



Great Britain Tourism Survey

June 2017



VisitEngland™

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>

Summary of Results GB And England

	Trips	Nights	Spend	Headlines
June 2017				
	+4%	+7%	+13%	<ul style="list-style-type: none"> There were 10.0 million domestic overnight trips in GB in June 2017, which is up from 9.6 million trips in June 2016. Expenditure increased by +13% to £2.2 billion, while the number of nights increased by +7% to 29.9 million.
	+8%	+12%	+17%	<ul style="list-style-type: none"> There were 8.4 million domestic overnight trips to England in June 2017, up by +8% on the same month last year. Spend increased by +17% to £1.8 billion, while bednights increased by +12% to 24.3 million.
YEAR-TO-DATE				
	-2%	0%	+4%	<ul style="list-style-type: none"> In the year to June 2017, GB trips were down -2% to 53.1 million, compared to 54.2 million in the same period in 2016. Nights were stable for the year to date at 146.9 million, while spend was up for the year to date by +4%.
	-1%	0%	+7%	<ul style="list-style-type: none"> In the year to June 2017, trips to England were down -1% to 44.3 million from 44.9 million in 2016. Nights were stable at 118.6 million, while spend increased by +7% for the year to date.

Weather



Context

- June started with unsettled weather, with most areas experiencing significant amounts of rainfall. Temperatures started to rise from the middle of the month, and from the 16th there was very hot weather throughout the UK. In the final few days of the month there was more rainfall in many areas.

Summary of Results England

YEAR-TO-DATE (January-June 2017)

Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+7%	+10%	+17%	<ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to June 2017 increased by +7% compared to the same period last year, with 20.4 million trips recorded. Expenditure increased by +17% to £4.6 billion, while nights increased by +10% to 61.3 million.
	-5%	-4%	-5%	<ul style="list-style-type: none"> VISITS TO FRIENDS AND RELATIVES decreased by -5% to 15.8 million, with bednights and expenditure decreasing by -4% and -5% respectively. Non-holiday VFR trips were down by -7%, and holiday VFR trips were down by -4%.
	-7%	-13%	-3%	<ul style="list-style-type: none"> BUSINESS trips have decreased for the January to June period, down by -7% to 6.8 million. Nights and spend both decreased compared to the same period in 2016, by -13% and -3% respectively.
	35-44	55+	C2	TRIP TAKERS
	+1%	+6%	+3%	<ul style="list-style-type: none"> Trips decreased amongst most age groups, with the exception of those aged 35-44 and 55+, with trips increasing by +1% and +6% for these groups respectively. The C2 social class group saw a +3% increase in trips taken between Jan-June compared to the same period in 2016, but all other social class groups were stable or saw a decrease.
	Yorkshire	North West	Large city / town	DESTINATION TYPE
	+16%	+9%	+1%	<ul style="list-style-type: none"> Yorkshire & the Humber and North West saw the greatest increases in trips in January to June compared to the same period last year, +16% and +9% respectively. There was a decrease in trips for most destination types for the January to June period, with the exception of large cities & towns which increased by +1% compared to the same time in 2016.

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

June 2017

Jan – June 2017

Trip

Spend

Trip

Spend



+4%

+15%

+4%

+6%

- In June, trips by Brits overseas increased by +4% and the expenditure on those trips increased by +15%.
- In the year to date, overseas trips were up by +4%. Expenditure also increased, by +6%.

Other Tourism Surveys

June 17

Room

Bedspace

OCCUPANCY



-1%

0%

- Room occupancy in England in June decreased by -1% compared to 2016 to 81%, while bedspace occupancy was unchanged at 56%.

Jan-June 17

Volume

Spend

DAY VISITS



-4%

-3%

- The number of tourism day visits in England in the period January 2017 to June 2017 decreased by -4% to 718.6 million.
- The value of those visits decreased by -3% to £23.5 billion.

July 17

Attractions

Accommodation

TOURISM BUSINESS MONITOR



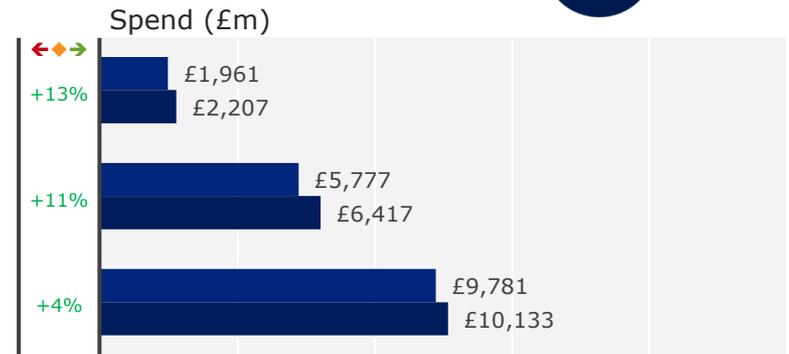
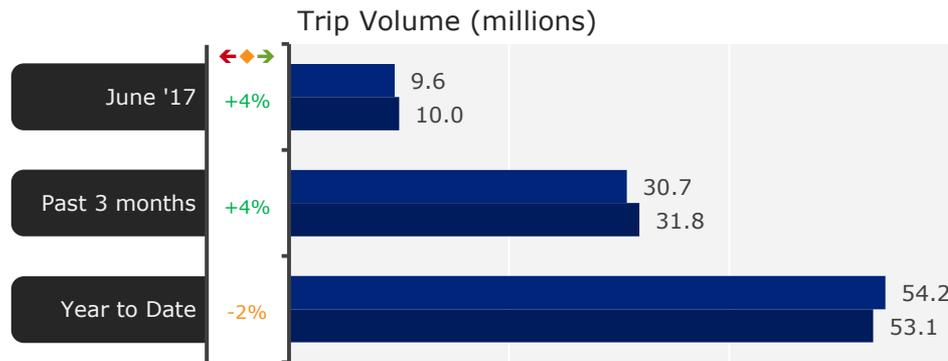
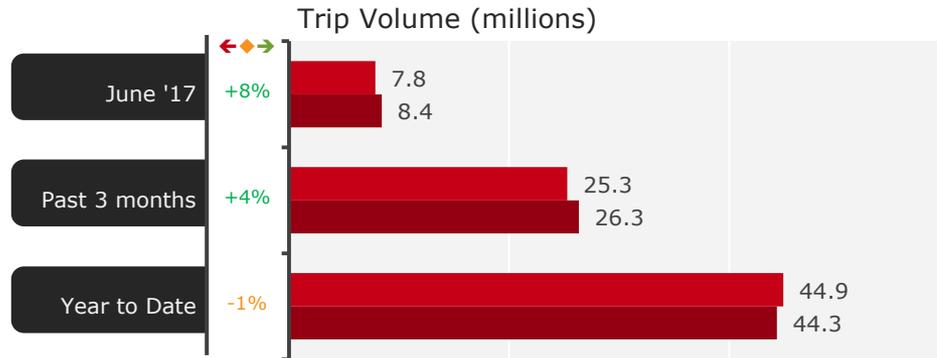
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- Attractions businesses reported an increase in visitor numbers for the period leading up to the summer compared to the same time last year. Most accommodation businesses reported either an increase in visitor numbers or the same amount of visitor numbers.

