



Great Britain Tourism Survey

May 2015



VisitEngland™

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
MAY 2015				
	+6%	+13%	+16%	<ul style="list-style-type: none"> There were almost 12 million domestic overnight trips in GB in May 2015, up +6% to May 2014 when there were 11.3 million trips. Expenditure increased further by +16% to £2.4 billion, while nights increased by +13% to 35.7 million.
	+9%	+13%	+15%	<ul style="list-style-type: none"> There were 9.9 million domestic overnight trips to England in May 2015, up by +9% on the same month last year when there were 9.1 million. Spend increased by +15% to £1.9 billion and bednights increased by +13% to 27.8 million.
YEAR-TO-DATE				
	+14%	+16%	+19%	<ul style="list-style-type: none"> In the year to May 2015, GB trips were up +14% to 46.5 million, compared to 40.9 million in the same period in 2014. This is the highest volume of trips and the highest expenditure recorded (in real terms) for this period since the survey began in 2006. Nights and expenditure were also up for the year to date, +16% and +19% respectively
	+16%	+17%	+17%	<ul style="list-style-type: none"> In the year to May 2015, trips to England were up +16% to 38.6 million from 33.4 million in 2014. Nights and spend were both up by +17%. As for GB trips, this is the highest volume of trips and the highest expenditure recorded (in real terms) for this period since the survey began in 2006.

Weather



Context

- Temperatures in May were around average, with above average rainfall.
- The early May bank holiday fell on May 4th and the Spring bank holiday on May 25th

Summary of Results England

YEAR-TO-DATE (Jan-May 2015)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+4%	+8%	+9%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to May 2015 increased by +4% compared to the same period last year, with 14.7 million trips recorded. The increase was largely driven by longer, 4+ night holidays, which increased by +13%. Expenditure has increased further by +9% to £3.4 billion, while nights increased by +8% to 43.9 million.
	+17%	+22%	+22%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES increased by +17% to 15.5 million, with bednights and expenditure both increasing at a greater rate of 22%.
	+21%	+19%	+19%	<ul style="list-style-type: none"> BUSINESS trips have also increased for the January to May period, up by +21% to 6.1 million. Nights and spend both also increased, by 19%
	55+	16-24	Class AB	TRIP TAKERS
	+22%	+20%	+24%	<ul style="list-style-type: none"> Trips increased among all age groups and social grades The biggest increases were among those aged 55+ (+22%) and 16-24 (+20%), and in social class AB (+24%)
	West Midlands	East Midlands		DESTINATION TYPE
	+30%	+24%		<ul style="list-style-type: none"> All regions and destination types saw an increase in the year to May 2015 The greatest increase was to the Midlands

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

MAY 2015

JAN - MAY 2015

Trip

Spend

Trip

Spend



+8%

+8%

+9%

+5%

- In May, trips and the expenditure on those trips by Brits overseas increased by +8%
- In the year to date, trips were up by +9%. Expenditure increased but not at the same rate, +5%.

Other Tourism Surveys

MAY 15

Room

Bedspace

OCCUPANCY



0%

+1%

- Room occupancy in England in May remained flat compared to 2014 at 72%, while bedspace occupancy increased slightly by +1% to 55%

MAR-MAY 15

Volume

Spend

DAY VISITS



-1%

-5%

- The number of tourism day visits in England in the period March to May 2015 decreased slightly by -1% compared to 2014, to 332 million
- The value of those visits decreased more significantly, by -5% to £11 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



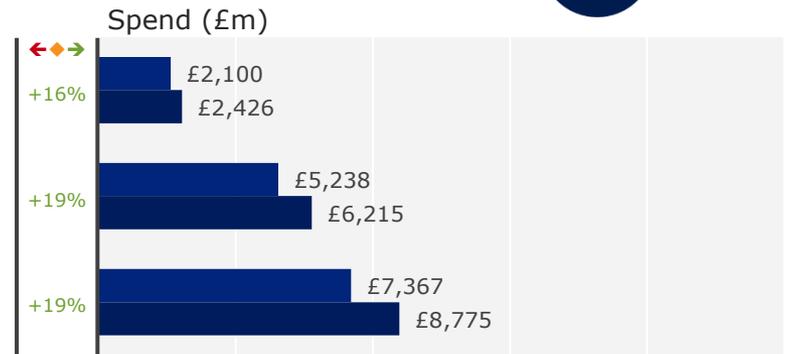
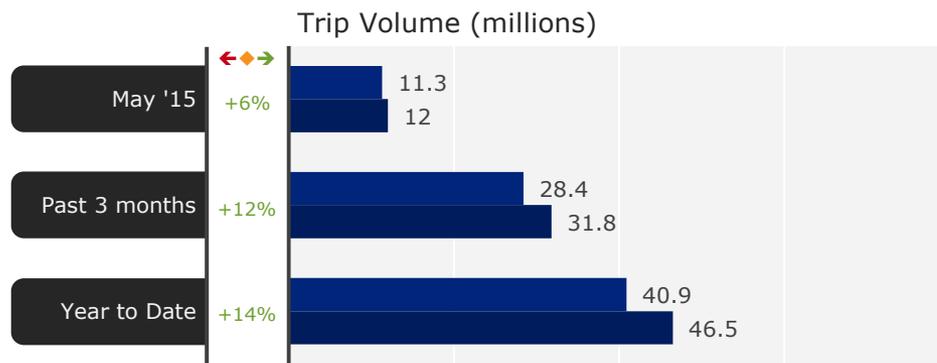
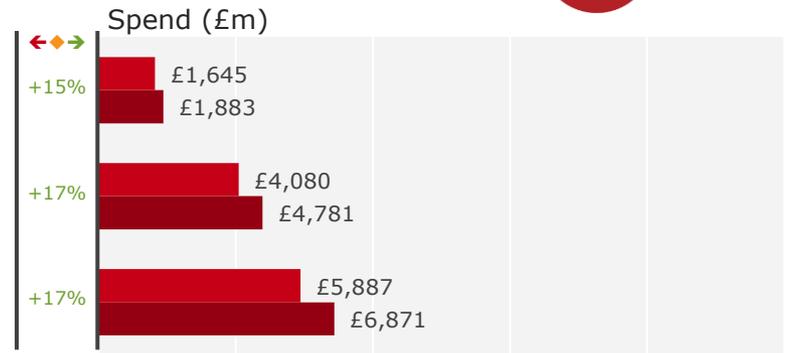
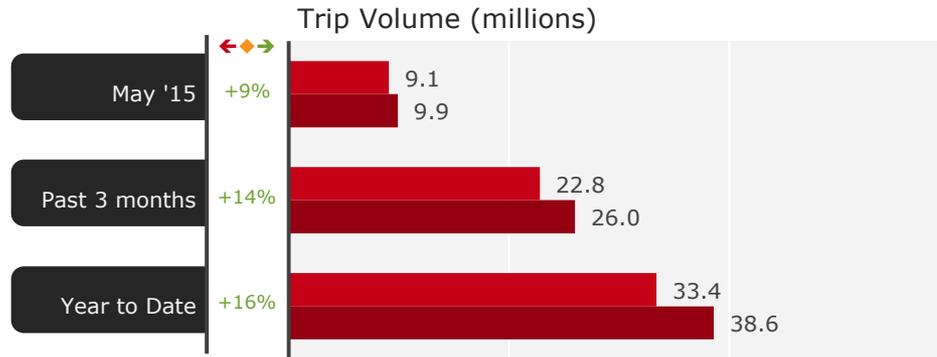
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

