

# Great Britain Tourism Survey

January 2018 Update



©TNS 2018

# Summary – January 2018 Update

## ALL TOURISM

- The volume of domestic GB overnight trips taken by GB residents starting in January 2018 was +25% higher than January 2017. Trips to England rose by +19%, as did trips to Scotland (+47%) and Wales (+92%).
- The number of bednights for these January trips also rose, by +34%, with England (+30%), Scotland (+45%) and Wales (+75%) all growing.
- The value of spend on these GB trips increased by +28% versus January 2017, with England up +17% Scotland +66% and Wales +170%.

## HOLIDAYS

- Within the total number of GB domestic overnight tourism trips, there was a +19% increase in the number of holiday trips compared to January 2017. There were more holiday trips to England (+9%), Scotland (+67%) and Wales (+66%).
- Holiday bednights for GB were also up, +17%, versus January 2017, with those in England increasing by +6%. Scotland saw an increase of +70% and Wales by +64%.
- GB domestic holiday spend was up +9% although England saw a decrease of -4%. Scotland and Wales however, saw increases of +86% and +60% respectively.

## VISITING FRIENDS & RELATIVES

- The number of GB domestic trips to visit friends and relatives (VFR) increased by +28% in January. VFR trips to England (+27%), Scotland (+52%) and Wales (+23%).
- VFR bednights also increased versus January 2017: GB was up +51%, as were England (+51%), Scotland (+65%) and Wales (+28%).
- Expenditure on this type of trip rose by +42% against January 2017, with England up +32%. Both Scotland (+89%) and Wales (+108%) also saw increases in expenditure.

## BUSINESS TOURISM

- The number of GB domestic overnight business trips starting in January 2018 was up +36% versus January 2017. England saw an increase of +26%, as did Scotland, up by +13. The change for Wales is +977%, but this is due to very few Welsh overnight business trips in January 2017.
- The number of nights spent on GB business trips increased by +37%. An increase in expenditure was also seen, which was up, by +69% versus January 2017.

## CONTEXT

January started with Storm Eleanor, which caused some transportation disruption, but was more settled and cold until the middle of the month. However, the second half brought milder temperatures to the south but cold and snow to Scotland and Northern England, which caused widespread disruption and school closures. Overall temperature and precipitation were around average for January. The New Year's Day holiday was on a Monday, and the Tuesday was also a holiday in Scotland.

©TNS 2018

# GB Domestic Tourism: Monthly Volume & Value 2018

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.647	7.059	+25.0%															
England	4.852	5.779	+19.1%															
Scotland	0.564	0.827	+46.6%															
Wales	0.248	0.477	+92.3%															

  

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	13.228	17.705	+33.8%															
England	10.999	14.278	+29.8%															
Scotland	1.557	2.254	+44.8%															
Wales	0.672	1.173	+74.6%															

  

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,006	£1,286	+27.8%															
England	£852	£999	+17.3%															
Scotland	£124	£206	+66.1%															
Wales	£30	£81	+170%															

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			5.647	7.059	+25.0%
England																			4.852	5.779	+19.1%
Scotland																			0.564	0.827	+46.6%
Wales																			0.248	0.477	+92.3%

  

BEDNIGHTS	July			August			September			October			November			December			January		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			13.228	17.705	+33.8%
England																			10.999	14.278	+29.8%
Scotland																			1.557	2.254	+44.8%
Wales																			0.672	1.173	+74.6%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			£1,006	£1,286	+27.8%
England																			£852	£999	+17.3%
Scotland																			£124	£206	+66.1%
Wales																			£30	£81	+170%

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 10 Jan – 25 Feb 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2018

## HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.116	2.515	+18.9%															
England	1.765	1.929	+9.3%															
Scotland	0.253	0.423	+67.2%															
Wales	0.098	0.163	+66.3%															

  

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.786	5.592	+16.8%															
England	3.910	4.145	+6.0%															
Scotland	0.622	1.056	+69.8%															
Wales	0.254	0.391	+53.9%															

  

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£494	£536	+8.5%															
England	£421	£404	-4.0%															
Scotland	£58	£108	+86.2%															
Wales	£15	£24	+60.0%															

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																2.116	2.515	+18.9%			
England																1.765	1.929	+9.3%			
Scotland																0.253	0.423	+67.2%			
Wales																0.098	0.163	+66.3%			

