



# Great Britain Tourism Survey

December 2016 & 2016 Full Year



# 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>





At this report focuses on the trend between 2015 and 2016, we have sometimes shown a % change that refers to a revised, comparable figure for 2015. These are shown in **pink**. Where there is no revised 2015 figure available, the % change is based on the original published 2015, which is shown in **grey**. An abbreviation of this explanation is shown in the footnotes of each slide where relevant:

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

**% Change** refers to a revised 2015 figures rather than the original published figures shown here

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# Summary of Results GB And England

	Trips	Nights	Spend	Headlines
December 2016				
	-17%	-22%	-15%	<ul style="list-style-type: none"> <li>There were 10.4 million domestic overnight trips in GB in December 2016, which is a decrease on December 2015.</li> <li>Expenditure decreased by -15% to £1.6 billion, while the number of nights decreased by -22% to 31.2 million.</li> </ul>
	-18%	-22%	-21%	<ul style="list-style-type: none"> <li>There were 8.7 million domestic overnight trips to England in December 2016, a decrease of -18% on December 2015.</li> <li>Spend decreased by -21% to £1.3 billion, while bednights decreased by -22% to 25.8 million.</li> </ul>
2016 (January – December 2016)				
	-5%	-5%	-4%	<ul style="list-style-type: none"> <li>In 2016, GB trips were down -5% to 119.5 million, compared to 124.4 million in 2015*.</li> <li>Nights were also down -5% for 2016 at 359.6 million, while spend was down -4% for 2016 at £23.1 billion.</li> </ul>
	-4%	-4%	-3%	<ul style="list-style-type: none"> <li>In 2016, trips to England were down -4% to 99.3 million compared to 102.7 million in 2015*.</li> <li>Nights were down -4% at 287.7 million, while spend decreased by -3% to £18.5 billion.</li> </ul>

## Weather



## Context

- At the start of December, it was often cold and frosty with fog patches. The middle of the month was more mild. There was also some stormy weather in central and northern Britain. The end of the month turned cold and frosty, especially in the south.

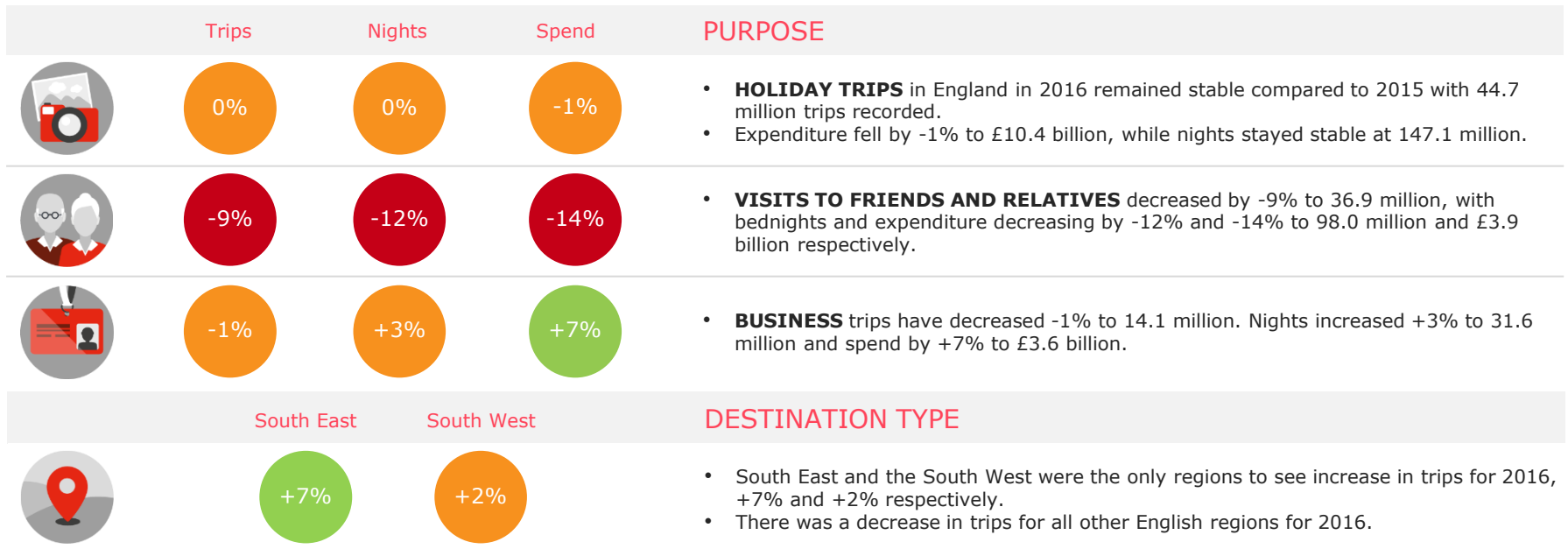
\*Break in time series 2015-2016 – see slide 2

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2016 (January-December 2016)

## Trip Characteristics



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

% Change refers to a revised 2015 figures rather than the original published figures shown here

# Context Other Surveys

## Overseas Travel by UK Residents

International Passenger Survey

December 2016

Jan – December 2016

Trip

Spend

Trip

Spend



+7%

+10%

+8%

+12%

- In December, trips by Brits overseas increased by 7% and the expenditure on those trips increased by +8%.
- In the year to date, overseas trips were up by +10%. Expenditure increased by 12%.

## Other Tourism Surveys

December 16

Room

Bedspace

OCCUPANCY



+3%

+3%

- Room occupancy in England in December increased by +3% compared to 2015 at 63%, while bedspace increased by +3% at 47%.

Jan-Dec 16

Volume

Spend

DAY VISITS



+4%

0%

- The number of tourism day visits in England in the period January-December 2016 increased by +4% compared to 2015, to 1.6 billion
- The value of those visits was stable at £53.5 billion