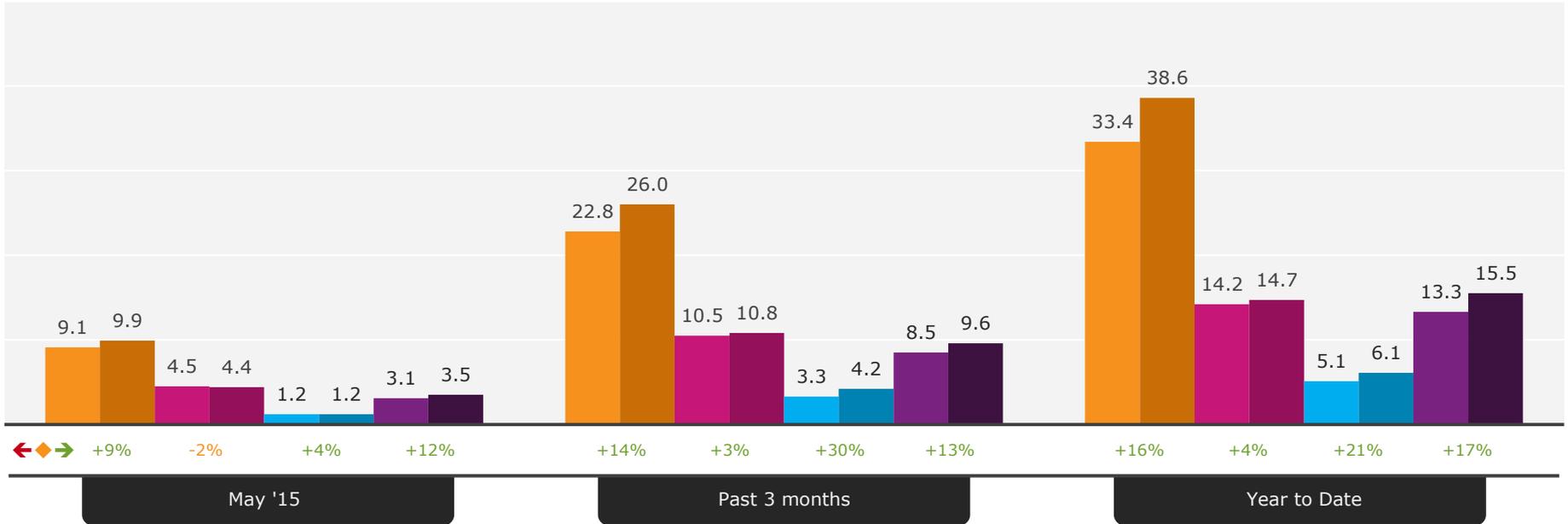
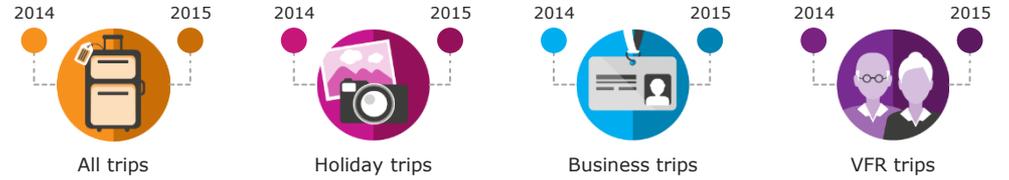
Volume and spend (2014 vs 2015)



