Great Britain Tourism Survey Quarterly Regional Summary Q3 2016



KANTAR TNS₇





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GB Domestic Tourism: Jul - Sep 2016 Volume & Value ALL TOURISM

Trips taken in: Jul-Sep 2016	т	RIPS (million	s)	BED	NIGHTS (milli	ons)	EXPEN	DITURE (£ mi	llions)*
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	37.939	37.147	-2.09%	132.709	133.388	+0.51%	£8,545	£8,201	-4.03%
England Total	30.861	30.652	-0.68%	103.466	105.068	+1.55%	£6,640	£6,612	-0.42%
East	2.537	2.833	+11.67%	9.155	10.231	+11.75%	£574	£535	-6.79%
East Midlands	2.570	2.351	-8.52%	7.658	7.278	-4.96%	£386	£418	+8.29%
London	3.128	3.093	-1.12%	7.791	6.464	-17.03%	£749	£693	-7.48%
North East	1.094	1.065	-2.65%	4.047	3.929	-2.92%	£244	£230	-5.74%
North West	4.049	3.475	-14.18%	11.647	10.382	-10.86%	£846	£846	0.00%
South East	5.123	5.706	+11.38%	15.062	16.761	+11.28%	£907	£1,008	+11.14%
South West	7.282	7.481	+2.73%	32.383	31.624	-2.34%	£1,894	£1,840	-2.85%
West Midlands	2.350	2.475	+5.32%	5.635	7.209	+27.93%	£413	£449	+8.72%
Yorks & Humb	3.364	2.936	-12.72%	9.664	11.022	+14.05%	£596	£586	-1.68%

Please note that the latest 2016 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
All expenditure figures are in HISTORIC PRICES.

Fieldwork: 13 July 2016 – 30 October 2016 TNS Face-to-Face Omnibus Survey

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GB Domestic Tourism: Jul - Sep 2016 Volume & Value ALL TOURISM

