



Great Britain Tourism Survey

April 2015



Summary of Results GB And England

	Trips	Nights	Spend	Headlines
APRIL 2015				
	+8%	+6%	+8%	<ul style="list-style-type: none"> There were almost 11 million domestic overnight trips in GB in April 2015, up +8% from April 2014 when there were 10.2 million trips. Expenditure on these trips was also up by +8% to £2 billion, while nights were up by +6% to 32.6 million.
	+10%	+8%	+5%	<ul style="list-style-type: none"> There were 9 million domestic overnight trips to England in April 2015, up +10% on April 2014 when there were 8.2 million trips Bednights and expenditure were up by +8% and +5% to 25.3 million and £1.5 billion respectively.
YEAR-TO-DATE				
	+17%	+16%	+21%	<ul style="list-style-type: none"> In the year January to April 2015, GB trips were up +17% to 34.6 million from 29.6 million in the same period 2014. This is the highest volume of trips recorded in the survey for this period since it began in 2006. Nights and particularly expenditure are also up for the year to date, +16% and +21% respectively
	+18%	+18%	+18%	<ul style="list-style-type: none"> For the year to April 2015, England trips were up +18% to 28.7 million from 24.3 million in 2014. Nights and spend were also up by +18%

Weather



Context

- Temperatures and sunshine in England in April were above average, and rainfall was below average, except in the North West.
- Good Friday 2015 was on the 3rd of April (April 18th in 2014), and Easter Monday was on the 6th of April (April 21st in 2014). Please note that trips that started in the week prior in March and continued to Easter were included in the March results.

Summary of Results England

YEAR-TO-DATE (Jan-April 2015)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+7%	+10%	+7%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to April 2015 increased +7% compared to the same period last year, to 10.3 million. Expenditure has increased at the same rate as trips overall (+7%), while bednights have increased further by +10%
	+18%	+21%	+22%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES increased by +18% to 11.9 million, with bednights and spend for this trip type increasing at a slightly greater rate, by +21% and +22% respectively
	+26%	+24%	+25%	<ul style="list-style-type: none"> BUSINESS trips have also increased for the January to April period, up by +26% to 3.6 million. Nights (+24%) and spend (+25%) also increased at a similar rate.
	55+	Class AB		TRIP TAKERS
	+27%	+26%		<ul style="list-style-type: none"> Trips increased among all age groups and social grades The biggest increases were among those aged 55+ (+27%), and in social class AB (+26%)
	North East	Countryside		DESTINATION TYPE
	+30%	+24%		<ul style="list-style-type: none"> All regions saw an increase compared to January-April 2014, with the North East recording the greatest increase (+30%) Trips increased to all destination types, with the biggest increase in trips to the countryside/villages (+24%)

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

APRIL 2015

JAN - APRIL 2015

Trip

Spend

Trip

Spend



+12%

+8%

+9%

+3%

- In April, trips by Brits abroad were up by +12% and expenditure by +8%.
- In the year to date, trips were up +9%. Expenditure has increased at a lower rate, +3%.

Other Tourism Surveys

APRIL 15

Room

Bedspace

OCCUPANCY



0%

-3%

- Room occupancy in England in April remained flat compared to 2014 on 68%, while bedspace occupancy fell slightly by -3% to 50%

FEB-APR 15

Volume

Spend

DAY VISITS



-8%

-4%

- The volume of tourism day visits in England in the period February to April 2015 decreased by -8% to 289 million compared to 313 million in the same period 2014
- The value of those visits also decreased, by -4% to £10.2 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



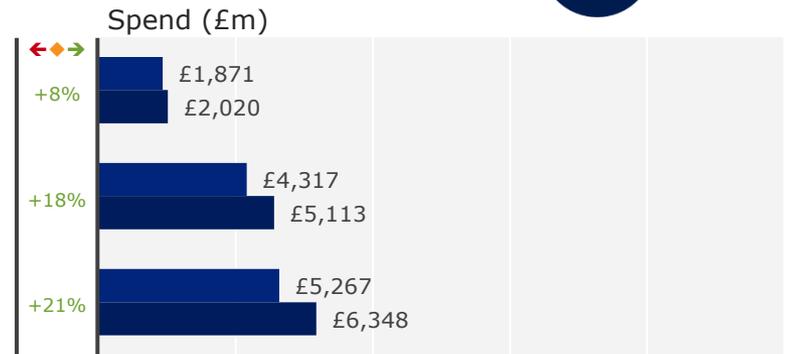
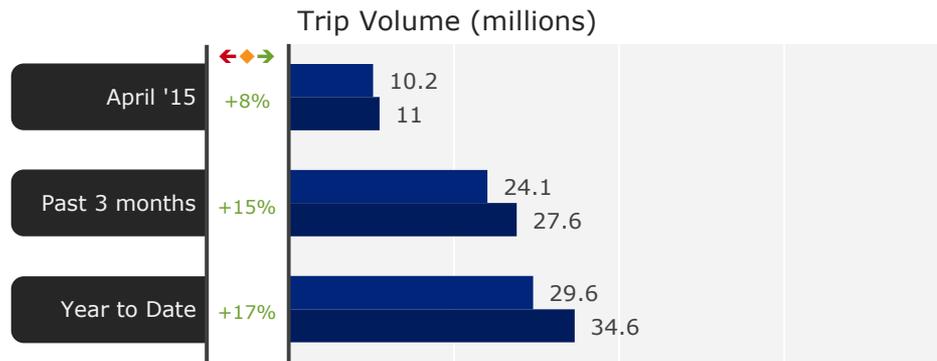
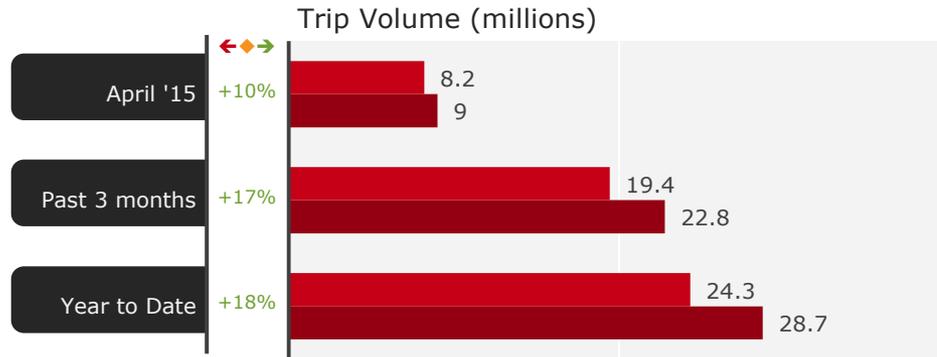
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