December 16

Attractions

Accommodation

TOURISM BUSINESS MONITOR



↗

↗

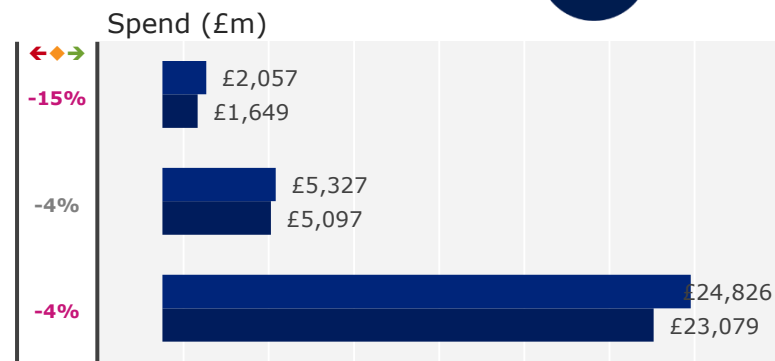
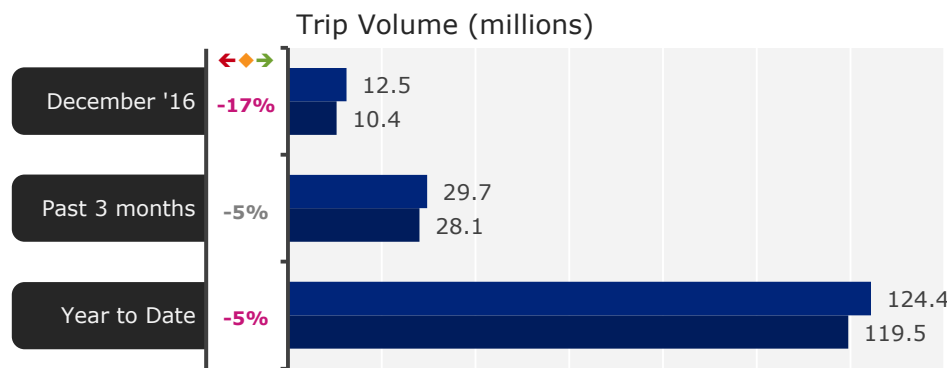
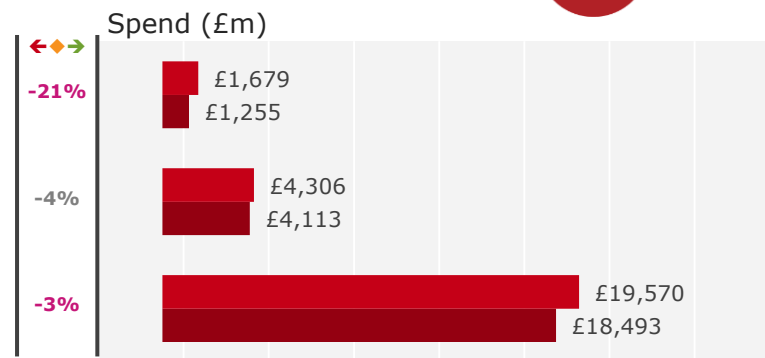
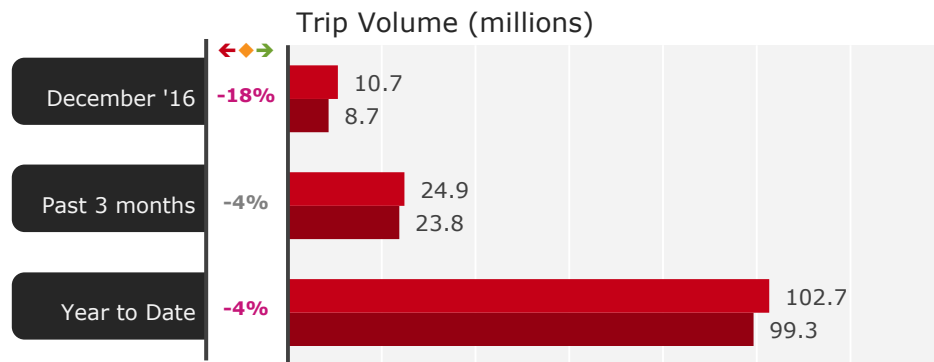
- Attractions and accommodation businesses reported an increase in visitors for the period from the Christmas and new year period compared to the same period last year.

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

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# Headline Data GB and England

Volume (2015 vs 2016)



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

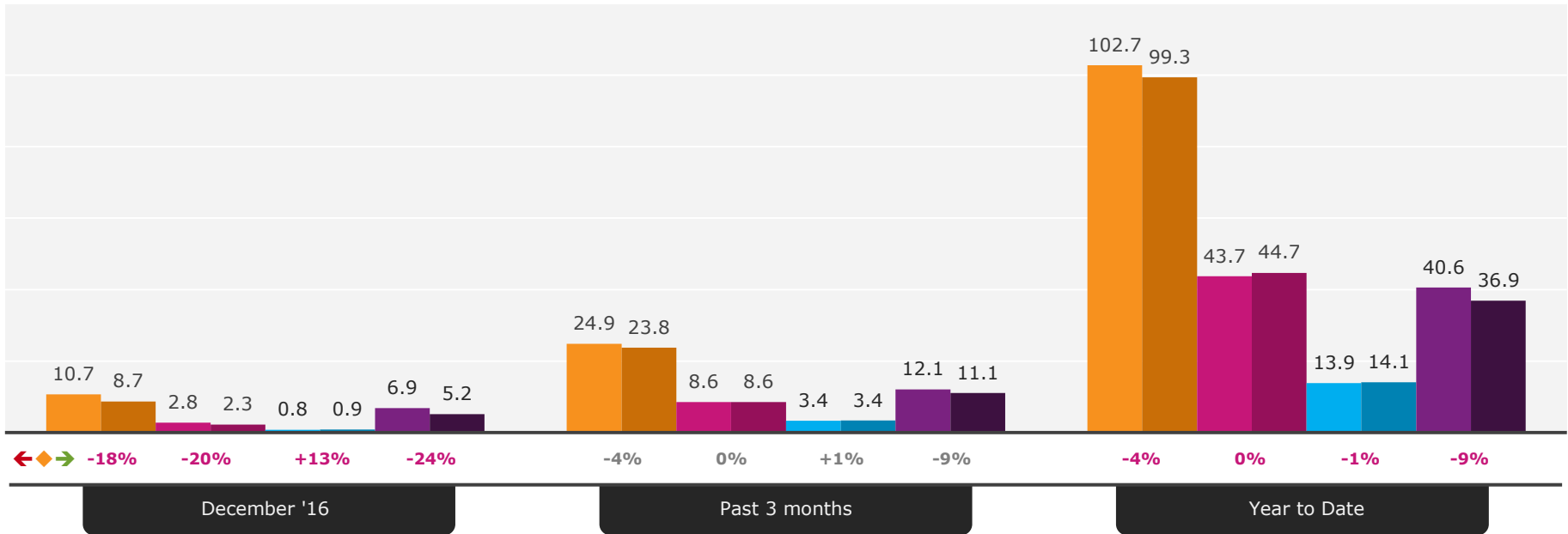
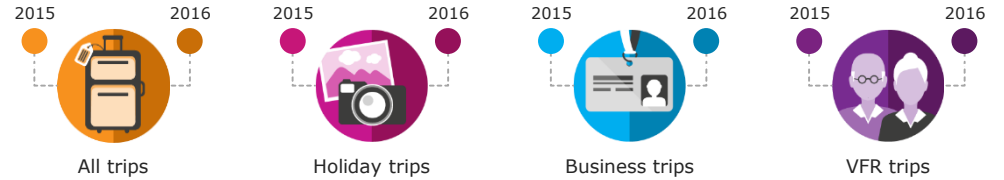
% Change refers to a revised 2015 figures rather than the original published figures shown here

