

# Great Britain Tourism Survey Quarterly Regional Summary Q2 2016



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# GB Domestic Tourism: Apr-Jun 2016 Volume & Value

## ALL TOURISM

Trips taken in: Apr-Jun 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>33.186</b>	<b>30.696</b>	<b>-7.50%</b>	<b>98.889</b>	<b>86.856</b>	<b>-12.17%</b>	<b>£6,616</b>	<b>£5,777</b>	<b>-12.68%</b>
<b>England Total</b>	<b>27.302</b>	<b>25.297</b>	<b>-7.34%</b>	<b>76.881</b>	<b>68.940</b>	<b>-10.33%</b>	<b>£5,159</b>	<b>£4,573</b>	<b>-11.36%</b>
East	2.775	2.686	-3.21%	7.319	7.706	+5.29%	£440	£400	-9.09%
East Midlands	2.316	1.723	-25.60%	6.245	4.473	-28.37%	£350	£260	-25.71%
London	3.416	2.962	-13.29%	7.441	6.269	-15.75%	£840	£695	-17.26%
North East	0.821	0.764	-6.94%	2.193	2.219	+1.19%	£139	£154	+10.79%
North West	3.981	3.121	-21.60%	10.170	7.690	-24.39%	£718	£583	-18.80%
South East	4.323	4.781	+10.59%	11.968	12.016	+0.40%	£704	£736	+4.55%
South West	5.252	5.075	-3.37%	18.419	17.460	-5.21%	£1,112	£1,044	-6.12%
West Midlands	2.150	2.273	+5.72%	5.224	4.810	-7.92%	£362	£330	-8.84%
Yorks & Humb	2.704	2.251	-16.75%	7.673	6.224	-18.88%	£478	£363	-24.06%

\*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: 13 Apr 2016 – 31 Jul 2016  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Apr- Jun 2016 Volume & Value

## ALL TOURISM

Trips taken in: Apr-Jun 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>Destination:</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>
<b>GB Total</b>	<b>2.98</b>	<b>2.83</b>	<b>-5.03%</b>	<b>£67</b>	<b>£67</b>	<b>0.00%</b>	<b>£199</b>	<b>£188</b>	<b>-5.53%</b>
<b>England Total</b>	<b>2.82</b>	<b>2.73</b>	<b>-3.19%</b>	<b>£67</b>	£66	<b>-1.49%</b>	<b>£189</b>	£181	<b>-4.23%</b>
East	2.64	2.87	+8.71%	£60	£52	-13.33%	£159	£149	-6.29%
East Midlands	2.70	2.60	-3.70%	£56	£58	+3.57%	£151	£151	0.00%
London	2.18	2.12	-2.75%	£113	£111	-1.77%	£246	£235	-4.47%
North East	2.67	2.90	+8.61%	£63	£69	+9.52%	£169	£202	+19.53%
North West	2.55	2.46	-3.53%	£71	£76	+7.04%	£180	£187	+3.89%
South East	2.77	2.51	-9.39%	£59	£61	+3.39%	£163	£154	-5.52%
South West	3.51	3.44	-1.99%	£60	£60	0.00%	£212	£206	-2.83%
West Midlands	2.43	2.12	-12.76%	£69	£69	0.00%	£168	£145	-13.69%
Yorks & Humb	2.84	2.76	-2.82%	£62	£58	-6.45%	£177	£161	-9.04%

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# GB Domestic Tourism: YTD: June 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Jun 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>56.803</b>	<b>54.193</b>	<b>-4.59%</b>	<b>158.783</b>	<b>147.448</b>	<b>-7.14%</b>	<b>£10,945</b>	<b>£9781</b>	<b>-10.63%</b>
<b>England Total</b>	<b>46.984</b>	<b>44.921</b>	<b>-4.39%</b>	<b>125.632</b>	<b>118.215</b>	<b>-5.90%</b>	<b>£8,617</b>	<b>£7,766</b>	<b>-9.88%</b>
East	4.494	4.467	-0.60%	11.843	12.064	+1.87%	£665	£657	-1.20%
East Midlands	3.780	3.252	-13.97%	9.447	8.218	-13.01%	£537	£472	-12.10%
London	6.239	5.812	-6.84%	12.554	13.076	+4.16%	£1,500	£1352	-9.87%
North East	1.727	1.435	-16.91%	4.313	3.799	-11.92%	£283	£264	-6.71%
North West	6.526	5.520	-15.42%	16.436	13.372	-18.64%	£1,177	£954	-18.95%
South East	7.671	8.285	+8.00%	19.972	20.513	+2.71%	£1,151	£1264	+9.82%
South West	8.245	8.544	+3.63%	27.214	27.808	+2.18%	£1,708	£1588	-7.03%
West Midlands	4.080	4.190	+2.70%	9.928	8.817	-11.19%	£711	£579	-18.57%
Yorks & Humb	5.005	4.064	-18.80%	12.968	10.372	-20.02%	£858	£624	-27.27%

