

# Great Britain Tourism Survey Quarterly Regional Summary Q4 2017



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# GB Domestic Tourism: Oct - Dec 2017 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2017	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>GB Total</b>	<b>28.116</b>	<b>30.178</b>	<b>+7.33%</b>	<b>78.720</b>	<b>85.351</b>	<b>+8.42%</b>	<b>£5,097</b>	<b>£5,328</b>	<b>+4.53%</b>
<b>England Total</b>	<b>23.769</b>	<b>25.313</b>	<b>+6.50%</b>	<b>64.419</b>	<b>69.346</b>	<b>+7.65%</b>	<b>£4,114</b>	<b>£4,248</b>	<b>+3.26%</b>
East	2.185	2.224	+1.78%	6.456	7.366	+14.10%	£321	£338	+5.30%
East Midlands	1.681	1.794	+6.72%	4.238	5.862	+38.32%	£196	£230	+17.35%
London	3.194	3.256	+1.94%	6.799	6.987	+2.77%	£720	£650	-9.72%
North East	0.837	0.920	+9.92%	2.280	2.708	+18.77%	£139	£141	+1.44%
North West	3.001	3.600	+19.96%	7.448	9.405	+26.28%	£566	£676	+19.43%
South East	4.417	4.127	-6.57%	11.252	12.230	+8.69%	£544	£622	+14.34%
South West	4.370	4.225	-3.32%	14.190	11.268	-20.59%	£902	£806	-10.64%
West Midlands	2.209	2.394	+8.37%	5.866	5.670	-3.34%	£312	£346	+10.90%
Yorks & Humb	2.291	3.068	+33.92%	5.713	7.444	+30.30%	£406	£422	+3.94%

\*Please note that the latest 2017 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: 11 Oct 2017 – 28 Jan 2018  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Oct - Dec 2017 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2017	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>2.80</b>	<b>2.83</b>	<b>+1.07%</b>	<b>£65</b>	<b>£62</b>	<b>-4.62%</b>	<b>£181</b>	<b>£177</b>	<b>-2.21%</b>
<b>England Total</b>	<b>2.71</b>	<b>2.74</b>	<b>+1.11%</b>	<b>£64</b>	<b>£61</b>	<b>-4.69%</b>	<b>£173</b>	<b>£168</b>	<b>-2.89%</b>
East	2.95	3.31	+12.20%	£50	£46	-8.00%	£147	£152	+3.40%
East Midlands	2.52	3.27	+29.76%	£46	£39	-15.22%	£117	£128	+9.40%
London	2.13	2.15	+0.94%	£106	£93	-12.26%	£225	£200	-11.11%
North East	2.72	2.94	+8.09%	£61	£52	-14.75%	£166	£153	-7.83%
North West	2.48	2.61	+5.24%	£76	£72	-5.26%	£189	£188	-0.53%
South East	2.55	2.96	+16.08%	£48	£51	+6.25%	£123	£151	+22.76%
South West	3.25	2.67	-17.85%	£64	£72	+12.50%	£206	£191	-7.28%
West Midlands	2.66	2.37	-10.90%	£53	£61	+15.09%	£141	£145	+2.84%
Yorks & Humb	2.49	2.43	-2.41%	£71	£57	-19.72%	£177	£138	-22.03%

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# GB Domestic Tourism: YTD: Dec 2017 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2017	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>119.455</b>	<b>120.676</b>	<b>+1.02%</b>	<b>359.557</b>	<b>369.455</b>	<b>+2.75%</b>	<b>£23,079</b>	<b>£23,683</b>	<b>+2.62%</b>
<b>England Total</b>	<b>99.342</b>	<b>100.622</b>	<b>+1.29%</b>	<b>287.702</b>	<b>299.410</b>	<b>+4.07%</b>	<b>£18,492</b>	<b>£19,049</b>	<b>+3.01%</b>
East	9.485	9.747	+2.76%	28.751	32.607	+13.41%	£1,513	£1,711	+13.09%
East Midlands	7.284	7.515	+3.17%	19.734	21.709	+10.01%	£1,086	£1,049	-3.41%
London	12.099	12.137	+0.31%	26.339	27.832	+5.67%	£2,765	£2,688	-2.78%
North East	3.337	3.587	+7.49%	10.008	10.885	+8.76%	£633	£680	+7.42%
North West	11.996	13.662	+13.89%	31.202	37.825	+21.23%	£2,366	£2,733	+15.51%
South East	18.408	16.087	-12.61%	48.526	43.043	-11.30%	£2,816	£2,707	-3.87%
South West	20.395	20.568	+0.85%	73.622	76.778	+4.29%	£4,330	£4,454	+2.86%
West Midlands	8.874	7.859	-11.44%	21.892	18.394	-15.98%	£1,340	£1,225	-8.58%
Yorks & Humb	9.291	10.697	+15.13%	27.107	29.285	+8.03%	£1,616	£1,745	+7.98%

