

Great Britain Tourism Survey

September 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	14.852	-6.9%	8.470	10.370	+22.4%	10.322			7.434			10.360			91.340	90.428	-1.0%
England	10.624	10.262	-3.4%	13.072	12.206	-6.6%	6.956	8.448	+21.4%	8.662			6.367			8.740			75.573	75.242	-0.4%
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	56.420	-5.6%	27.612	30.968	+12.2%	29.036			18.500			31.184			280.836	280.274	-0.2%
England	35.044	38.070	+8.6%	47.266	45.451	-3.8%	22.759	24.336	+6.9%	23.326			15.266			25.826			223.284	226.475	+1.4%
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	£3,176	-6.4%	£1,917	£2,244	+17.1%	£2,026			£1,422			£1,649			£17,982	£18,318	+1.9%
England	£2,323	£2,260	-2.7%	£2,748	£2,511	-8.6%	£1,541	£1,722	+11.7%	£1,650			£1,208			£1,255			£14,380	£14,767	+2.7%

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 • All expenditure figures are in HISTORIC PRICES.
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 13 Sept – 29 Oct 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	9.297	-4.4%	4.482	5.390	+20.3%	5.169			2.607			3.147			44.964	47.404	+5.4%
England	5.586	5.740	+2.8%	7.904	7.454	-5.7%	3.515	4.280	+21.8%	4.184			2.093			2.313			36.115	37.884	+4.9%
BEDNIGHTS																					
GB	29.805	30.825	+3.4%	41.487	38.465	-7.3%	16.161	18.443	+14.1%	16.021			6.516			8.555			159.807	167.005	+4.5%
England	22.315	25.203	+12.9%	32.559	30.195	-7.3%	12.699	14.258	+12.3%	12.405			5.180			6.084			123.409	130.930	+6.1%
EXPENDITURE																					
GB	£2,000	£1,887	-5.7%	£2,443	£2,319	-5.1%	£1,230	£1,363	+10.8%	£1,129			£621			£798			£10,764	£11,415	+6.0%
England	£1,588	£1,555	-2.1%	£1,967	£1,802	-8.4%	£964	£991	+2.8%	£914			£512			£548			£8,440	£8,928	+5.8%

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Fieldwork: 13 Sept – 29 Oct 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	4.187	-2.8%	2.587	3.354	+29.6%	3.570			2.968			5.848			29.908	28.968	-3.1%
England	3.416	3.001	-12.1%	3.524	3.688	+4.7%	2.283	2.884	+26.3%	3.160			2.695			5.212			25.847	25.368	-1.9%
BEDNIGHTS																					
GB	11.670	10.068	-13.7%	13.581	14.238	+4.8%	6.518	8.620	+32.2%	8.961			7.499			19.810			79.801	78.989	-1.0%
England	8.912	8.522	-4.4%	11.041	12.350	+11.9%	5.673	7.255	+27.9%	7.732			6.596			17.294			66.413	67.300	+1.3%
EXPENDITURE																					
GB	£453	£458	+1.1%	£529	£501	-5.3%	£322	£435	+35.1%	£450			£331			£567			£3,345	£3,317	-0.8%
England	£341	£378	+10.9%	£431	£428	-0.7%	£283	£374	+32.2%	£387			£283			£482			£2,753	£2,799	+1.7%

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Fieldwork: 13 Sept – 29 Oct 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2017

BUSINESS 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	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	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	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	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	£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%

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	1.452	1.475	+1.6%	1.430	1.078	-24.6%	1.075	1.326	+23.3%	1.310			1.610			1.015			12.830	11.473	-10.6%
England	1.327	1.203	-9.3%	1.269	0.851	-32.9%	0.855	1.041	+21.8%	1.138			1.339			0.909			10.738	9.859	-8.2%

