



# Great Britain Tourism Survey

October 2015



# October to December Results 2014 vs. 2015

**In the period October to December 2014, a data collection issue resulted in the number of GBTS interviews conducted in each of these three months being lower than the expected sample for this survey. As a result, the data for October, November and December 2014 is insufficiently robust to show separate monthly results.**

As such, results for October, November and December 2015 cannot be directly compared with the same month in 2014. Results for these months in 2015 have instead been presented compared to **2013 data, the last time monthly data was available. This percentage change is not comparable with that presented for other months in 2015, which are compared to 2014 data.**

**Year-to-date data for January to October / November / December 2014 has been presented, however some caution is still required in interpreting these results, as the lower sample size will have resulted in a higher margin of error. 2013 results have also been presented to help with interpretation of these results.**

# Summary of Results GB And England

	Trips	Nights	Spend	Headlines
October 2015 (vs October 2013)*				
	0%	0%	4%	<ul style="list-style-type: none"> <li>There were 10 million domestic overnight trips in GB in October 2015, which is in line with October 2013.</li> <li>Expenditure increased by +4% to £1.8 billion, while number of nights increased to 27 million.</li> </ul>
	-2%	-2%	+4%	<ul style="list-style-type: none"> <li>There were 8.2 million domestic overnight trips to England in October 2015, down by 2% on the same month in 2013 when there were 8.3 million.</li> <li>Spend increased by 4% to £1.5 billion and bednights decreased by 2% to 22 million.</li> </ul>
YEAR-TO-DATE (vs YTD 2014)**				
	+7%	+7%	+7%	<ul style="list-style-type: none"> <li>In the year to October 2015, GB trips were up +7% to 105 million, compared to 98 million in the same period in 2014.</li> <li>Expenditure and nights were also up for the year to date, +7% each.</li> </ul>
	+8%	+9%	+7%	<ul style="list-style-type: none"> <li>In the year to October 2015, trips to England were up +8% to 86 million from 79.6 million in 2014.</li> <li>Spend and nights were up by +7% and +9% respectively.</li> </ul>

## Weather



## Context

- For much of October the weather was influenced by high pressure bringing periods of dry, settled weather and some good spells of sunshine, but with some overnight frost and fog.

\*Due to a data collection issue, separate October / November / December 2014 data is not available. Please see the note at the front of this report

\*\*Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

# Context Other Surveys

## Overseas Travel by UK Residents

International Passenger Survey

October 2015

Jan - October 2015

Trip

Spend

Trip

Spend



+9%

+3%

+9%

+6%

- In October, trips and the expenditure on those trips by Brits overseas increased by +9% and +3% respectively.
- In the year to date, overseas trips were up by +9%. Expenditure increased slightly less, at 6%.

## Other Tourism Surveys

October 15

Room

Bedspace

OCCUPANCY



+1%

0%

- Room occupancy in England in October increased by +1% compared to 2014 at 75%, while bedspace remained unchanged at 54%.

July-October 15

Volume

Spend

DAY VISITS



-2%

+8%

- The number of tourism day visits in England in the period July to October 2015 decreased by 2% compared to 2014, to 353 million
- The value of those visits also increased by +8% to £13.2 billion

