



# Great Britain Tourism Survey

October 2017



# 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
October 2017				
	-3%	-2%	-4%	<ul style="list-style-type: none"> <li>There were 10.0 million domestic overnight trips in GB in October 2017, which is down from 10.3 million trips in October 2016.</li> <li>Expenditure decreased by -4% to £2.0 billion, while the number of nights decreased by -2% to 28.5 million.</li> </ul>
	-6%	-7%	-8%	<ul style="list-style-type: none"> <li>There were 8.1 million domestic overnight trips to England in October 2017, down by -6% on the same month last year.</li> <li>Spend decreased by -8% to £1.5 billion, while bednights decreased by -7% to 21.7 million.</li> </ul>
YEAR-TO-DATE				
	-1%	0%	+1%	<ul style="list-style-type: none"> <li>In the year to October 2017, GB trips were down -1% to 100.4 million, compared to 101.7 million in the same period in 2016.</li> <li>Nights were at a similar level for the year-to-date at 308.8 million, while spend increased for the year to date by +1% at £20.3 billion.</li> </ul>
	-1%	+1%	+2%	<ul style="list-style-type: none"> <li>In the year to October 2017, trips to England decreased by -1% at 83.4 million, compared 84.2 million in the same period in 2016.</li> <li>Nights increased by +1% to 248.2 million, while spend increased by +2% for the year to date.</li> </ul>

## Weather



## Context

- October was quite an overcast month, with levels of sunshine below average. However, it was also quite dry – for eastern and southern areas in particular. The average temperature for October was higher than the long-term average.

# Summary of Results England

YEAR-TO-DATE (January-October 2017)

## Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+4%	+5%	+5%	<ul style="list-style-type: none"> <li><b>HOLIDAY TRIPS</b> in England from January to October 2017 increased by +4% compared to the same period last year, with 41.9 million trips recorded.</li> <li>Expenditure increased by +5% to £9.9 billion, while nights increased by +5% to 142.9 million.</li> </ul>
	-3%	0%	-2%	<ul style="list-style-type: none"> <li><b>VISITS TO FRIENDS AND RELATIVES</b> decreased by -3% to 28.1 million, with bednights stable and expenditure decreasing by -2%. Non-holiday VFR trips were down by -2%, and holiday VFR trips were down by -4%.</li> </ul>
	-7%	-10%	-5%	<ul style="list-style-type: none"> <li><b>BUSINESS</b> trips decreased for the January to October period, down by -7% to 11.1 million. Nights and spend both decreased compared to the same period in 2016, by -10% and -5% respectively.</li> </ul>
	25-34	55+	C2	TRIP TAKERS
	+5%	+4%	+3%	<ul style="list-style-type: none"> <li>Trips decreased amongst most age groups for the year-to-date in England, with the exception of those aged 25-34 and 55+. Trips increased by +5% for 25-34s and by +4% for those aged 55+.</li> <li>The C2 social class group saw a +3% increase in trips taken between January to October compared to the same period in 2016, but all other groups saw a decrease.</li> </ul>
	North West	Yorkshire & Humber	North East	DESTINATION TYPE
	+9%	+9%	+7%	<ul style="list-style-type: none"> <li>North West, Yorkshire &amp; Humber, and North East saw the greatest increases in trips taken between January and October – trip taking increased by +9%, +9%, and +7% respectively compared to the same period in 2016.</li> <li>There was a decrease in trips to all destination types (seaside; large / city town; small town; countryside / village) for the January to October period compared to the same time in 2016.</li> </ul>

# Context Other Surveys

## Overseas Travel by UK Residents

International Passenger Survey

October 2017

Jan – October 2017

Trips

Spend

Trips

Spend



-2%

-9%

+3%

+3%

- In October, trips by Brits decreased by -2% compared to the same period in 2016, whilst expenditure on these trips decreased by -9%.
- For the year to date, overseas trips were up by +3%. Expenditure also increased, by +3%.

## Other Tourism Surveys

October 17

Room

Bedspace

OCCUPANCY



0%

-1%

- Room occupancy in England in October was unchanged compared to October 2016 at 80%, whilst bedspace occupancy declined by -1% at 56%.

Jan-Oct 17

Volume

Spend

DAY VISITS



-4%

-4%

- The number of tourism day visits in England in the period January to October 2017 decreased by -4% to 1.3 billion.
- The value of those visits decreased by -4% to £41.3 billion.