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◀▶▶ % change vs 2015

# Trips England

Volume of trips (millions) (2015 vs 2016)



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

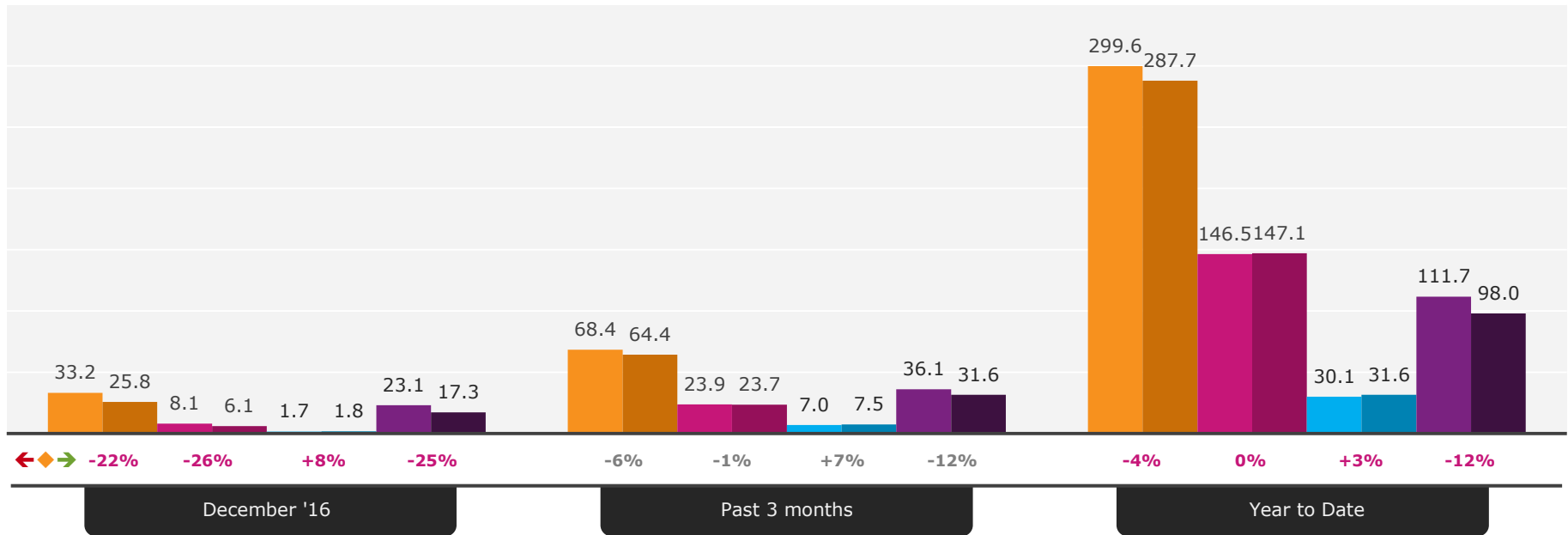
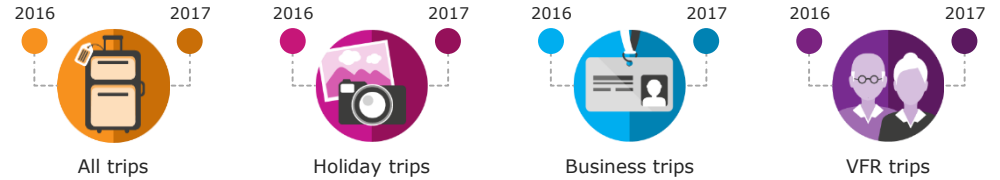
**% Change** refers to a revised 2015 figures rather than the original published figures shown here

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◀▶ % change vs 2015

# Nights England

Volume of nights (millions) (2016 vs 2017)



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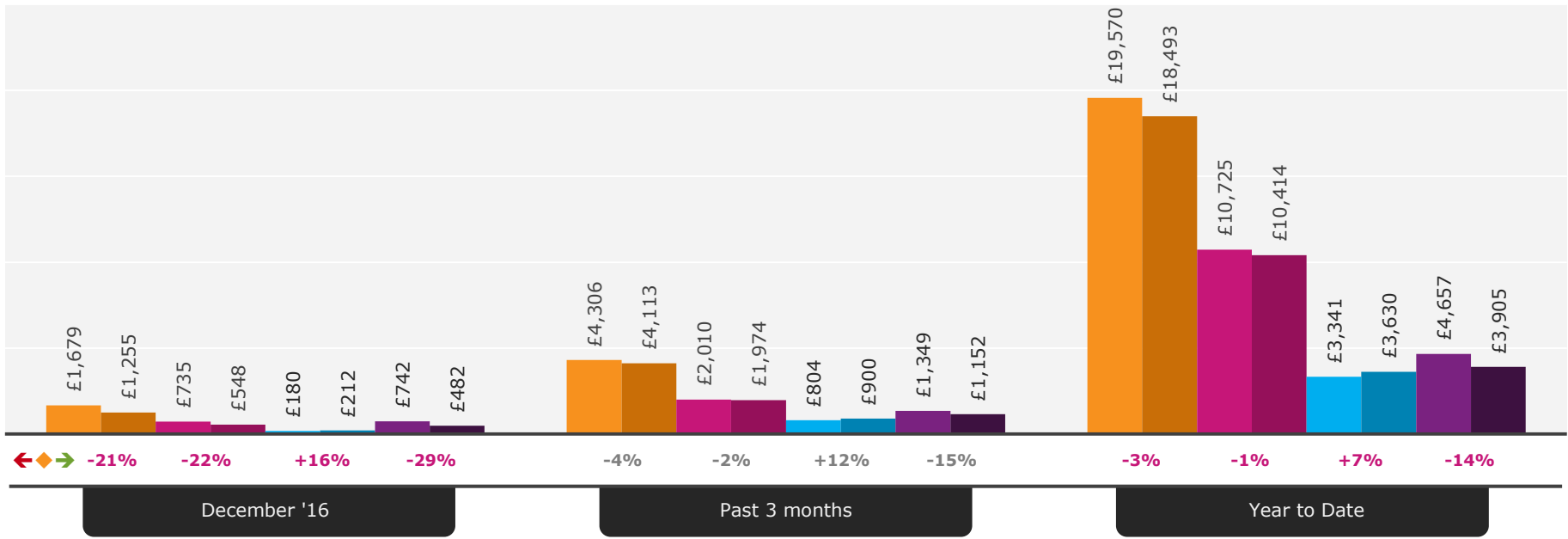
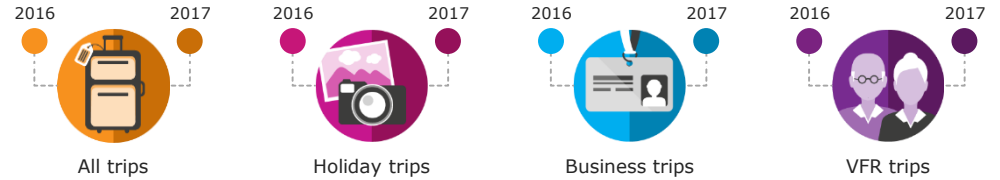
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# Spend England