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# GB Domestic Tourism: YTD: Dec 2017 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2017	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.01</b>	<b>3.06</b>	<b>+1.66%</b>	<b>£64</b>	<b>£64</b>	<b>0.00%</b>	<b>£193</b>	<b>£196</b>	<b>+1.55%</b>
<b>England Total</b>	<b>2.90</b>	<b>2.98</b>	<b>+2.76%</b>	<b>£64</b>	<b>£64</b>	<b>0.00%</b>	<b>£186</b>	<b>£189</b>	<b>+1.61%</b>
East	3.03	3.35	+10.56%	£53	£52	-1.89%	£160	£176	+10.00%
East Midlands	2.71	2.89	+6.64%	£55	£48	-12.73%	£149	£140	-6.04%
London	2.18	2.29	+5.05%	£105	£97	-7.62%	£229	£221	-3.49%
North East	3.00	3.03	+1.00%	£63	£62	-1.59%	£190	£190	0.00%
North West	2.60	2.77	+6.54%	£76	£72	-5.26%	£197	£200	+1.52%
South East	2.64	2.68	+1.52%	£58	£63	+8.62%	£153	£168	+9.80%
South West	3.61	3.73	+3.32%	£59	£58	-1.69%	£212	£217	+2.36%
West Midlands	2.47	2.34	-5.26%	£61	£67	+9.84%	£151	£156	+3.31%
Yorks & Humb	2.92	2.74	-6.16%	£60	£60	0.00%	£174	£163	-6.32%

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# GB Domestic Tourism: 12-month comparison: Year ending Dec 2017 Volume & Value ALL TOURISM Jan 2017 – Dec 2017

Trips taken in: Jan 2017-Dec 2017	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>Destination:</b>	<b>2016</b>	<b>2017</b>	<b>%ch</b>	<b>2016</b>	<b>2017</b>	<b>%ch</b>	<b>2016</b>	<b>2017</b>	<b>%ch</b>
<b>GB Total</b>	<b>119.455</b>	<b>120.676</b>	<b>+1.02%</b>	<b>359.557</b>	<b>369.455</b>	<b>+2.75%</b>	<b>£23,079</b>	<b>£23,683</b>	<b>+2.62%</b>
<b>England Total</b>	<b>99.342</b>	<b>100.622</b>	<b>+1.29%</b>	<b>287.702</b>	<b>299.410</b>	<b>+4.07%</b>	<b>£18,492</b>	<b>£19,049</b>	<b>+3.01%</b>
East	9.485	9.747	+2.76%	28.751	32.607	+13.41%	£1,513	£1,711	+13.09%
East Midlands	7.284	7.515	+3.17%	19.734	21.709	+10.01%	£1,086	£1,049	-3.41%
London	12.099	12.137	+0.31%	26.339	27.832	+5.67%	£2,765	£2,688	-2.78%
North East	3.337	3.587	+7.49%	10.008	10.885	+8.76%	£633	£680	+7.42%
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# GB Domestic Tourism: 12-month comparison: Year ending Dec 2017 Volume & Value ALL TOURISM Jan 2017 – Dec 2017

Trips taken in: Jan 2017-Dec 2017	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.01</b>	<b>3.06</b>	<b>+1.66%</b>	<b>£64</b>	<b>£64</b>	<b>0.00%</b>	<b>£193</b>	<b>£196</b>	<b>+1.55%</b>
<b>England Total</b>	<b>2.90</b>	<b>2.98</b>	<b>+2.76%</b>	<b>£64</b>	<b>£64</b>	<b>0.00%</b>	<b>£186</b>	<b>£189</b>	<b>+1.61%</b>
East	3.03	3.35	+10.56%	£53	£52	-1.89%	£160	£176	+10.00%
East Midlands	2.71	2.89	+6.64%	£55	£48	-12.73%	£149	£140	-6.04%
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North West	2.60	2.77	+6.54%	£76	£72	-5.26%	£197	£200	+1.52%
South East	2.64	2.68	+1.52%	£58	£63	+8.62%	£153	£168	+9.80%
South West	3.61	3.73	+3.32%	£59	£58	-1.69%	£212	£217	+2.36%
West Midlands	2.47	2.34	-5.26%	£61	£67	+9.84%	£151	£156	+3.31%
Yorks & Humb	2.92	2.74	-6.16%	£60	£60	0.00%	£174	£163	-6.32%

\*Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 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>5.8%</b>	<b>2.6%</b>	<b>7.0%</b>	<b>3.1%</b>	<b>7.4%</b>	<b>3.5%</b>
<b>England Total</b>	<b>6.2%</b>	<b>2.8%</b>	<b>7.3%</b>	<b>3.3%</b>	<b>8.1%</b>	<b>3.8%</b>
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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