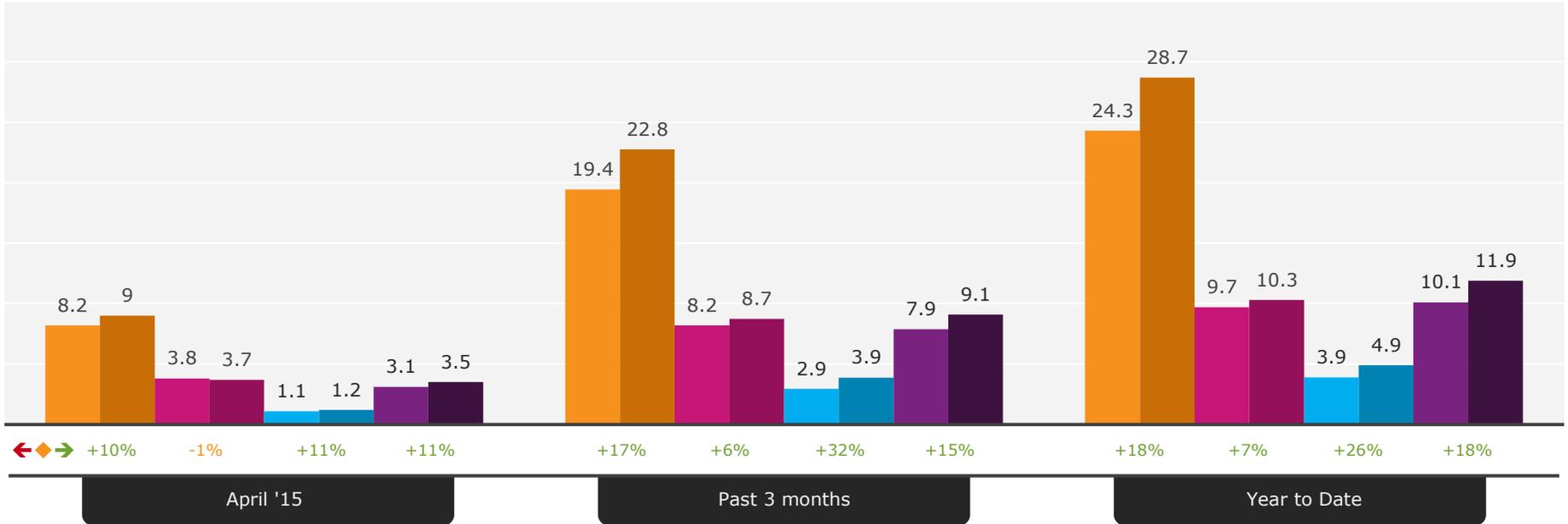
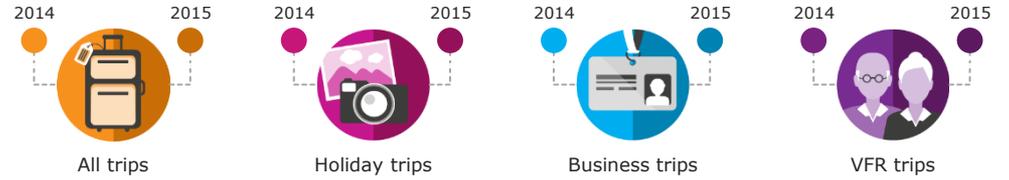
Volume and spend (2014 vs 2015)



% change vs 2014

Trips England

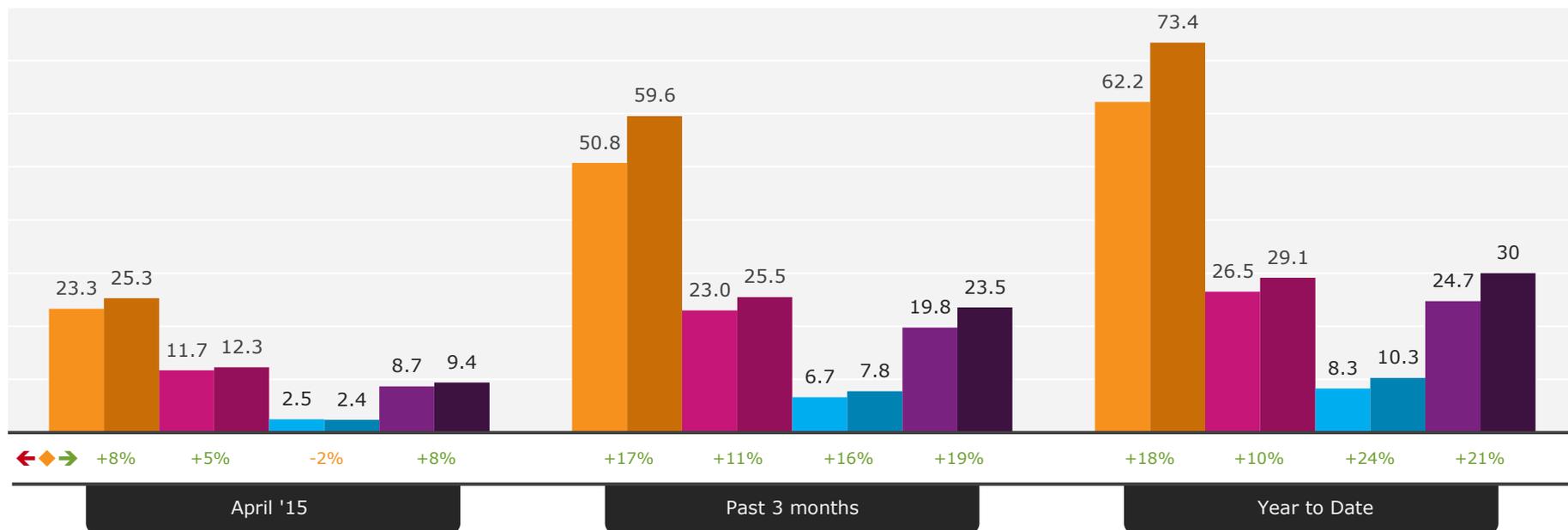
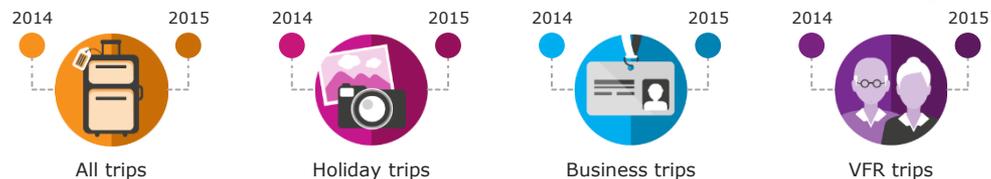
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