September 17

Attractions

Accommodation

TOURISM BUSINESS MONITOR



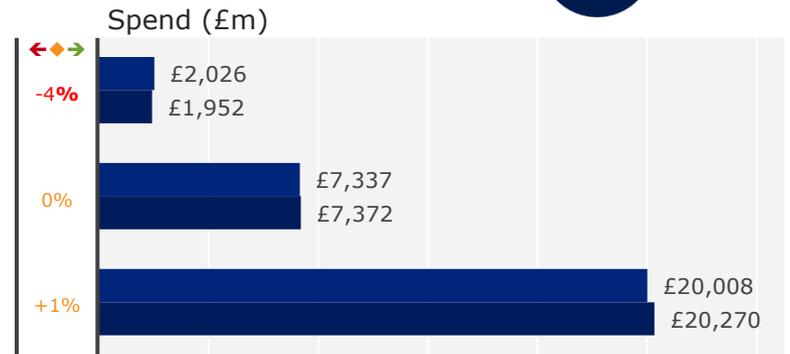
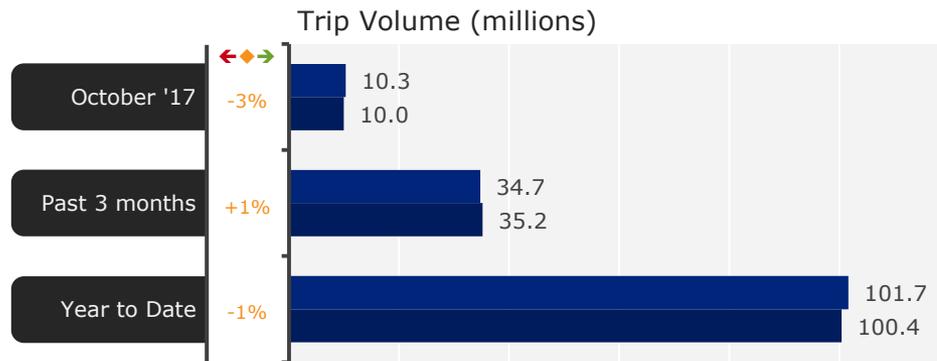
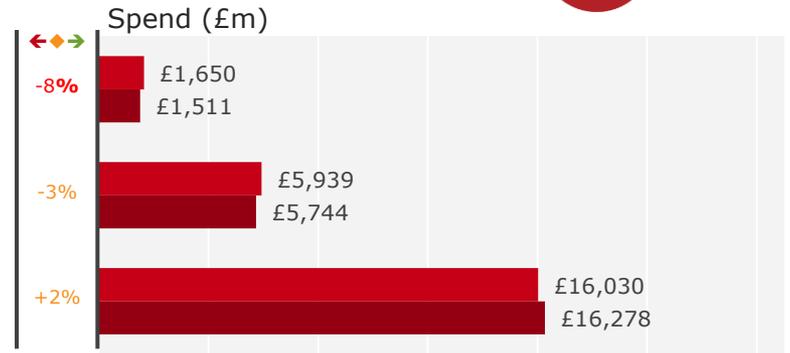
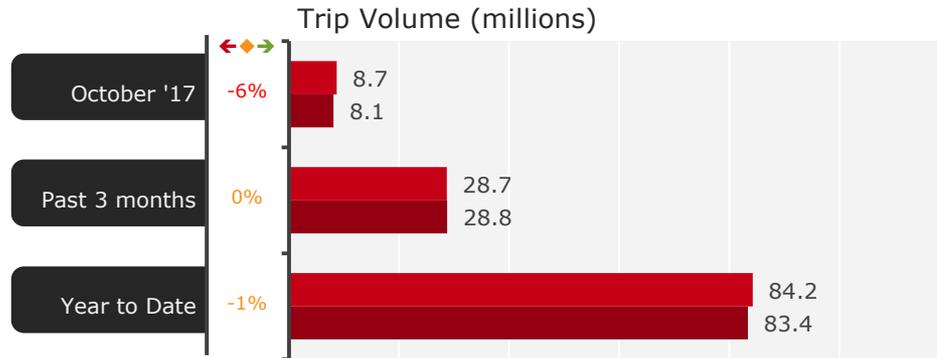
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- Attractions and accommodation businesses reported a varied performance for the period of mid-July until the end of the Summer holidays. Slightly more attractions reported increased visitor numbers than did this time last year, but the proportion reporting a decline was also higher. 40% of accommodation business reported higher visitor numbers than during the same time in 2016. This, however, is lower than the figure observed for the year so far.

# Headline Data GB and England

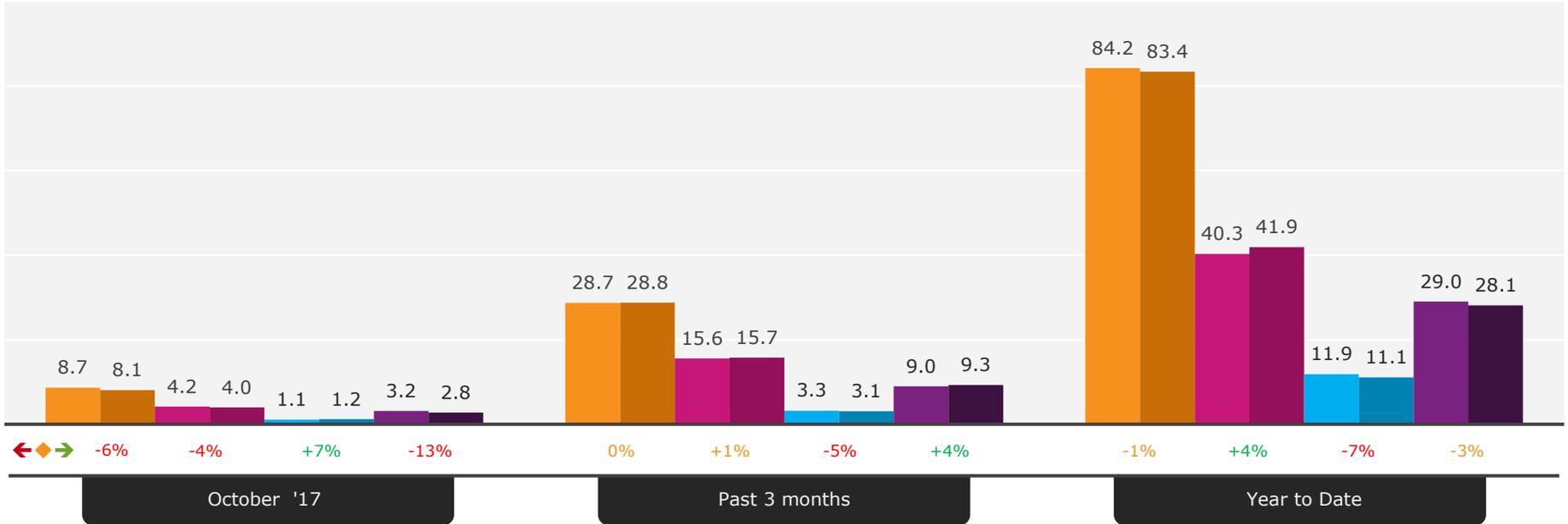
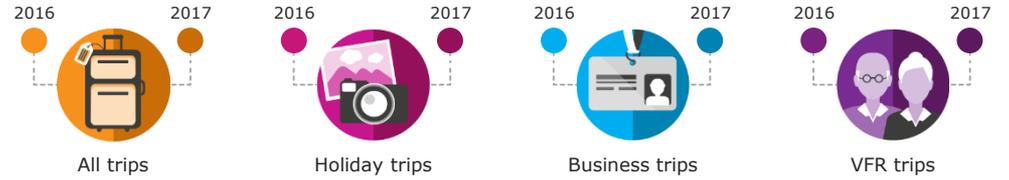
Volume and spend (2016 vs 2017)



