

# Great Britain Tourism Survey

October 2017 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>

# GB Domestic Tourism: Monthly Volume & Value 2017

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	6.195	5.647	-8.8%	7.586	7.259	-4.3%	9.716	8.330	-14.3%	10.692	11.688	+9.3%	10.401	10.159	-2.3%	9.603	10.002	+4.2%
England	5.369	4.852	-9.6%	6.211	6.182	-0.5%	8.044	6.952	-13.6%	9.037	9.627	+6.5%	8.418	8.275	-1.7%	7.842	8.438	+7.6%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	14.606	13.229	-9.4%	18.692	18.216	-2.5%	27.294	20.368	-25.4%	29.151	34.458	+18.2%	29.907	30.733	+2.8%	27.798	29.881	+7.5%
England	12.517	10.999	-12.1%	15.103	15.041	-0.4%	21.655	16.709	-22.8%	24.155	27.450	+13.6%	23.226	24.168	+4.1%	21.559	24.251	+12.5%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£1,066	£1,006	-5.6%	£1,297	£1,267	-2.3%	£1,641	£1,443	-12.1%	£1,883	£2,157	+14.6%	£1,933	£2,053	+6.2%	£1,961	£2,207	+12.5%
England	£919	£852	-7.3%	£967	£1,085	+12.2%	£1,308	£1,170	-10.6%	£1,541	£1,702	+10.4%	£1,478	£1,653	+11.8%	£1,555	£1,812	+16.5%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	12.723	12.121	-4.7%	15.954	14.852	-6.9%	8.470	10.370	+22.4%	10.322	9.963	-3.5%	7.434			10.360			101.662	100.391	-1.3%
England	10.624	10.262	-3.4%	13.072	12.206	-6.6%	6.956	8.448	+21.4%	8.662	8.124	-6.2%	6.367			8.740			84.235	83.366	-1.0%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	45.989	46.001	0.0%	59.787	56.420	-5.6%	27.612	30.968	+12.2%	29.036	28.519	-1.8%	18.500			31.184			309.872	308.793	-0.3%
England	35.044	38.070	+8.6%	47.266	45.451	-3.8%	22.759	24.336	+6.9%	23.326	21.688	-7.0%	15.266			25.826			246.610	248.163	+0.6%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£2,890	£2,765	-4.3%	£3,394	£3,176	-6.4%	£1,917	£2,244	+17.1%	£2,026	£1,952	-3.7%	£1,422			£1,649			£20,008	£20,270	+1.3%
England	£2,323	£2,260	-2.7%	£2,748	£2,511	-8.6%	£1,541	£1,722	+11.7%	£1,650	£1,511	-8.4%	£1,208			£1,255			£16,030	£16,278	+1.5%

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•All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 Oct – 26 Nov 2017  
TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## HOLIDAYS

	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																		
GB	1.926	2.116	+9.9%	2.973	2.658	-10.6%	4.189	3.793	-9.5%	4.837	5.820	+20.3%	5.021	5.800	+15.5%	4.920	5.616	+14.1%
England	1.632	1.765	+8.1%	2.394	2.112	-11.8%	3.269	3.027	-7.4%	3.996	4.528	+13.3%	3.984	4.540	+14.0%	3.835	4.438	+15.7%
<b>BEDNIGHTS</b>																		
GB	4.425	4.786	+8.2%	7.672	6.913	-9.9%	12.763	10.318	-19.2%	13.965	18.420	+31.9%	16.982	19.570	+15.2%	16.547	19.265	+16.4%
England	3.750	3.910	+4.3%	6.033	5.369	-11.0%	9.519	8.118	-14.7%	11.163	13.907	+24.6%	12.715	14.985	+17.9%	12.656	14.985	+18.4%
<b>EXPENDITURE</b>																		
GB	£433	£494	+14.1%	£621	£531	-14.5%	£817	£838	+2.6%	£992	£1,245	+25.5%	£1,079	£1,319	+22.2%	£1,149	£1,419	+23.5%
England	£372	£421	+13.2%	£454	£414	-8.8%	£641	£665	+3.7%	£798	£927	+16.2%	£777	£1,038	+33.3%	£879	£1,115	+26.8%