Volume of nights (millions) (2014 vs 2015)



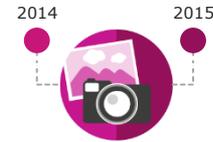
◀▶ % change vs 2014

Spend England

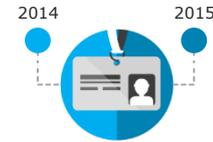
Expenditure (£m) (2014 vs 2015)



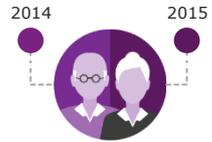
All trips



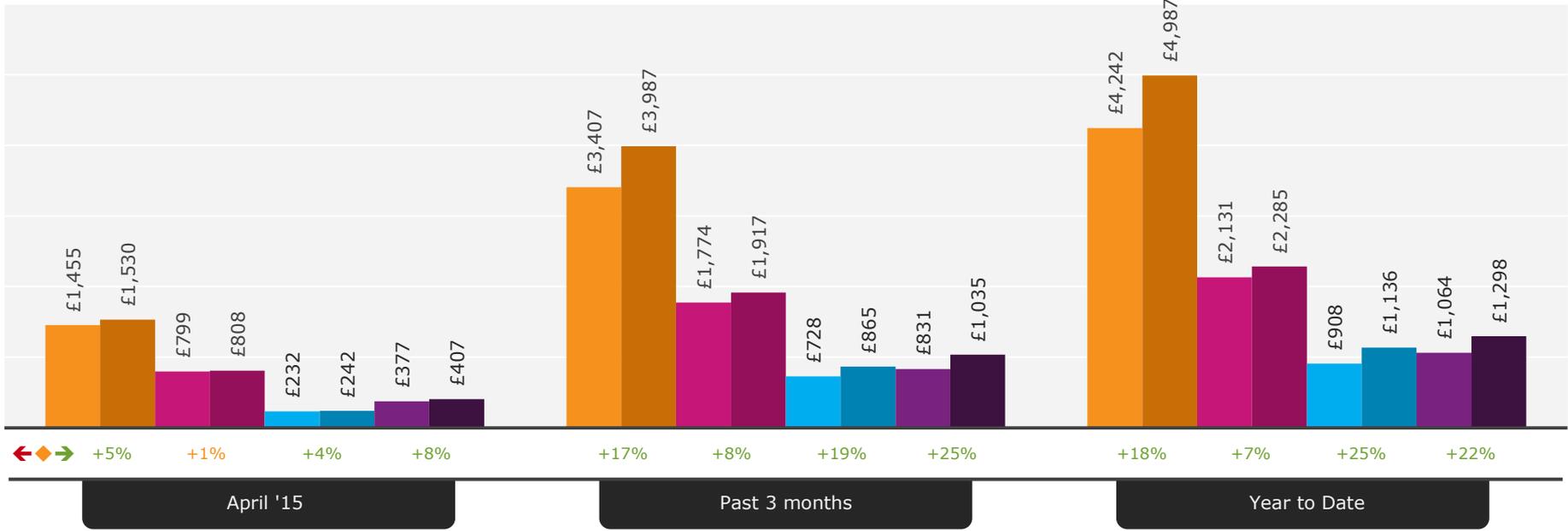
Holiday trips



Business trips