◀▶ % change vs 2016

# Trips England

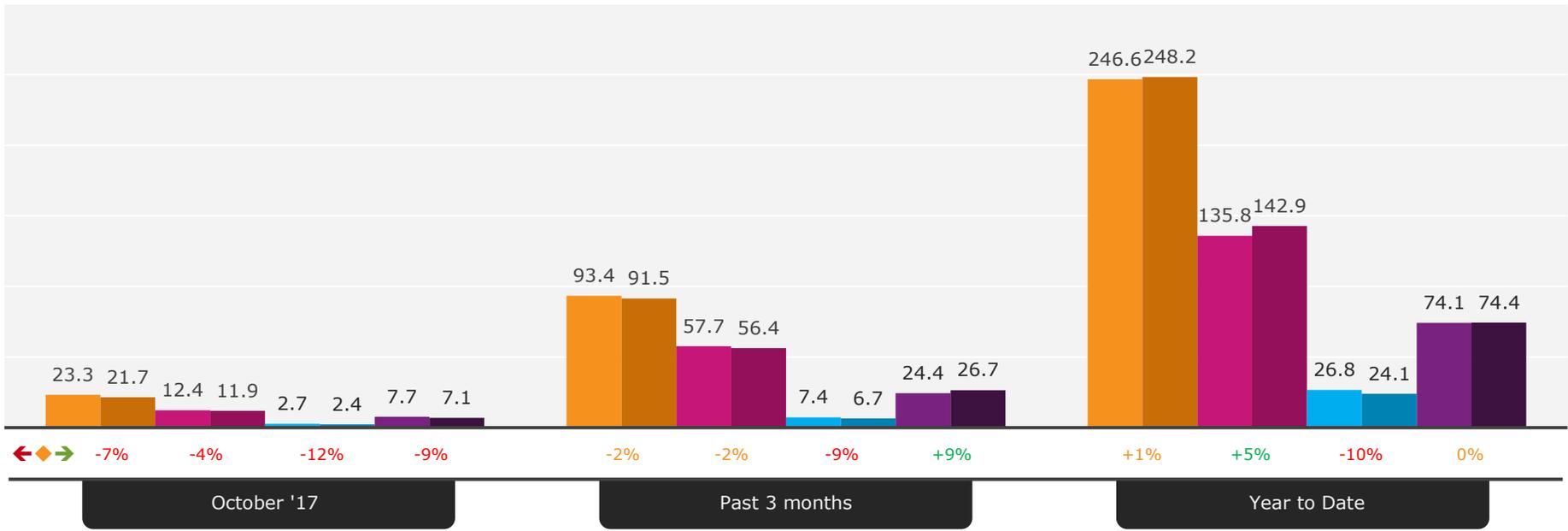
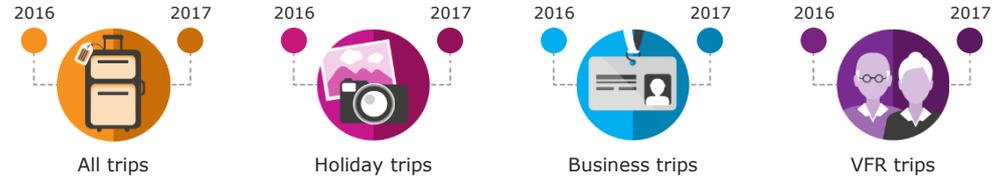
Volume of trips (millions) (2016 vs 2017)



◀▶ % change vs 2016

# Nights England

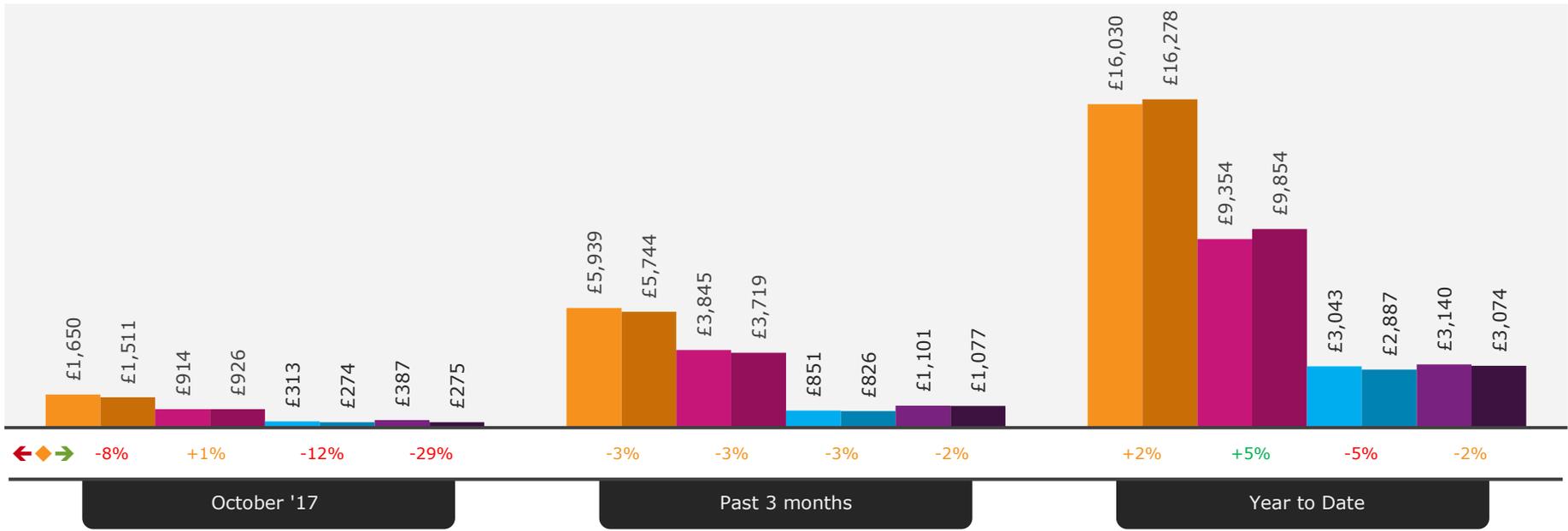
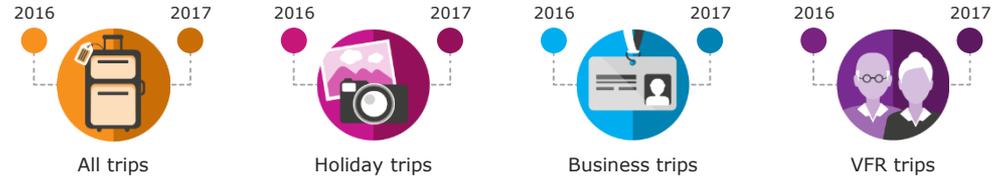
Volume of nights (millions) (2016 vs 2017)