	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																					
GB	6.896	6.914	+0.3%	9.720	9.297	-4.4%	4.482	5.390	+20.3%	5.169	5.080	-1.7%	2.607			3.147			50.133	52.484	+4.7%
England	5.586	5.740	+2.8%	7.904	7.454	-5.7%	3.515	4.280	+21.8%	4.184	4.013	-4.1%	2.093			2.313			40.299	41.897	+4.0%
<b>BEDNIGHTS</b>																					
GB	29.805	30.825	+3.4%	41.487	38.465	-7.3%	16.161	18.443	+14.1%	16.021	16.410	+2.4%	6.516			8.555			175.828	183.415	+4.3%
England	22.315	25.203	+12.9%	32.559	30.195	-7.3%	12.699	14.258	+12.3%	12.405	11.924	-3.9%	5.180			6.084			135.814	142.854	+5.2%
<b>EXPENDITURE</b>																					
GB	£2,000	£1,887	-5.7%	£2,443	£2,319	-5.1%	£1,230	£1,363	+10.8%	£1,129	£1,215	+7.6%	£621			£798			£11,893	£12,630	+6.2%
England	£1,588	£1,555	-2.1%	£1,967	£1,802	-8.4%	£964	£991	+2.8%	£914	£926	+1.3%	£512			£548			£9,354	£9,854	+5.3%

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Fieldwork: 11 Oct – 26 Nov 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																		
GB	2.763	2.340	-15.3%	2.957	3.085	+4.3%	3.527	2.937	-16.7%	3.770	4.098	+8.7%	3.118	2.889	-7.3%	2.836	2.698	-4.9%
England	2.468	2.065	-16.3%	2.537	2.686	+5.9%	3.119	2.552	-18.2%	3.232	3.571	+10.5%	2.758	2.463	-10.7%	2.510	2.458	-2.1%
<b>BEDNIGHTS</b>																		
GB	6.264	5.728	-8.6%	7.125	7.525	+5.6%	9.927	6.834	-31.2%	9.793	11.628	+18.7%	7.803	7.728	-1.0%	7.120	6.620	-7.0%
England	5.643	4.828	-14.4%	6.018	6.270	+4.2%	8.325	5.890	-29.2%	8.286	9.905	+19.5%	6.738	6.434	-4.5%	5.777	5.846	+1.2%
<b>EXPENDITURE</b>																		
GB	£267	£238	-10.9%	£287	£314	+9.4%	£372	£288	-22.6%	£395	£430	+8.9%	£382	£324	-15.2%	£338	£329	-2.7%
England	£246	£198	-19.5%	£224	£277	+23.7%	£308	£238	-22.7%	£315	£366	+16.2%	£317	£248	-21.8%	£288	£292	+1.4%

	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																					
GB	4.043	3.380	-16.4%	4.307	4.187	-2.8%	2.587	3.354	+29.6%	3.570	3.167	-11.3%	2.968			5.848			33.478	32.135	-4.0%
England	3.416	3.001	-12.1%	3.524	3.688	+4.7%	2.283	2.884	+26.3%	3.160	2.758	-12.7%	2.695			5.212			29.007	28.126	-3.0%
<b>BEDNIGHTS</b>																					
GB	11.670	10.068	-13.7%	13.581	14.238	+4.8%	6.518	8.620	+32.2%	8.961	8.278	-7.6%	7.499			19.810			88.762	87.267	-1.7%
England	8.912	8.522	-4.4%	11.041	12.350	+11.9%	5.673	7.255	+27.9%	7.732	7.056	-8.7%	6.596			17.294			74.145	74.356	+0.3%
<b>EXPENDITURE</b>																					
GB	£453	£458	+1.1%	£529	£501	-5.3%	£322	£435	+35.1%	£450	£335	-25.6%	£331			£567			£3,795	£3,652	-3.8%
England	£341	£378	+10.9%	£431	£428	-0.7%	£283	£374	+32.2%	£387	£275	-28.9%	£283			£482			£3,140	£3,074	-2.1%

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Fieldwork: 11 Oct – 26 Nov 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## BUSINESS TOURISM

	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																		
<b>GB</b>	1.197	0.946	-21.0%	1.395	1.284	-7.9%	1.568	1.253	-20.1%	1.751	1.483	-15.3%	1.487	1.192	-19.8%	1.475	1.436	-2.6%
<b>England</b>	1.003	0.816	-18.6%	1.078	1.194	+10.8%	1.231	1.089	-11.5%	1.497	1.283	-14.3%	1.266	1.056	-16.6%	1.212	1.326	+9.4%
<b>BEDNIGHTS</b>																		
<b>GB</b>	3.163	1.975	-37.6%	3.210	3.185	-0.8%	3.395	2.492	-26.6%	3.984	3.384	-15.1%	3.429	2.341	-31.7%	3.091	2.989	-3.3%
<b>England</b>	2.468	1.596	-35.3%	2.542	2.980	+17.2%	2.627	2.123	-19.2%	3.364	2.762	-17.9%	2.864	1.953	-31.8%	2.421	2.787	+15.1%
<b>EXPENDITURE</b>																		
<b>GB</b>	£320	£217	-32.2%	£340	£383	+12.6%	£397	£261	-34.3%	£445	£417	-6.3%	£382	£334	-12.6%	£377	£390	+3.4%
<b>England</b>	£259	£185	-28.6%	£248	£358	+44.4%	£307	£225	-26.7%	£384	£355	-7.6%	£328	£301	-8.2%	£319	£367	+15.0%

