



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

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.

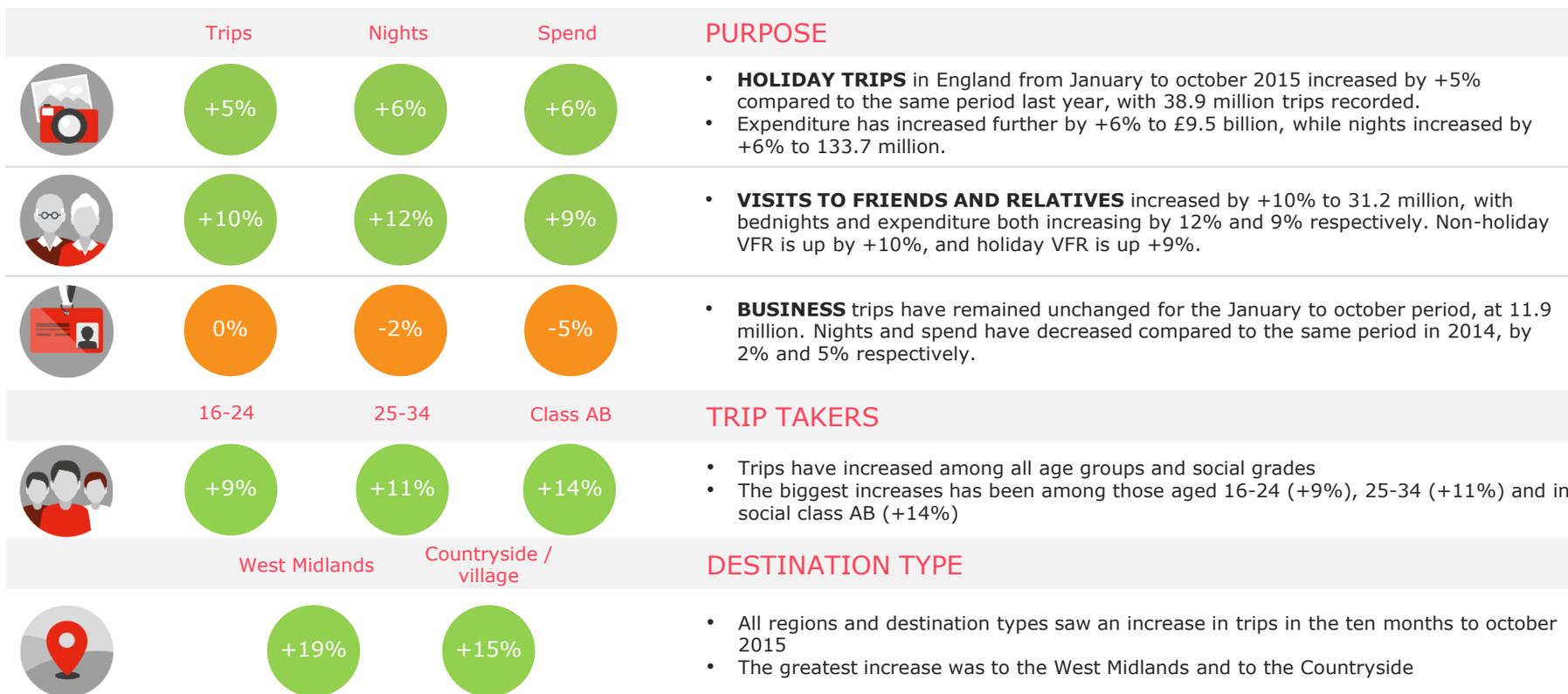
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**Due to a data collection issue, October / November / December 2014 data has a lower sample size than expected, and should be used with caution

Summary of Results England

YEAR-TO-DATE: Jan–October 2015 (vs YTD 2014)**

Trip Characteristics



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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



↗

↗

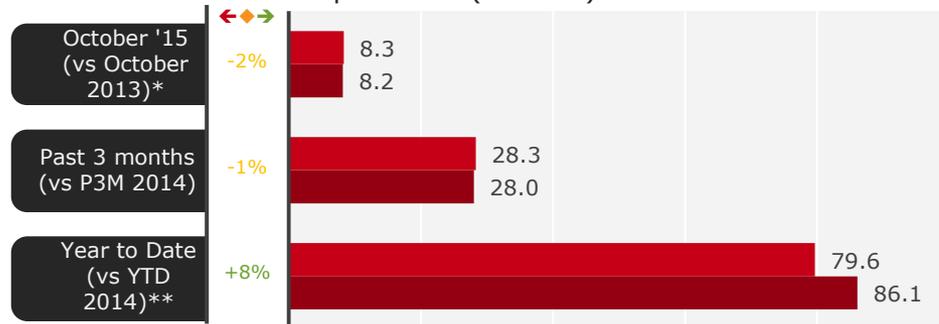
- Attractions and accommodation businesses reported an increase in visitors for the period from mid-October to the end of October.