SEPT 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



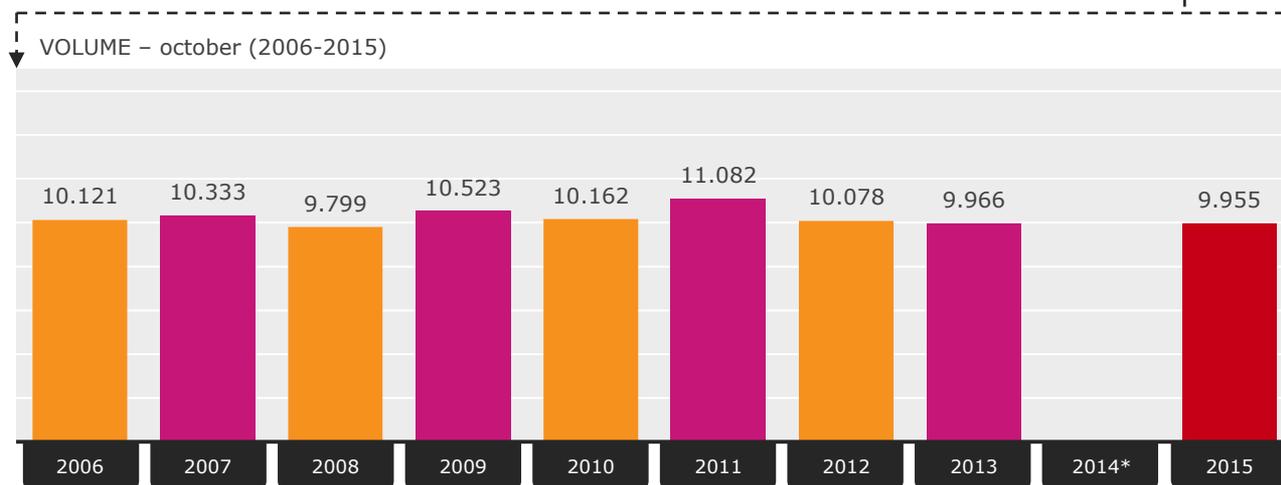
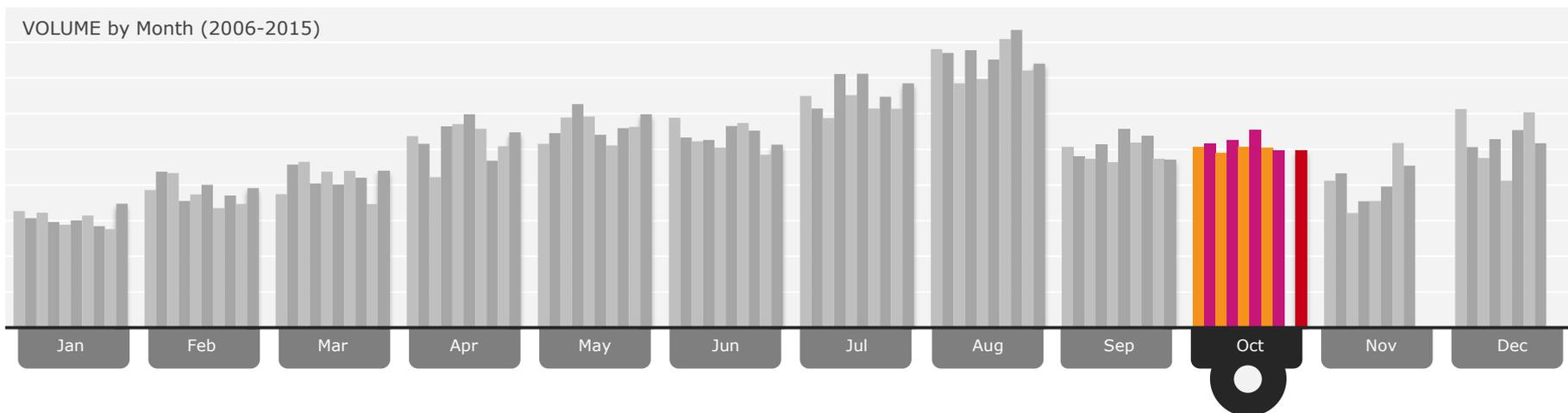
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- Attractions and accommodation businesses reported an increase in visitors for the period from mid-October to the end of October.

# Long Term Trends by Month GB

2006-2015 (millions)