Expenditure (£m) (2016 vs 2017)



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

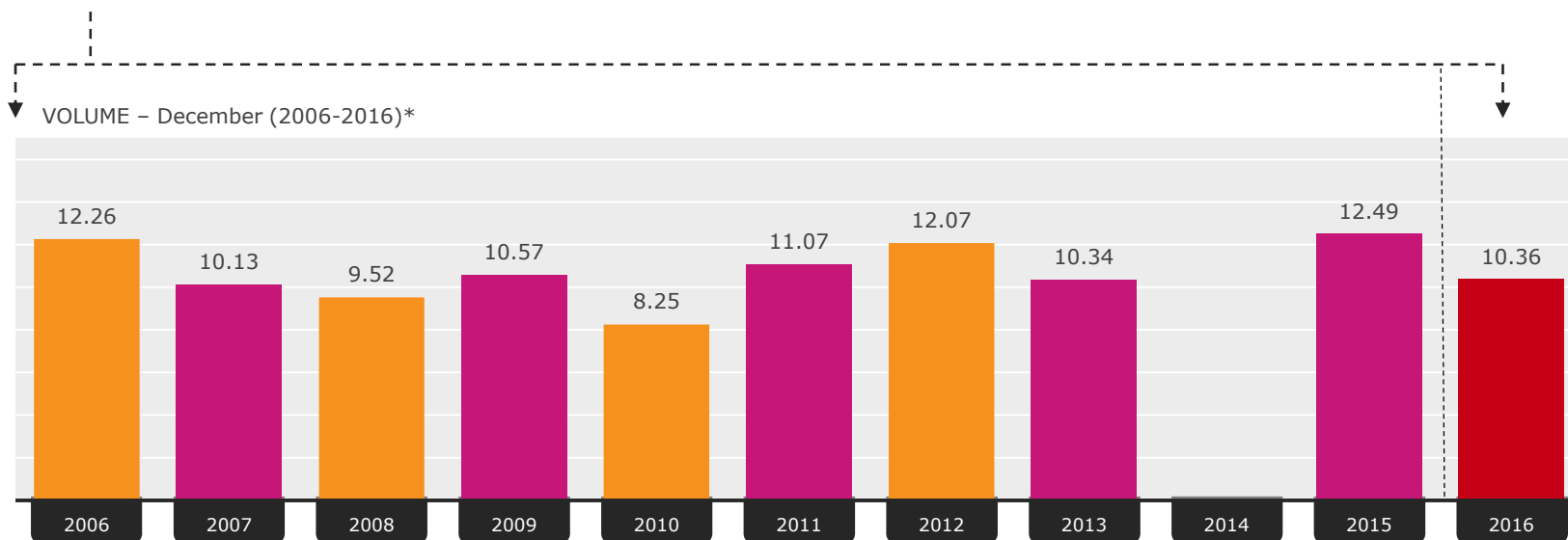
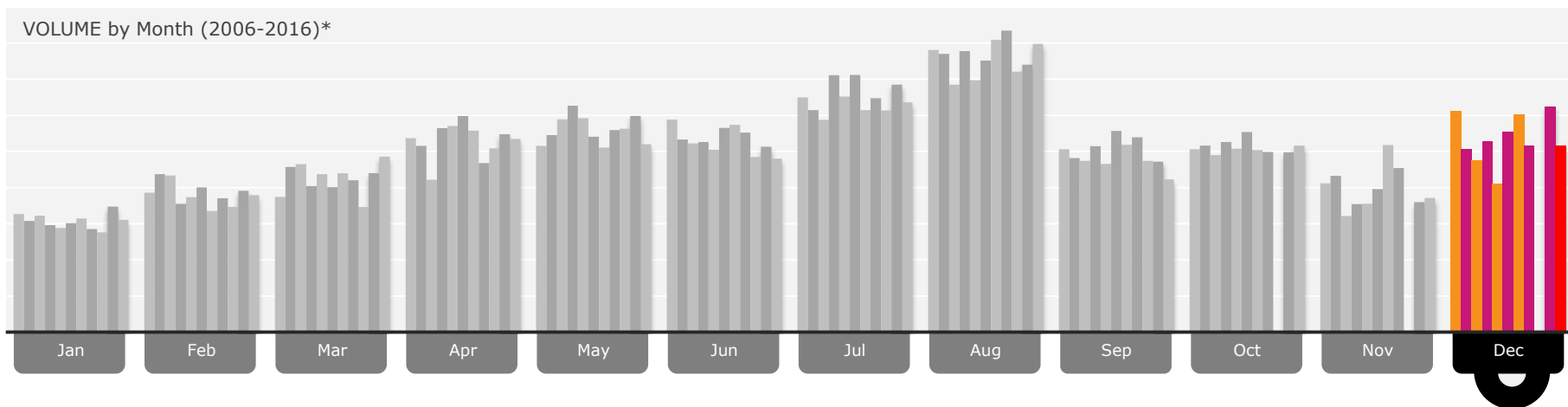
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◀▶ % change vs 2015

# Long Term Trends by Month GB

2006-2016 (millions)\*



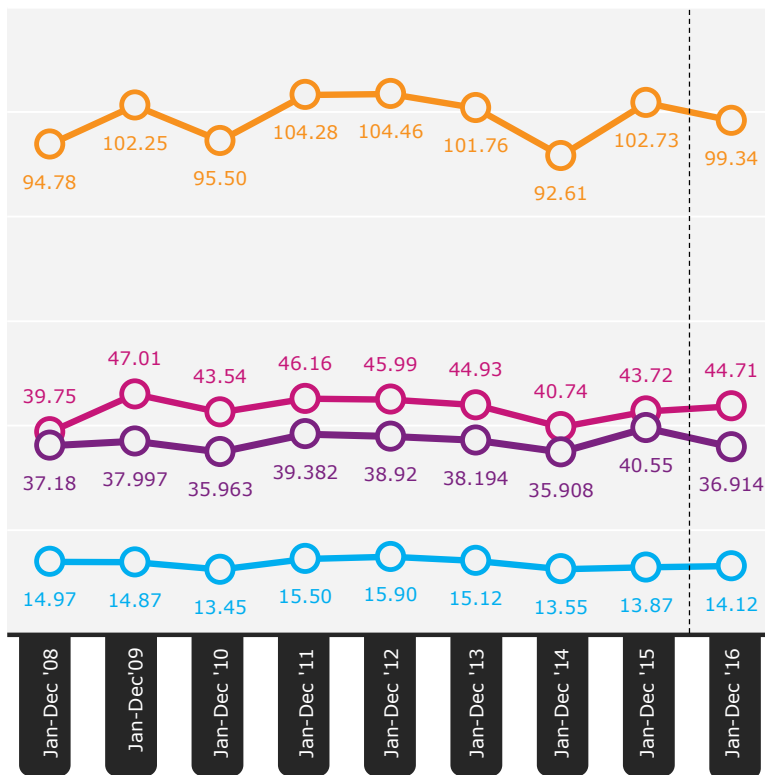
\*Break in time series 2015-2016 - see slide 2