◀◆▶ % change vs 2016

# Spend England

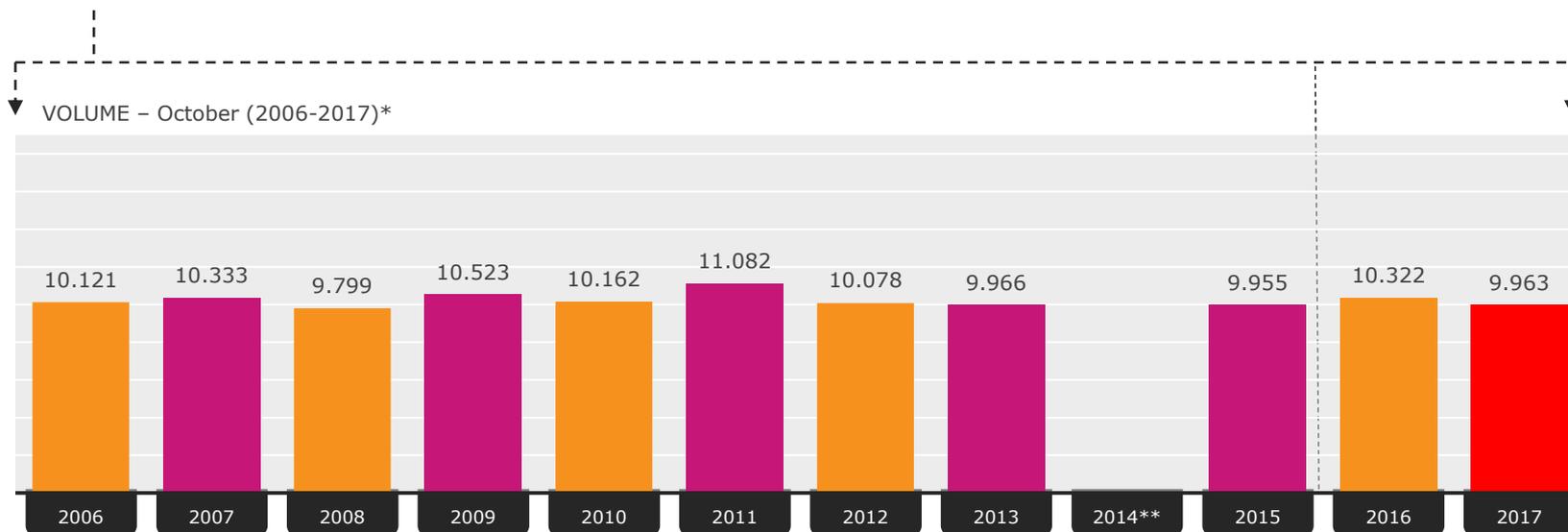
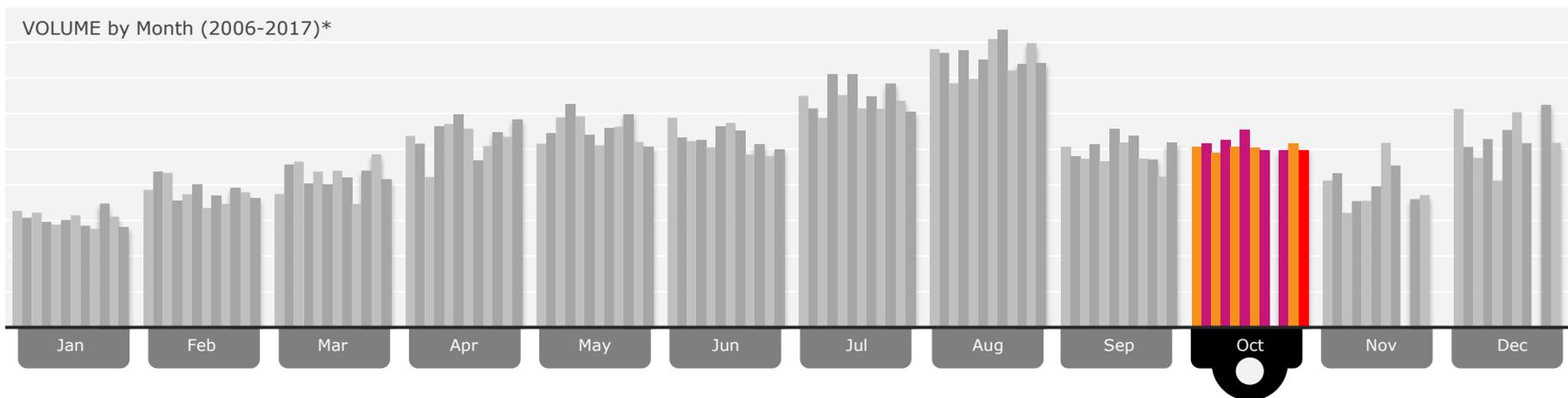
Expenditure (£m) (2016 vs 2017)



