

# Great Britain Tourism Survey

August 2018 Update



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# Long term trends: How to compare data collected from January 2016 onwards with data collected in December 2015 and before

The introduction of a new data processing approach in January 2016 had an impact, albeit small, on the reported estimates for trips, nights and expenditure.

This change also impacted trends and the ability to conduct long-term analysis. Therefore caution should be taken when comparing data from January 2016 onwards with data in December 2015 and before. Where relevant, trend breaks have been clearly marked either with asterisk or a dotted line to indicate where users should be cautious.

As 2016 and 2017 use the same data processing approach, 2017 data can be compared to 2016 data without any concern. Similarly collected any data before December 2015 can be compared with any other data collected prior to December 2015 without any concern.

For more information please see: <https://www.visitbritain.org/about-gbts-and-gbdvs>

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# 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%	7.268	8.252	+13.5%	8.330	8.895	+6.8%	11.707	9.636	-17.7%	10.159	11.133	+9.6%	10.002	10.296	+2.9%
England	4.852	5.779	+19.1%	6.191	6.960	+12.4%	6.952	7.374	+6.1%	9.645	7.798	-19.1%	8.275	9.134	+10.4%	8.438	8.318	-1.4%

  

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%	19.069	21.727	+13.9%	20.368	26.074	+28.0%	35.253	29.308	-16.9%	30.733	34.691	+12.9%	29.881	32.714	+9.5%
England	10.999	14.278	+29.8%	15.894	17.875	+12.5%	16.709	21.545	+28.9%	28.245	22.575	-20.1%	24.168	28.505	+17.9%	24.251	24.750	+2.1%

  

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%	£1,282	£1,493	+16.5%	£1,443	£1,633	+13.2%	£2,172	£1,937	-10.8%	£2,053	£2,331	+13.5%	£2,207	£2,130	-3.5%
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%	£1,170	£1,321	+12.9%	£1,716	£1,518	-11.5%	£1,653	£1,915	+15.8%	£1,812	£1,696	-6.4%

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	12.165	12.916	+6.2%	14.852	14.446	-2.7%													80.130	82.633	+3.1%
England	10.300	10.314	+0.1%	12.206	11.567	-5.2%													66.859	67.244	+0.6%

  

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	48.183	47.782	-0.8%	56.420	55.931	-0.9%													253.135	265.932	+5.1%
England	40.011	36.885	-7.8%	45.451	42.596	-6.3%													205.728	209.009	+1.6%

  

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	£2,773	£2,917	+5.2%	£3,176	£3,326	+4.7%													£16,112	£17,053	+5.8%
England	£2,267	£2,353	+3.8%	£2,511	£2,620	+4.3%													£13,080	£13,640	+4.3%

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•All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 8 Aug – 30 Sept 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%	2.658	3.167	+19.1%	3.793	3.797	+0.1%	5.828	4.647	-20.3%	5.800	6.282	+8.3%	5.616	5.950	+5.9%
England	1.765	1.929	+9.3%	2.112	2.522	+19.4%	3.027	2.970	-1.9%	4.536	3.574	-21.2%	4.540	4.997	+10.1%	4.438	4.516	+1.8%
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%	6.913	7.895	+14.2%	10.318	12.323	+19.4%	18.686	15.106	-19.2%	19,570	21.446	+9.6%	19,265	22.221	+15.3%
England	3.910	4.145	+6.0%	5.369	6.030	+12.3%	8.118	9.796	+20.7%	14.173	10.981	-22.5%	14,985	16.886	+12.7%	14,985	15.774	+5.3%
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%	£531	£665	+25.2%	£838	£896	+6.9%	£1,247	£1,163	-6.7%	£1,319	£1,438	+9.0%	£1,419	£1,468	+3.5%
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%	£928	£874	-5.8%	£1,038	£1,126	+8.5%	£1,115	£1,124	+0.8%