Headline Data GB and England

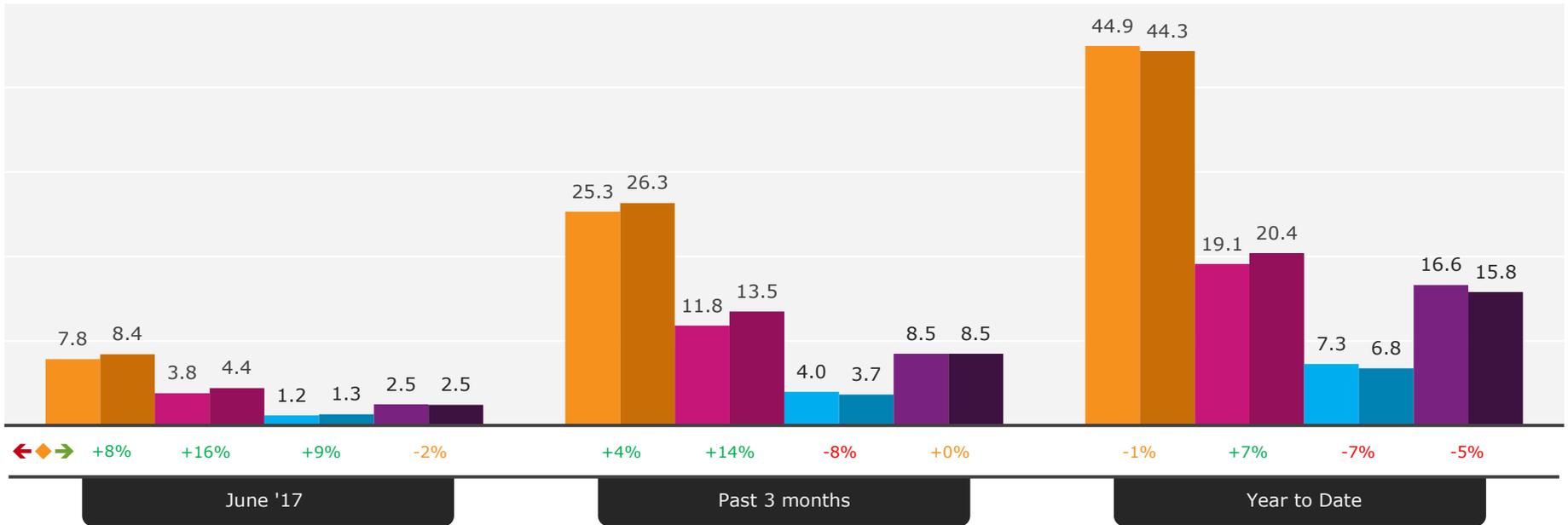
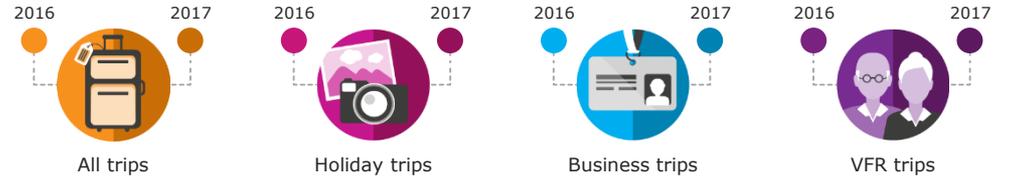
Volume and spend (2016 vs 2017)