# Long Term Trends, Year-to-Year England

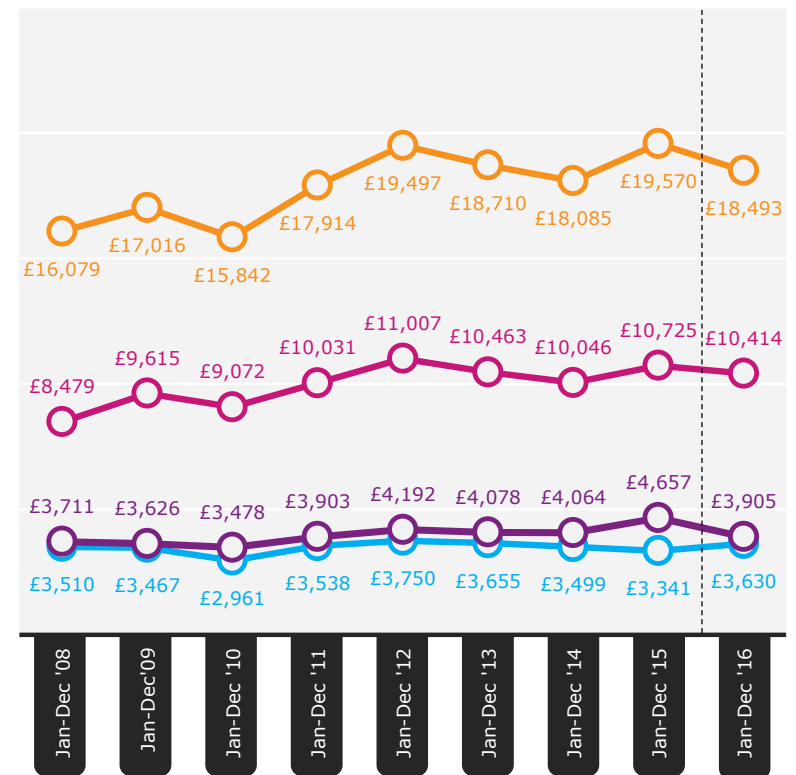


- All Trips
- Holiday Trips
- Business Trips
- VFR Trips

Trip Volume (millions)\*



Spend (£m)\*

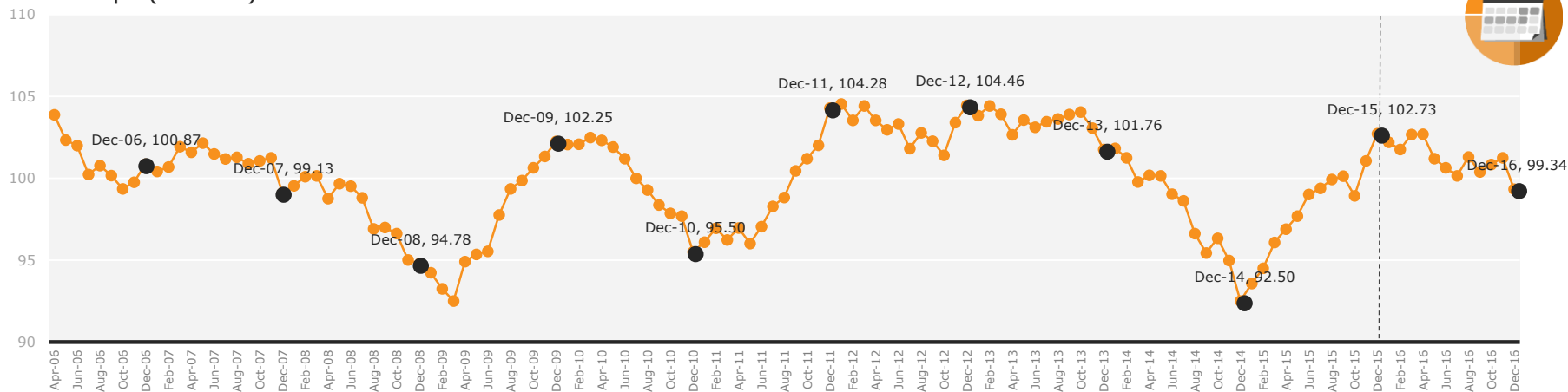


\*Break in time series 2015-2016 – see slide 2

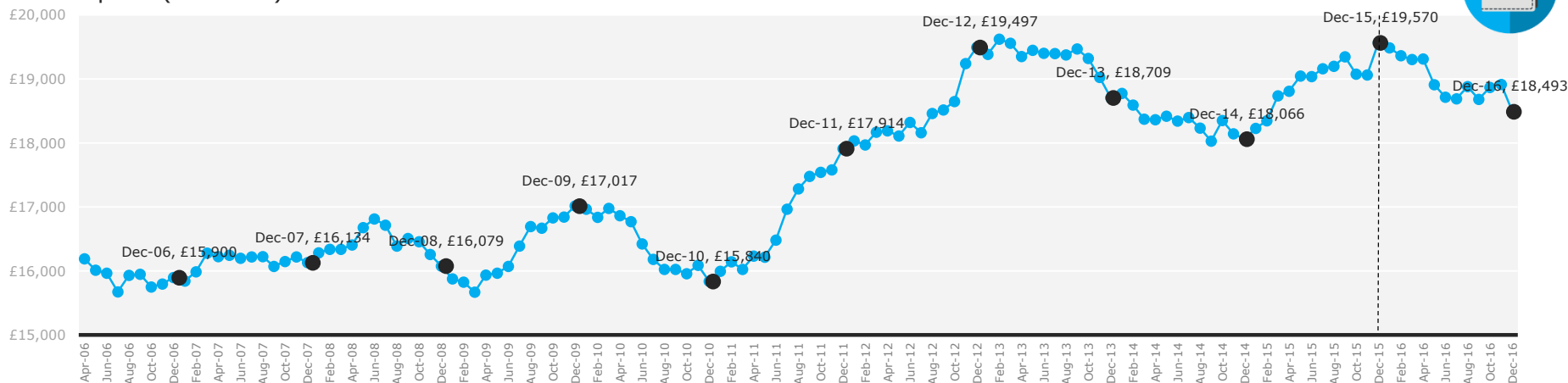
# Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