 % change vs 2014

Trips England

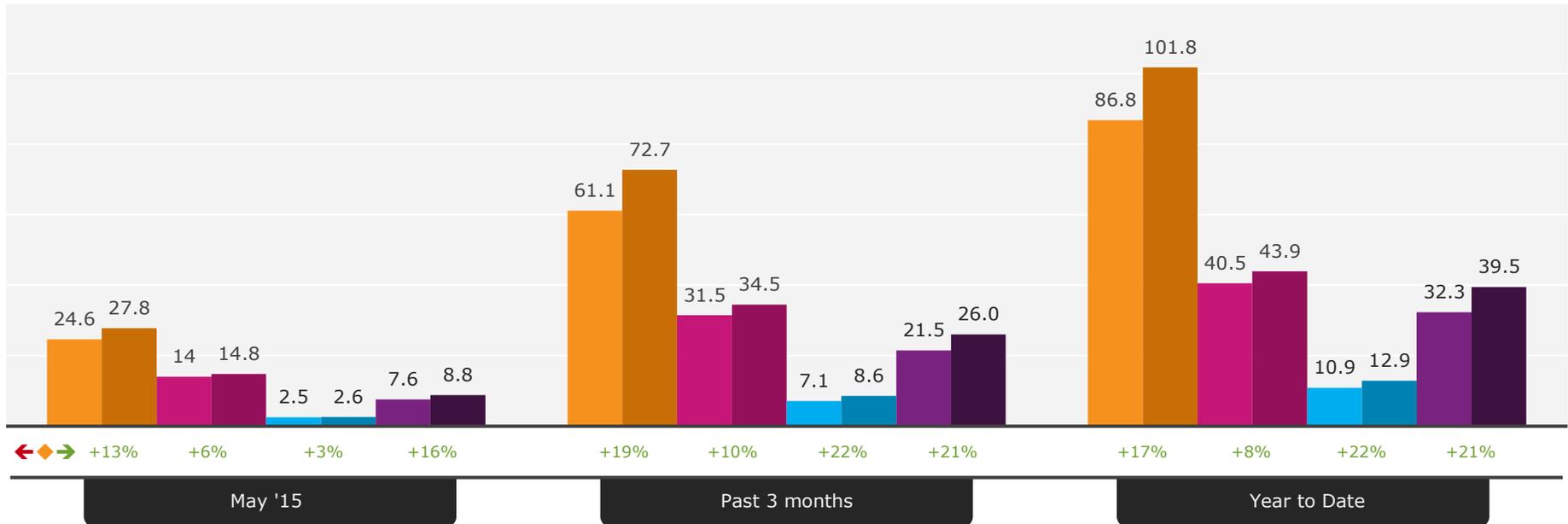
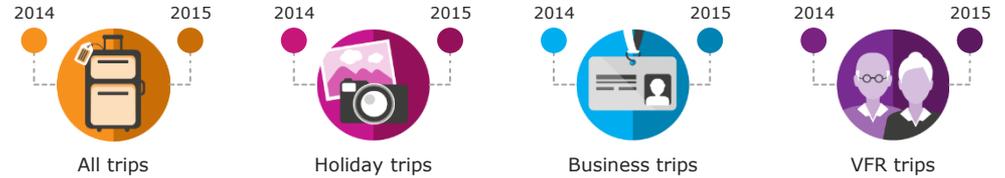
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

Volume of nights (millions) (2014 vs 2015)



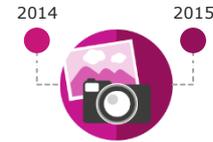
◀▶ % change vs 2014

Spend England

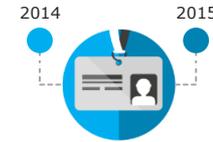
Expenditure (£m) (2014 vs 2015)