htterage	length of sta	y (nights)	Average spend per night *			Average spend per trip *		
2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
3.50	3.59	+2.57%	£64	£61	-4.69%	£225	£221	-1.78%
3.35	3.43	+2.39%	£64	£63	-1.56%	£215	£216	+0.47%
3.61	3.61	0.00%	£63	£52	-17.46%	£226	£189	-16.37%
2.98	3.10	+4.03%	£50	£57	+14.00%	£150	£178	+18.67%
2.49	2.09	-16.06%	£96	£107	+11.46%	£239	£224	-6.28%
3.70	3.69	-0.27%	£60	£59	-1.67%	£223	£216	-3.14%
2.88	2.99	+3.82%	£73	£81	+10.96%	£209	£243	+16.27%
2.94	2.94	0.00%	£60	£60	0.00%	£177	£177	0.00%
4.45	4.23	-4.94%	£58	£58	0.00%	£260	£246	-5.38%
2.40	2.91	+21.25%	£73	£62	-15.07%	£176	£181	+2.84%
2.87	3.75	+30.66%	£62	£53	-14.52%	£177	£200	+12.99%
	3.50 3.35 3.61 2.98 2.49 3.70 2.88 2.94 4.45 2.40	3.50 3.59 3.35 3.43 3.61 3.61 2.98 3.10 2.49 2.09 3.70 3.69 2.88 2.99 2.94 2.94 4.45 4.23 2.40 2.91	3.50 3.59 +2.57% 3.35 3.43 +2.39% 3.61 3.61 0.00% 2.98 3.10 +4.03% 2.49 2.09 -16.06% 3.70 3.69 -0.27% 2.88 2.99 +3.82% 2.94 2.94 0.00% 4.45 4.23 -4.94% 2.40 2.91 +21.25%	3.50 3.59 +2.57% £64 3.35 3.43 +2.39% £64 3.61 3.61 0.00% £63 2.98 3.10 +4.03% £50 2.49 2.09 -16.06% £96 3.70 3.69 -0.27% £60 2.88 2.99 +3.82% £73 2.94 2.94 0.00% £60 4.45 4.23 -4.94% £58 2.40 2.91 +21.25% £73	3.50 3.59 +2.57% £64 £61 3.35 3.43 +2.39% £64 £63 3.61 3.61 0.00% £63 £52 2.98 3.10 +4.03% £50 £57 2.49 2.09 -16.06% £96 £107 3.70 3.69 -0.27% £60 £59 2.88 2.99 +3.82% £73 £81 2.94 2.94 0.00% £60 £60 4.45 4.23 -4.94% £58 £58 2.40 2.91 +21.25% £73 £62	3.50 3.59 +2.57% £64 £61 -4.69% 3.35 3.43 +2.39% £64 £63 -1.56% 3.61 3.61 0.00% £63 £52 -17.46% 2.98 3.10 +4.03% £50 £57 +14.00% 2.49 2.09 -16.06% £96 £107 +11.46% 3.70 3.69 -0.27% £60 £59 -1.67% 2.88 2.99 +3.82% £73 £81 +10.96% 2.94 2.94 0.00% £60 £60 0.00% 4.45 4.23 -4.94% £58 £58 0.00% 2.40 2.91 +21.25% £73 £62 -15.07%	3.50 3.59 $+2.57%$ £64£61 $-4.69%$ £225 3.35 3.43 $+2.39%$ £64£63 $-1.56%$ £215 3.61 3.61 $0.00%$ £63£52 $-17.46%$ £226 2.98 3.10 $+4.03%$ £50£57 $+14.00%$ £150 2.49 2.09 $-16.06%$ £96£107 $+11.46%$ £239 3.70 3.69 $-0.27%$ £60£59 $-1.67%$ £223 2.88 2.99 $+3.82%$ £73£81 $+10.96%$ £209 2.94 2.94 $0.00%$ £60£60 $0.00%$ £177 4.45 4.23 $-4.94%$ £58£58 $0.00%$ £260 2.40 2.91 $+21.25%$ £73£62 $-15.07%$ £176	3.50 3.59 $+2.57%$ £64£61 $-4.69%$ £225£221 3.35 3.43 $+2.39%$ £64£63 $-1.56%$ £215£216 3.61 3.61 $0.00%$ £63£52 $-17.46%$ £226£189 2.98 3.10 $+4.03%$ £50£57 $+14.00%$ £150£178 2.49 2.09 $-16.06%$ £96£107 $+11.46%$ £239£224 3.70 3.69 $-0.27%$ £60£59 $-1.67%$ £209£243 2.88 2.99 $+3.82%$ £73£81 $+10.96%$ £209£243 2.94 2.94 $0.00%$ £60£60 $0.00%$ £177£177 4.45 4.23 $-4.94%$ £58£58 $0.00%$ £260£246 2.40 2.91 $+21.25%$ £73£62 $-15.07%$ £176£181

Please note that the latest 2016 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
All expenditure figures are in HISTORIC PRICES.

Fieldwork: 13 July 2016 – 30 October 2016 TNS Face-to-Face Omnibus Survey

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GB Domestic Tourism: YTD: Sep 2016 Volume & Value ALL TOURISM