% change vs 2016

Trips England

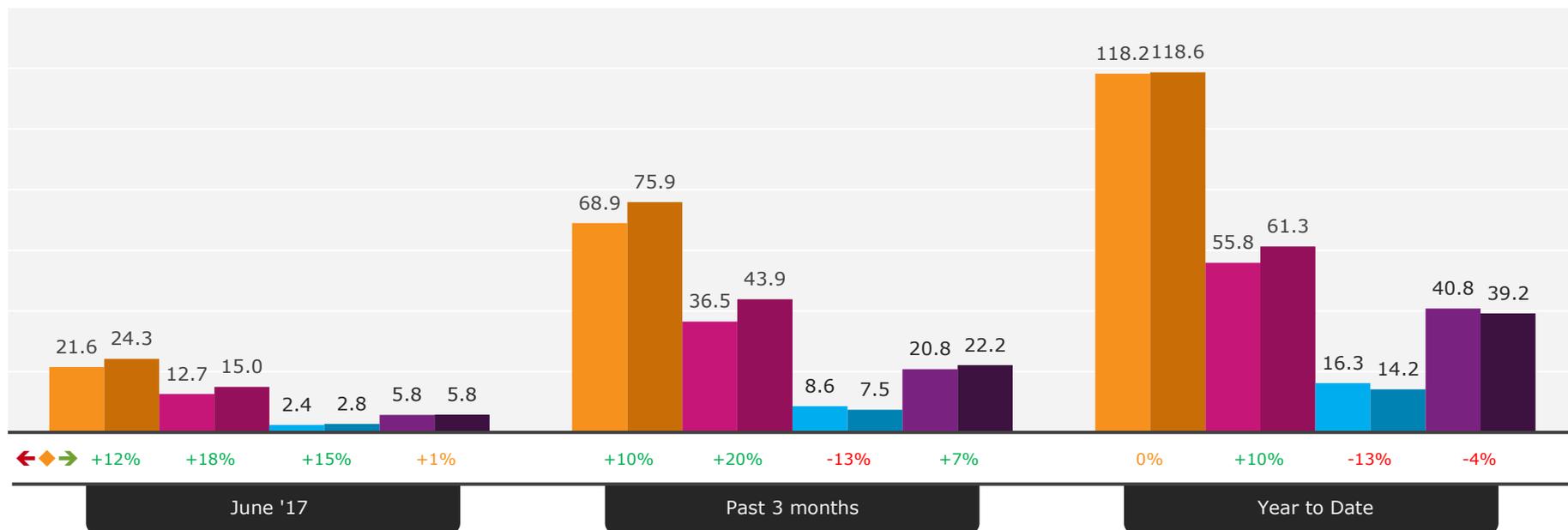
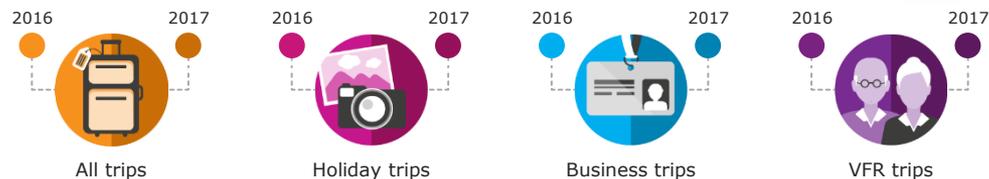
Volume of trips (millions) (2016 vs 2017)



◀▶ % change vs 2016

Nights England

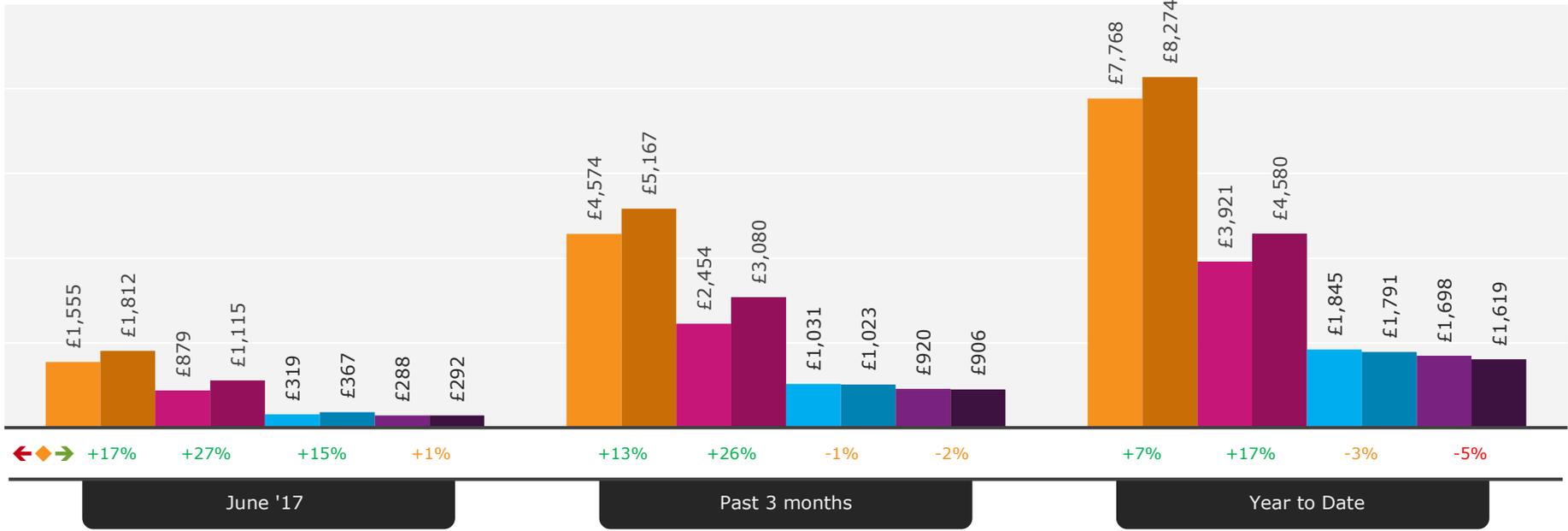
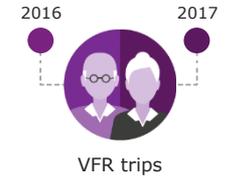
Volume of nights (millions) (2016 vs 2017)