All trips



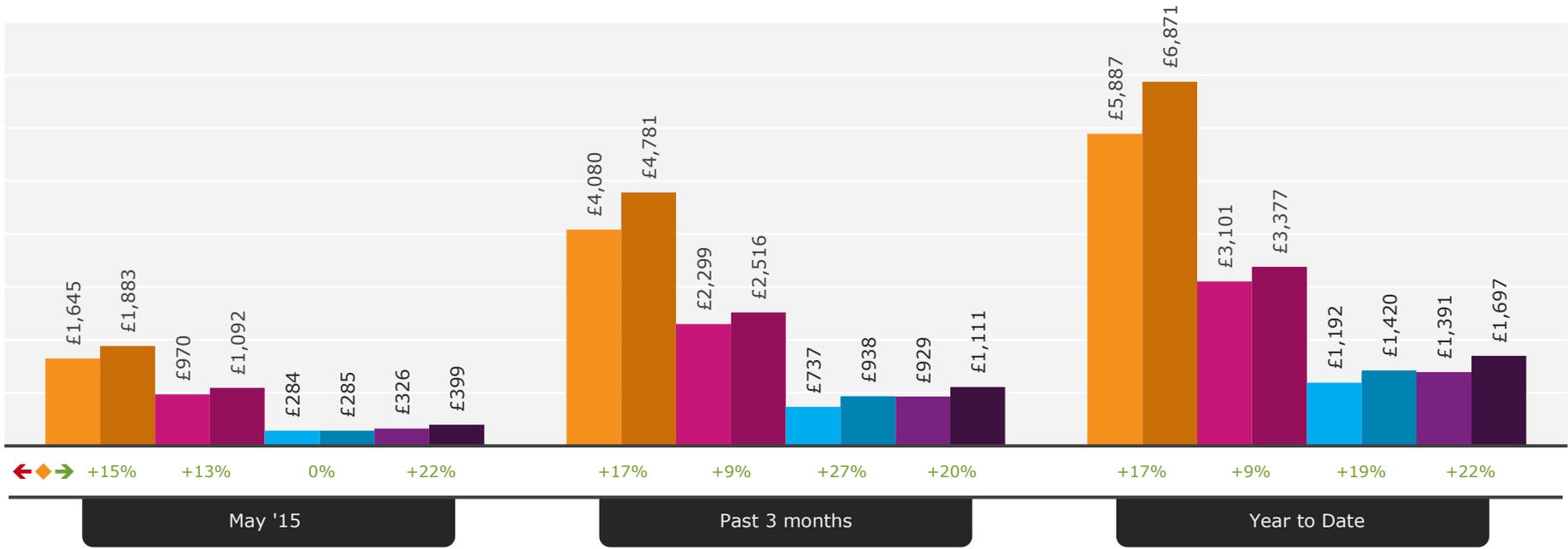
Holiday trips



Business trips



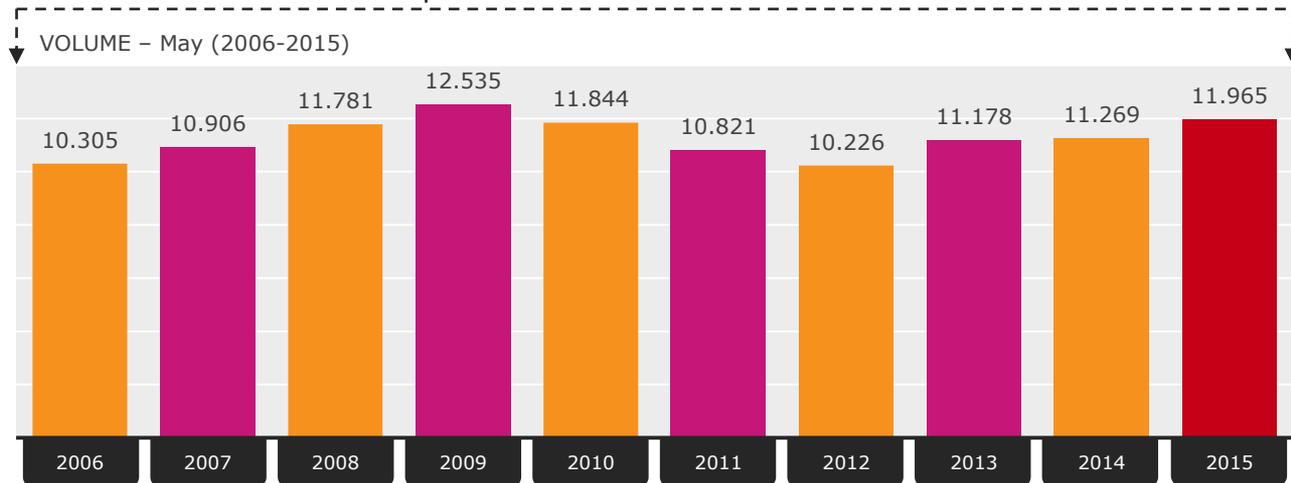
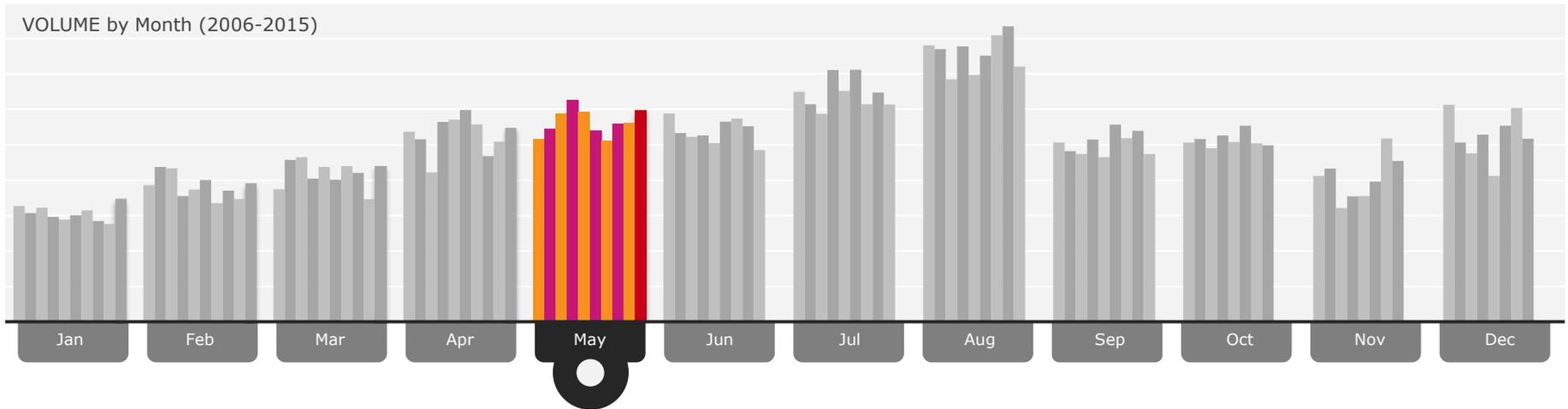
VFR trips



◀▶ % change vs 2014

Long Term Trends by Month GB

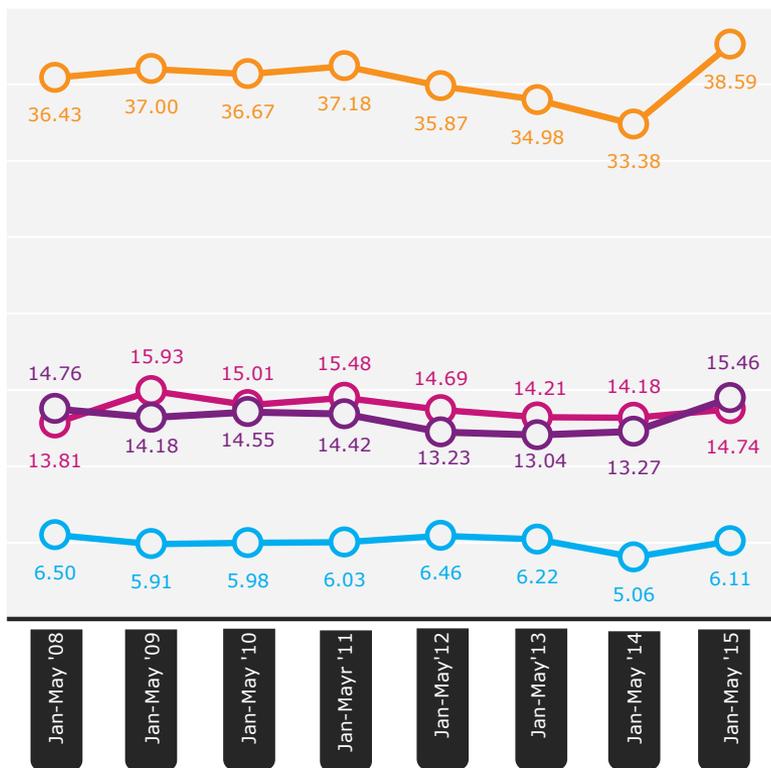
2006-2015 (millions)