◀▶ % change vs 2016

# Long Term Trends by Month GB

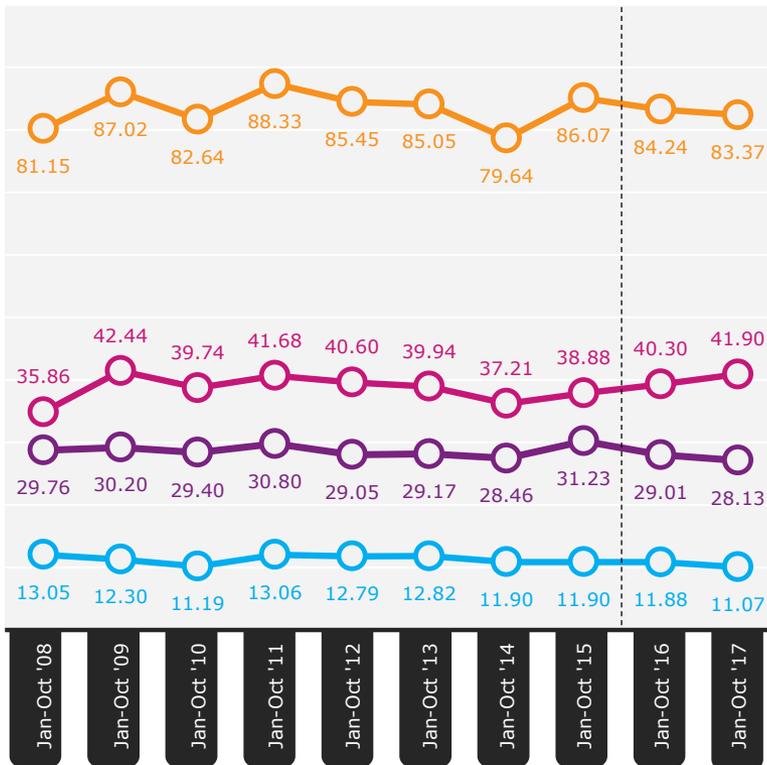
2006-2017 (millions)\*



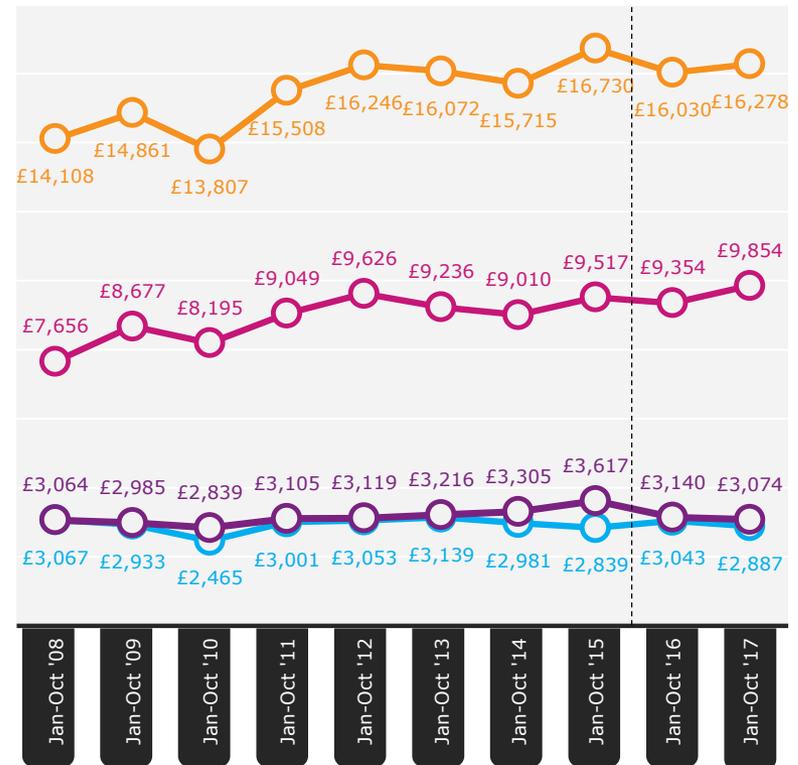
# Long Term Trends, Year-to-Year England



Trip Volume (millions)\*

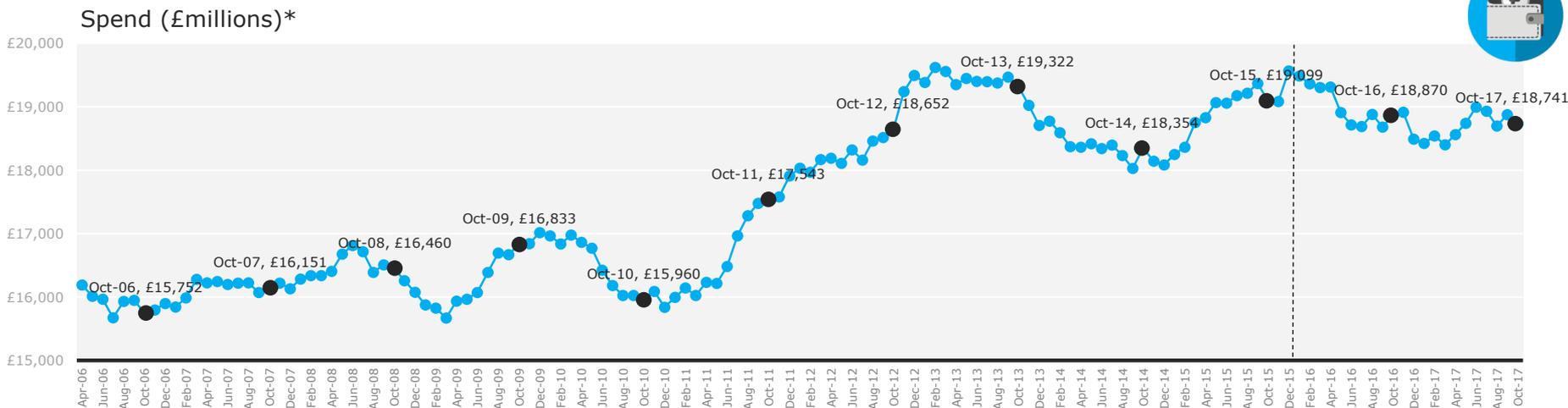
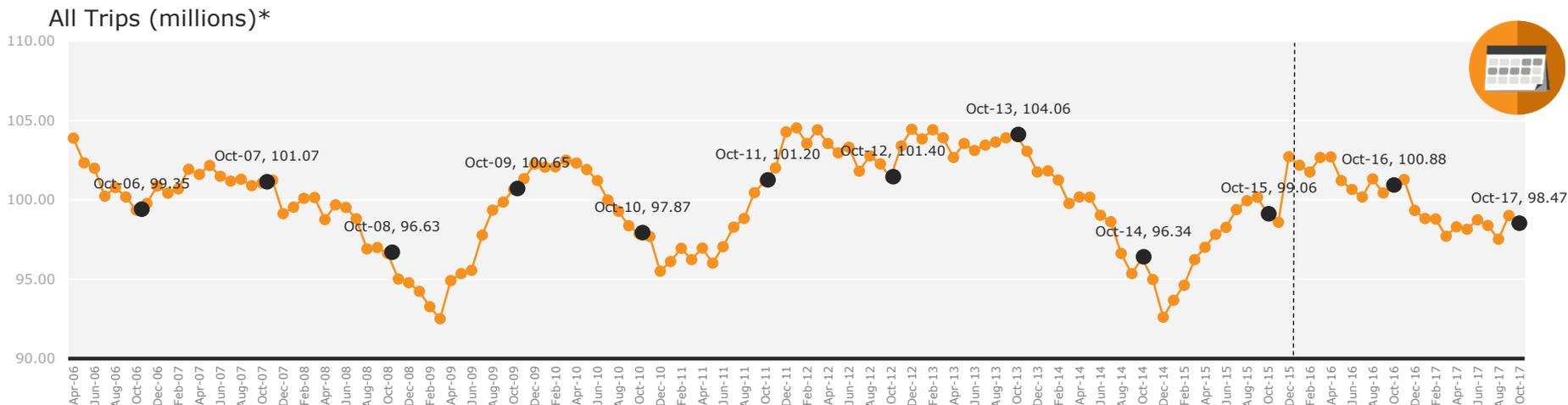