◀▶ % change vs 2016

Spend England

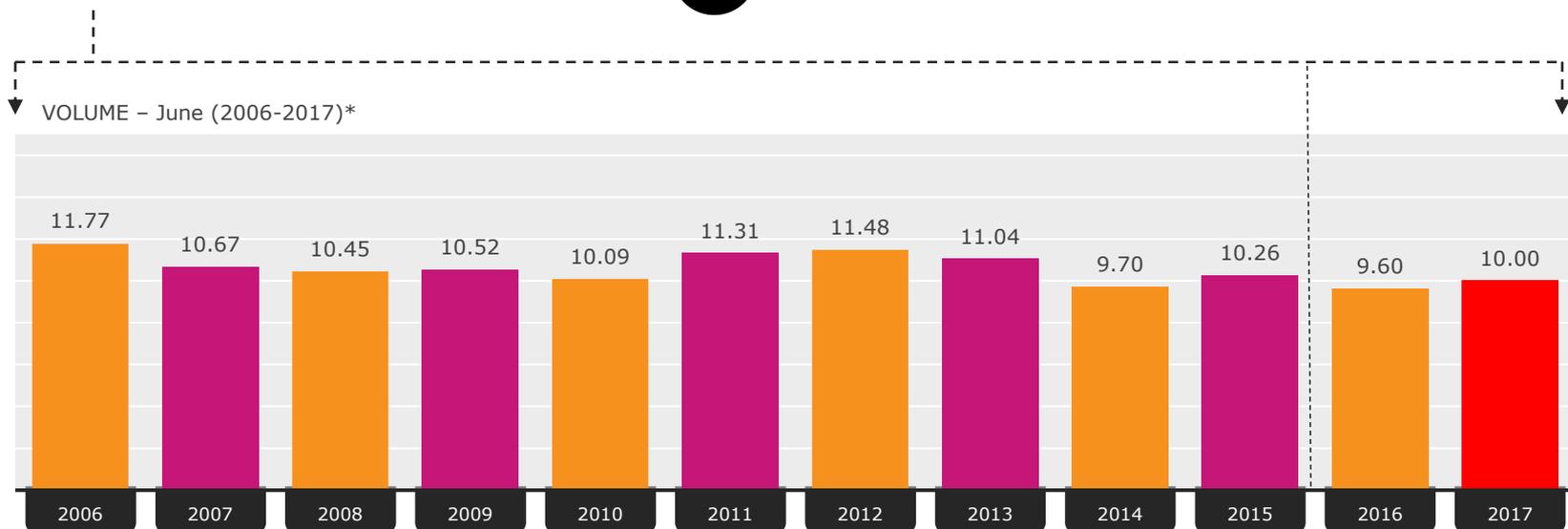
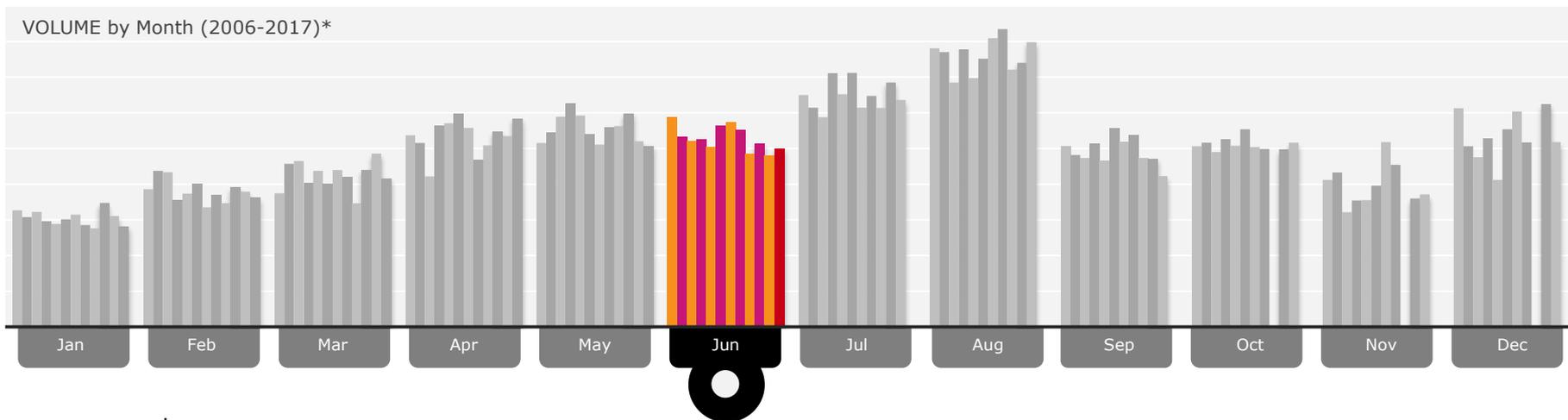
Expenditure (£m) (2016 vs 2017)