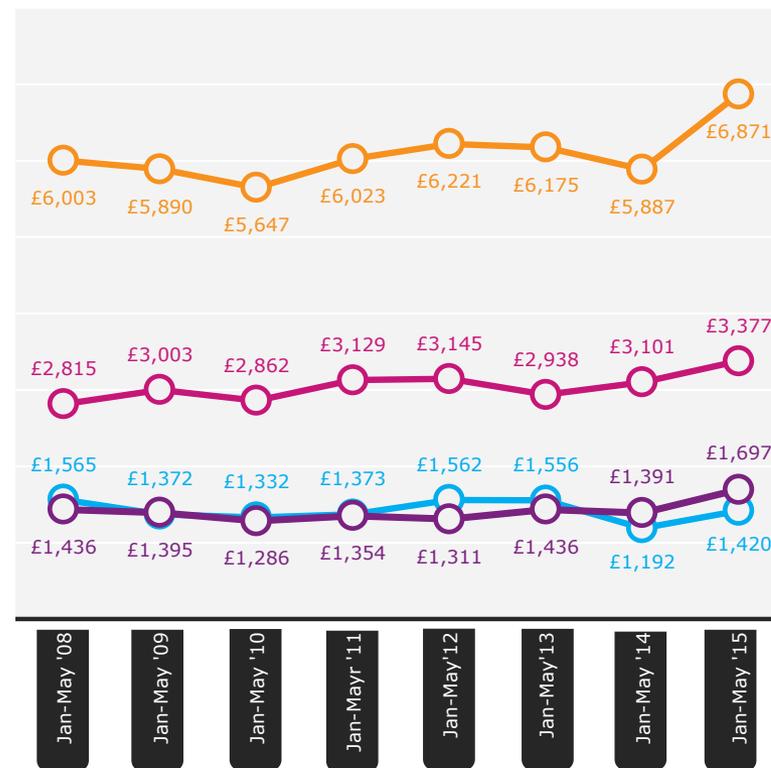
Long Term Trends, Year-to-Year England



Trip Volume (millions)



Spend (£m)



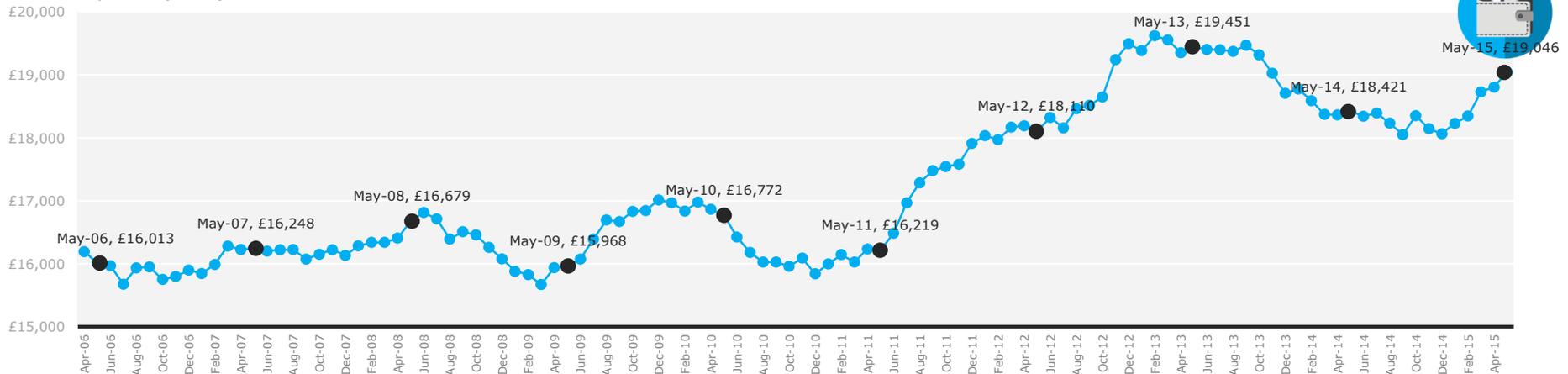
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



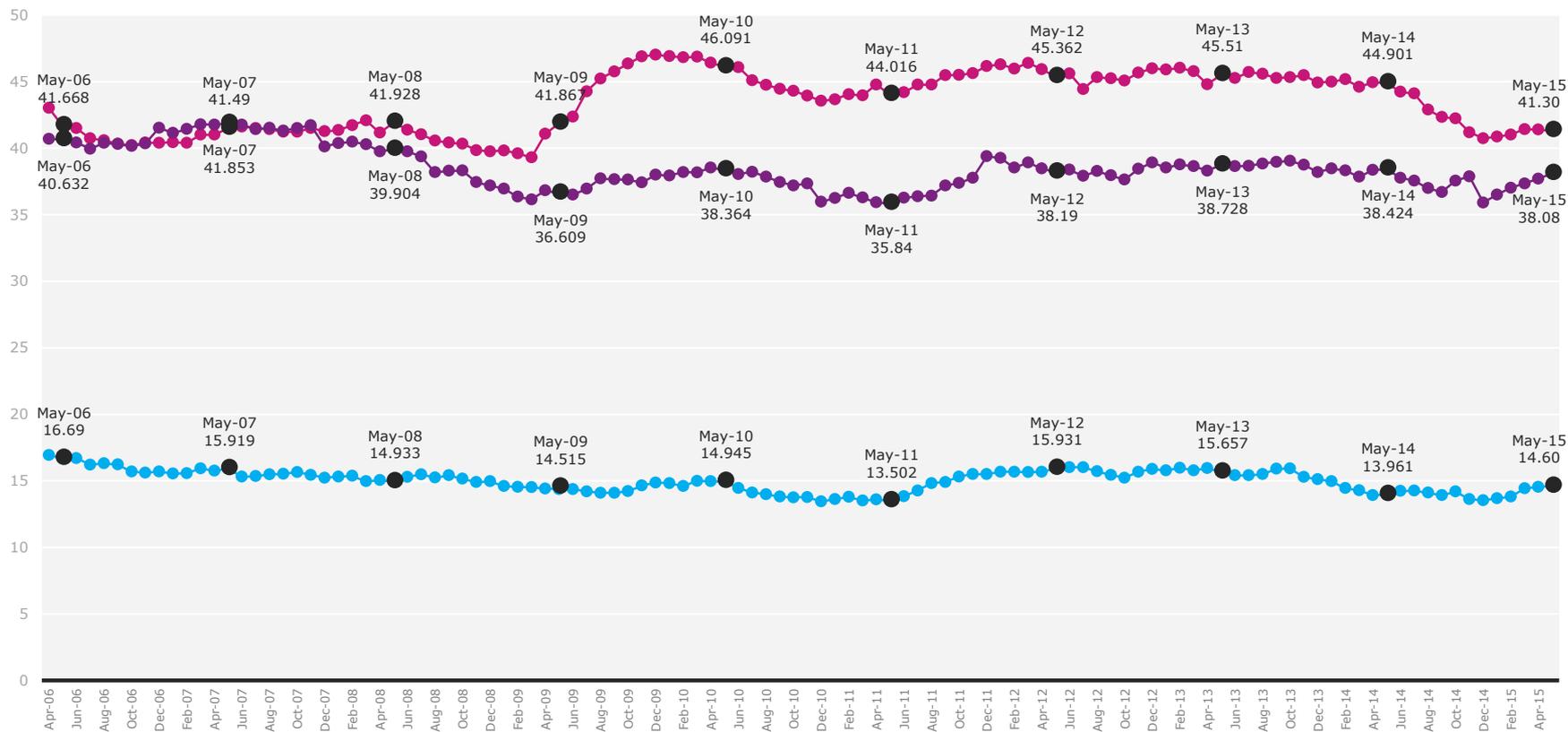
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



