NIGHTS	Millions	2016	110.7	41.8	68.9	42.7	153.4	18.0	60.7	22.2
		2017	116.7	41.5	75.2	43.0	159.6	17.1	60.0	19.7
			+5%	-1%	+9%	+1%	+4%	-5%	-1%	-11%
SPEND	£Millions	2016	7476	3863	3613	1659	9136	808	2470	2494
		2017	7937	3984	3954	1632	9569	792	2425	2296
			+6%	+3%	+9%	-2%	+5%	-2%	-2%	-8%
Unwtd Trips			4855	3026	1831	2176	7032	1072	3247	1033

REGION

											
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber	
TRIPS	Millions	2016	6.1	6.7	5.1	8.2	8.1	2.2	12.7	14.4	6.3
		2017	4.8	6.7	5.1	8.0	8.8	2.2	10.6	14.5	6.8
			-21%	+1%	-1%	-3%	+9%	0%	-16%	+1%	+9%
NIGHTS	Millions	2016	14.1	20.4	14.2	18.2	21.3	6.9	33.9	53.8	17.3
		2017	11.1	22.8	14.4	18.1	24.2	6.7	27.4	57.6	19.2
			-21%	+12%	+1%	-1%	+14%	-3%	-19%	+7%	+11%
SPEND	£Millions	2016	918	1055	818	1903	1595	426	2045	3029	1032
		2017	750	1253	726	1784	1808	452	1824	3226	1185
			-18%	+19%	-11%	-6%	+13%	+6%	-11%	+7%	+15%
Unwtd Trips			608	972	723	1058	1144	316	1469	2056	888

 % change vs 2016

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	17.0	27.7	13.0	11.9
	2017	16.6	26.7	12.6	11.3
		-2%	-3%	-3%	-5%
NIGHTS Millions	2016	64.5	61.2	35.5	37.5
	2017	64.7	62.0	34.6	37.8
		0%	+1%	-3%	+1%
SPEND £Millions	2016	3629	5138	1935	1994
	2017	3642	5135	1978	2100
		0%	0%	+2%	+5%
Unwtd Trips		2481	3621	1740	1597

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	29.2	20.7	10.6	8.1
	2017	28.1	20.3	10.9	7.5
		-4%	-2%	+2%	-8%
NIGHTS 000s	2016	80.6	59.4	33.7	26.9
	2017	80.8	61.0	34.8	25.7
		0%	+3%	+3%	-4%
SPEND £Millions	2016	5858	3740	1906	1332
	2017	5885	3929	1950	1279
		0%	+5%	+2%	-4%
Unwtd Trips		3224	2887	1671	1812

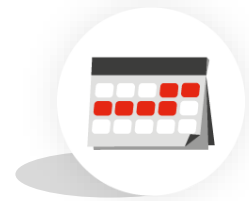
AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	7.5	12.0	14.6	14.1	20.5
	2017	6.7	12.5	13.7	12.7	21.2
		-10%	+4%	-6%	-10%	+3%
NIGHTS Millions	2016	21.0	31.8	43.1	39.1	65.6
	2017	22.5	34.5	39.7	35.6	69.9
		+7%	+8%	-8%	-9%	+7%
SPEND £Millions	2016	1248	2058	2547	3017	3966
	2017	1178	2375	2422	2707	4363
		-6%	+15%	-5%	-10%	+10%
Unwtd Trips		859	1709	1815	1539	3470

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	24.2	44.4
	2017	23.2	43.6
		-4%	-2%
NIGHTS 000s	2016	73.2	127.4
	2017	72.6	129.6
		-1%	+2%
SPEND £Millions	2016	4004	8832
	2017	3962	9083
		-1%	+3%
Unwtd Trips		3379	6812

% 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	44.4	28.9	24.5	2.9	16.2	9.6	23.5	0%	23.5
	2017	43.5	28.8	24.5	3.1	12.4	9.2	21.8	0%	21.8
	◀◆▶	-2%	0%	0%	+7%	-24%	-5%	-7%	+49%	-7%
NIGHTS Millions	2016	131.0	61.4	49.6	6.3	70.6	39.3	64.6	0%	64.6
	2017	132.1	63.2	50.9	7.6	58.4	40.1	62.6	1%	62.6
	◀◆▶	+1%	+3%	+3%	+21%	-17%	+2%	-3%	+131%	-3%
SPEND £millions	2016	10542	7175	6049	631	3593	1439	2001	0%	2001
	2017	10757	7263	6093	767	3242	1426	1868	0%	1868
	◀◆▶	+2%	+1%	+1%	+22%	-10%	-1%	-7%	+68%	-7%
Unwtd Trips		6833	3513	3315	434	1837	1346	3118	51	3118

*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	3.06	3.01	3.01	2.96	2.92	3.03	3.57	3.48	3.45	3.45	3.40	3.47	2.40	2.19	2.27	2.24	2.24	2.23	2.69	2.73	2.68	2.68	2.58	2.67
Spend Per Night	£62	£63	£66	£65	£64	£65	£66	£66	£70	£71	£68	£68	£102	£112	£109	£106	£113	£117	£39	£41	£43	£43	£41	£40
Spend Per Trip	£189	£190	£198	£193	£187	£195	£236	£230	£242	£245	£229	£236	£245	£246	£247	£238	£252	£260	£104	£112	£116	£116	£105	£108

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	5.1%	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