◀▶ % change vs 2016

Long Term Trends by Month GB

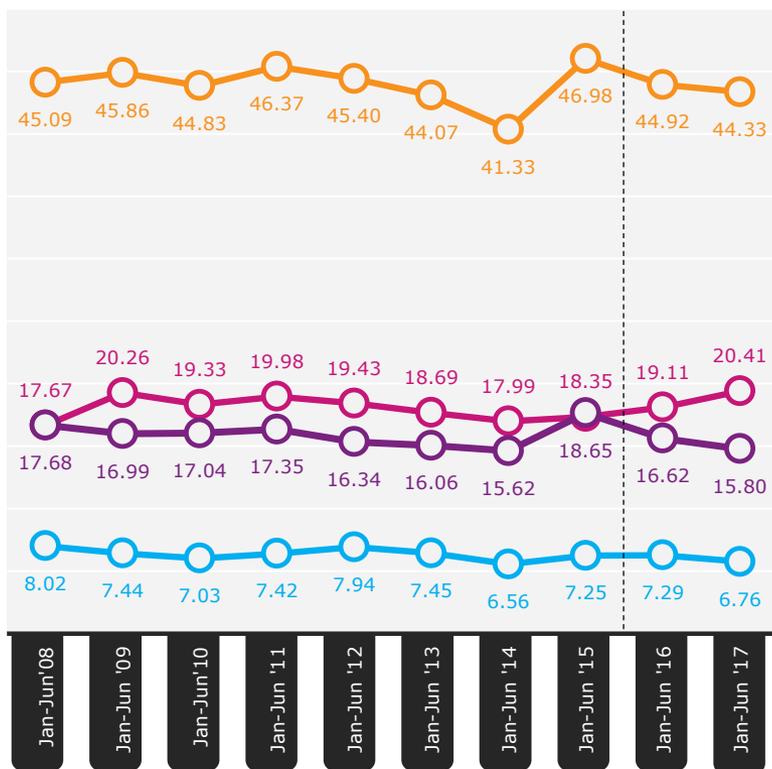
2006-2017 (millions)*



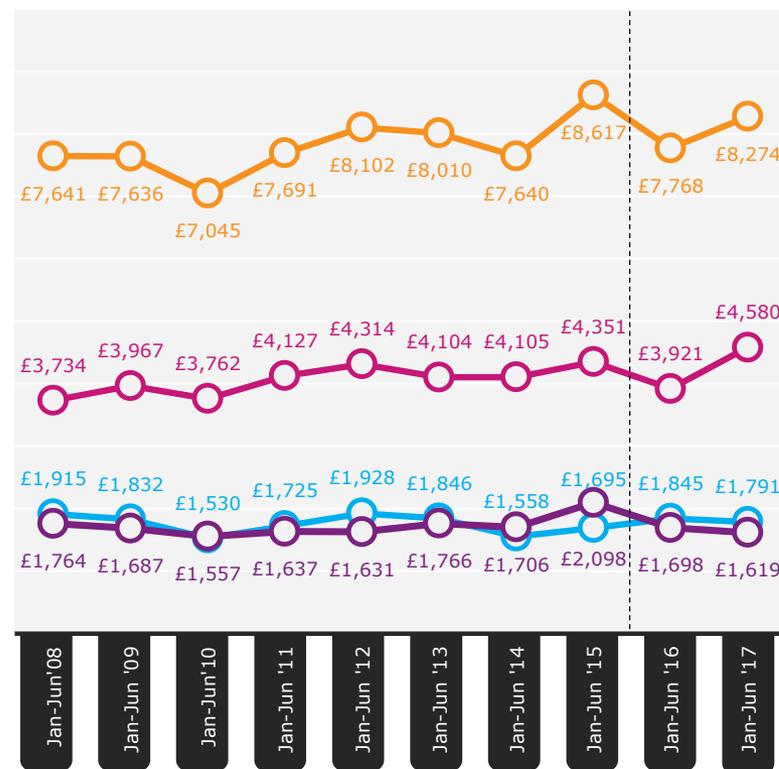
Long Term Trends, Year-to-Year England



Trip Volume (millions)*



Spend (£m)*



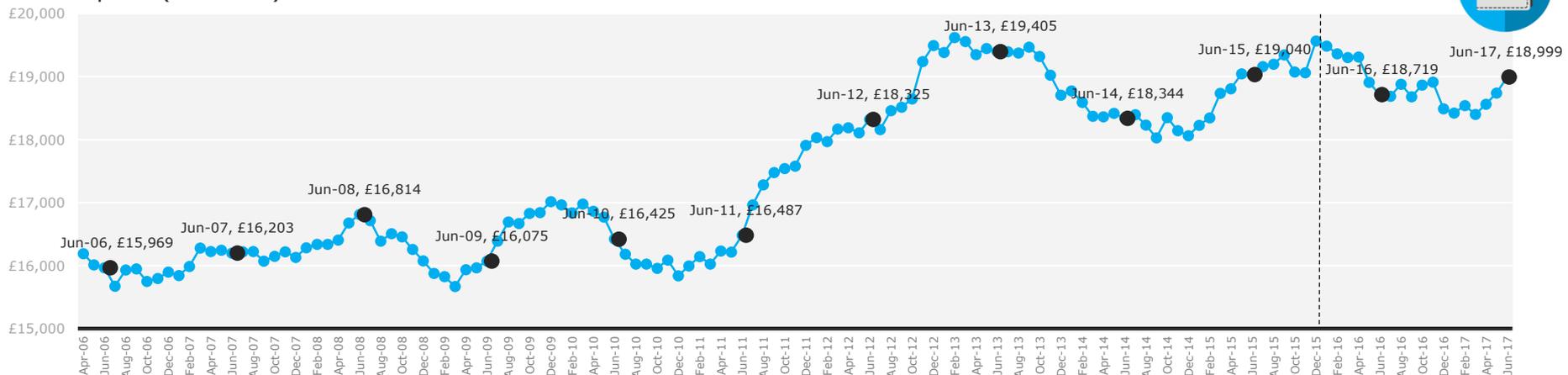
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)*



Spend (£millions)*



Rolling 12 Month Trendlines England

Trips by purpose (millions)*



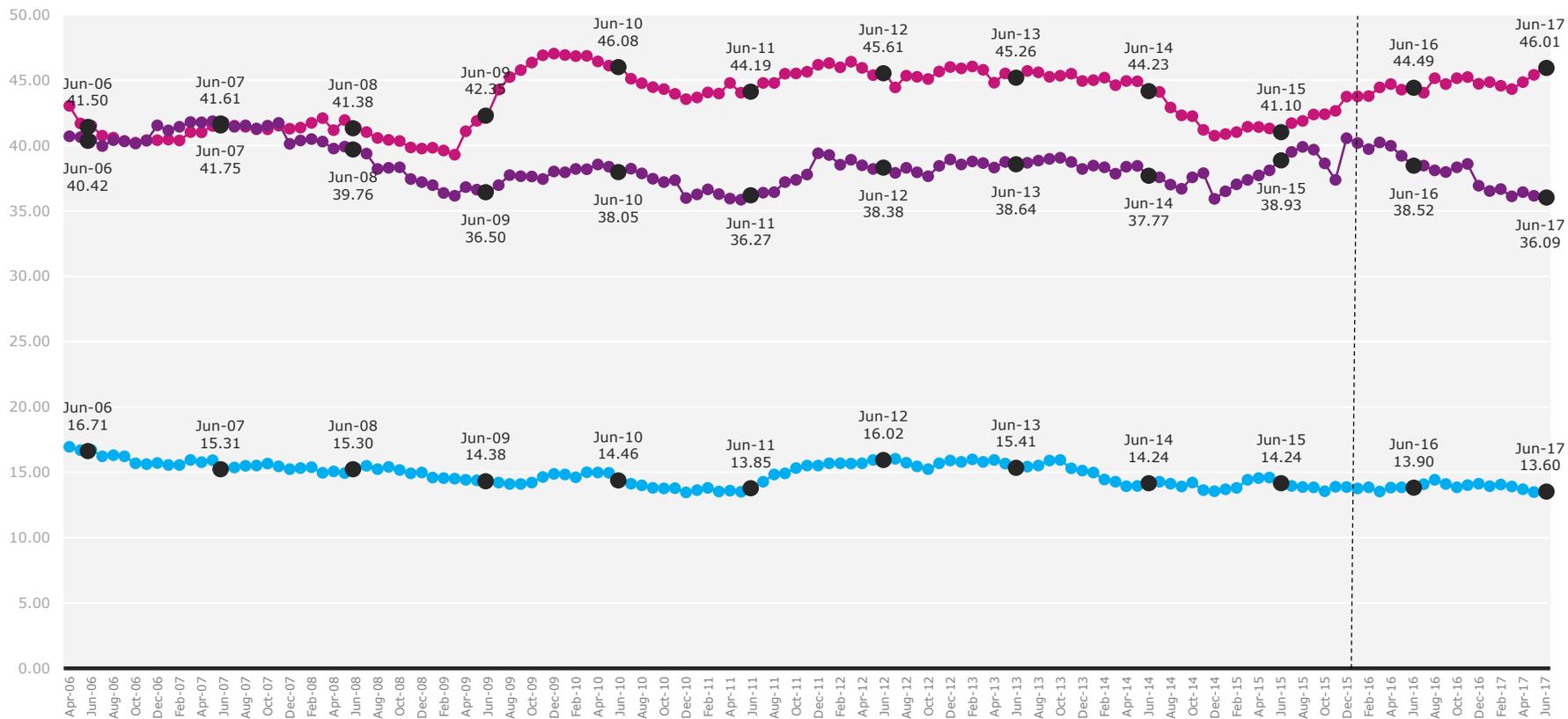
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£millions)*