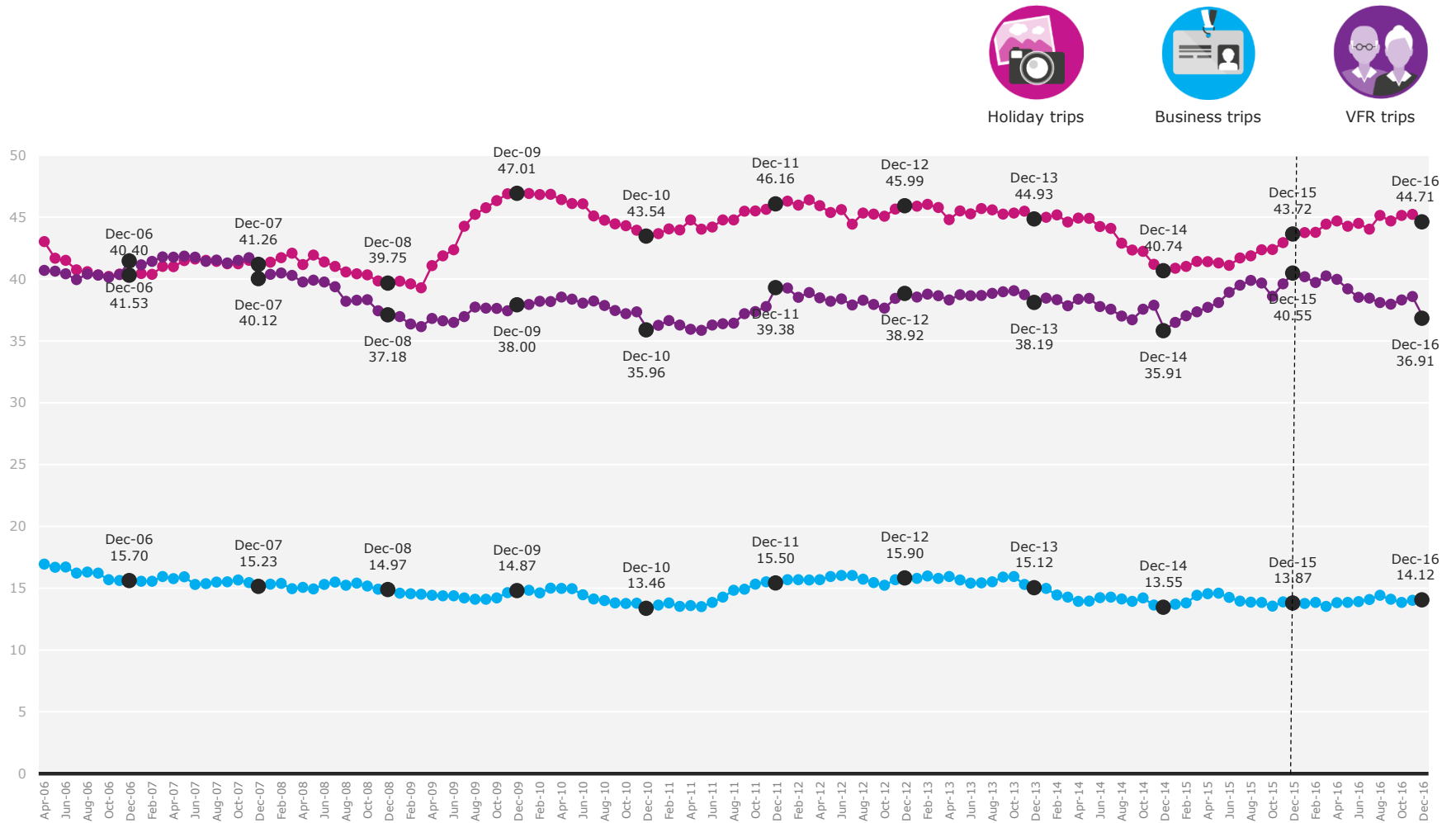
Spend (£millions)\*



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

# Rolling 12 Month Trendlines England

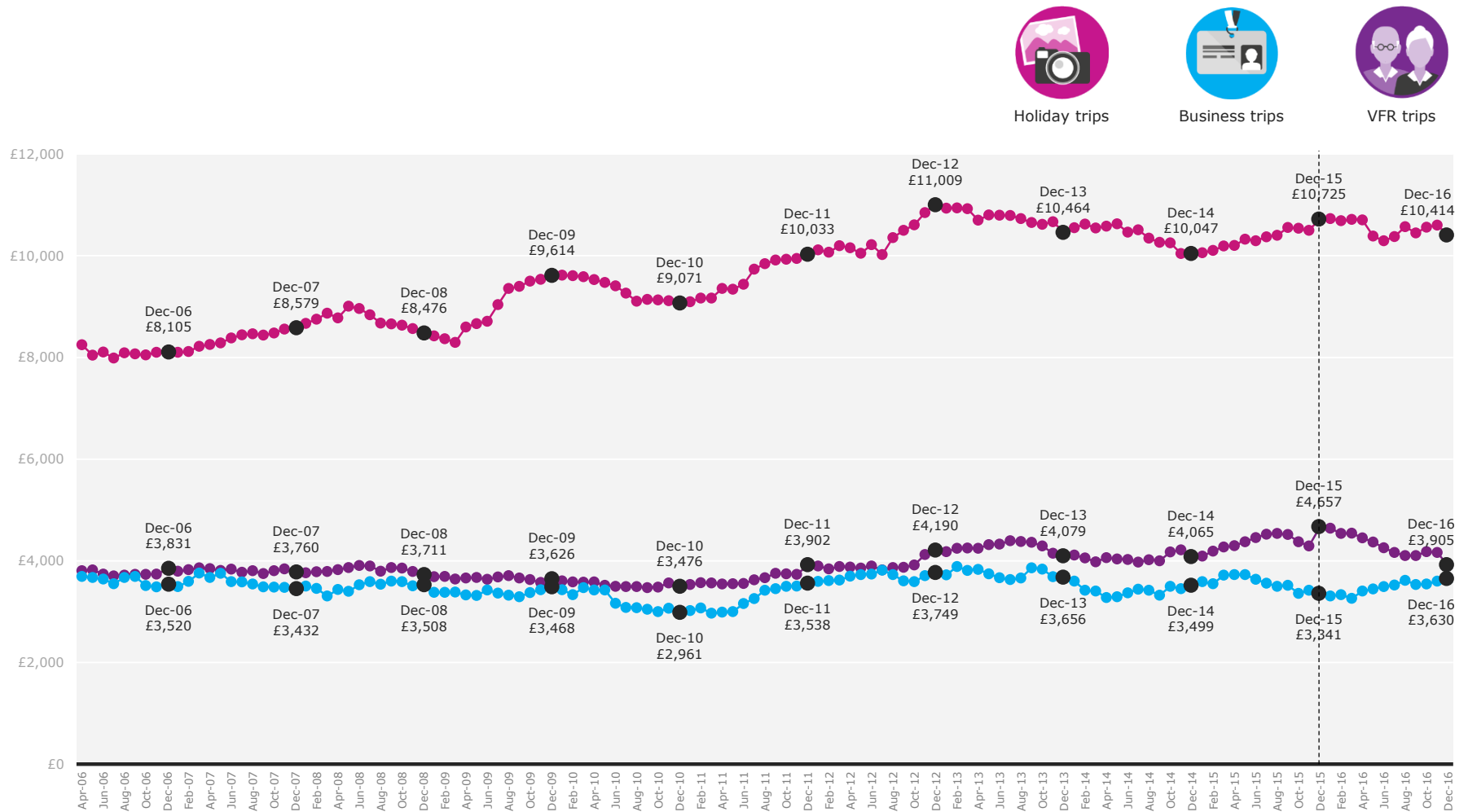
Trips by purpose (millions)\*



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

# Rolling 12 Month Trendlines England

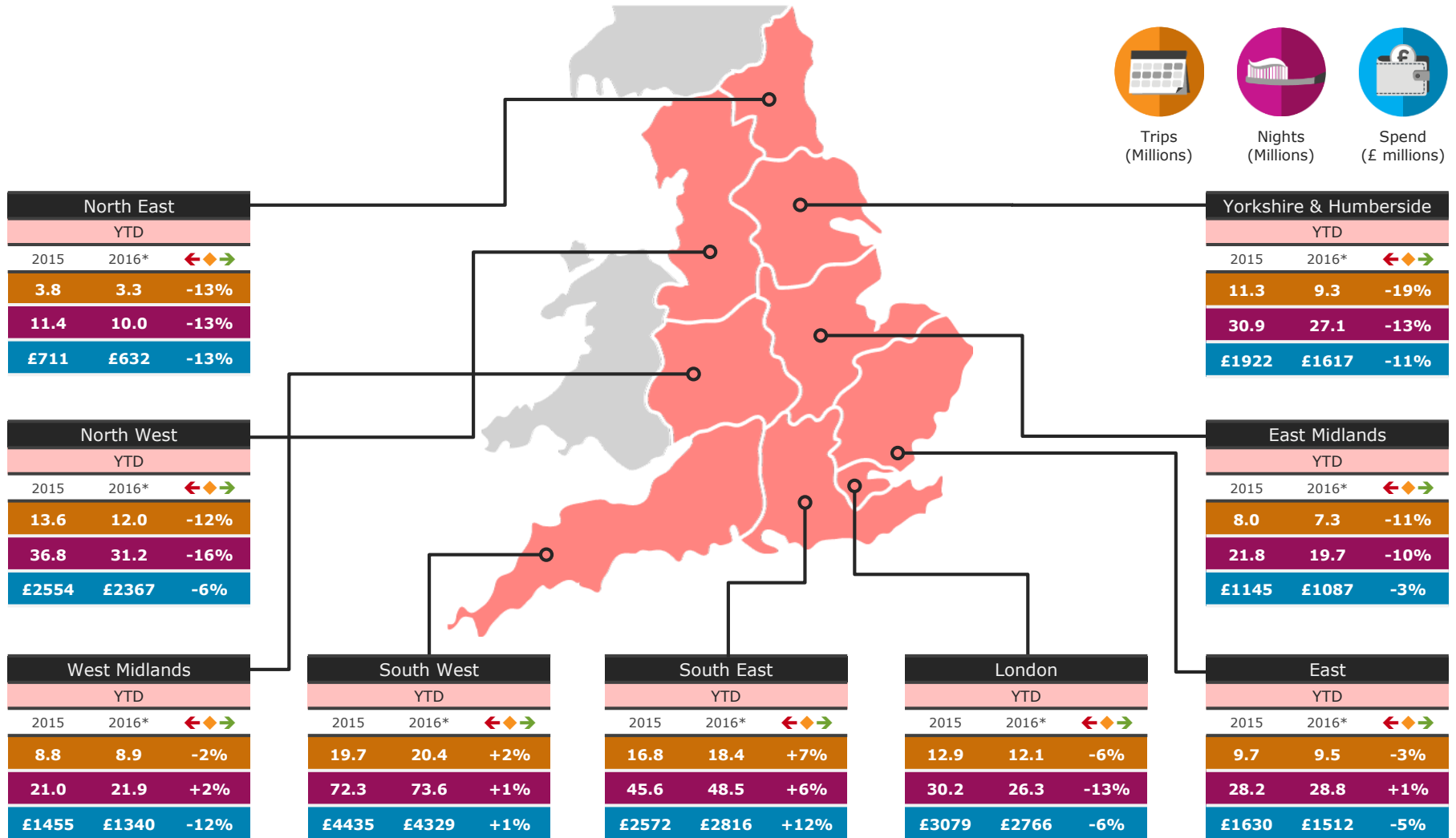
Spend by purpose (€millions)\*



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

# Regional Analysis England

Trip characteristics – region (2015 vs 2016)

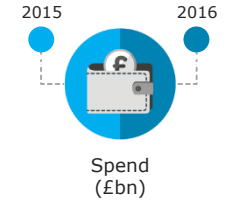
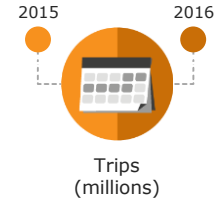


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# UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



←◆→ % change vs 2015






# Appendix: Domestic Tourism England










Trip characteristics (Year-To-Date: Jan-Dec 2016)



## PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2015	43.7	29.2	14.5	25.2	68.9	15.4	40.6	13.9
	2016	44.7	29.3	15.4	25.2	69.9	11.7	36.9	14.1
	◀◆▶	+2%	0%	+6%	0%	+1%	-24%	-9%	+2%
NIGHTS Millions	2015	146.5	56.5	90.0	74.5	220.9	37.2	111.7	30.1
	2016	147.1	59.1	88.0	70.9	218.0	27.2	98.0	31.6
	◀◆▶	0%	+5%	-2%	-5%	-1%	-27%	-12%	+5%
SPEND £Millions	2015	£10,725	£5,853	£4,871	£3,066	£13,790	£1,590	£4,657	£3,341
	2016	£10,414	£5,717	£4,697	£2,684	£13,099	£1,217	£3,905	£3,630
	◀◆▶	-3%	-2%	-4%	-12%	-5%	-23%	-16%	+9%
Unwtd Trips		5658	3592	2066	3194	8852	1493	4686	1376

## REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS Millions	2015	8.8	9.7	8.0	12.9	13.6	3.8	16.8	19.7	11.3
	2016	8.9	9.5	7.3	12.1	12.0	3.3	18.4	20.4	9.3
	◀◆▶	-2%	-3%	-11%	-6%	-12%	-13%	+7%	+2%	-19%
NIGHTS Millions	2015	21.0	28.2	21.8	30.2	36.8	11.4	45.6	72.3	30.9
	2016	21.9	28.8	19.7	26.3	31.2	10.0	48.5	73.6	27.1
	◀◆▶	+2%	+1%	-10%	-13%	-15%	-13%	+6%	+1%	-13%
SPEND £Millions	2015	£1,455	£1,630	£1,145	£3,079	£2,554	£711	£2,572	£4,435	£1,922
	2016	£1,340	£1,512	£1,087	£2,766	£2,367	£632	£2,816	£4,329	£1,617
	◀◆▶	-12%	-5%	-3%	-6%	-6%	-13%	+12%	+1%	-11%
Unwtd Trips		1060	1226	921	1406	1438	393	2205	2591	1115

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◀◆▶ % change vs 2015

# Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-Dec 2016)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2015	19.4	44.0	22.1	19.9
	2016	23.4	41.1	19.6	17.0
		↔	-6%	-11%	-15%
NIGHTS Millions	2015	71.3	104.0	61.1	62.0
	2016	84.5	94.3	52.7	53.3
		↔	-9%	-14%	-14%
SPEND £Millions	2015	£4,355	£8,421	£3,411	£3,350
	2016	£4,916	£7,696	£2,825	£2,853
		↔	-9%	-17%	-15%
	Unwtd Trips	3042	4855	2374	2082

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2015	45.3	30.3	15.6	11.6
	2016	42.8	30.5	14.9	11.2
		↔	+1%	-5%	-4%
NIGHTS 000s	2015	126.2	87.8	47.7	37.8
	2016	118.2	87.5	45.8	36.2
		↔	0%	-4%	-4%
SPEND £Millions	2015	£9,363	£5,485	£2,792	£1,928
	2016	£8,516	£5,496	£2,677	£1,803
		↔	0%	-4%	-6%
	Unwtd Trips	4246	3957	1960	1966

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2015	11.7	17.7	19.6	21.2	32.5
	2016	10.9	16.7	19.3	20.8	31.6
		↔	-5%	-1%	-2%	-3%
NIGHTS Millions	2015	37.9	47.2	54.1	56.8	103.6
	2016	32.7	43.3	55.1	55.6	100.9
		↔	-8%	+2%	-2%	-3%
SPEND £Millions	2015	£1,949	£3,048	£3,608	£4,483	£6,486
	2016	£1,801	£2,859	£3,354	£4,440	£6,035
		↔	-6%	-7%	-1%	-7%
	Unwtd Trips	1270	2031	2178	2101	4549

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2015	32.9	69.8
	2016	32.3	67.1
		↔	-4%
NIGHTS 000s	2015	92.5	207.1
	2016	93.3	194.4
		↔	-6%
SPEND £Millions	2015	£5,299	£14,272
	2016	£5,269	£13,222
		↔	-7%
	Unwtd Trips	4132	7997

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

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↔ % change vs 2015

# Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-Dec 2016)



## 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									
	2015	62.4	41.9	36.7	4.3	17.1	11.6	5.4	0.7	39.7
	2016	62.4	42.3	36.4	4.0	20.8	11.9	8.3	0.4	36.2
	◀◆▶	0%	+1%	-1%	-7%	+22%	+2%	+52%	-45%	-9%
NIGHTS	Millions									
	2015	177.7	89.0	75.9	9.0	74.7	48.0	26.7	1.7	114.8
	2016	179.4	90.4	73.7	8.6	88.4	47.0	38.5	0.9	102.1
	◀◆▶	+1%	+2%	-3%	-5%	+18%	-2%	+44%	-48%	-11%
SPEND	Millions									
	2015	£15,357	£10,524	£9,336	£898	£4,238	£1,804	£2,434	£1,149	£3,823
	2016	£15,034	£10,593	£9,014	£870	£4,652	£1,733	£2,775	£77	£3,094
	◀◆▶	-2%	+1%	-3%	-3%	+10%	-4%	+14%	-49%	-19%
Unwtd Trips		7467	4955	4229	492	2606	1517	1012	53	4567

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

\*caution small sample size ◀◆▶ % change vs 2015

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# Appendix: Domestic Tourism England

Year to date average trip length, spend/night, spend/trip\*



All Tourism



Holidays



Business



VFR

	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016	2011	2012	2013	2014	2015	2016
Trip Length	2.94	2.97	2.92	2.95	2.92	2.90	3.42	3.40	3.33	3.37	3.35	3.29	2.18	2.32	2.13	2.29	2.17	2.24	2.68	2.75	2.77	2.71	2.75	2.66
Spend Per Night	£58	£63	£63	£66	£65	£64	£64	£70	£70	£73	£73	£71	£105	£102	£113	£113	£111	£115	£37	£39	£38	£42	£42	£40
Spend Per Trip	£172	£187	£184	£195	£191	£186	£217	£239	£233	£247	£245	£233	£228	£236	£242	£258	£241	£257	£99	£108	£107	£113	£115	£106

**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](mailto:VEResearch@visitengland.org)

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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](mailto: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
<b>GB Total</b>	<b>4.5%</b>	<b>2.5%</b>	<b>4.9%</b>	<b>3.0%</b>	<b>6.0%</b>	<b>3.6%</b>
<b>England Total</b>	<b>4.8%</b>	<b>2.8%</b>	<b>5.4%</b>	<b>3.2%</b>	<b>6.7%</b>	<b>4.0%</b>
East	13.2%	7.7%	15.5%	9.4%	20.8%	11.6%
East Midlands	13.9%	8.3%	15.8%	9.4%	17.7%	10.6%
London	14.7%	7.2%	17.3%	9.1%	22.5%	11.0%
North East	19.1%	11.0%	26.5%	14.3%	27.7%	20.6%
North West	10.5%	6.2%	13.3%	7.4%	13.9%	8.0%
South East	9.5%	5.7%	13.5%	7.5%	16.5%	9.1%
South West	8.8%	5.4%	9.7%	6.3%	11.2%	9.2%
West Midlands	14.2%	8.1%	17.1%	10.0%	18.9%	11.6%
Yorks & Humb	11.7%	6.9%	16.4%	10.1%	15.5%	12.0%

Based on Quarter 4 2016