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																4.786	5.592	+16.8%			
England																3.910	4.145	+6.0%			
Scotland																0.622	1.056	+69.8%			
Wales																0.254	0.391	+53.9%			

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																£494	£536	+8.5%			
England																£421	£404	-4.0%			
Scotland																£58	£108	+86.2%			
Wales																£15	£24	+60.0%			

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 10 Jan – 25 Feb 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2018

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.340	3.005	+28.4%															
England	2.065	2.616	+26.7%															
Scotland	0.155	0.235	+51.6%															
Wales	0.137	0.168	+22.6%															

  

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.728	8.636	+50.8%															
England	4.828	7.298	+51.2%															
Scotland	0.508	0.837	+64.8%															
Wales	0.392	0.501	+27.8%															

  

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£238	£339	+42.4%															
England	£198	£262	+32.3%															
Scotland	£27	£51	+88.9%															
Wales	£13	£27	+108%															

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																2.340	3.005	+28.4%			
England																2.065	2.616	+26.7%			
Scotland																0.155	0.235	+51.6%			
Wales																0.137	0.168	+22.6%			

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																5.728	8.636	+50.8%			
England																4.828	7.298	+51.2%			
Scotland																0.508	0.837	+64.8%			
Wales																0.392	0.501	+27.8%			

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																£238	£339	+42.4%			
England																£198	£262	+32.3%			
Scotland																£27	£51	+88.9%			
Wales																£13	£27	+108%			

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 10 Jan – 25 Feb 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2018

## BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	0.946	1.290	+36.4%															
England	0.816	1.028	+26.0%															
Scotland	0.116	0.132	+13.8%															
Wales	0.013	0.140	+977%															

  

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.975	2.705	+37.0%															
England	1.596	2.150	+34.7%															
Scotland	0.354	0.287	-18.9%															
Wales	0.025	0.268	+972%															

  

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£217	£367	+69.1%															
England	£185	£298	+61.1%															
Scotland	£30	£40	+33.3%															
Wales	£2	£29	+1350%															

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			0.946	1.290	+36.4%
England																			0.816	1.028	+26.0%
Scotland																			0.116	0.132	+13.8%
Wales																			0.013	0.140	+977%

  

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			1.975	2.705	+37.0%
England																			1.596	2.150	+34.7%
Scotland																			0.354	0.287	-18.9%
Wales																			0.025	0.268	+972%

  

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB																			£217	£367	+69.1%
England																			£185	£298	+61.1%
Scotland																			£30	£40	+33.3%
Wales																			£2	£29	+1350%

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 10 Jan – 25 Feb 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2013-2018

## Trips, Bednights & Expenditure, January period

TRIPS	ALL TOURISM - Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	5.702	5.526	6.951	6.195	5.647	7.059	1.811	1.778	2.073	1.926	2.116	2.515	2.284	2.524	3.089	2.763	2.340	3.005	1.315	1.099	1.376	1.197	0.946	1.290
England	4.776	4.840	5.912	5.369	4.852	5.779	1.433	1.497	1.612	1.632	1.765	1.929	1.981	2.248	2.836	2.468	2.065	2.616	1.126	0.971	1.115	1.003	0.816	1.028
Scotland	0.653	0.371	0.689	0.517	0.564	0.827	0.282	0.136	0.289	0.206	0.253	0.423	0.163	0.125	0.140	0.140	0.155	0.235	0.165	0.110	0.217	0.151	0.116	0.132
Wales	0.305	0.322	0.375	0.338	0.248	0.477	0.108	0.145	0.191	0.096	0.098	0.163	0.140	0.152	0.118	0.176	0.137	0.168	0.045	0.025	0.045	0.043	0.013	0.140
BEDNIGHTS	ALL TOURISM - Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	12.577	12.590	16.687	14.530	13.228	17.705	3.904	4.154	4.982	4.394	4.786	5.592	5.288	5.681	7.243	6.264	5.728	8.636	2.831	2.087	3.407	3.118	1.975	2.705
England	10.491	11.089	13.839	12.441	10.999	14.278	3.069	3.558	3.637	3.720	3.910	4.145	4.695	4.995	6.495	5.643	4.828	7.298	2.349	1.867	2.780	2.422	1.596	2.150
Scotland	1.525	0.842	1.670	1.163	1.557	2.254	0.593	0.286	0.718	0.430	0.622	1.056	0.390	0.386	0.415	0.282	0.508	0.837	0.419	0.170	0.451	0.402	0.354	0.287
Wales	0.561	0.659	1.178	0.926	0.672	1.173	0.242	0.310	0.626	0.245	0.254	0.391	0.204	0.300	0.333	0.338	0.392	0.501	0.063	0.050	0.177	0.294	0.025	0.268
EXPENDITURE	ALL TOURISM - Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£940	£933	£1,233	£1,049	£1,006	£1,286	£348	£407	£489	£432	£494	£536	£239	£262	£293	£267	£238	£339	£308	£239	£363	£305	£217	£367
England	£766	£823	£1,000	£902	£852	£999	£269	£358	£368	£370	£421	£404	£199	£234	£263	£246	£198	£262	£262	£205	£295	£244	£185	£298
Scotland	£103	£78	£170	£111	£124	£206	£52	£29	£75	£48	£58	£108	£20	£19	£22	£10	£27	£51	£25	£30	£61	£52	£30	£40
Wales	£71	£32	£63	£37	£30	£81	£27	£20	£45	£13	£15	£24	£21	£9	£8	£12	£13	£27	£22	£3	£7	£9	£2	£29