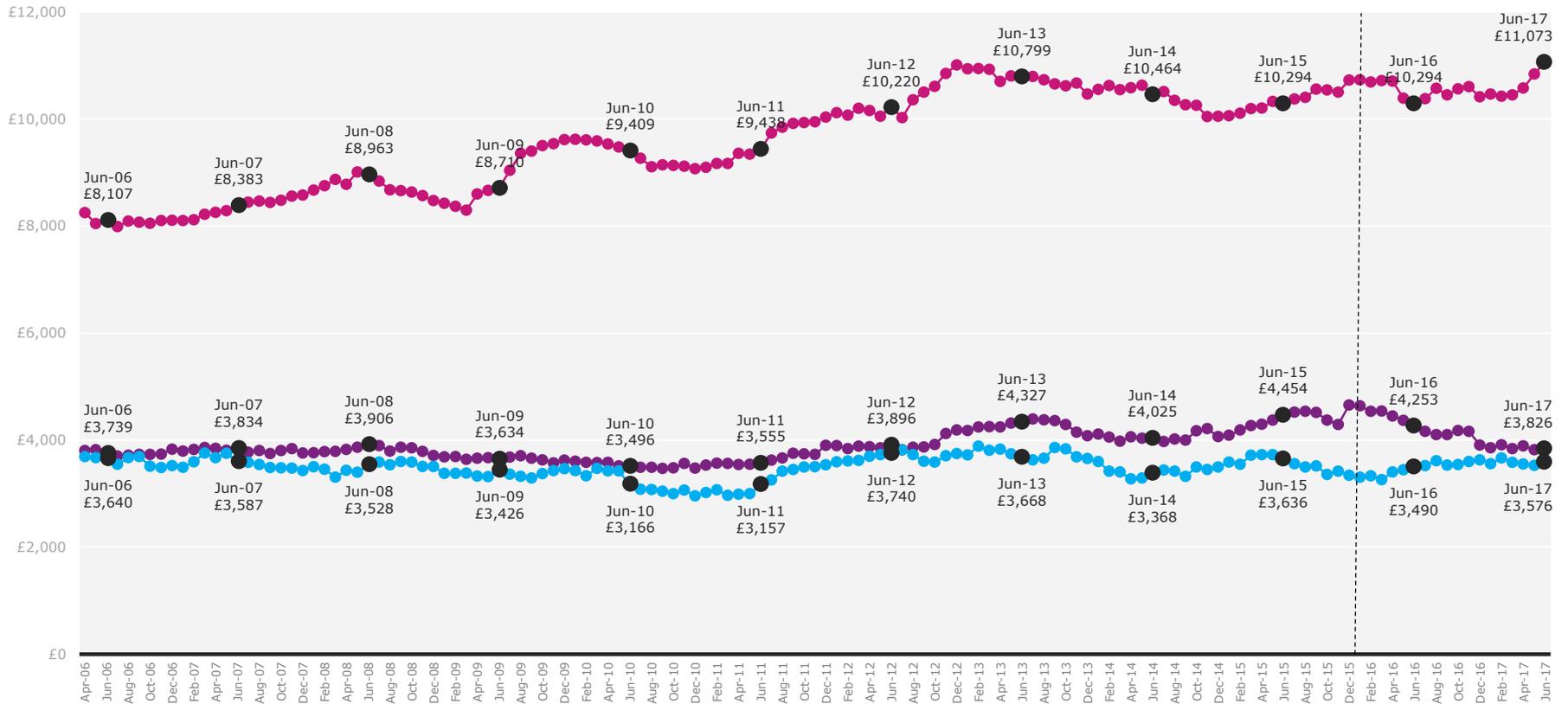
Holiday trips



Business trips

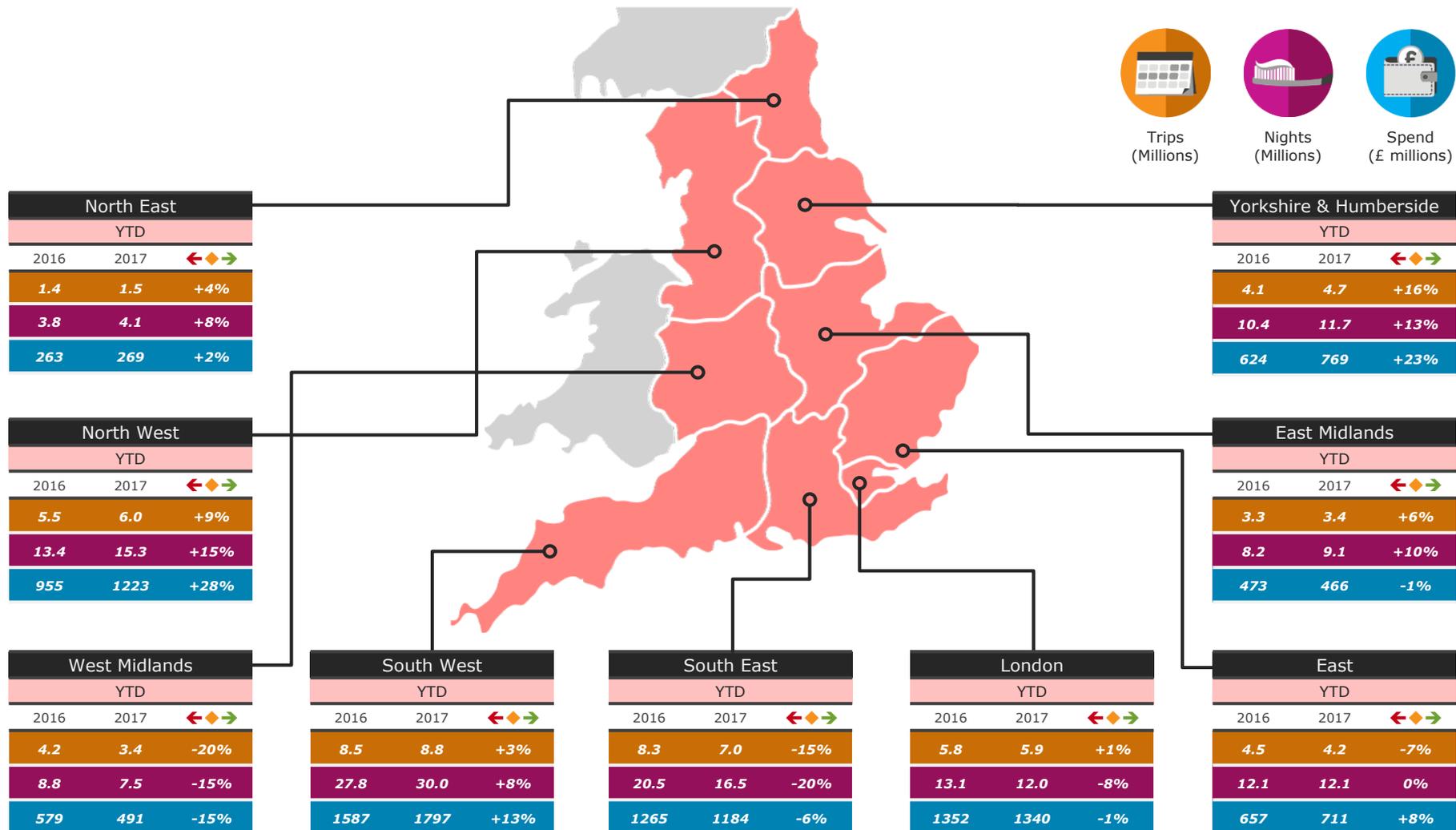


VFR trips



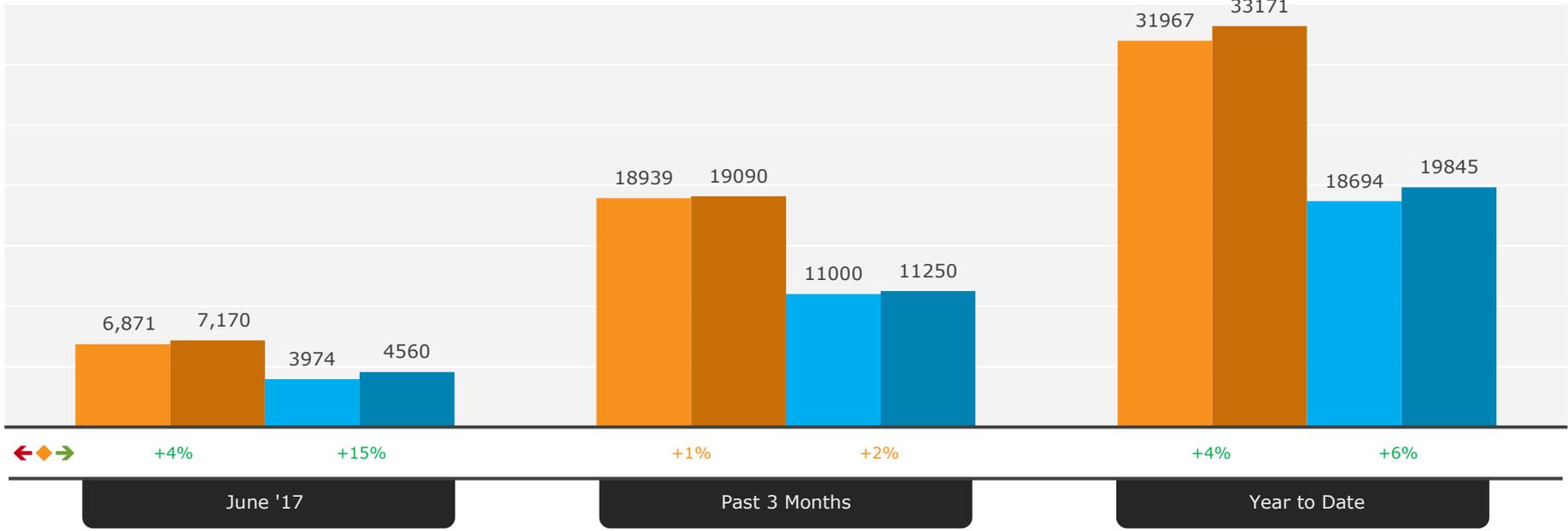
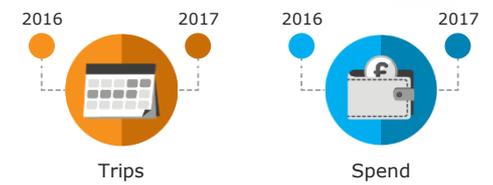
Regional Analysis England

Trip characteristics – region (YTD 2016 vs YTD 2017)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£m)



◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2017)



PURPOSE

										
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business	
TRIPS	Millions	2016	19.1	13.6	5.5	10.8	29.9	5.8	16.6	7.3
		2017	20.4	14.6	5.8	10.4	30.8	5.4	15.8	6.8
			+7%	+7%	+5%	-4%	+3%	-7%	-5%	-7%
NIGHTS	Millions	2016	55.8	26.8	29.0	27.8	83.6	13.0	40.8	16.3
		2017	61.3	27.6	33.6	27.6	88.9	11.5	39.2	14.2
			+10%	+3%	+16%	0%	+6%	-11%	-4%	-13%
SPEND	£Millions	2016	3921	2517	1403	1123	5045	572	1698	1845
		2017	4580	2747	1833	1099	5679	519	1619	1791
			+17%	+9%	+31%	-2%	+13%	-9%	-5%	-3%
Unwtd Trips			2934	2046	890	1507	4442	791	2297	788