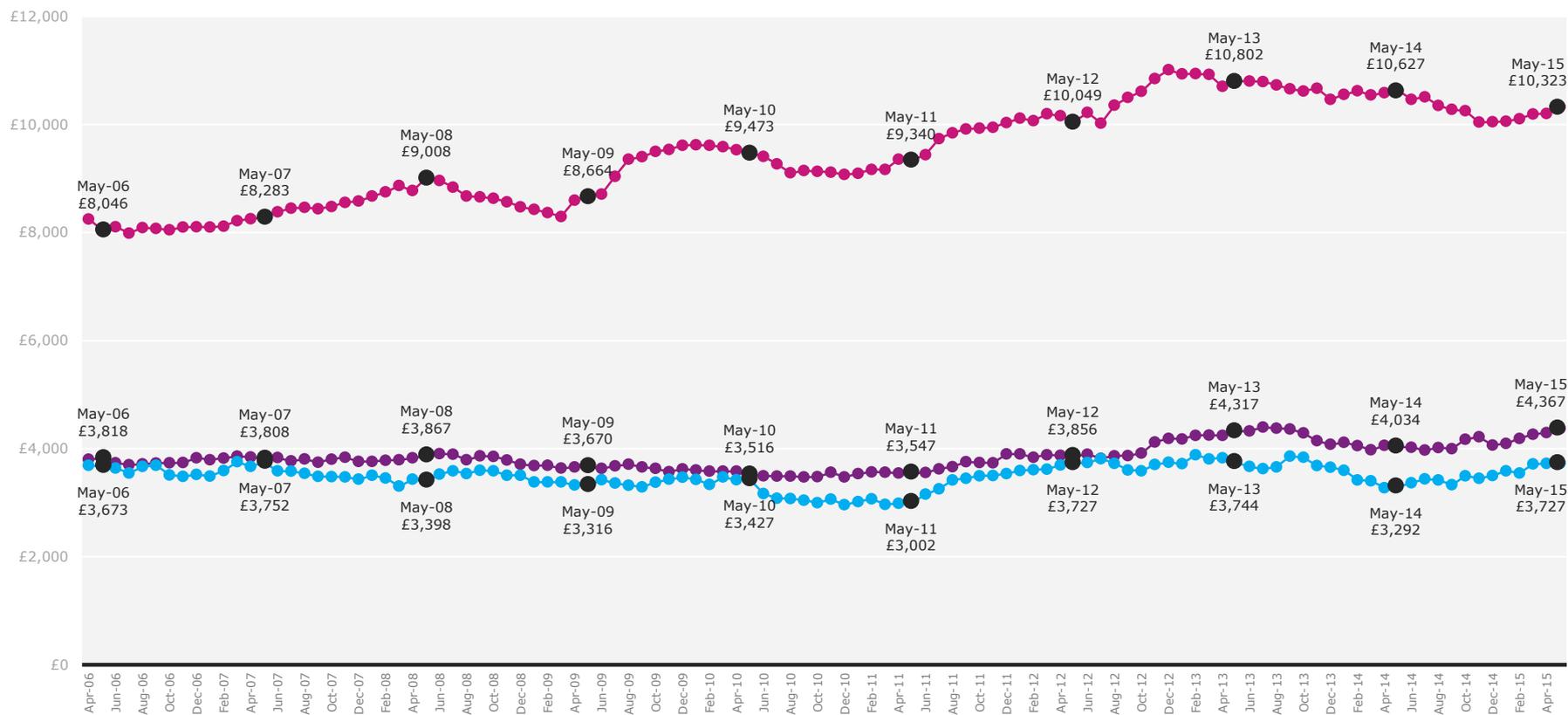
Holiday trips



Business trips

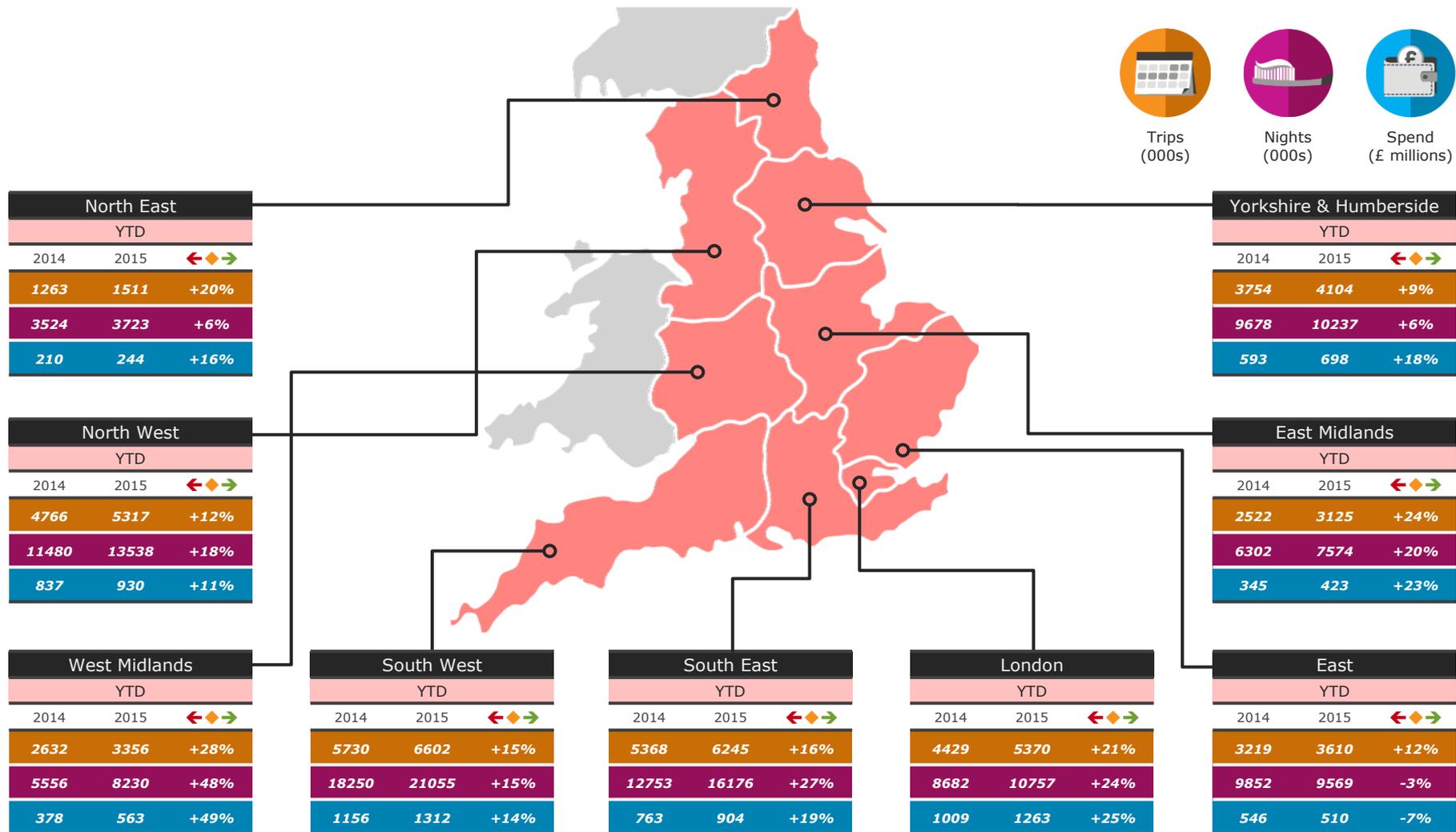