Headline Data GB and England

Volume and spend (2014 vs 2015)



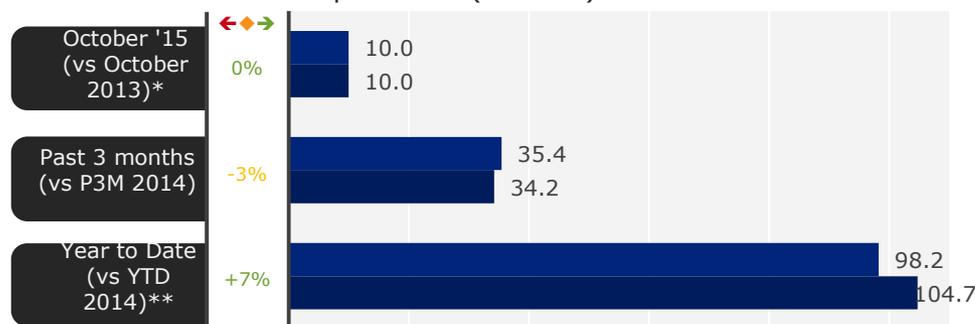
Trip Volume (millions)



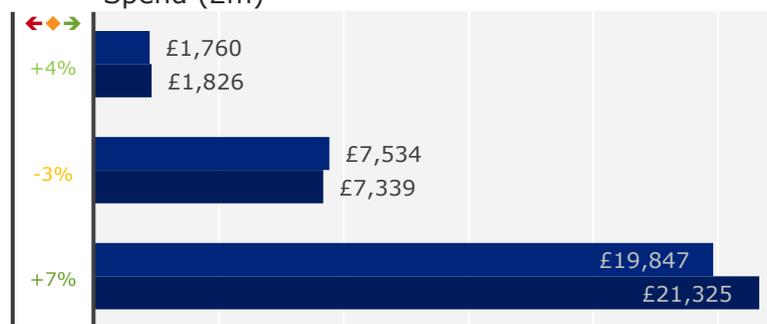
Spend (£m)



Trip Volume (millions)



Spend (£m)

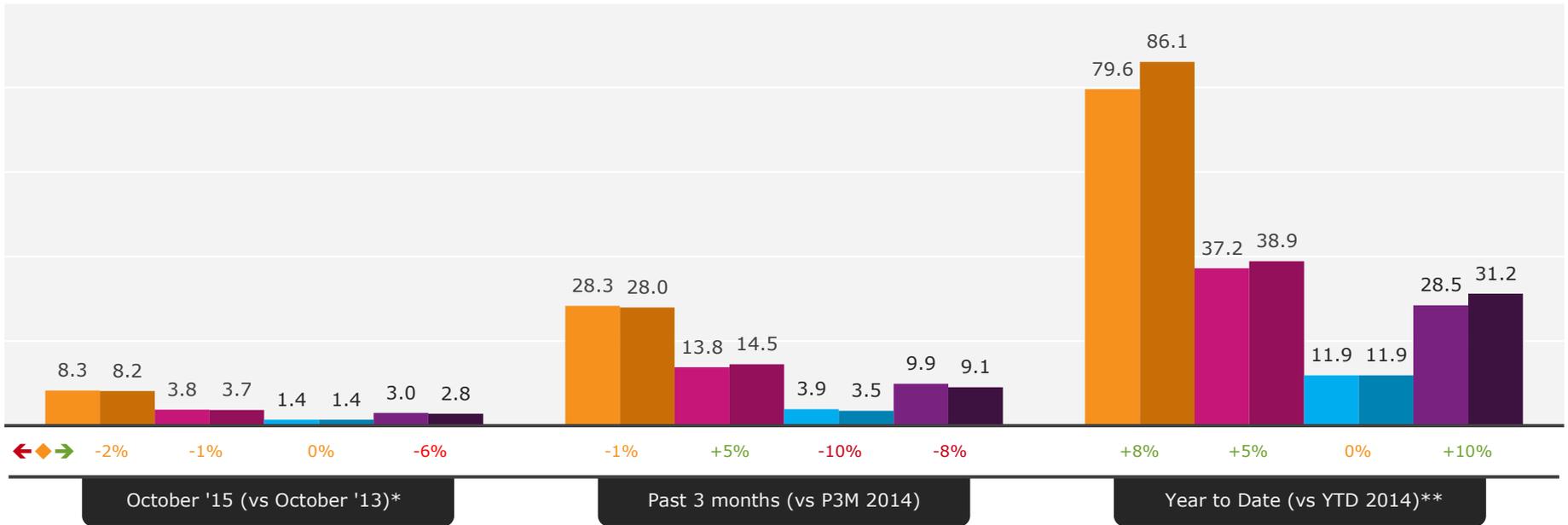
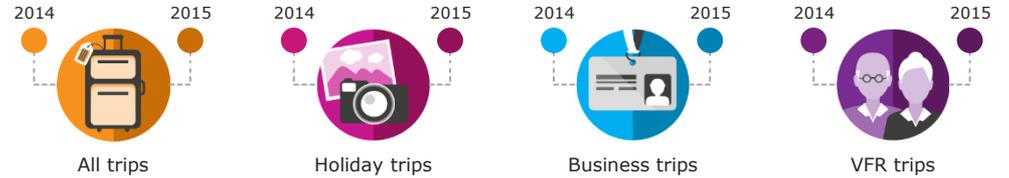


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 % change vs 2014

Trips England

Volume of trips (millions) (2014 vs 2015)