REGION

											
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber	
TRIPS	Millions	2016	4.2	4.5	3.3	5.8	5.5	1.4	8.3	8.5	4.1
		2017	3.4	4.2	3.4	5.9	6.0	1.5	7.0	8.8	4.7
			-20%	-7%	+6%	+1%	+9%	+4%	-15%	+3%	+16%
NIGHTS	Millions	2016	8.8	12.1	8.2	13.1	13.4	3.8	20.5	27.8	10.4
		2017	7.5	12.1	9.1	12.0	15.3	4.1	16.5	30.0	11.7
			-15%	0%	+10%	-8%	+15%	+8%	-20%	+8%	+13%
SPEND	£Millions	2016	579	657	473	1352	955	263	1265	1587	624
		2017	491	711	466	1340	1223	269	1184	1797	769
			-15%	+8%	-1%	-1%	+28%	+2%	-6%	+13%	+23%
Unwtd Trips			463	597	476	785	833	212	981	1246	871

 % change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2017)



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	9.4	19.4	8.7	7.8
	2017	9.3	19.5	8.5	7.2
		-1%	+1%	-2%	-8%
NIGHTS Millions	2016	30.8	41.8	22.0	22.5
	2017	32.0	42.2	21.7	20.8
		+4%	+1%	-1%	-7%
SPEND £Millions	2016	1716	3538	1169	1252
	2017	1844	3773	1272	1266
		+7%	+7%	+9%	+1%
Unwtd Trips		1400	2634	1177	1020

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	19.4	13.5	6.9	5.1
	2017	18.9	13.4	7.1	4.9
		-3%	0%	+3%	-5%
NIGHTS 000s	2016	47.2	36.2	19.3	15.5
	2017	47.7	34.9	20.4	15.6
		+1%	-4%	+6%	+1%
SPEND £Millions	2016	3668	2235	1111	751
	2017	3808	2446	1192	826
		+4%	+9%	+7%	+10%
Unwtd Trips		2166	1977	1084	978

AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	4.9	8.1	8.7	9.2	14.0
	2017	4.5	7.8	8.8	8.2	14.9
		-7%	-3%	+1%	-11%	+6%
NIGHTS Millions	2016	12.5	20.6	21.5	21.9	41.7
	2017	12.6	19.0	21.4	19.9	45.8
		+1%	-8%	-1%	-9%	+10%
SPEND £Millions	2016	703	1290	1439	1824	2508
	2017	728	1490	1468	1676	2911
		+4%	+16%	+2%	-8%	+16%
Unwtd Trips		593	1046	1191	978	2441

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	14.7	30.2
	2017	13.8	30.5
		-6%	+1%
NIGHTS 000s	2016	36.8	81.4
	2017	35.6	83.1
		-3%	+2%
SPEND £Millions	2016	2156	5608
	2017	2170	6104
		+1%	+9%
Unwtd Trips		2009	4191

% change vs 2016

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2017)



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	Millions									
	2016	28.0	20.2	17.2	2.0	8.4	4.3	16.1	0.2	16.1
	2017	27.8	20.4	17.4	2.2	6.9	4.4	15.4	0.2	15.4
	◀◆▶	-1%	+1%	+1%	+9%	-17%	+2%	-4%	+11%	-4%
NIGHTS	Millions									
	2016	72.5	41.3	33.7	4.2	32.4	15.1	42.1	0.2	42.1
	2017	73.0	42.2	34.6	5.1	28.4	15.9	40.6	0.2	40.6
	◀◆▶	+1%	+2%	+3%	+22%	-12%	+5%	-3%	+47%	-3%
SPEND	£millions									
	2016	6184	4750	4075	402	1626	543	1348	10	1348
	2017	6699	5098	4290	523	1612	584	1285	10	1285
	◀◆▶	8%	7%	5%	30%	-1%	8%	-5%	127%	-5%
Unwtd Trips		3816	2760	2360	395	1005	640	2208	31	2208

*caution small sample size ◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

Year to date average trip length, spend/night, spend/trip*



All Tourism



Holidays



Business



VFR

	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
Trip Length	2.68	2.67	2.65	2.67	2.63	2.68	3.04	2.98	2.95	3.05	2.92	3.00	2.28	2.15	2.17	2.19	2.23	2.10	2.50	2.55	2.45	2.53	2.45	2.48
Spend Per Night	£66	£68	£70	£69	£66	£70	£73	£74	£77	£78	£70	£75	£107	£115	£109	£107	£113	£126	£40	£43	£45	£44	£42	£41
Spend Per Trip	£178	£182	£185	£183	£173	£187	£222	£220	£228	£237	£205	£224	£243	£248	£237	£234	£253	£265	£100	£110	£109	£112	£102	£103

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.visitbritain.org/archive-great-britain-tourism-survey-overnight-data>

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 Charlotte Sanders in the VisitEngland Press Office charlotte.sanders@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	5.2%	3.1%	5.9%	3.4%	6.7%	4.0%
England Total	5.6%	3.3%	6.4%	3.7%	7.2%	4.3%
East	14.4%	8.6%	17.2%	10.8%	22.7%	12.4%
East Midlands	17.3%	9.9%	20.0%	12.7%	23.7%	14.8%
London	15.7%	8.8%	16.5%	9.8%	23.2%	13.2%
North East	15.1%	13.9%	29.4%	16.0%	29.0%	15.8%
North West	12.8%	7.3%	15.1%	9.7%	15.8%	10.5%
South East	12.1%	7.2%	16.8%	8.4%	15.4%	10.6%
South West	11.8%	6.5%	13.6%	7.2%	15.4%	8.8%
West Midlands	15.8%	10.5%	18.3%	13.9%	19.6%	15.1%
Yorks & Humb	14.4%	8.2%	16.5%	9.8%	20.5%	11.4%

Based on Quarter 2