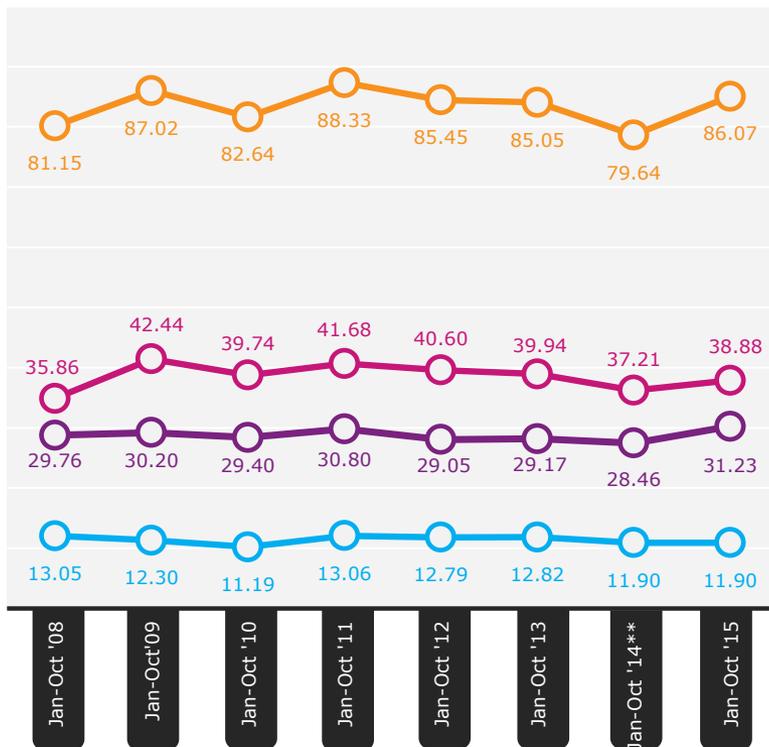


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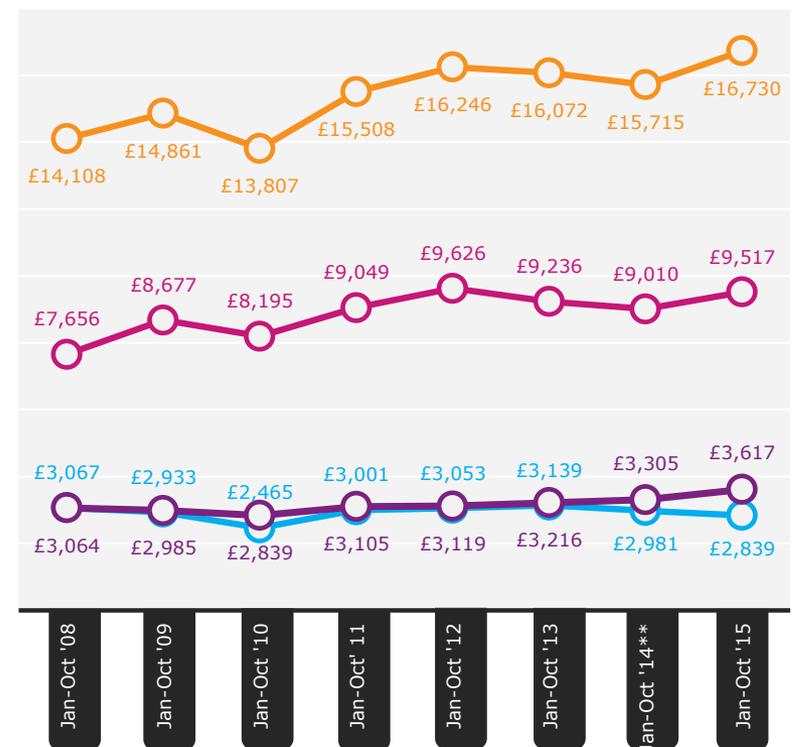
# Long Term Trends, Year-to-Year England



Trip Volume (millions)



Spend (£m)



\*\*Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

# Appendix: Domestic Tourism England

Year to date trip length, spend/night, spend/trip



All Tourism



Holidays



Business



VFR

	2010	2011	2012	2013	2014*	2015	2010	2011	2012	2013	2014*	2015	2010	2011	2012	2013	2014*	2015	2010	2011	2012	2013	2014*	2015
Trip Length	3.04	3.01	3.02	2.97	2.92	2.94	3.58	3.53	3.51	3.45	3.38	3.44	2.26	2.21	2.35	2.16	2.23	2.19	2.62	2.64	2.68	2.69	2.61	2.65
Spend Per Night	£55	£58	£63	£64	£68	£66	£58	£61	£68	£67	£72	£71	£97	£104	£101	£113	£113	£109	£37	£38	£40	£41	£45	£44
Spend Per Trip	£167	£176	£190	£189	£197	£194	£206	£217	£237	£231	£242	£245	£220	£230	£239	£245	£250	£239	£97	£101	£107	£110	£116	£116

\*Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

### **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.visitengland.com/sites/default/files/260121199\\_gb\\_tourist\\_report\\_2014\\_-\\_17th\\_sept\\_2015v2.pdf](https://www.visitengland.com/sites/default/files/260121199_gb_tourist_report_2014_-_17th_sept_2015v2.pdf)

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 Kaye Woodhouse in the VisitEngland Press Office [kaye.woodhouse@visitengland.org](mailto:kaye.woodhouse@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