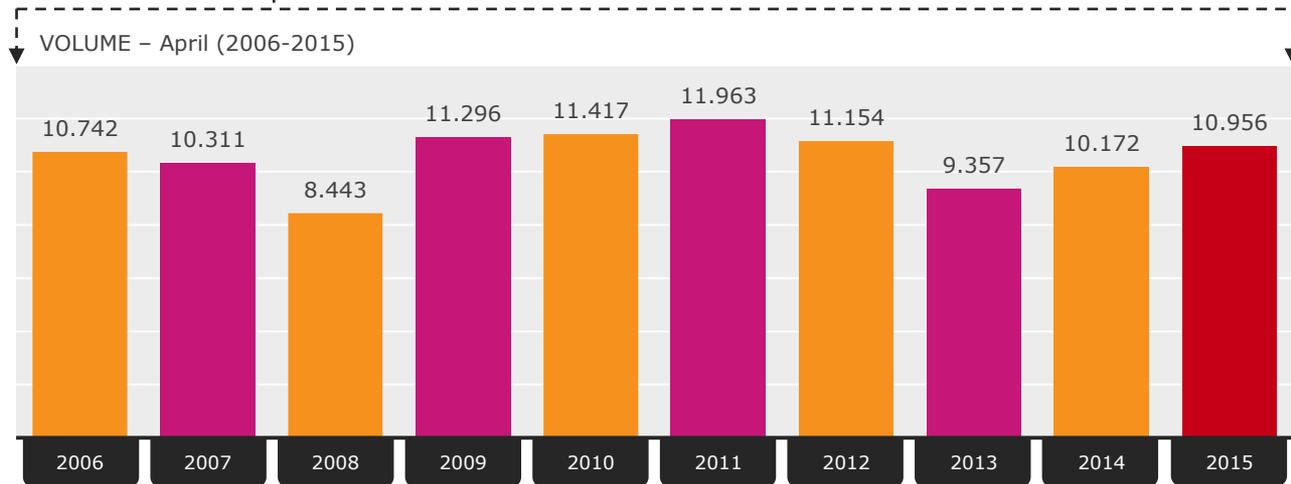
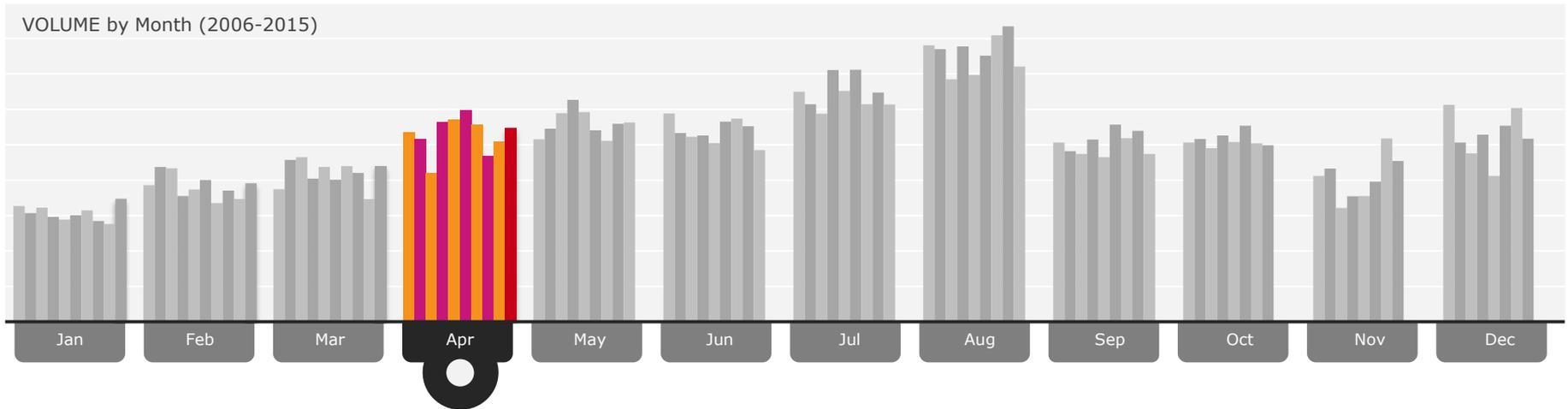
VFR trips



◀▶ % change vs 2014

Long Term Trends by Month GB

2006-2015 (millions)



Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

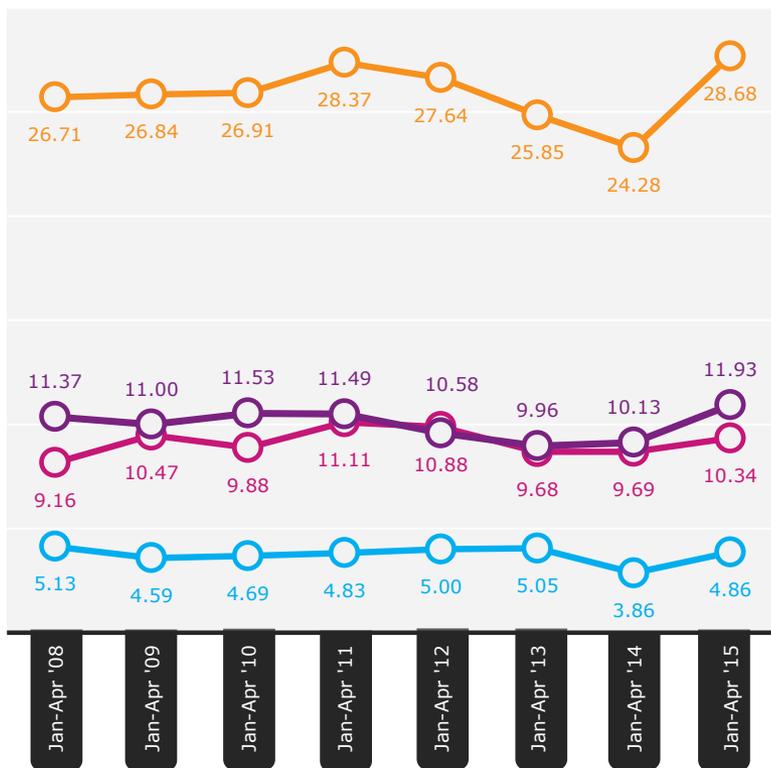


Business Trips

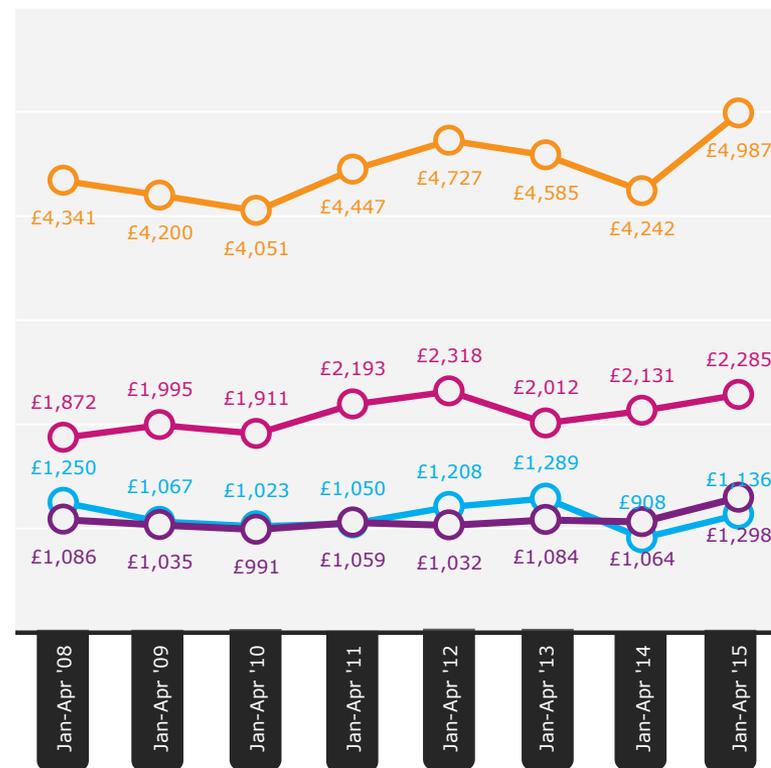


VFR Trips

Trip Volume (millions)