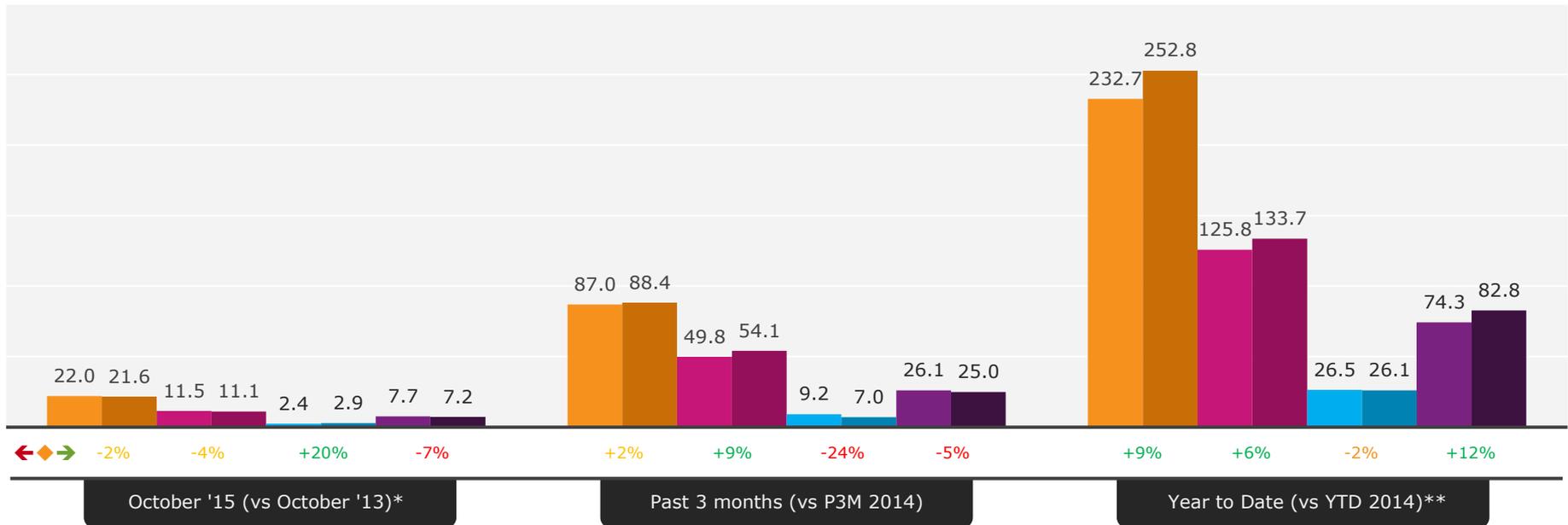
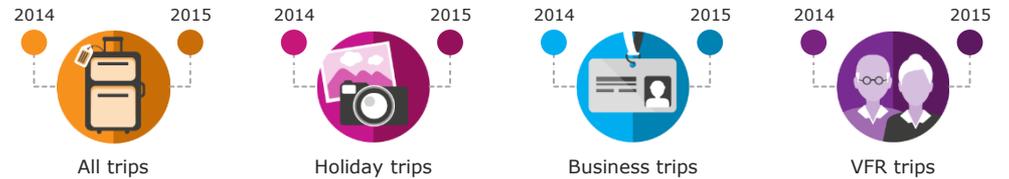


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◀▶ % change vs 2014

Nights England

Volume of nights (millions) (2014 vs 2015)



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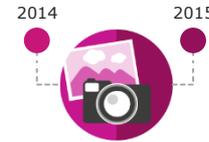
◀♦▶ % change vs 2014

Spend England

Expenditure (£m) (2014 vs 2015)