VFR trips



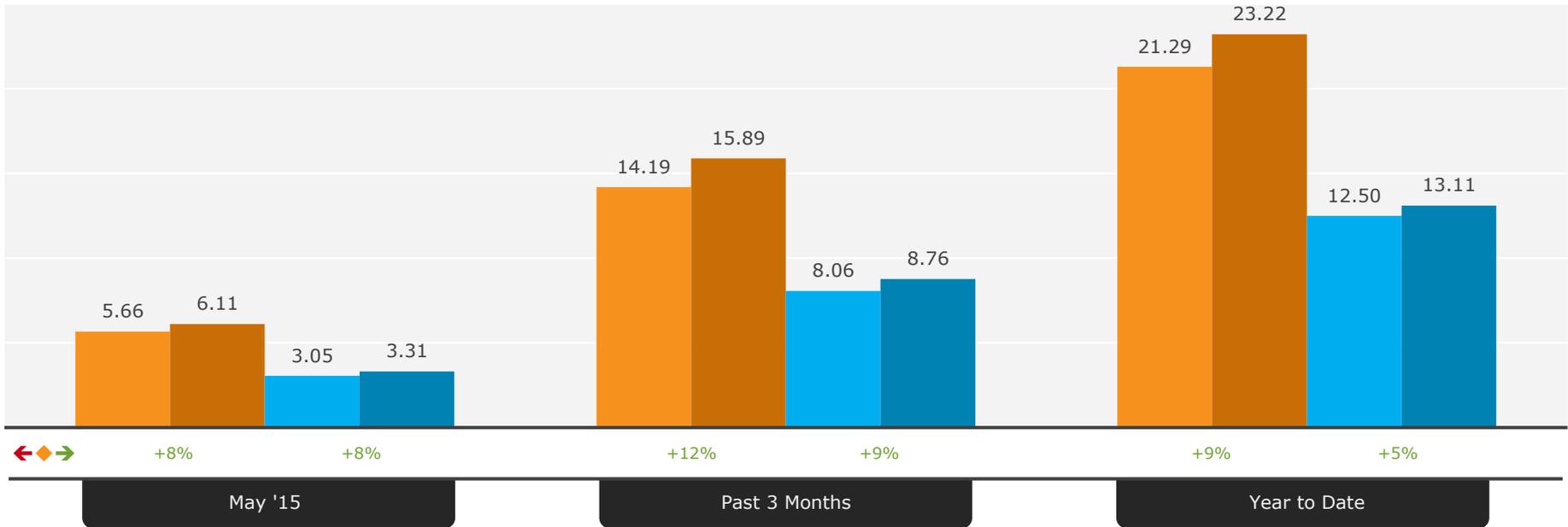
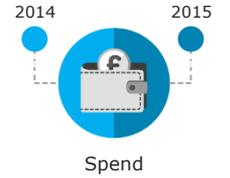
Regional Analysis England

