

Great Britain Tourism Survey

March 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%									
England	4.852	5.779	+19.1%	6.191	6.960	+12.4%	6.952	7.374	+6.1%									

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%									
England	10.999	14.278	+29.8%	15.894	17.875	+12.5%	16.709	21.545	+28.9%									

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%									
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%	£1,170	£1,321	+12.9%									

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																			21.245	24.206	+13.9%
England																			17.995	20.113	+11.8%

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																			52.665	65.506	+24.4%
England																			43.602	53.698	+23.2%

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																			£3,731	£4,412	+18.3%
England																			£3,121	£3,538	+13.4%

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 10 Jan 2018 – 29 Apr 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%									
England	1.765	1.929	+9.3%	2.112	2.522	+19.4%	3.027	2.970	-1.9%									

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%									
England	3.910	4.145	+6.0%	5.369	6.030	+12.3%	8.118	9.796	+20.7%									

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%									
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%									

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																			8.567	9.479	+10.6%
England																			6.904	7.421	+7.5%

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																			22.017	25.810	+17.2%
England																			17.397	19.971	+14.8%

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																			£1,863	£2,097	+12.6%
England																			£1,500	£1,614	+7.6%

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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%									
England	2.065	2.616	+26.7%	2.686	2.844	+5.9%	2.552	3.161	+23.9%									
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%									
England	4.828	7.298	+51.2%	6.270	7.533	+20.1%	5.890	9.498	+61.3%									
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	£238	£339	+42.4%	£314	£306	-2.5%	£288	£386	+34.0%									
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%									

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																			8.362	9.859	+17.9%
England																			7.303	8.621	+18.0%
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																			20.087	28.508	+41.9%
England																			16.988	24.329	+43.2%
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																			£840	£1,031	+22.7%
England																			£713	£845	+18.5%

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Fieldwork: 10 Jan 2018 – 29 Apr 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%									
England	0.816	1.028	+26.0%	1.203	1.289	+7.1%	1.089	1.084	-0.5%									

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%									
England	1.596	2.150	+34.7%	3.833	2.905	-24.2%	2.123	1.878	-11.5%									

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%									
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%									

TRIPS	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			3.492	4.082	+16.9%
England																			3.108	3.401	+9.4%

BEDNIGHTS	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			8.505	8.435	-0.8%
England																			7.552	6.933	-8.2%

EXPENDITURE	July			August			September			October			November			December			2017	YTD 2018	%ch
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB																			£875	£1,130	+29.1%
England																			£782	£941	+20.3%

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Fieldwork: 10 Jan 2018 – 29 Apr 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Mar period*

	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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
TRIPS																								
GB	21.527	19.421	23.598	23.497	21.245	24.206	7.892	7.537	8.292	9.088	8.567	9.479	8.495	8.014	9.700	9.247	8.362	9.859	4.188	3.389	4.395	4.160	3.492	4.082
England	18.046	16.069	19.662	19.624	17.995	20.113	6.230	5.909	6.592	7.295	6.904	7.421	7.349	6.994	8.427	8.124	7.303	8.621	3.606	2.764	3.647	3.312	3.108	3.401
BEDNIGHTS																								
GB	56.279	48.223	58.655	60.592	52.665	65.506	21.757	19.128	21.999	24.860	22.017	25.810	22.11	19.105	24.293	23.316	20.087	28.508	9.912	7.614	9.55	9.768	8.505	8.435
England	45.037	38.906	47.512	49.275	43.602	53.698	15.976	14.771	16.824	19.302	17.397	19.971	18.631	16.084	20.455	19.986	16.988	24.329	8.161	5.854	7.913	7.637	7.552	6.933
EXPENDITURE																								
GB	£3,786	£3,396	£4,326	£4,004	£3,731	£4,412	£1,603	£1,653	£1,906	£1,871	£1,863	£2,097	£929	£810	£1,073	£926	£840	£1,031	£1,088	£829	£1,113	£1,057	£875	£1,130
England	£3,121	£2,787	£3,454	£3,194	£3,121	£3,538	£1,253	£1,332	£1,478	£1,467	£1,500	£1,614	£789	£687	£888	£778	£713	£845	£927	£676	£893	£814	£782	£941

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

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Fieldwork: 10 Jan 2018 – 29 Apr 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-Mar period*

Av. Trip Length	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	2.61	2.48	2.49	2.58	2.48	2.71	2.76	2.54	2.65	2.74	2.57	2.72	2.60	2.38	2.50	2.52	2.40	2.89	2.37	2.25	2.17	2.35	2.44	2.07
England	2.50	2.42	2.42	2.51	2.42	2.67	2.56	2.50	2.55	2.65	2.52	2.69	2.54	2.30	2.43	2.46	2.33	2.82	2.26	2.12	2.17	2.31	2.43	2.04
Av. £/Night	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	£67	£70	£74	£66	£71	£67	£74	£86	£87	£75	£85	£81	£42	£42	£44	£40	£42	£36	£110	£109	£117	£108	£103	2.07
England	£69	£72	£73	£65	£72	£66	£78	£90	£88	£76	£86	£81	£42	£43	£43	£39	£42	£35	£114	£115	£113	£107	£104	2.04
Av. £/Trip	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	£176	£175	£183	£170	£176	£182	£203	£219	£230	£206	£217	£221	£109	£101	£111	£100	£100	£105	£260	£245	£253	£254	£251	£277
England	£173	£173	£176	£163	£173	£176	£201	£225	£224	£201	£217	£217	£107	£98	£105	£96	£98	£98	£257	£245	£245	£246	£252	£277

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

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