All trips



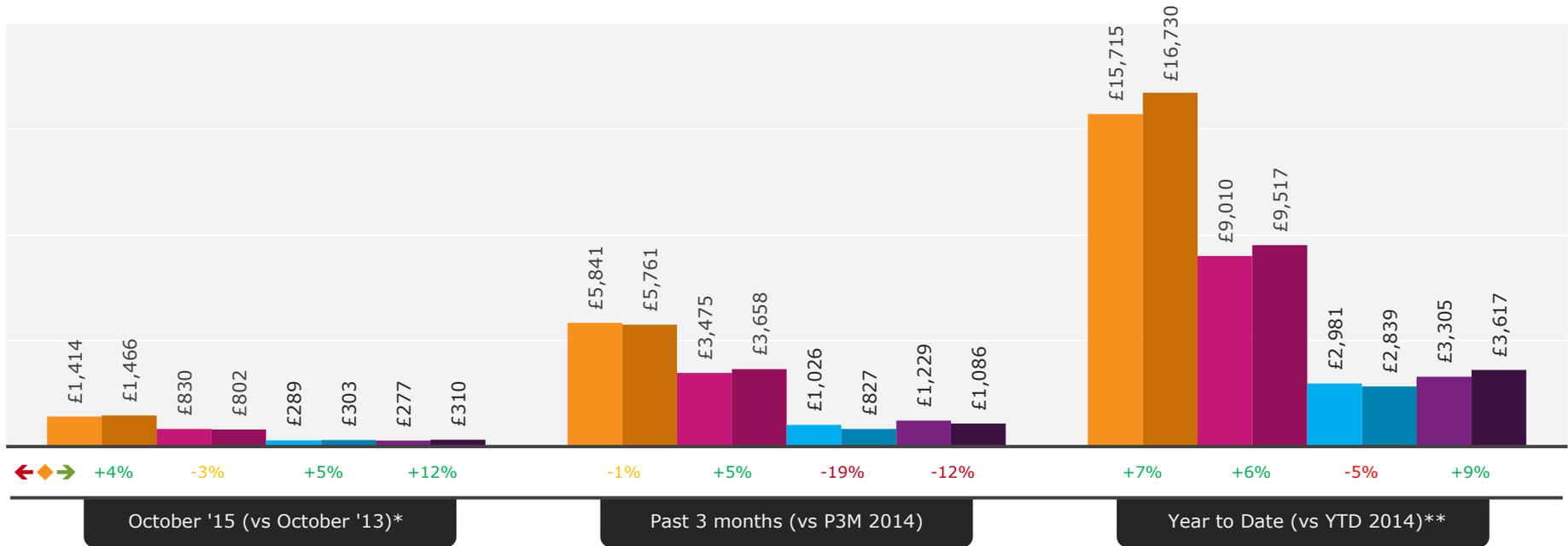
Holiday trips



Business trips



VFR trips



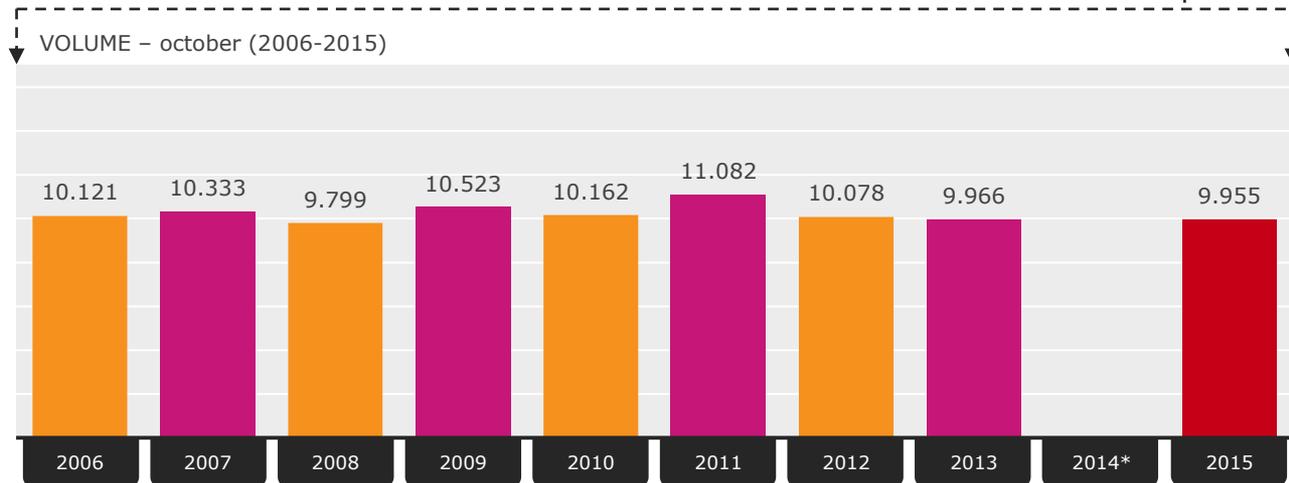
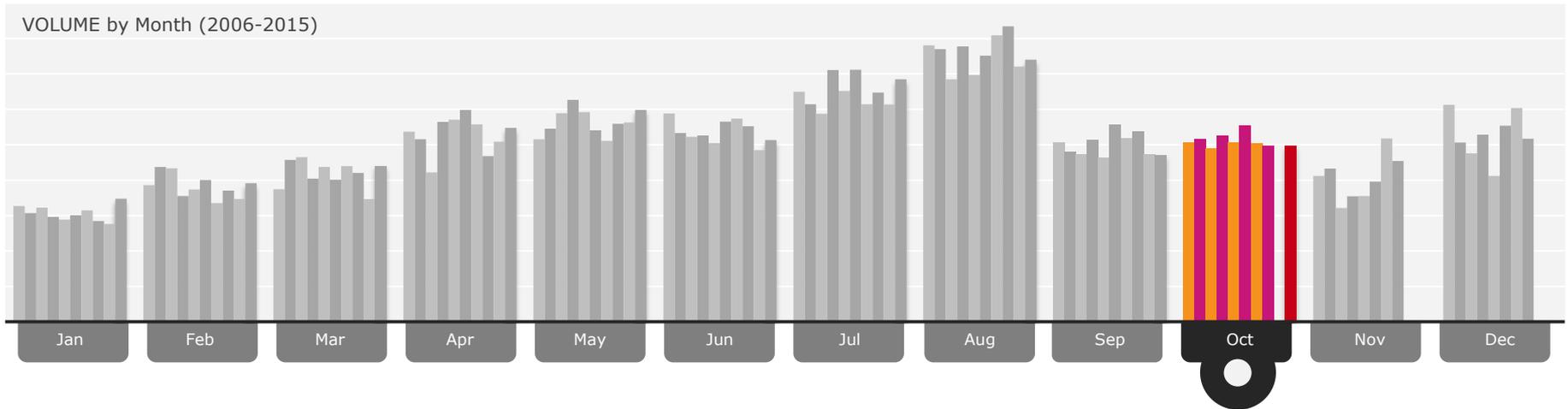
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◀▶ % change vs 2014

Long Term Trends by Month GB

2006-2015 (millions)