	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																					
<b>GB</b>	1.452	1.475	+1.6%	1.430	1.078	-24.6%	1.075	1.326	+23.3%	1.310	1.527	+16.6%	1.610			1.015			14.140	13.000	-8.1%
<b>England</b>	1.327	1.203	-9.3%	1.269	0.851	-32.9%	0.855	1.041	+21.8%	1.138	1.215	+6.8%	1.339			0.909			11.876	11.074	-6.8%
<b>BEDNIGHTS</b>																					
<b>GB</b>	3.695	3.905	+5.7%	3.123	2.782	-10.9%	2.484	2.976	+19.8%	3.109	3.428	+10.3%	3.889			2.144			32.683	29.457	-9.9%
<b>England</b>	3.199	3.278	+2.5%	2.670	2.200	-17.6%	1.975	2.080	+5.3%	2.710	2.390	-11.8%	2.922			1.844			26.840	24.149	-10.0%
<b>EXPENDITURE</b>																					
<b>GB</b>	£387	£351	-9.3%	£345	£303	-12.2%	£305	£392	+28.5%	£392	£357	-8.9%	£428			£251			£3,690	£3,405	-7.7%
<b>England</b>	£347	£270	-22.2%	£302	£235	-22.2%	£236	£317	+34.3%	£313	£274	-12.5%	£375			£212			£3,043	£2,887	-5.1%

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Fieldwork: 11 Oct – 26 Nov 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2012-2017

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

	ALL TOURISM, Jan – Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
<b>TRIPS</b>																								
GB	103.590	103.483	98.228	104.728	101.662	100.391	51.195	50.816	48.461	49.844	50.133	52.484	33.532	34.043	33.170	35.854	33.478	32.135	15.375	15.103	14.084	14.181	14.140	13.000
England	85.453	85.052	79.639	86.070	84.235	83.366	40.602	39.943	37.214	38.880	40.299	41.897	29.049	29.172	28.458	31.230	29.007	28.126	12.793	12.822	11.901	11.896	11.876	11.074
<b>BEDNIGHTS</b>																								
GB	325.126	320.074	300.820	320.680	309.872	308.793	185.844	182.995	170.545	178.148	175.828	183.415	93.377	93.046	89.814	97.781	88.762	87.267	36.487	34.486	32.653	32.422	32.683	29.457
England	258.146	252.249	232.732	252.776	246.610	248.163	142.343	137.607	125.783	133.663	135.814	142.854	77.738	78.521	74.255	82.763	74.145	74.356	30.092	27.691	26.486	26.070	26.840	24.149
<b>EXPENDITURE</b>																								
GB	£20,060	£20,089	£19,847	£21,325	£20,008	£20,270	£12,087	£11,934	£11,810	£12,608	£11,893	£12,630	£3,783	£3,862	£4,020	£4,408	£3,795	£3,652	£3,661	£3,745	£3,548	£3,418	£3,690	£3,405
England	£16,246	£16,072	£15,715	£16,730	£16,030	£16,278	£9,626	£9,236	£9,010	£9,517	£9,354	£9,854	£3,119	£3,216	£3,305	£3,617	£3,140	£3,074	£3,053	£3,139	£2,981	£2,839	£3,043	£2,887

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

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Fieldwork: 11 Oct – 26 Nov 2017  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2012-2017

## Trip Characteristics, Jan-October period\*

Av. Trip Length	ALL TOURISM, Jan – Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	3.14	3.09	3.06	3.06	3.05	3.08	3.63	3.60	3.52	3.57	3.51	3.49	2.78	2.73	2.71	2.73	2.65	2.72	2.37	2.28	2.32	2.29	2.31	2.27
England	3.02	2.97	2.92	2.94	2.93	3.98	3.51	3.45	3.38	3.44	3.37	3.41	2.68	2.69	2.61	2.65	2.56	2.64	2.35	2.16	2.23	2.19	2.26	2.18
Av. £/Night	ALL TOURISM, Jan – Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£62	£63	£66	£66	£65	£66	£65	£65	£69	£71	£68	£69	£41	£42	£45	£45	£43	£42	£100	£109	£109	£105	£113	£116
England	£63	£64	£68	£66	£66	£66	£68	£67	£72	£71	£69	£69	£40	£41	£45	£44	£43	£41	£101	£113	£113	£109	£113	£120
Av. £/Trip	ALL TOURISM, Jan – Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£194	£194	£202	£204	£197	£202	£236	£235	£244	£253	£237	£241	£113	£113	£121	£123	£113	£114	£238	£248	£252	£241	£261	£262
England	£190	£189	£197	£194	£190	£195	£237	£231	£242	£245	£232	£235	£107	£110	£116	£116	£108	£109	£239	£245	£250	£239	£256	£261

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

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