т	RIPS (million	s)	BEDNIGHTS (millions) EXPENDITURE (£ mi			llions)*		
2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
94.749	91.340	-3.60%	291.905	280.836	-3.79%	£19,493	£17,982	-7.75%
77.852	75.574	-2.93%	229.510	223.283	-2.71%	£15,260	£14,378	-5.79%
7.031	7.300	+3.83%	20.998	22.295	+6.18%	£1,239	£1,192	-3.79%
6.350	5.603	-11.76%	17.105	15.496	-9.41%	£923	£890	-3.58%
9.368	8.905	-4.94%	20.345	19.540	-3.96%	£2,248	£2,045	-9.03%
2.821	2.500	-11.38%	8.360	7.728	-7.56%	£527	£494	-6.26%
10.583	8.995	-15.01%	28.495	23.754	-16.64%	£2,026	£1,800	-11.15%
12.794	13.991	+9.30%	35.034	37.274	+6.39%	£2,059	£2,272	+10.34%
15.526	16.025	+3.21%	59.597	59.432	-0.28%	£3,602	£3,428	-4.83%
6.430	6.665	+3.65%	15.563	16.026	+2.98%	£1,124	£1,028	-8.54%
8.369	7.000	-16.36%	22.632	21.394	-5.47%	£1,453	£1,210	-16.72%
	2015 94.749 77.852 7.031 6.350 9.368 2.821 10.583 12.794 15.526 6.430	2015 2016 94.749 91.340 77.852 75.574 7.031 7.300 6.350 5.603 9.368 8.905 2.821 2.500 10.583 8.995 12.794 13.991 15.526 16.025 6.430 6.665	94.749 91.340 -3.60% 77.852 75.574 -2.93% 7.031 7.300 +3.83% 6.350 5.603 -11.76% 9.368 8.905 -4.94% 2.821 2.500 -11.38% 10.583 8.995 -15.01% 12.794 13.991 +9.30% 15.526 16.025 +3.21% 6.430 6.665 +3.65%	2015 2016 %ch 2015 94.749 91.340 -3.60% 291.905 77.852 75.574 -2.93% 229.510 7.031 7.300 +3.83% 20.998 6.350 5.603 -11.76% 17.105 9.368 8.905 -4.94% 20.345 2.821 2.500 -11.38% 8.360 10.583 8.995 -15.01% 28.495 12.794 13.991 +9.30% 35.034 15.526 16.025 +3.21% 59.597 6.430 6.665 +3.65% 15.563	20152016%ch2015201694.74991.340-3.60%291.905280.83677.85275.574-2.93%229.510223.2837.0317.300+3.83%20.99822.2956.3505.603-11.76%17.10515.4969.3688.905-4.94%20.34519.5402.8212.500-11.38%8.3607.72810.5838.995-15.01%28.49523.75412.79413.991+9.30%35.03437.27415.52616.025+3.21%59.59759.4326.4306.665+3.65%15.56316.026	2015 2016 %ch 2015 2016 %ch 94.749 91.340 -3.60% 291.905 280.836 -3.79% 77.852 75.574 -2.93% 229.510 223.283 -2.71% 7.031 7.300 +3.83% 20.998 22.295 +6.18% 6.350 5.603 -11.76% 17.105 15.496 -9.41% 9.368 8.905 -4.94% 20.345 19.540 -3.96% 2.821 2.500 -11.38% 8.360 7.728 -7.56% 10.583 8.995 -15.01% 28.495 23.754 -16.64% 12.794 13.991 +9.30% 35.034 37.274 +6.39% 15.526 16.025 +3.21% 59.597 59.432 -0.28% 6.430 6.665 +3.65% 15.563 16.026 +2.98%	20152016%ch20152016%ch201594.74991.340-3.60%291.905280.836-3.79%£19,49377.85275.574-2.93%229.510223.283-2.71%£15,2607.0317.300+3.83%20.99822.295+6.18%£1,2396.3505.603-11.76%17.10515.496-9.41%£9239.3688.905-4.94%20.34519.540-3.96%£2,2482.8212.500-11.38%8.3607.728-7.56%£52710.5838.995-15.01%28.49523.754-16.64%£2,02612.79413.991+9.30%35.03437.274+6.39%£2,05915.52616.025+3.21%59.59759.432-0.28%£3,6026.4306.665+3.65%15.56316.026+2.98%£1,124	20152016%ch20152016%ch2015201694.74991.340-3.60%291.905280.836-3.79%£19,493£17,98277.85275.574-2.93%229.510223.283-2.71%£15,260£14,3787.0317.300+3.83%20.99822.295+6.18%£1,239£1,1926.3505.603-11.76%17.10515.496-9.41%£923£8909.3688.905-4.94%20.34519.540-3.96%£2.248£2,0452.8212.500-11.38%8.3607.728-7.56%£527£49410.5838.995-15.01%28.49523.754-16.64%£2,026£1,80012.79413.991+9.30%35.03437.274+6.39%£2,059£2,27215.52616.025+3.21%59.59759.432-0.28%£3,602£3,4286.4306.665+3.65%15.56316.026+2.98%£1,124£1,028

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Fieldwork: 6 Jan 2016 – 30 October 2016 TNS Face-to-Face Omnibus Survey







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GB Domestic Tourism: YTD: Sep 2016 Volume & Value ALL TOURISM