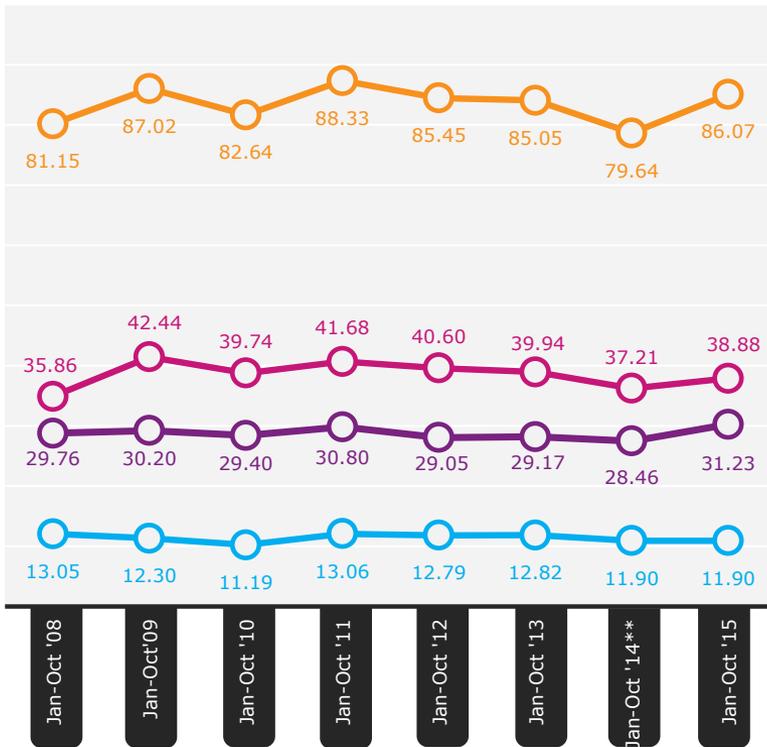


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Long Term Trends, Year-to-Year England



Trip Volume (millions)



Spend (£m)

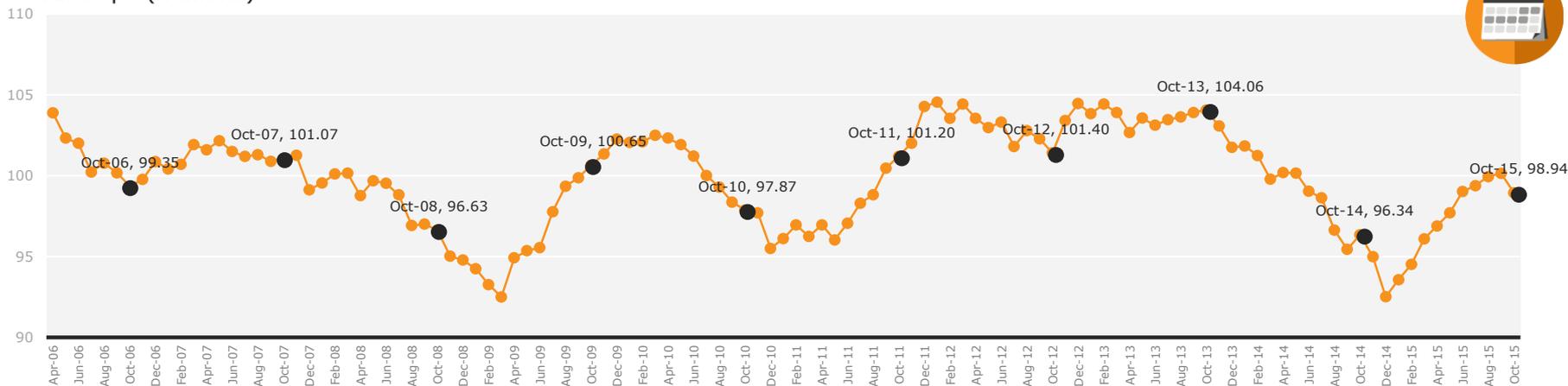


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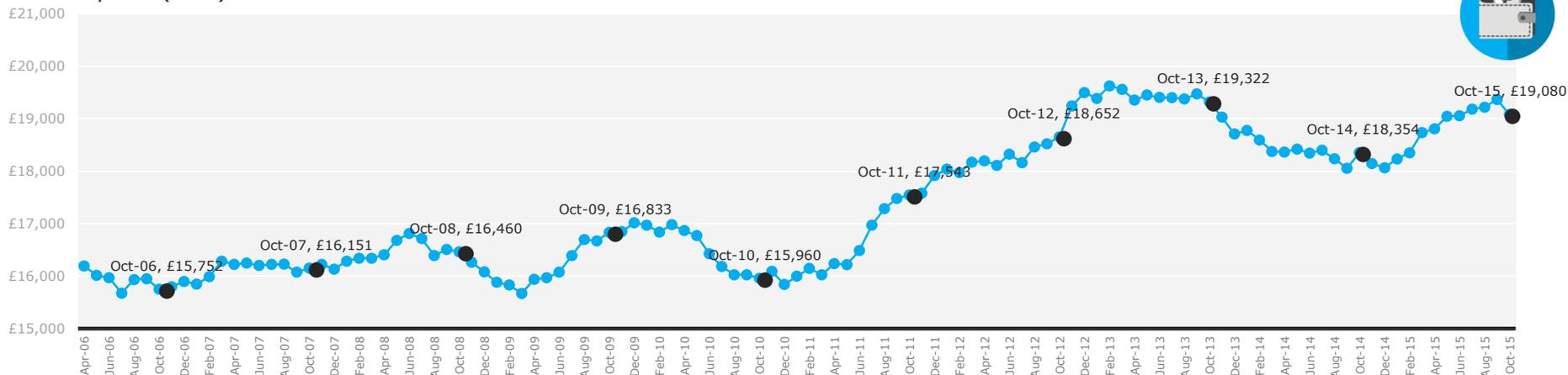
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