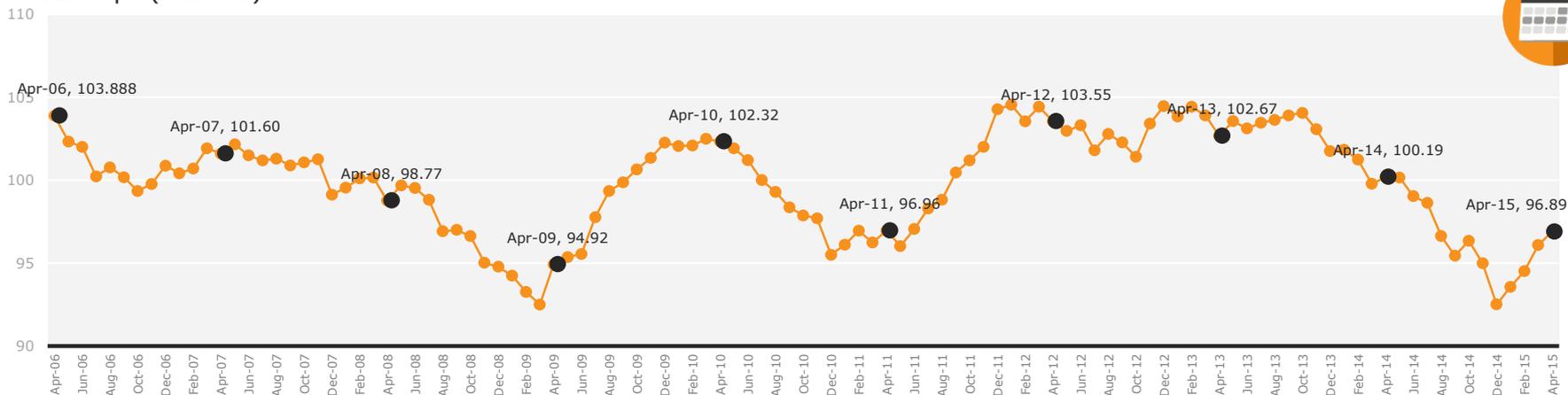
Spend (£m)



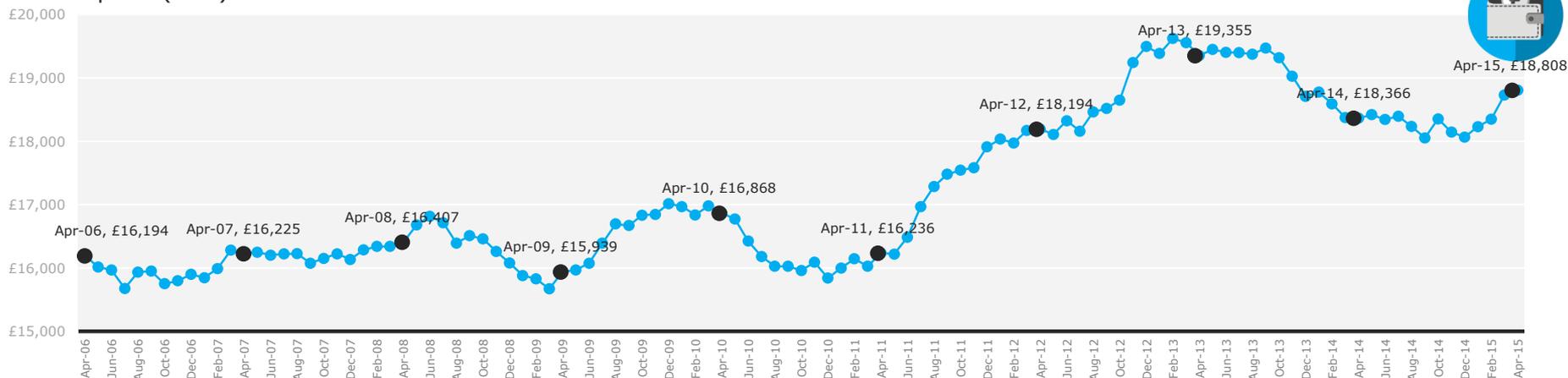
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