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

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

Fieldwork: 10 Jan – 25 Feb 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2013-2018

## Trip Characteristics, Jan period

Av. Trip Length	ALL TOURISM, Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	2.21	2.28	2.40	2.35	2.34	2.51	2.16	2.34	2.40	2.28	2.26	2.22	2.32	2.25	2.34	2.27	2.45	2.87	2.15	1.90	2.48	2.60	2.09	2.10
England	2.20	2.29	2.34	2.32	2.27	2.47	2.14	2.38	2.26	2.28	2.22	2.15	2.37	2.22	2.29	2.29	2.34	2.79	2.09	1.92	2.49	2.41	1.96	2.09
Scotland	2.34	2.27	2.42	2.25	2.76	2.73	2.10	2.10	2.48	2.09	2.46	2.50	2.39	3.09	2.96	2.01	3.28	3.56	2.54	1.55	2.08	2.66	3.05	2.17
Wales	1.84	2.05	3.14	2.74	2.71	2.46	2.24	2.14	3.28	2.55	2.59	2.40	1.46	1.97	2.82	1.92	2.86	2.98	1.40	2.00	3.93	6.84	1.92	1.91
Av. £/Night	ALL TOURISM - Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£75	£74	£74	£72	£76	£73	£89	£98	£98	£98	£103	£96	£45	£46	£40	£43	£42	£39	£109	£115	£107	£98	£110	£136
England	£73	£74	£72	£73	£77	£70	£88	£101	£101	£99	£108	£97	£42	£47	£40	£44	£41	£36	£112	£110	£106	£101	£116	£139
Scotland	£68	£93	£102	£95	£80	£91	£88	£101	£104	£112	£93	£102	£51	£49	£53	£35	£53	£61	£60	£176	£135	£129	£85	£139
Wales	£127	£49	£53	£40	£45	£69	£112	£65	£72	£53	£59	£61	£103	£30	£24	£36	£33	£54	£349	£60	£40	£31	£80	£108
Av. £/Trip	ALL TOURISM - Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£165	£169	£177	£169	£178	£182	£192	£229	£236	£224	£233	£213	£105	£104	£95	£97	£102	£113	£234	£217	£264	£255	£229	£284
England	£160	£170	£169	£168	£176	£173	£188	£239	£228	£227	£239	£209	£100	£104	£93	£100	£96	£100	£233	£211	£265	£243	£227	£290
Scotland	£158	£210	£247	£215	£220	£249	£184	£213	£260	£233	£229	£255	£123	£152	£157	£71	£174	£217	£152	£273	£281	£344	£259	£303
Wales	£233	£99	£168	£109	£121	£170	£250	£138	£236	£135	£153	£147	£150	£59	£68	£68	£95	£161	£489	£120	£156	£209	£154	£207

\*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.  
 \*\*All expenditure figures are in HISTORIC PRICES.

©TNS 2018

Fieldwork: 10 Jan – 25 Feb 2018  
 TNS Face-to-Face Omnibus Survey