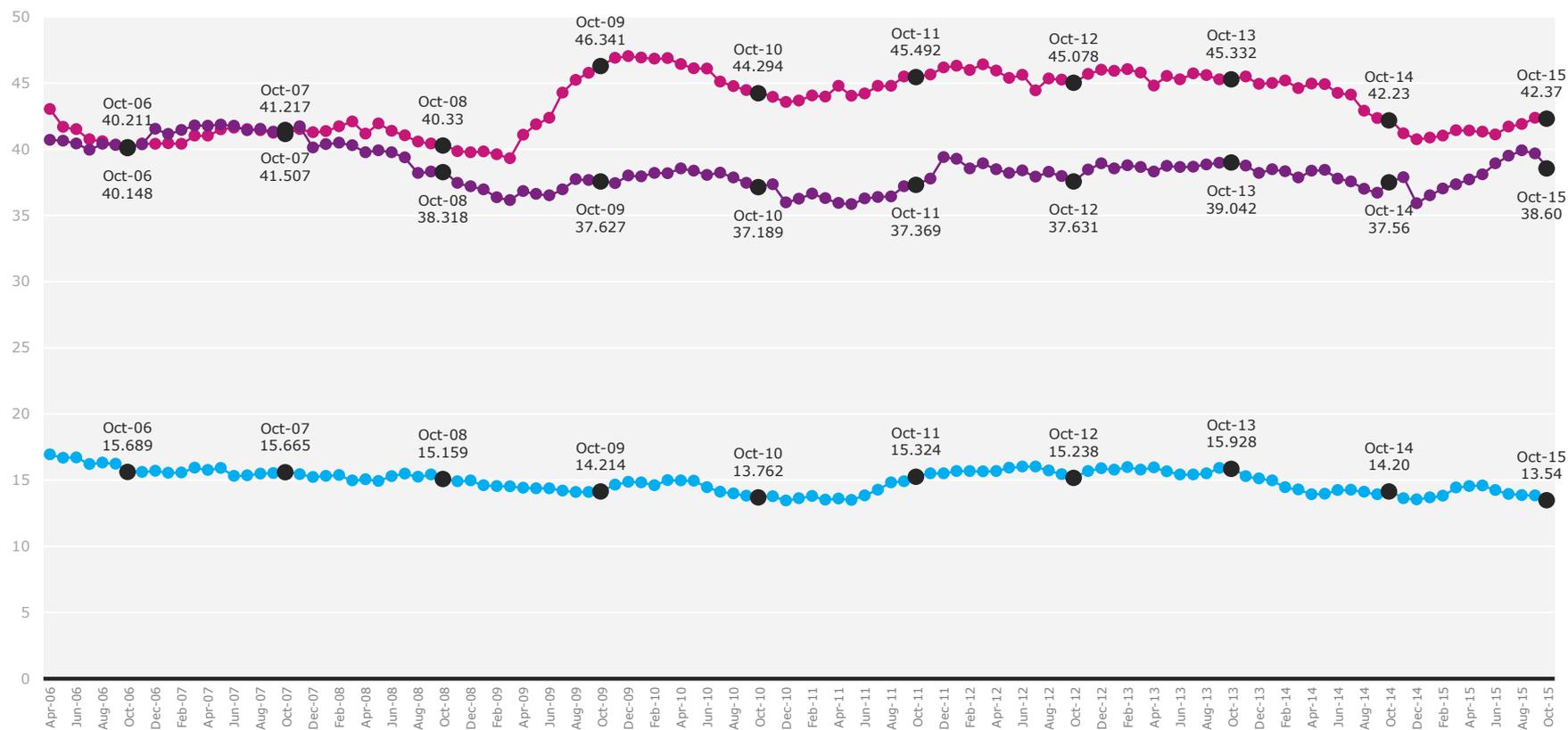
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