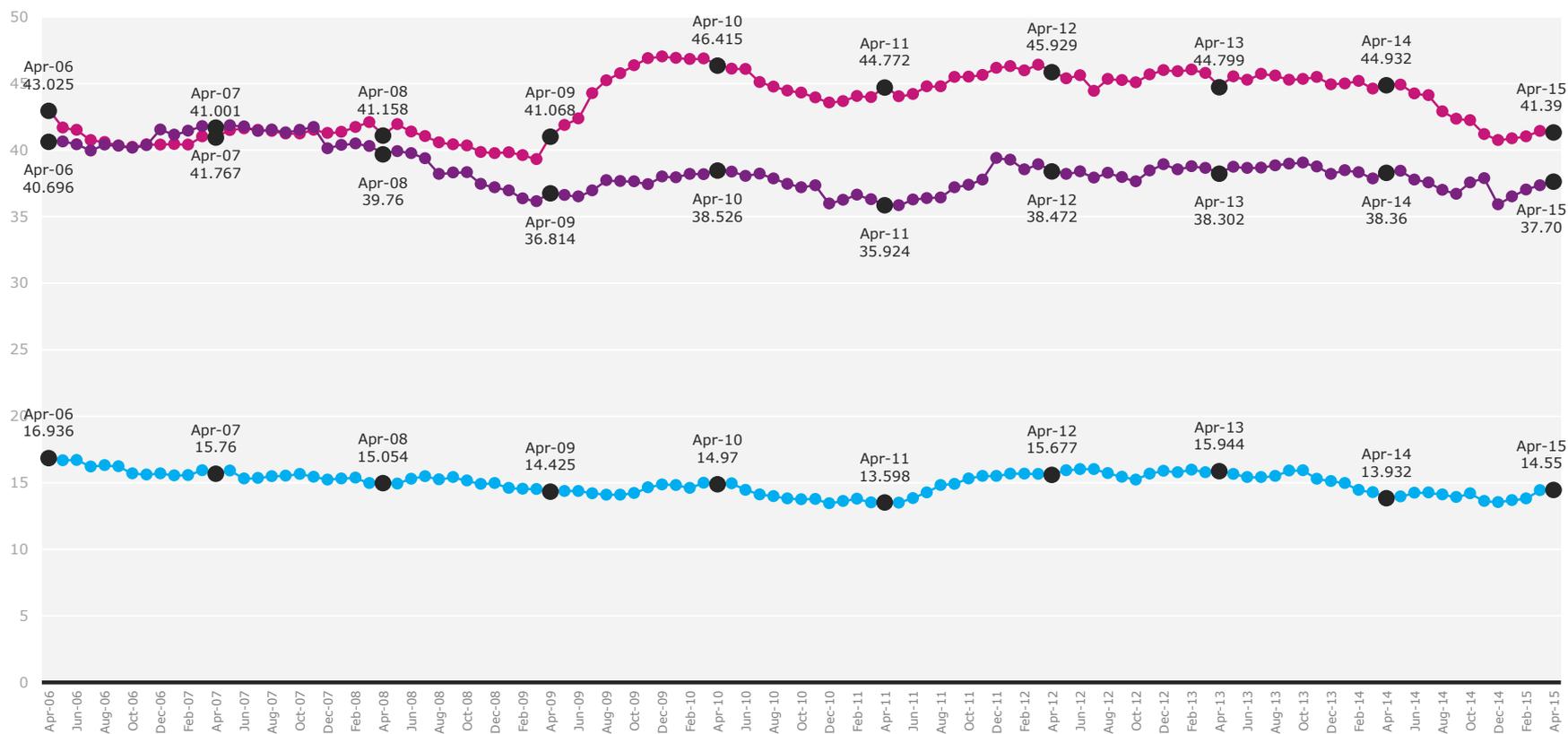
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