Spend (£m)\*



# Rolling 12 Month Trendlines England

All trips and spend



# Rolling 12 Month Trendlines England

Trips by purpose (millions)\*



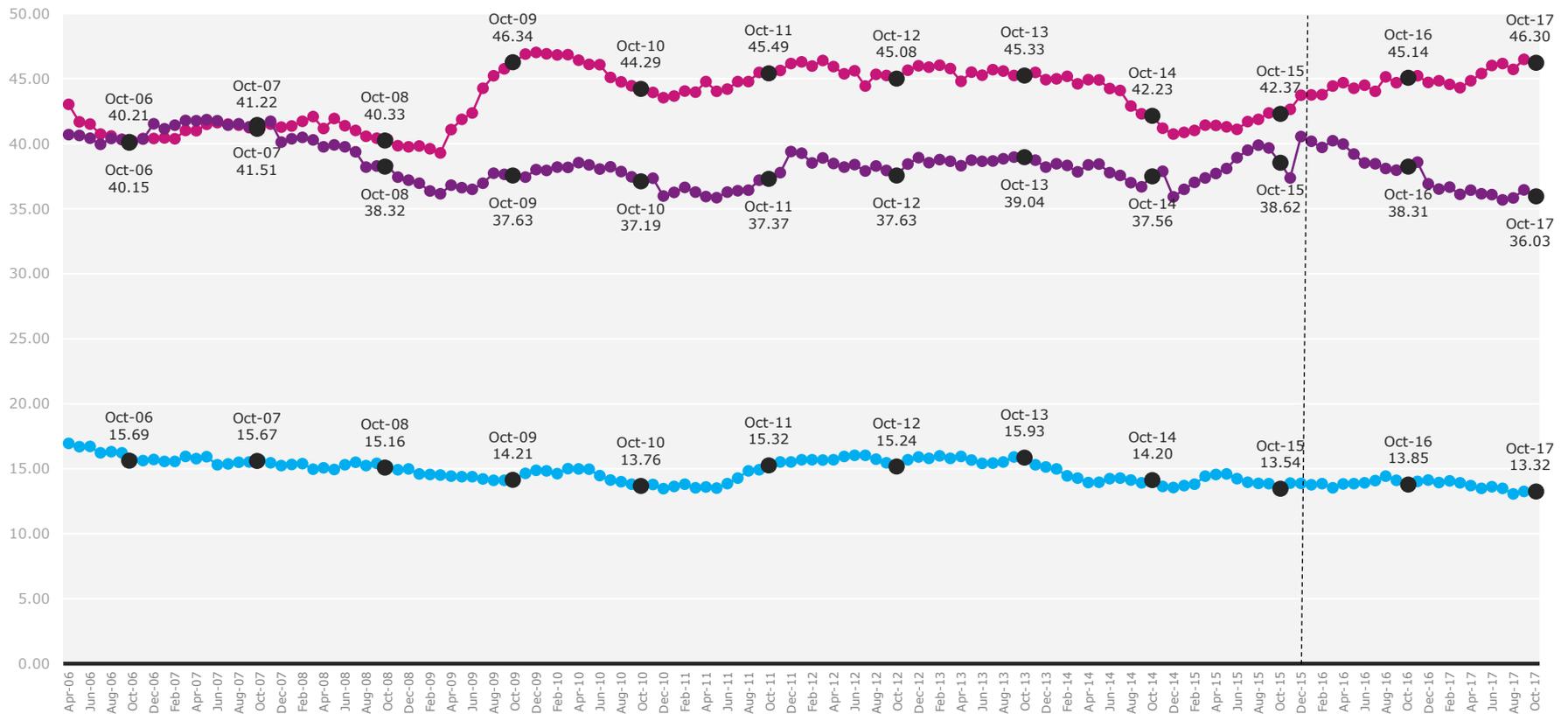
Holiday trips



Business trips



VFR trips



# Rolling 12 Month Trendlines England

Spend by purpose (£millions)\*



Holiday trips



Business trips

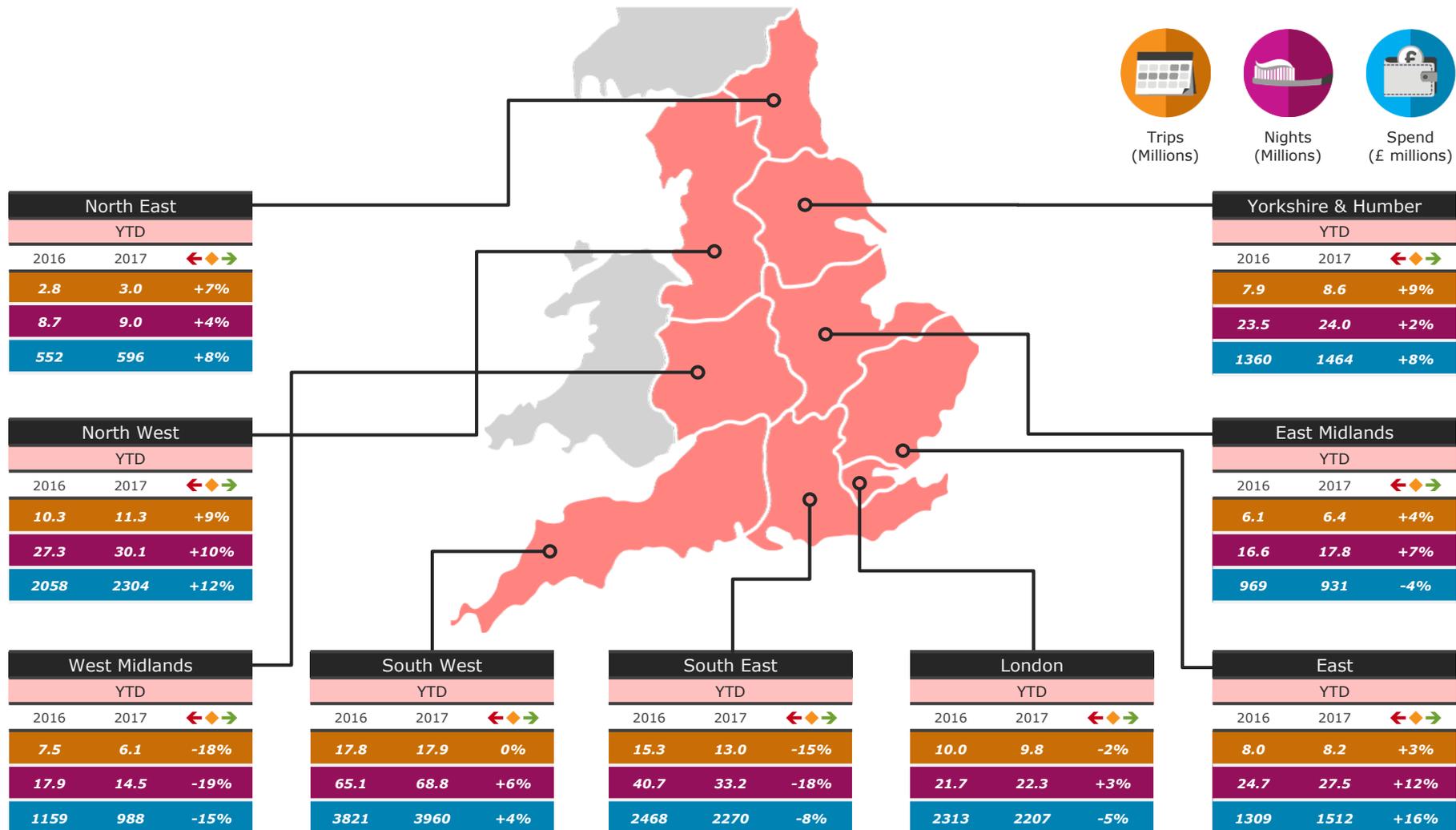


VFR trips



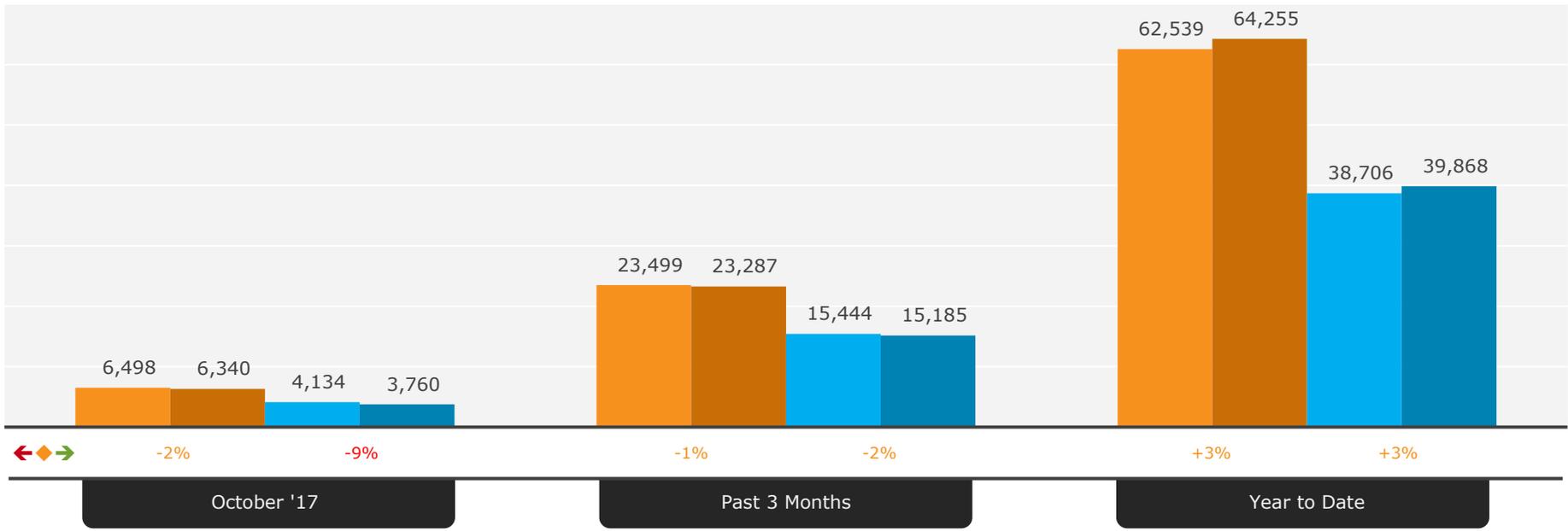
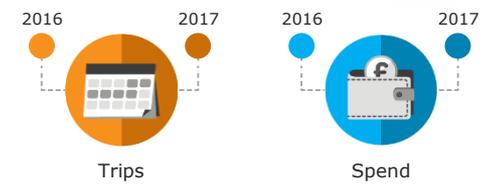
# Regional Analysis England

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-October 2017)



## PURPOSE

									
		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	40.3	25.9	14.4	19.5	59.8	9.6	29.0	11.9
	2017	41.9	27.2	14.7	18.7	60.6	9.4	28.1	11.1
	◀◆▶	+4%	+5%	+2%	-4%	+1%	-2%	-3%	-7%
NIGHTS Millions	2016	135.8	52.5	83.3	52.0	187.9	22.1	74.1	26.8
	2017	142.9	52.2	90.7	52.4	195.3	21.9	74.4	24.1
	◀◆▶	+5%	-1%	+9%	+1%	+4%	-1%	0%	-10%
SPEND £Millions	2016	9354	4895	4459	2100	11455	1036	3140	3043
	2017	9854	5039	4817	2085	11940	988	3074	2887
	◀◆▶	+5%	+3%	+8%	-1%	+4%	-5%	-2%	-5%
Unwtd Trips		6062	3803	2261	2707	8770	1343	4050	1290