Trips taken in: Jan-Sep 2016	Average	length of sta	y (nights)	Average spend per night *			Average spend per trip *			
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch	
GB Total	3.08	3.07	-0.32%	£67	£64	-4.48%	£206	£197	-4.37%	
England Total	2.95	2.95	0.00%	£66	£64	-3.03%	£196	£190	-3.06%	
ast	2.99	3.05	+2.01%	£59	£53	-10.17%	£176	£163	-7.39%	
ast Midlands	2.69	2.77	+2.97%	£54	£57	+5.56%	£145	£159	+9.66%	
ondon	2.17	2.19	+0.92%	£110	£105	-4.55%	£240	£230	-4.17%	
lorth East	2.96	3.09	+4.39%	£63	£64	+1.59%	£187	£198	+5.88%	
lorth West	2.69	2.64	-1.86%	£71	£76	+7.04%	£191	£200	+4.71%	
South East	2.74	2.66	-2.92%	£59	£61	+3.39%	£161	£162	+0.62%	
South West	3.84	3.71	-3.39%	£60	£58	-3.33%	£232	£214	-7.76%	
Vest Midlands	2.42	2.40	-0.83%	£72	£64	-11.11%	£175	£154	-12.00%	
orks & Humb	2.70	3.06	+13.33%	£64	£57	-10.94%	£174	£173	-0.57%	

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Fieldwork: 6 Jan 2016 – 30 October 2016 TNS Face-to-Face Omnibus Survey







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GB Domestic Tourism: 12-month comparison: Year ending Sep 2016 Volume & Value ALL TOURISM Oct 2015 – Sep 2016

Trips taken in: Oct 2015-Sep 2016	т	RIPS (millions	5)	BEDNIGHTS (millions) EXPEND			DITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	122.343	120.993	-1.10%	371.461	364.329	-1.92%	£24,541	£23,309	-5.02%
England Total	100.144	100.431	+0.29%	293.188	291.650	-0.52%	£19,366	£18,685	-3.52%
East	9.168	10.003	+9.11%	27.176	29.515	+8.61%	£1,528	£1,582	+3.53%
East Midlands	8.114	7.275	-10.34%	22.177	20.155	-9.12%	£1,175	£1,112	-5.36%
London	12.180	12.455	+2.26%	26.386	27.667	+4.85%	£2,982	£2,873	-3.66%
North East	3.799	3.521	-7.32%	11.176	10.750	-3.81%	£659	£677	+2.73%
North West	13.597	11.966	-12.00%	37.932	32.083	-15.42%	£2,620	£2,329	-11.11%
South East	17.139	18.001	+5.03%	46.377	47.840	+3.15%	£2,663	£2,785	+4.58%
South West	19.210	20.182	+5.06%	71.014	72.098	+1.53%	£4,328	£4,261	-1.55%
West Midlands	8.622	9.066	+5.15%	21.190	21.453	+1.24%	£1,468	£1,359	-7.43%
Yorks & Humb	10.218	9.950	-2.62%	27.831	29.642	+6.51%	£1,829	£1,679	-8.20%

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Fieldwork: 7 October 2015 – 30 October 2016 TNS Face-to-Face Omnibus Survey









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GB Domestic Tourism: 12-month comparison: Year ending Sep 2016 Volume & Value ALL TOURISM Oct 2015 – Sep 2016