Holiday trips



Business trips

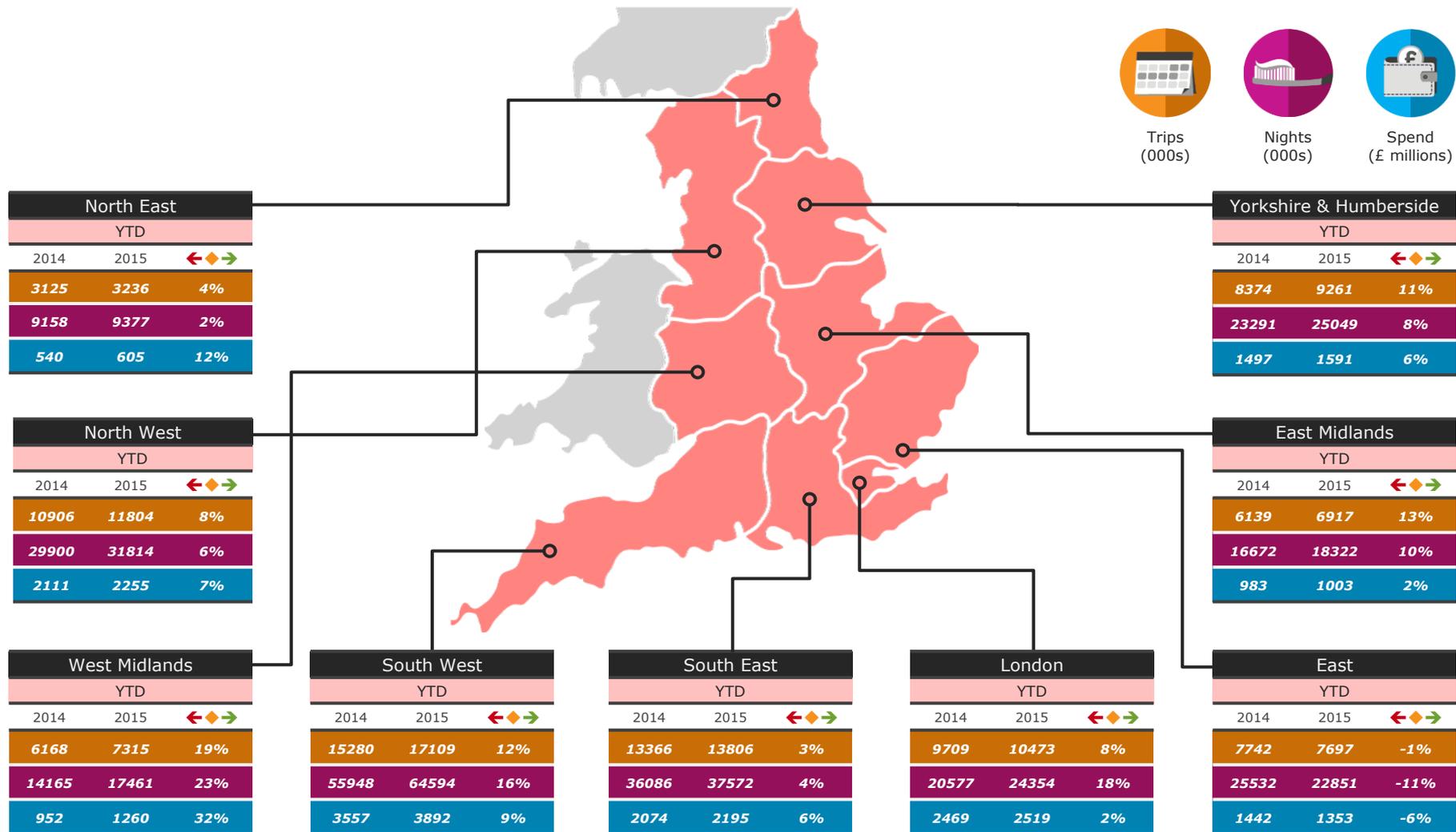


VFR trips



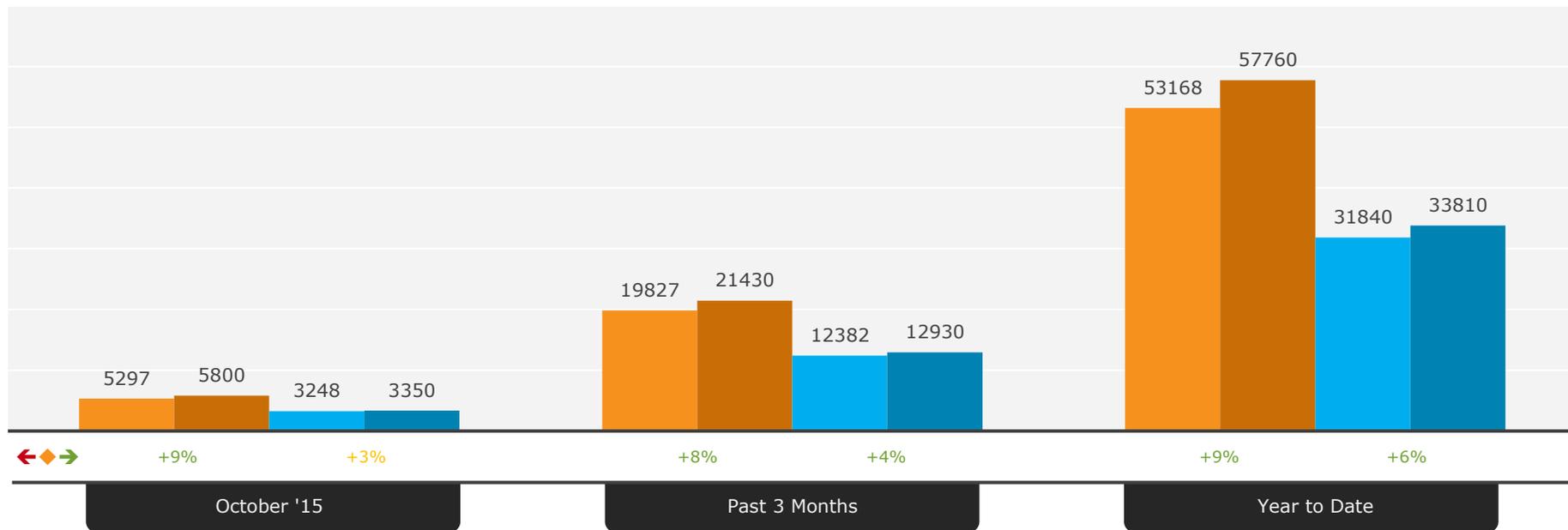
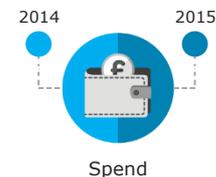
Regional Analysis England