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	6.944	7.769	+11.9%	9,297	8.852	-4.8%										42.052	42.979	+2.2%			
England	5.771	6.003	+4.0%	7,454	6.792	-8.9%										33.643	33.303	-1.0%			
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	32.154	31.592	-1.7%	38.465	38.363	-0.3%										150.157	154.538	+2.9%			
England	26.531	23.793	-10.3%	30.195	28.215	-6.6%										118.266	115.620	-2.2%			
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	£1,891	£2,051	+8.5%	£2,319	£2,394	+3.2%										£10,058	£10,611	+5.5%			
England	£1,559	£1,617	+3.7%	£1,802	£1,843	+2.3%										£7,942	£8,198	+3.2%			

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

Fieldwork: 8 Aug – 30 Sept 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%	3.085	3.255	+5.5%	2.937	3.599	+22.5%	4.103	3.234	-21.2%	2.889	3.202	+10.8%	2.698	2.553	-5.4%
England	2.065	2.616	+26.7%	2.686	2.844	+5.9%	2.552	3.161	+23.9%	3.575	2.694	-24.6%	2.463	2.731	+10.9%	2.458	2.246	-8.6%

  

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%	7.525	9.061	+20.4%	6.834	10.811	+58.2%	11.884	9.079	-23.6%	7.728	8.857	+14.6%	6.620	6.476	-2.2%
England	4.828	7.298	+51.2%	6.270	7.533	+20.1%	5.890	9.498	+61.3%	10.161	7.436	-26.8%	6.434	7.670	+19.2%	5.846	5.607	-4.1%

  

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%	£314	£306	-2.5%	£288	£386	+34.0%	£431	£367	-14.8%	£324	£396	+22.2%	£329	£269	-18.2%
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%	£366	£286	-21.9%	£248	£336	+35.5%	£292	£220	-24.7%

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	3.380	3.392	+0.4%	4.187	3.996	-4.6%										25.619	26.236	+2.4%			
England	3.001	2.817	-6.1%	3.688	3.391	-8.1%										22.488	22.500	+0.1%			

  

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	10.068	11.405	+13.3%	14.238	13.290	-6.7%										70.625	77.515	+9.8%			
England	8.522	9.428	+10.6%	12.350	10.654	-13.7%										60.301	65.144	+8.0%			

  

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	£458	£458	0.0%	£501	£536	+7.0%										£2,883	£3,057	+6.0%			
England	£378	£380	+0.5%	£428	£431	+0.7%										£2,425	£2,498	+3.0%			

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Fieldwork: 8 Aug – 30 Sept 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%	1.293	1.500	+16.0%	1.253	1.292	+3.1%	1.483	1.529	+3.1%	1.192	1.463	+22.7%	1.436	1.497	+4.2%
England	0.816	1.028	+26.0%	1.203	1.289	+7.1%	1.089	1.084	-0.5%	1.283	1.325	+3.3%	1.056	1.244	+17.8%	1.326	1.283	-3.2%

  

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%	4.038	3.290	-18.5%	2.492	2.440	-2.1%	3.384	4.280	+26.5%	2.341	3.666	+56.6%	2.989	3.215	+7.6%
England	1.596	2.150	+34.7%	3.833	2.905	-24.2%	2.123	1.878	-11.5%	2.762	3.364	+21.8%	1.953	3.317	+69.8%	2.787	2.699	-3.2%

  

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%	£397	£433	+9.1%	£261	£330	+26.4%	£417	£367	-12.0%	£334	£460	+37.7%	£390	£345	-11.5%
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%	£355	£322	-9.3%	£301	£420	+39.5%	£367	£307	-16.3%

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	1.483	1.218	-17.9%	1.078	1.375	+27.6%													10.164	11.164	+9.8%
England	1.211	1.111	-8.3%	0.851	1.184	+39.1%													8.835	9.548	+8.1%

  

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	4.518	3.102	-31.3%	2.782	3.522	+26.6%													24.519	26.220	+6.9%
England	3.891	2.801	-28.0%	2.200	3.026	+37.5%													21.145	22.140	+4.7%