Average length of stay (nights) Average spend per night *		night *	Average spend per trip *					
2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
3.04	3.01	-0.99%	£66	£64	-3.03%	£201	£193	-3.98%
2.93	2.90	-1.02%	£66	£64	-3.03%	£193	£186	-3.63%
2.96	2.95	-0.34%	£56	£54	-3.57%	£167	£158	-5.39%
2.73	2.77	+1.47%	£53	£55	+3.77%	£145	£153	+5.52%
2.17	2.22	+2.30%	£113	£104	+7.96%	£245	£231	-5.71%
2.94	3.05	+3.74%	£59	£63	+6.78%	£173	£192	+10.98%
2.79	2.68	-3.94%	£69	£73	+5.80%	£193	£195	+1.04%
2.71	2.66	-1.85%	£57	£58	+1.75%	£155	£155	0.00%
3.70	3.57	-3.51%	£61	£59	-3.28%	£225	£211	-6.22%
2.46	2.37	-3.66%	£69	£63	-8.70%	£170	£150	-11.76%
2.72	2.98	+9.56%	£66	£57	-13.64%	£179	£169	-5.59%
	2015 3.04 2.93 2.96 2.73 2.17 2.94 2.79 2.71 3.70 2.46	2015 2016 3.04 3.01 2.93 2.90 2.96 2.95 2.73 2.77 2.17 2.22 2.94 3.05 2.79 2.68 2.71 2.66 3.70 3.57 2.46 2.37	2015 2016 %ch 3.04 3.01 -0.99% 2.93 2.90 -1.02% 2.96 2.95 -0.34% 2.73 2.77 +1.47% 2.17 2.22 +2.30% 2.94 3.05 +3.74% 2.79 2.68 -3.94% 2.71 2.66 -1.85% 3.70 3.57 -3.51% 2.46 2.37 -3.66%	2015 2016 %ch 2015 3.04 3.01 -0.99% £66 2.93 2.90 -1.02% £66 2.96 2.95 -0.34% £56 2.73 2.77 +1.47% £53 2.17 2.22 +2.30% £113 2.94 3.05 +3.74% £59 2.79 2.68 -3.94% £69 2.71 2.66 -1.85% £57 3.70 3.57 -3.51% £61 2.46 2.37 -3.66% £69	2015 2016 %ch 2015 2016 3.04 3.01 -0.99% £66 £64 2.93 2.90 -1.02% £66 £64 2.96 2.95 -0.34% £56 £54 2.73 2.77 +1.47% £53 £55 2.17 2.22 +2.30% £113 £104 2.94 3.05 +3.74% £59 £63 2.77 2.68 -3.94% £69 £73 2.79 2.68 -3.94% £69 £73 2.71 2.66 -1.85% £57 £58 3.70 3.57 -3.51% £61 £59 2.46 2.37 -3.66% £69 £63	20152016%ch20152016%ch3.043.01-0.99%£66£64-3.03%2.932.90-1.02%£66£64-3.03%2.962.95-0.34%£56£54-3.57%2.732.77+1.47%£53£55+3.77%2.172.22+2.30%£113£104+7.96%2.943.05+3.74%£59£63+6.78%2.792.68-3.94%£69£73+5.80%2.712.66-1.85%£57£58+1.75%3.703.57-3.51%£61£59-3.28%2.462.37-3.66%£69£63-8.70%	20152016%ch20152016%ch20153.043.01-0.99%£66£64-3.03%£2012.932.90-1.02%£66£64-3.03%£1932.962.95-0.34%£56£54-3.57%£1672.732.77+1.47%£53£55+3.77%£1452.172.22+2.30%£113£104+7.96%£2452.943.05+3.74%£59£63+6.78%£1732.792.68-3.94%£69£73+5.80%£1932.712.66-1.85%£57£58+1.75%£1553.703.57-3.51%£61£59-3.28%£2252.462.37-3.66%£69£63-8.70%£170	20152016%ch20152016%ch201520163.043.01-0.99%£66£64-3.03%£201£1932.932.90-1.02%£66£64-3.03%£193£1862.962.95-0.34%£56£54-3.57%£167£1582.732.77+1.47%£53£55+3.77%£145£1532.172.22+2.30%£113£104+7.96%£245£2312.943.05+3.74%£59£63+6.78%£173£1922.792.68-3.94%£69£73+5.80%£193£1952.712.66-1.85%£57£58+1.75%£155£1553.703.57-3.51%£61£59-3.28%£225£2112.462.37-3.66%£69£63-8.70%£170£150

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Fieldwork: 7 October 2015 – 30 October 2016 TNS Face-to-Face Omnibus Survey







GB Domestic Tourism: Confidence Limits at the 95% level

	TRIPS (m	TRIPS (millions)			EXPENDITURE (£ millions)		
Destination:	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual	
GB Total	4.6%	2.6%	5.2%	3.1%	5.9%	3.5%	
England Total	4.9%	2.8%	5.6%	3.3%	6.5%	3.8%	
East	13.2%	7.8%	16.5%	9.7%	20.8%	11.2%	
East Midlands	14.2%	8.3%	16.3%	10.3%	18.8%	11.2%	
London	14.0%	7.5%	18.9%	11.6%	21.0%	11.4%	
North East	18.9%	11.3%	23.5%	13.6%	27.0%	17.6%	
North West	10.9%	6.2%	13.2%	7.5%	15.3%	8.4%	
South East	9.8%	6.0%	12.3%	7.7%	14.8%	8.4%	
South West	8.8%	5.5%	10.5%	6.4%	11.8%	7.9%	
West Midlands	14.1%	8.1%	17.0%	10.4%	21.2%	11.8%	
Yorks & Humb	12.4%	7.2%	15.0%	9.4%	16.6%	10.5%	

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 3 2011, 2012, 2013 and 2015 base sizes



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