## REGION

										
		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & Humber
TRIPS Millions	2016	7.5	8.0	6.1	10.0	10.3	2.8	15.3	17.8	7.9
	2017	6.1	8.2	6.4	9.8	11.3	3.0	13.0	17.9	8.6
	◀◆▶	-18%	+3%	+4%	-2%	+9%	+7%	-15%	0%	+9%
NIGHTS Millions	2016	17.9	24.7	16.6	21.7	27.3	8.7	40.7	65.1	23.5
	2017	14.5	27.5	17.8	22.3	30.1	9.0	33.2	68.8	24.0
	◀◆▶	-19%	+12%	+7%	+3%	+10%	+4%	-18%	+6%	+2%
SPEND £Millions	2016	1159	1309	969	2313	2058	552	2468	3821	1360
	2017	988	1512	931	2207	2304	596	2270	3960	1464
	◀◆▶	-15%	+16%	-4%	-5%	+12%	+8%	-8%	+4%	+8%
Unwtd Trips		812	1195	907	1290	1198	430	1804	2542	1124

◀◆▶ % change vs 2016

# Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	21.2	33.9	15.9	14.6
	2017	20.4	33.7	15.7	14.2
		-4%	-1%	-2%	-3%
NIGHTS Millions	2016	78.7	76.7	43.4	45.5
	2017	78.2	77.4	42.6	46.5
		-1%	+1%	-2%	+2%
SPEND £Millions	2016	4532	6392	2426	2503
	2017	4517	6432	2456	2658
		0%	+1%	+1%	+6%
Unwtd Trips		3865	4542	2169	2018

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	35.7	25.4	13.2	10.0
	2017	35.3	25.1	13.5	9.4
		-1%	-1%	+3%	-6%
NIGHTS 000s	2016	101.0	72.2	40.9	32.6
	2017	98.9	75.2	42.6	31.5
		-2%	+4%	+4%	-3%
SPEND £Millions	2016	7300	4648	2398	1683
	2017	7270	4896	2491	1619
		0%	+5%	+4%	-4%
Unwtd Trips		4011	3717	2093	1888

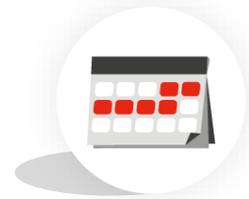
AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	9.0	14.4	17.1	17.5	26.3
	2017	8.5	15.1	16.6	15.9	27.3
		-5%	+5%	-3%	-9%	+4%
NIGHTS Millions	2016	26.1	37.4	50.0	48.0	85.2
	2017	26.5	41.2	46.3	43.8	90.3
		+2%	+10%	-7%	-9%	+6%
SPEND £Millions	2016	1525	2514	3044	3753	5190
	2017	1494	2881	2876	3421	5605
		-2%	+15%	-6%	-9%	+8%
Unwtd Trips		1876	2069	2169	1922	4471

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	28.4	55.9
	2017	28.4	55.0
		0%	-2%
NIGHTS 000s	2016	84.0	162.6
	2017	85.1	163.0
		+1%	0%
SPEND £Millions	2016	4732	11296
	2017	4783	11494
		+1%	+2%
Unwtd Trips		4088	2617

 % change vs 2016

# Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-October 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	54.9	36.2	30.9	3.6	19.5	11.4	28.6	0.2	28.6
	2017	54.2	36.0	30.7	3.9	15.6	11.2	27.3	0.2	27.3
	◀◆▶	-1%	0%	-1%	+7%	-20%	-2%	-5%	+55%	-5%
NIGHTS	Millions									
	2016	163.0	78.1	63.1	7.9	84.5	45.8	77.9	0.2	77.9
	2017	161.3	78.5	63.6	9.2	72.1	47.9	77.4	0.2	77.4
	◀◆▶	-1%	0%	+1%	+16%	-15%	+4%	-1%	+96%	-1%
SPEND	£millions									
	2016	13224	9064	7649	783	4372	1700	2461	78	2461
	2017	13332	9094	7677	937	4030	1707	2381	78	2381
	◀◆▶	+1%	0%	0%	+20%	-8%	0%	-3%	+72%	-3%
Unwtd Trips		7538	4994	4194	538	2314	1658	3885	78	3885

\*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	3.02	2.97	2.92	2.94	2.93	3.98	3.51	3.45	3.38	3.44	3.37	3.41	2.35	2.16	2.23	2.19	2.26	2.18	2.68	2.69	2.61	2.65	2.56	2.64
Spend Per Night	£63	£64	£68	£66	£66	£66	£68	£67	£72	£71	£69	£69	£101	£113	£113	£109	£113	£120	£40	£41	£45	£44	£43	£41
Spend Per Trip	£190	£189	£197	£194	£190	£195	£237	£231	£242	£245	£232	£235	£239	£245	£250	£239	£256	£261	£107	£110	£116	£116	£108	£109

**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](mailto: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](mailto: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
<b>GB Total</b>	<b>5.8%</b>	<b>2.6%</b>	<b>7.0%</b>	<b>3.1%</b>	<b>7.4%</b>	<b>3.5%</b>
<b>England Total</b>	<b>6.2%</b>	<b>2.8%</b>	<b>7.3%</b>	<b>3.3%</b>	<b>8.1%</b>	<b>3.8%</b>
East	17.1%	7.8%	19.0%	9.7%	22.4%	11.2%
East Midlands	17.7%	8.3%	21.4%	10.3%	23.2%	11.2%
London	15.9%	7.5%	26.5%	11.6%	24.9%	11.4%
North East	24.6%	11.3%	29.4%	13.6%	37.1%	17.6%
North West	12.9%	6.2%	16.3%	7.5%	17.4%	8.4%
South East	12.8%	6.0%	17.2%	7.7%	18.2%	8.4%
South West	12.7%	5.5%	13.4%	6.4%	16.4%	7.9%
West Midlands	16.6%	8.1%	19.1%	10.4%	21.8%	11.8%
Yorks & Humb	15.7%	7.2%	19.3%	9.4%	20.8%	10.5%

*Based on Quarter 4*