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	3.695	3.905	+5.7%	3.123	2.782	-10.9%	2.484	2.976	+19.8%	3.109			3.889			2.144			29.574	26.029	-12.0%
England	3.199	3.278	+2.5%	2.670	2.200	-17.6%	1.975	2.080	+5.3%	2.710			2.922			1.844			24.130	21.759	-9.8%

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	£387	£351	-9.3%	£345	£303	-12.2%	£305	£392	+28.5%	£392			£428			£251			£3,298	£3,048	-7.6%
England	£347	£270	-22.2%	£302	£235	-22.2%	£236	£317	+34.3%	£313			£375			£212			£2,730	£2,613	-4.3%

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Fieldwork: 13 Sept – 29 Oct 2017

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trips, Bednights & Expenditure, Jan-September period*

	ALL TOURISM, Jan – Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep 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	93.512	93.516	86.760	96.292	91.340	90.428	46.547	46.066	43.633	45.070	44.964	47.404	30.153	30.654	28.772	32.652	29.908	28.968	13.597	13.487	12.040	12.569	12.830	11.473
England	77.282	76.729	70.408	77.875	75.573	75.242	36.916	36.175	33.580	35.161	36.115	37.884	26.144	26.193	24.701	28.447	25.847	25.368	11.422	11.425	10.224	10.509	10.738	9.859
BEDNIGHTS																								
GB	297.769	292.952	271.055	293.609	280.836	280.274	172.015	168.248	156.157	163.525	159.809	167.005	84.106	84.193	79.394	89.886	79.801	78.989	32.714	31.426	28.248	28.904	29.574	26.029
England	236.718	230.229	209.718	231.202	223.284	226.475	131.900	126.079	115.179	122.588	123.409	130.930	69.954	70.838	65.544	76.102	66.413	67.300	27.251	25.28	23.232	23.167	24.130	21.759
EXPENDITURE																								
GB	£18,137	£18,329	£17,677	£19,499	£17,982	£18,318	£11,013	£10,877	£10,784	£11,568	£10,764	£11,415	£3,365	£3,528	£3,484	£4,034	£3,345	£3,317	£3,275	£3,397	£2,969	£3,066	£3,298	£3,048
England	£14,683	£14,658	£14,002	£15,264	£14,380	£14,767	£8,759	£8,406	£8,218	£8,715	£8,440	£8,928	£2,768	£2,939	£2,860	£3,307	£2,753	£2,799	£2,741	£2,850	£2,524	£2,535	£2,730	£2,613

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

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 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2012-2017

Trip Characteristics, Jan-September period*

Av. Trip Length	ALL TOURISM, Jan – Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep 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	3.18	3.13	3.12	3.05	3.07	3.10	3.70	3.65	3.58	3.63	3.55	3.52	2.79	2.75	2.76	2.74	2.67	2.73	2.41	2.33	2.35	2.30	2.31	2.27
England	3.06	3.00	2.98	2.97	2.95	3.01	3.57	3.49	3.43	3.49	3.42	3.46	2.68	2.70	2.65	2.66	2.57	2.65	2.39	2.21	2.27	2.20	2.25	2.21
Av. £/Night	ALL TOURISM, Jan – Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep 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	£61	£63	£65	£66	£64	£65	£64	£65	£69	£71	£67	£68	£40	£42	£44	£45	£42	£42	£100	£108	£105	£106	£112	£117
England	£62	£64	£67	£66	£64	£65	£66	£67	£71	£71	£68	£68	£40	£41	£44	£44	£41	£42	£101	£113	£109	£109	£113	£120
Av. £/Trip	ALL TOURISM, Jan – Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep 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	£194	£196	£204	£202	£197	£202	£237	£236	£247	£257	£239	£241	£112	£115	£121	£124	£112	£115	£241	£252	£247	£244	£257	£266
England	£190	£191	£199	£196	£190	£196	£237	£232	£245	£248	£234	£236	£106	£112	£116	£116	£106	£110	£240	£249	£247	£241	£254	£265

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

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