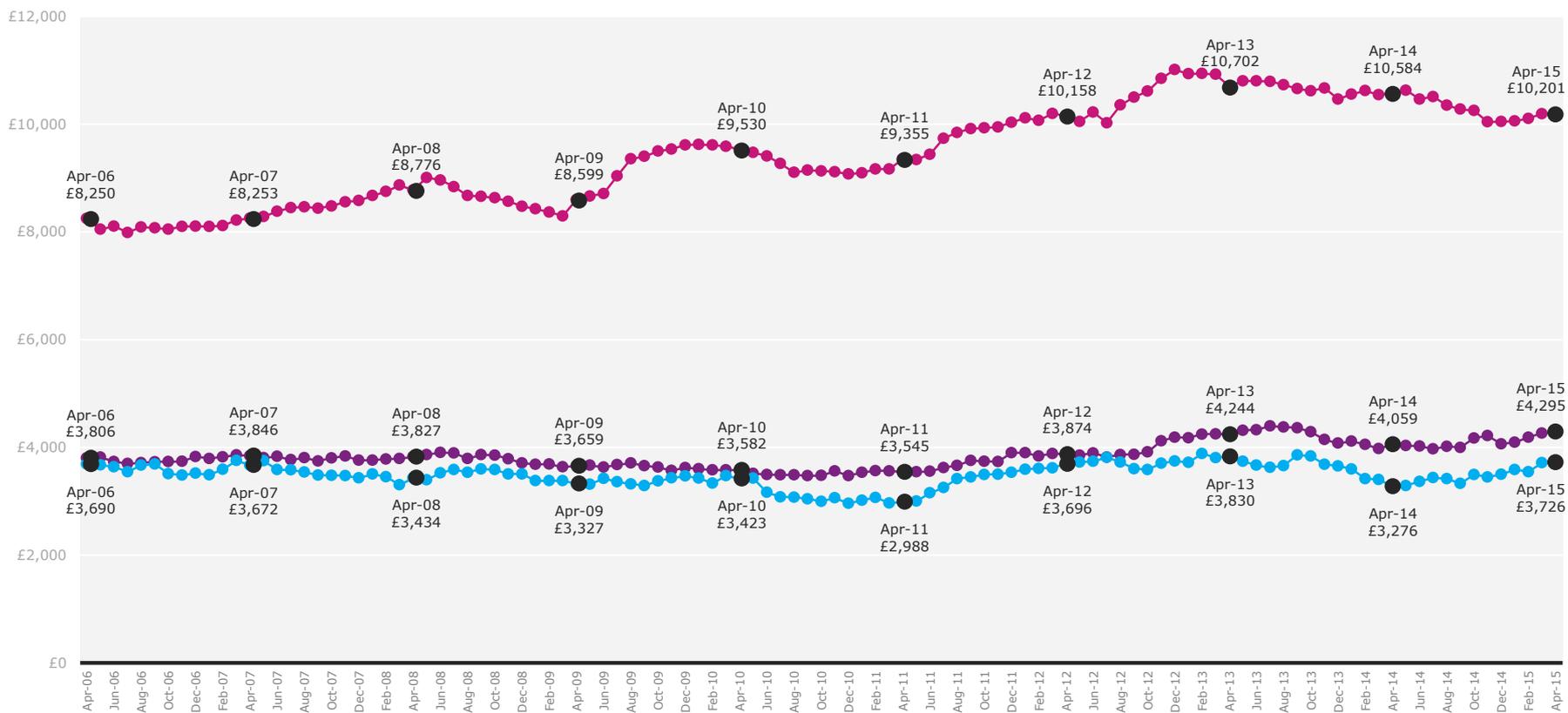
Holiday trips



Business trips

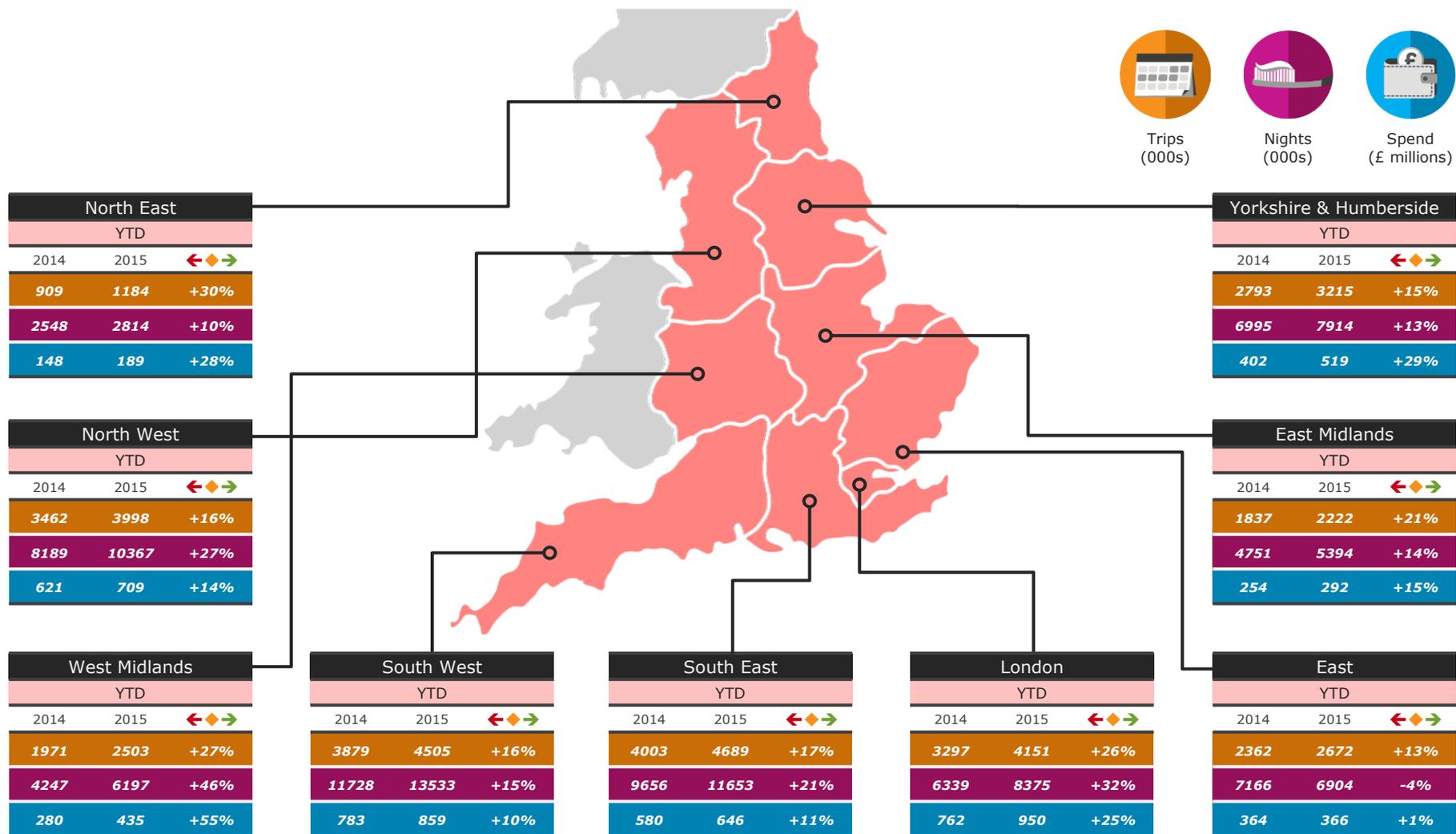


VFR trips



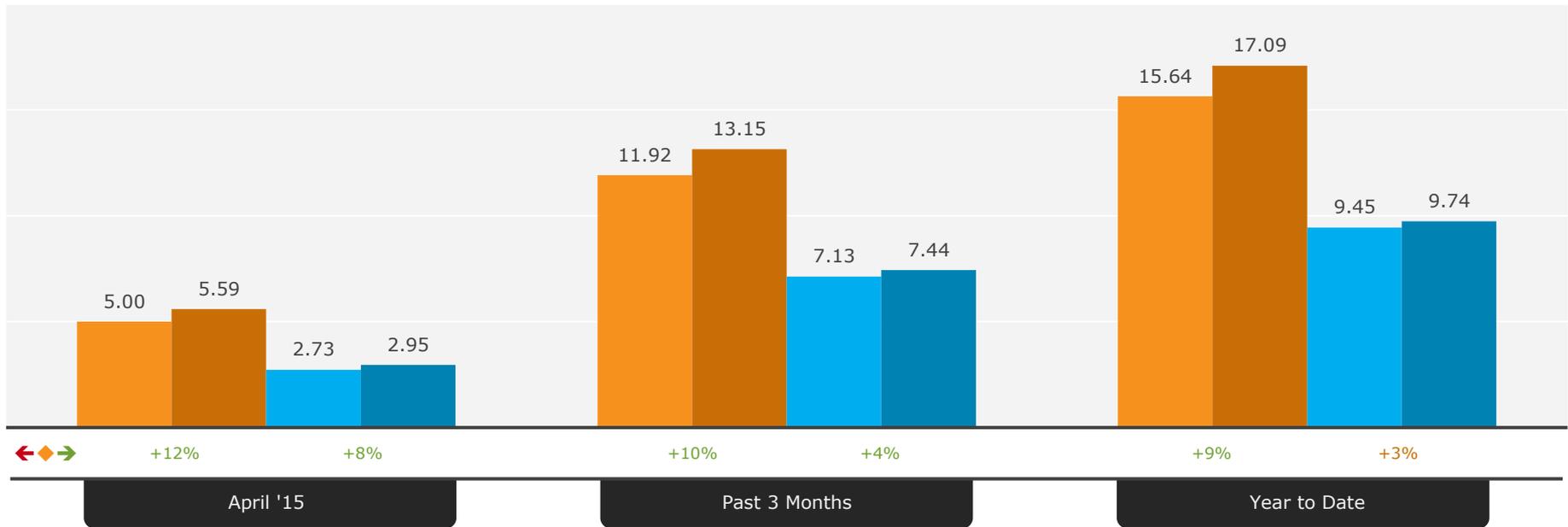
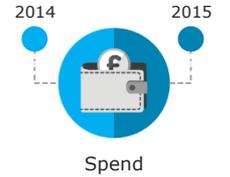
Regional Analysis England