  

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	£355	£339	-4.5%	£303	£346	+14.2%													£2,674	£2,987	+11.7%
England	£274	£313	+14.2%	£235	£298	+26.8%													£2,314	£2,601	+12.4%

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Fieldwork: 8 Aug – 30 Sept 2018

TNS Face-to-Face Omnibus Survey

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

## Trips, Bednights & Expenditure, Jan-Aug period\*

	ALL TOURISM – Jan-Aug period						HOLIDAYS – Jan-Aug period						VFR – Jan-Aug period						BUSINESS – Jan-Aug 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
<b>TRIPS</b>																								
GB	82.737	77.273	85.310	82.870	80.130	82.633	40.857	39.082	40.072	40.482	42.052	42.979	30.654	28.772	32.637	29.908	25.619	26.236	11.725	10.553	11.159	11.755	10.164	11.164
England	67.825	62.695	70.027	68.617	66.859	67.244	32.086	30.046	31.181	32.600	33.643	33.306	26.193	24.701	28.429	25.847	22.488	22.500	10.003	8.998	9.323	9.883	8.835	9.548
<b>BEDNIGHTS</b>																								
GB	259.660	243.458	264.134	252.934	253.135	265.932	149.383	140.704	144.556	143.490	150.157	154.538	75.587	71.300	82.535	73.144	70.625	77.515	26.972	24.878	25.870	27.090	24.519	26.220
England	204.009	188.460	207.519	200.321	205.728	209.009	111.79	103.794	107.634	110.643	118.266	115.620	63.385	59.081	69.714	60.603	60.301	65.144	21.955	20.415	20.884	22.154	21.145	22.140
<b>EXPENDITURE</b>																								
GB	£16,072	£15,600	£17,304	£16,053	£16,112	£17,053	£9,535	£9,531	£10,148	£9,527	£10,058	£10,611	£3,139	£3,083	£3,686	£3,019	£2,883	£3,057	£2,936	£2,602	£2,695	£2,994	£2,674	£2,987
England	£12,867	£12,392	£13,527	£12,828	£13,080	£13,640	£7,391	£7,275	£7,632	£7,469	£7,942	£8,198	£2,606	£2,547	£3,023	£2,466	£2,425	£2,498	£2,460	£2,224	£2,222	£2,494	£2,314	£2,601

\*Break in time series 2015-2016 – see slide 2

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Fieldwork: 8 Aug – 30 Sept 2018  
 TNS Face-to-Face Omnibus Survey

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

## Trip Characteristics, Jan-August period\*

Av. Trip Length	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August 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	3.14	3.15	3.10	3.05	3.16	3.22	3.66	3.60	3.61	3.54	3.57	3.60	2.77	2.78	2.76	2.68	2.76	2.95	2.30	2.36	2.32	2.30	2.41	2.35
England	3.01	3.01	2.96	2.92	3.08	3.11	3.48	3.45	3.45	3.39	3.52	3.47	2.73	2.68	2.68	2.57	2.68	2.90	2.19	2.27	2.24	2.24	2.39	2.32
Av. £/Night	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August 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	£62	£64	£66	£63	£64	£64	£64	£68	£70	£66	£67	£69	£42	£43	£45	£41	£41	£39	£109	£105	£104	£111	£109	£114
England	£63	£66	£65	£64	£64	£65	£66	£70	£71	£68	£67	£71	£41	£43	£43	£41	£40	£38	£112	£109	£106	£113	£109	£117
Av. £/Trip	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August 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	£194	£202	£203	£194	£201	£206	£233	£244	£253	£235	£239	£247	£115	£120	£123	£111	£113	£117	£250	£247	£242	£255	£263	£268
England	£190	£198	£193	£187	£196	£203	£230	£242	£245	£229	£236	£246	£112	£116	£116	£105	£108	£111	£246	£247	£238	£252	£262	£272

\*Break in time series 2015-2016 – see slide 2

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