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-May 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	14181	10516	3666	8052	22233	5219	13271	5055
	2015	14740	10612	4128	9079	23819	6384	15463	6106
	◀◆▶	+4%	+1%	+13%	+13%	+7%	+22%	+17%	+21%
NIGHTS 000s	2014	40501	20020	20481	20625	61126	11722	32347	10862
	2015	43898	20528	23370	24842	68740	14616	39459	12945
	◀◆▶	+8%	+3%	+14%	+20%	+13%	+25%	+22%	+19%
SPEND £millions	2014	3101	2021	1081	878	3979	513	1391	1192
	2015	3377	2118	1259	1068	4446	629	1697	1420
	◀◆▶	+9%	+5%	+17%	+22%	+12%	+23%	+22%	+19%
Unwtd Trips		2053	1443	605	1297	3348	877	2175	676

REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	2632	3219	2522	4429	4766	1263	5368	5730	3754
	2015	3356	3610	3125	5370	5317	1511	6245	6602	4104
	◀◆▶	+28%	+12%	+24%	+21%	+12%	+20%	+16%	+15%	+9%
NIGHTS 000s	2014	5556	9852	6302	8682	11480	3524	12753	18250	9678
	2015	8230	9569	7574	10757	13538	3723	16176	21055	10237
	◀◆▶	+48%	-3%	+20%	+24%	+18%	+6%	+27%	+15%	+6%
SPEND £millions	2014	378	546	345	1009	837	210	763	1156	593
	2015	563	510	423	1263	930	244	904	1312	698
	◀◆▶	+49%	-7%	+23%	+25%	+11%	+16%	+19%	+14%	+18%
Unwtd Trips		462	507	428	681	712	200	847	895	547

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside /Village
TRIPS 000s	2014	5412	15141	7650	6040
	2015	6280	17329	8384	7386
	◀◆▶	+16%	+15%	+10%	+22%
NIGHTS 000s	2014	17650	32601	18709	17676
	2015	19661	37679	21509	22152
	◀◆▶	+11%	+16%	+15%	+25%
SPEND £millions	2014	1066	2747	1104	959
	2015	1189	3296	1210	1165
	◀◆▶	+12%	+20%	+10%	+22%
Unwtd Trips		899	2241	1148	1012

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	14032	10412	5273	3659
	2015	17433	11191	5828	4139
	◀◆▶	+24%	+8%	+11%	+13%
NIGHTS 000s	2014	34738	26611	14865	10593
	2015	45165	28349	15934	12349
	◀◆▶	+30%	+7%	+7%	+17%
SPEND £millions	2014	2650	1844	880	513
	2015	3272	1985	1004	610
	◀◆▶	+24%	+8%	+14%	+19%
Unwtd Trips		1883	1612	833	870

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	3705	5759	6747	6925	10240
	2015	4435	6441	7422	7842	12452
	◀◆▶	+20%	+12%	+10%	+13%	+22%
NIGHTS 000s	2014	9474	13834	16564	16705	30231
	2015	12409	15529	18064	18592	37204
	◀◆▶	+31%	+12%	+9%	+11%	+23%
SPEND £millions	2014	567	915	1148	1322	1934
	2015	718	1044	1240	1494	2375
	◀◆▶	+27%	+14%	+8%	+13%	+23%
Unwtd Trips		601	871	923	923	1871

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	10546	22830
	2015	12031	26561
	◀◆▶	+14%	+16%
NIGHTS 000s	2014	27022	59785
	2015	29804	71994
	◀◆▶	+10%	+20%
SPEND £millions	2014	1565	4322
	2015	1795	5076
	◀◆▶	+15%	+17%
Unwtd Trips		1755	3451

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-May 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	19858	14845	13437	1249	4607	3048	2303	198	13312
	2015	21742	16144	14550	1509	5054	3337	2468	256	16249
	◀◆▶	+10%	+9%	+8%	+21%	+10%	+10%	+7%	+29%	+22%
NIGHTS 000s	2014	49140	30058	26073	3029	17342	10389	9476	367	35789
	2015	54215	30928	27675	2863	20833	12810	10967	764	43272
	◀◆▶	+10%	+3%	+6%	-6%	+20%	+23%	+16%	+108%	+21%
SPEND £millions	2014	4663	3521	3172	305	1037	380	729	25	1131
	2015	5178	3841	3510	296	1202	448	839	77	1537
	◀◆▶	+11%	+9%	+11%	-3%	+16%	+18%	+15%	+208%	+36%
Unwtd Trips		2927	2174	1959	203	680	449	332	36	2188

*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	2.63	2.74	2.60	2.59	2.60	2.64	3.03	3.07	2.87	2.88	2.86	2.98	2.05	2.13	2.24	2.16	2.15	2.12	2.47	2.55	2.53	2.50	2.44	2.55
Spend Per Night	£59	£59	£67	£68	£68	£67	£63	£66	£75	£72	£77	£77	£106	£106	£110	£111	£107	£109	£36	£37	£39	£44	£43	£43
Spend Per Trip	£154	£162	£173	£177	£176	£178	£191	£202	£214	£207	£219	£229	£223	£228	£242	£250	£236	£233	£88	£94	£99	£110	£105	£110

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/banner-images/gbts_2013_-_methods_performance_report_v2.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 Angelah Sparg in the VisitEngland Press Office Angelah.Sparg@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	4.8%	2.5%	5.5%	3.0%	6.8	3.6%
England Total	5.2%	2.8%	6.0%	3.2%	7.5%	4.0%
East	14.5%	7.7%	18.9%	9.4%	20.1%	11.6%
East Midlands	15.7%	8.3%	17.0%	9.4%	19.2%	10.6%
London	15.7%	7.2%	17.0%	9.1%	19.2%	11.0%
North East	20.4%	11.0%	25.9%	14.3%	49.0%	20.6%
North West	11.6%	6.2%	13.8%	7.4%	16.2%	8.0%
South East	10.5%	5.7%	11.8%	7.5%	13.3%	9.1%
South West	10.5%	5.4%	13.5%	6.3%	20.5%	9.2%
West Midlands	15.6%	8.1%	18.4%	10.0%	19.8%	11.6%
Yorks & Humb	13.2%	6.9%	16.3%	10.1%	19.5%	12.0%

Based on Quarter 2