Trip characteristics – region (YTD 2014 vs YTD 2015)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-October 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	37214	24046	13168	17183	54397	11276	28458	11901
	2015	38880	25369	13511	18804	57683	12426	31230	11896
	◀◆▶	+4%	+6%	+3%	+9%	+6%	+10%	+10%	0%
NIGHTS 000s	2014	125783	46860	78922	48726	174509	25528	74255	26486
	2015	133663	49498	84165	53109	186773	29654	82763	26070
	◀◆▶	+6%	+6%	+7%	+9%	+7%	+16%	+11%	-2%
SPEND £millions	2014	9010	4666	4343	2122	11132	1183	3305	2981
	2015	9517	4992	4525	2308	11825	1309	3617	2839
	◀◆▶	+6%	+7%	+4%	+9%	+6%	+11%	+9%	-5%
Unwtd Trips		5500	3492	2002	2687	8185	1736	4423	1352

REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	6168	7742	6139	9709	10906	3125	13366	15280	8374
	2015	7315	7697	6917	10473	11804	3236	13806	17109	9261
	◀◆▶	+19%	-1%	+13%	+8%	+8%	+4%	+3%	+12%	+11%
NIGHTS 000s	2014	14165	25532	16672	20577	29900	9158	36086	55948	23291
	2015	17461	22851	18322	24354	31814	9377	37572	64594	25049
	◀◆▶	+23%	-11%	+10%	+18%	+8%	+2%	+4%	+15%	+8%
SPEND £millions	2014	952	1442	983	2469	2111	540	2074	3557	1497
	2015	1260	1353	1003	2519	2255	605	2195	3892	1591
	◀◆▶	+32%	-6%	+2%	+2%	+7%	+12%	+6%	+9%	+6%
Unwtd Trips		508	1086	974	1356	1008	430	1896	2371	1272

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-October 2015)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS 000s	2014	15984	34126	17276	14741
	2015	17463	35692	18154	17009
	↔	+9%	+5%	+5%	+15%
NIGHTS 000s	2014	60971	77631	46623	47161
	2015	64980	83778	50084	52932
	↔	+7%	+8%	+7%	+12%
SPEND £millions	2014	3536	6613	2838	2704
	2015	3970	6945	2901	2885
	↔	+12%	+5%	+2%	+7%
Unwtd Trips		2871	4717	2489	2328

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	32777	25092	12773	8997
	2015	37194	25370	13434	10072
	↔	+13%	+1%	+5%	+12%
NIGHTS 000s	2014	90699	73363	39291	29378
	2015	105350	72459	41336	33631
	↔	+16%	-1%	+5%	+14%
SPEND £millions	2014	6890	4924	2444	1457
	2015	7750	4813	2455	1712
	↔	+12%	-2%	0%	+18%
Unwtd Trips		4062	3677	1975	2891

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	8862	13238	16481	16543	24514
	2015	9691	14751	16983	17610	27035
	↔	+9%	+11%	+3%	+6%	+10%
NIGHTS 000s	2014	24443	35882	45249	45324	81834
	2015	28990	38899	48092	49137	87658
	↔	+19%	+8%	+6%	+8%	+7%
SPEND £millions	2014	1499	2341	3103	3611	5161
	2015	1653	2603	3174	3724	5576
	↔	+10%	+11%	+2%	+3%	+8%
Unwtd Trips		1357	2051	2213	2106	4134

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	26605	53033
	2015	28509	57561
	↔	+7%	+9%
NIGHTS 000s	2014	77507	155225
	2015	82463	170312
	↔	+6%	+10%
SPEND £millions	2014	4485	11230
	2015	4682	12048
	↔	+4%	+7%
Unwtd Trips		4215	7608

↔ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-October 2015)



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 000s	2014	49756	34049	30377	3323	14723	10691	6281	312	29630
	2015	51990	34703	30599	3818	16094	11470	6571	718	32751
	◀◆▶	+4%	+2%	+1%	+15%	+9%	+7%	+5%	+130%	+11%
NIGHTS 000s	2014	142574	73494	63201	7949	64259	43084	30086	689	84913
	2015	150420	74041	64189	8052	71015	47273	31366	1854	93180
	◀◆▶	+6%	+1%	+2%	+1%	+11%	+10%	+4%	+167%	+10%
SPEND £millions	2014	12627	8717	7804	780	3662	1668	2265	50	2842
	2015	13010	8803	7860	822	3881	1784	2361	138	3233
	◀◆▶	+3%	+1%	+1%	+5%	+6%	+7%	+4%	+176%	+14%
Unwtd Trips		7117	4751	4189	533	2203	1570	900	88	4484

*caution small sample size ◀◆▶ % change vs 2014

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

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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

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

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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 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
GB Total	4.5%	2.5%	4.9%	3.0%	6.0%	3.6%
England Total	4.8%	2.8%	5.4%	3.2%	6.7%	4.0%
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