

Great Britain Tourism Survey Quarterly Regional Summary Q4 2016



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GB Domestic Tourism: Oct - Dec 2016 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	29.653	28.116	-5.18%	83.493	78.720	-5.72%	£5,327	£5,097	-4.32%
England Total	24.857	23.769	-4.38%	68.367	64.419	-5.77%	£4,307	£4,114	-4.48%
East	2.703	2.185	-19.16%	7.220	6.456	-10.58%	£390	£321	-17.69%
East Midlands	1.672	1.681	+0.54%	4.659	4.238	-9.04%	£222	£196	-11.71%
London	3.550	3.194	-10.03%	8.127	6.799	-16.34%	£828	£720	-13.04%
North East	1.021	0.837	-18.02%	3.022	2.280	-24.55%	£183	£139	-24.04%
North West	2.971	3.001	+1.01%	8.329	7.448	-10.58%	£529	£566	+6.99%
South East	4.010	4.417	+10.15%	10.566	11.252	+6.49%	£513	£544	+6.04%
South West	4.157	4.370	+5.12%	12.666	14.190	+12.03%	£833	£902	+8.28%
West Midlands	2.401	2.209	-8.00%	5.427	5.866	+8.09%	£331	£312	-5.74%
Yorks & Humb	2.950	2.291	-22.34%	8.248	5.713	-30.73%	£469	£406	-13.43%

*Please note that the latest 2016 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
 *All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 12 Oct 2016 – 29 Jan 2017
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Oct - Dec 2016 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:									
GB Total	2.82	2.80	-0.71%	£64	£65	+1.56%	£180	£181	+0.56%
England Total	2.75	2.71	-1.45%	£63	£64	+1.59%	£173	£173	0.00%
East	2.67	2.95	+10.49%	£54	£50	-7.41%	£144	£147	+2.08%
East Midlands	2.79	2.52	-9.68%	£48	£46	-4.17%	£133	£117	-12.03%
London	2.29	2.13	-6.99%	£102	£106	+3.92%	£233	£225	-3.43%
North East	2.96	2.72	-8.11%	£61	£61	0.00%	£179	£166	-7.26%
North West	2.80	2.48	-11.43%	£64	£76	+18.75%	£178	£189	+6.18%
South East	2.63	2.55	-3.04%	£49	£48	-2.04%	£128	£123	-3.91%
South West	3.05	3.25	+6.56%	£66	£64	-3.03%	£200	£206	+3.00%
West Midlands	2.26	2.66	+17.70%	£61	£53	-13.11%	£138	£141	+2.17%
Yorks & Humb	2.80	2.49	-11.07%	£57	£71	+24.56%	£159	£177	+11.32%

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GB Domestic Tourism: YTD: Dec 2016 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:									
GB Total	124.426	119.455	-4.00%	377.101	359.557	-4.65%	£24,825	£23,079	-7.03%
England Total	102.730	99.342	-3.30%	299.569	287.702	-3.96%	£19,571	£18,492	-5.51%
East	9.734	9.485	-2.56%	28.218	28.751	+1.89%	£1,630	£1,513	-7.18%
East Midlands	8.022	7.284	-9.20%	21.764	19.734	-9.33%	£1,146	£1,086	-5.24%
London	12.938	12.099	-6.48%	30.163	26.339	-12.68%	£3,080	£2,765	-10.23%
North East	3.842	3.337	-13.14%	11.383	10.008	-12.08%	£710	£633	-10.85%
North West	13.554	11.996	-11.49%	36.825	31.202	-15.27%	£2,555	£2,366	-7.40%
South East	16.804	18.408	+9.55%	45.600	48.526	+6.42%	£2,572	£2,816	+9.49%
South West	19.683	20.395	+3.62%	72.263	73.622	+1.88%	£4,434	£4,330	-2.35%
West Midlands	8.831	8.874	+0.49%	20.990	21.892	+4.30%	£1,454	£1,340	-7.84%
Yorks & Humb	11.320	9.291	-17.92%	30.880	27.107	-12.22%	£1,922	£1,616	-15.92%

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GB Domestic Tourism: YTD: Dec 2016 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	3.03	3.01	-0.66%	£66	£64	-3.03%	£200	£193	-3.50%
England Total	2.92	2.90	-0.68%	£65	£64	-1.54%	£191	£186	-2.62%
East	2.90	3.03	+4.48%	£58	£53	-8.62%	£167	£160	-4.19%
East Midlands	2.71	2.71	0.00%	£53	£55	+3.77%	£143	£149	+4.20%
London	2.33	2.18	-6.44%	£102	£105	+2.94%	£238	£229	-3.78%
North East	2.96	3.00	+1.35%	£62	£63	+1.61%	£185	£190	+2.70%
North West	2.72	2.60	-4.41%	£69	£76	+10.14%	£189	£197	+4.23%
South East	2.71	2.64	-2.58%	£56	£58	+3.57%	£153	£153	0.00%
South West	3.67	3.61	-1.63%	£61	£59	-3.28%	£225	£212	-5.78%
West Midlands	2.38	2.47	+3.78%	£69	£61	-11.59%	£165	£151	-8.48%
Yorks & Humb	2.73	2.92	+6.96%	£62	£60	-3.23%	£170	£174	+2.35%

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GB Domestic Tourism: 12-months ending Dec 2016

Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:									
GB Total	124.426	119.455	-4.00%	377.101	359.557	-4.65%	£24,825	£23,079	-7.03%
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GB Domestic Tourism: 12-months ending Dec 2016

Volume & Value

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Trips taken in: Jan-Dec 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
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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	5.8%	2.6%	7.0%	3.1%	7.4%	3.5%
England Total	6.2%	2.8%	7.3%	3.3%	8.1%	3.8%
East	17.1%	7.8%	19.0%	9.7%	22.4%	11.2%
East Midlands	17.7%	8.3%	21.4%	10.3%	23.2%	11.2%
London	15.9%	7.5%	26.5%	11.6%	24.9%	11.4%
North East	24.6%	11.3%	29.4%	13.6%	37.1%	17.6%
North West	12.9%	6.2%	16.3%	7.5%	17.4%	8.4%
South East	12.8%	6.0%	17.2%	7.7%	18.2%	8.4%
South West	12.7%	5.5%	13.4%	6.4%	16.4%	7.9%
West Midlands	16.6%	8.1%	19.1%	10.4%	21.8%	11.8%
Yorks & Humb	15.7%	7.2%	19.3%	9.4%	20.8%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 4 2011, 2012, 2013 and 2015 base sizes

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