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# GB Domestic Tourism: YTD: June 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Jun 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>2.80</b>	<b>2.72</b>	<b>-2.86%</b>	<b>£69</b>	<b>£66</b>	<b>-4.35%</b>	<b>£193</b>	<b>£180</b>	<b>-6.74%</b>
<b>England Total</b>	<b>2.67</b>	<b>2.63</b>	<b>-1.50%</b>	<b>£69</b>	<b>£66</b>	<b>-4.35%</b>	<b>£183</b>	<b>£173</b>	<b>-5.46%</b>
East	2.64	2.70	+2.27%	£56	£54	-3.576%	£148	£147	-0.68%
East Midlands	2.50	2.53	+1.20%	£57	£57	0.00%	£142	£145	+2.11%
London	2.01	2.25	+11.94%	£119	£103	-13.45%	£240	£233	-2.92%
North East	2.50	2.65	+6.00%	£66	£69	+4.55%	£164	£184	+12.20%
North West	2.52	2.42	-3.97%	£72	£71	-1.39%	£180	£173	-3.89%
South East	2.60	2.48	-4.62%	£58	£62	+6.90%	£150	£153	+2.00%
South West	3.30	3.25	-1.52%	£63	£57	-9.52%	£207	£186	-10.14%
West Midlands	2.43	2.10	-13.58%	£72	£66	-8.33%	£174	£138	-20.69%
Yorks & Humb	2.59	2.55	-1.54%	£66	£60	-9.09%	£171	£154	-9.94%

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# GB Domestic Tourism: 12-month comparison: Year ending June 2016 Volume & Value ALL TOURISM July 2015 – June 2016

Trips taken in: Jul 2015-Jun 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>120.480</b>	<b>121.808</b>	<b>+1.10%</b>	<b>368.508</b>	<b>365.354</b>	<b>-0.86%</b>	<b>£24,134</b>	<b>£23,658</b>	<b>-1.97%</b>
<b>England Total</b>	<b>98.252</b>	<b>100.640</b>	<b>+2.43%</b>	<b>288.243</b>	<b>291.739</b>	<b>+1.21%</b>	<b>£19,057</b>	<b>£18,713</b>	<b>-1.81%</b>
East	9.559	9.707	+1.55%	29.108	28.439	-2.30%	£1,553	£1,621	+4.38%
East Midlands	7.755	7.494	-3.37%	21.213	20.535	-3.20%	£1,182	£1,080	-8.63%
London	12.325	12.490	+1.34%	26.443	28.994	+9.65%	£3,108	£2,929	-5.76%
North East	3.734	3.550	-4.93%	10.233	10.868	+6.21%	£614	£691	+12.54%
North West	13.485	12.540	-7.01%	38.643	33.348	-13.70%	£2,591	£2,329	-10.11%
South East	16.894	17.418	+3.10%	46.685	46.141	-1.17%	£2,577	£2,684	+4.15%
South West	18.292	19.983	+9.24%	65.996	72.857	+10.40%	£4,071	£4,315	+5.99%
West Midlands	8.154	8.941	+9.65%	20.501	19.879	-3.03%	£1,403	£1,323	-5.70%
Yorks & Humb	9.849	10.378	+5.37%	27.418	28.284	+3.16%	£1,851	£1,689	-8.75%

\*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.  
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# GB Domestic Tourism: 12-month comparison: Year ending June 2016 Volume & Value ALL TOURISM July 2015 – June 2016

Trips taken in: Apr 2015-Mar 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>3.06</b>	<b>3.00</b>	<b>-1.96%</b>	<b>£65</b>	<b>£65</b>	<b>0.00%</b>	<b>£200</b>	<b>£194</b>	<b>-3.00%</b>
<b>England Total</b>	<b>2.93</b>	<b>2.90</b>	<b>-1.02%</b>	<b>£66</b>	<b>£64</b>	-3.03%	<b>£194</b>	<b>£186</b>	<b>-4.12%</b>
East	3.05	2.93	-3.93%	£53	£57	+7.55%	£162	£167	+3.09%
East Midlands	2.74	2.74	0.00%	£56	£53	-5.36%	£152	£144	-5.26%
London	2.15	2.32	+7.91%	£118	£101	-14.41%	£252	£235	-6.75%
North East	2.74	3.06	+11.68%	£60	£64	+6.67%	£164	£195	+18.90%
North West	2.87	2.66	-7.32%	£67	£70	+4.48%	£192	£186	-3.13%
South East	2.76	2.65	-3.99%	£55	£58	+5.45%	£153	£154	+0.65%
South West	3.61	3.65	+1.11%	£62	£59	-4.84%	£223	£216	-3.14%
West Midlands	2.51	2.22	-11.55%	£68	£67	-1.47%	£172	£148	-13.95%
Yorks & Humb	2.78	2.73	-1.80%	£68	£60	-11.76%	£188	£163	-13.30%

\*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. Pre-2014 results are based on full-year data so will not change.  
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# 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
<b>GB Total</b>	<b>4.9%</b>	<b>2.6%</b>	<b>5.3%</b>	<b>3.1%</b>	<b>6.4%</b>	<b>3.5%</b>
<b>England Total</b>	<b>5.3%</b>	<b>2.8%</b>	<b>5.8%</b>	<b>3.3%</b>	<b>7.0%</b>	<b>3.8%</b>
East	13.5%	7.8%	18.4%	9.7%	18.1%	11.2%
East Midlands	15.6%	8.3%	20.3%	10.3%	19.6%	11.2%
London	14.8%	7.5%	17.6%	11.6%	20.0%	11.4%
North East	22.0%	11.3%	25.1%	13.6%	34.5%	17.6%
North West	11.4%	6.2%	13.3%	7.5%	15.5%	8.4%
South East	10.9%	6.0%	13.4%	7.7%	14.8%	8.4%
South West	9.9%	5.5%	11.5%	6.4%	15.4%	7.9%
West Midlands	15.0%	8.1%	20.1%	10.4%	22.3%	11.8%
Yorks & Humb	13.2%	7.2%	16.4%	9.4%	18.7%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 2 2011, 2012, 2013 and 2015 base sizes

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