Trip characteristics – region (2014 vs 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-April 2015)



PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS 000s	2014	9690	7282	2408	6165	15856	3963	10128	3857
	2015	10337	7685	2652	7022	17359	4903	11925	4861
	◀◆▶	+7%	+6%	+10%	+14%	+10%	+24%	+18%	+26%
NIGHTS 000s	2014	26519	13559	12960	16057	42576	8691	24748	8334
	2015	29139	14536	14603	18808	47947	11225	30033	10335
	◀◆▶	+10%	+7%	+13%	+17%	+13%	+29%	+21%	+24%
SPEND £millions	2014	2131	1454	677	688	2819	377	1064	908
	2015	2304	1500	804	828	3132	472	1300	1145
	◀◆▶	+8%	+3%	+19%	+20%	+11%	+25%	+22%	+26%
Unwtd Trips		1415	1029	385	1007	2420	680	1686	532

REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS 000s	2014	1971	2362	1837	3297	3462	909	4003	3879	2793
	2015	2503	2672	2222	4151	3998	1184	4689	4505	3215
	◀◆▶	+27%	+13%	+21%	+26%	+16%	+30%	+17%	+16%	+15%
NIGHTS 000s	2014	4247	7166	4751	6339	8189	2548	9656	11728	6995
	2015	6197	6904	5394	8375	10367	2814	11653	13533	7914
	◀◆▶	+46%	-4%	+14%	+32%	+27%	+10%	+21%	+15%	+13%
SPEND £millions	2014	280	364	254	762	621	148	580	783	402
	2015	435	366	292	950	709	189	646	859	519
	◀◆▶	+55%	+1%	+15%	+25%	+14%	+28%	+11%	+10%	+29%
Unwtd Trips		340	377	311	520	525	154	626	617	427

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside /Village
TRIPS 000s	2014	3580	11553	5564	4212
	2015	4184	13522	6240	5223
	◀◆▶	+17%	+17%	+12%	+24%
NIGHTS 000s	2014	10900	24716	13842	12669
	2015	12401	29480	15462	15945
	◀◆▶	+14%	+19%	+12%	+26%
SPEND £millions	2014	711	2106	758	657
	2015	790	2525	887	810
	◀◆▶	+11%	+20%	+17%	+23%
Unwtd Trips		592	1737	853	715

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2014	10353	7370	3871	2684
	2015	12998	8341	4175	3163
	◀◆▶	+26%	+13%	+8%	+18%
NIGHTS 000s	2014	25436	18581	11034	7188
	2015	32480	20574	10760	9598
	◀◆▶	+28%	+11%	-3%	+34%
SPEND £millions	2014	1981	1274	634	353
	2015	2409	1479	678	452
	◀◆▶	+22%	+16%	+7%	+28%
Unwtd Trips		1374	1200	596	665

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS 000s	2014	2941	4210	4792	4938	7397
	2015	3283	4514	5641	5818	9420
	◀◆▶	+12%	+7%	+18%	+18%	+27%
NIGHTS 000s	2014	7691	10250	11474	11633	21191
	2015	9312	10779	13415	13755	26151
	◀◆▶	+21%	+5%	+17%	+18%	+23%
SPEND £millions	2014	450	652	843	978	1319
	2015	531	751	891	1120	1726
	◀◆▶	+18%	+15%	+6%	+15%	+31%
Unwtd Trips		447	613	700	675	1402

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2014	7326	16952
	2015	8694	19982
	◀◆▶	+19%	+18%
NIGHTS 000s	2014	18871	43369
	2015	21231	52181
	◀◆▶	+13%	+20%
SPEND £millions	2014	1100	3142
	2015	1263	3756
	◀◆▶	+15%	+20%
Unwtd Trips		1267	2572

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-April 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	14130	11027	10033	880	2807	1538	1614	150	10005
	2015	15783	12148	10988	1087	3144	1893	1741	201	12509
	◀◆▶	+12%	+10%	+10%	+24%	+12%	+23%	+8%	+34%	+25%
NIGHTS 000s	2014	10900	24716	13842	12669	10900	24716	13842	12669	10900
	2015	12401	29480	15462	15945	12401	29480	15462	15945	12401
	◀◆▶	+10%	+2%	+6%	-3%	+21%	+36%	+15%	+233%	+24%
SPEND £millions	2014	10900	24716	13842	12669	10900	24716	13842	12669	10900
	2015	12401	29480	15462	15945	12401	29480	15462	15945	12401
	◀◆▶	+12%	+8%	+8%	+5%	+26%	+25%	+30%	+203%	+37%
Unwtd Trips		2115	1628	1472	146	421	254	233	35	1676

*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	2.56	2.68	2.56	2.52	2.56	2.56	2.98	2.89	2.77	2.71	2.74	2.82	2.44	2.55	2.53	2.51	2.44	2.52	2.00	2.19	2.24	2.21	2.16	2.13
Spend Per Night	£59	£59	£67	£70	£68	£68	£65	£68	£77	£77	£80	£78	£35	£36	£39	£43	£43	£43	£109	£100	£108	£116	£109	£110
Spend Per Trip	£151	£157	£171	£177	£175	£174	£193	£197	£213	£208	£220	£221	£86	£92	£98	£109	£105	£109	£218	£217	£241	£255	£235	£234

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

	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
Destination:	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