Great Britain Tourism Survey Quarterly Regional Summary Q1 2016









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GB Domestic Tourism: Jan-Mar 2016 Volume & Value ALL TOURISM

т	RIPS (million	s)	BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
23.598	23.497	-0.43%	58.655	60.592	+3.30%	£4326	£4004	-7.44%
19.662	19.625	-0.19%	47.512	49.275	+3.71%	£3454	£3193	-7.56%
1.712	1.781	+4.03%	4.333	4.358	+0.58%	£222	£257	+15.77%
1.464	1.529	+4.44%	3.202	3.745	+16.96%	£186	£212	+13.98%
2.823	2.850	+0.96%	5.113	6.807	+33.13%	£660	£657	-0.45%
0.906	0.671	-25.94%	2.120	1.580	-25.47%	£144	£110	-23.61%
2.545	2.399	-5.74%	6.265	5.682	-9.31%	£459	£371	-19.17%
3.348	3.504	+4.66%	8.004	8.497	+6.16%	£448	£528	+17.86%
2.992	3.469	+18.72%	8.795	10.348	+17.66%	£596	£544	-8.72%
1.917	1.917	0.00%	4.278	4.007	-6.33%	£348	£249	-28.45%
2.302	1.813	-21.24%	5.295	4.148	-21.66%	£380	£261	-31.32%
	2015 23.598 19.662 1.712 1.464 2.823 0.906 2.545 3.348 2.992 1.917	2015 2016 23.598 23.497 19.662 19.625 1.712 1.781 1.464 1.529 2.823 2.850 0.906 0.671 2.545 2.399 3.348 3.504 2.992 3.469 1.917 1.917	23.598 23.497 -0.43% 19.662 19.625 -0.19% 1.712 1.781 +4.03% 1.464 1.529 +4.44% 2.823 2.850 +0.96% 0.906 0.671 -25.94% 2.545 2.399 -5.74% 3.348 3.504 +4.66% 2.992 3.469 +18.72% 1.917 1.917 0.00%	2015 2016 %och 2015 23.598 23.497 -0.43% 58.655 19.662 19.625 -0.19% 47.512 1.712 1.781 +4.03% 4.333 1.464 1.529 +4.44% 3.202 2.823 2.850 +0.96% 5.113 0.906 0.671 -25.94% 2.120 2.545 2.399 -5.74% 6.265 3.348 3.504 +4.66% 8.004 2.992 3.469 +18.72% 8.795 1.917 1.917 0.00% 4.278	2015 2016 γ_{och} 2015 2016 23.598 23.497 -0.43% 58.655 60.592 19.662 19.625 -0.19% 47.512 49.275 1.712 1.781 +4.03% 4.333 4.358 1.464 1.529 +4.44% 3.202 3.745 2.823 2.850 +0.96% 5.113 6.807 0.906 0.671 -25.94% 2.120 1.580 2.545 2.399 -5.74% 6.265 5.682 3.348 3.504 +4.66% 8.004 8.497 2.992 3.469 +18.72% 8.795 10.348 1.917 1.917 0.00% 4.278 4.007	2015 2016 %ch 2015 2016 %ch 23.598 23.497 -0.43% 58.655 60.592 +3.30% 19.662 19.625 -0.19% 47.512 49.275 +3.71% 1.712 1.781 +4.03% 4.333 4.358 +0.58% 1.464 1.529 +4.44% 3.202 3.745 +16.96% 2.823 2.850 +0.96% 5.113 6.807 +33.13% 0.906 0.671 -25.94% 2.120 1.580 -25.47% 2.545 2.399 -5.74% 6.265 5.682 -9.31% 3.348 3.504 +4.66% 8.004 8.497 +6.16% 2.992 3.469 +18.72% 8.795 10.348 +17.66% 1.917 1.917 0.00% 4.278 4.007 -6.33%	2015 2016 γ_{och} 2015 2016 γ_{och} 2015 2016 γ_{och} 2015 23.598 23.497 -0.43% 58.655 60.592 +3.30% £4326 19.662 19.625 -0.19% 47.512 49.275 +3.71% £3454 1.712 1.781 +4.03% 4.333 4.358 +0.58% £222 1.464 1.529 +4.44% 3.202 3.745 +16.96% £186 2.823 2.850 +0.96% 5.113 6.807 +33.13% £660 0.906 0.671 -25.94% 2.120 1.580 -25.47% £144 2.545 2.399 -5.74% 6.265 5.682 -9.31% £459 3.348 3.504 +4.66% 8.004 8.497 +6.16% £448 2.992 3.469 +18.72% 8.795 10.348 +17.66% £596 1.917 1.917 0.00% 4.278 4.007 -6.33% </td <td>2015 2016 η_{ch} 2015 2016 η_{ch} 2015 2016 2015 2015 2016 23.598 23.497 -0.43% 58.655 60.592 +3.30% £4326 £4004 19.662 19.625 -0.19% 47.512 49.275 +3.71% £3454 £3193 1.712 1.781 +4.03% 4.333 4.358 +0.58% £222 £257 1.464 1.529 +4.44% 3.202 3.745 +16.96% £186 £212 2.823 2.850 +0.96% 5.113 6.807 +33.13% £660 £657 0.906 0.671 -25.94% 2.120 1.580 -25.47% £144 £110 2.545 2.399 -5.74% 6.265 5.682 -9.31% £459 £371 3.348 3.504 +4.66% 8.004 8.497 +6.16% £448 £528 2.992 3.469 +18.72% 8.795 10.348</td>	2015 2016 η_{ch} 2015 2016 η_{ch} 2015 2016 2015 2015 2016 23.598 23.497 -0.43% 58.655 60.592 +3.30% £4326 £4004 19.662 19.625 -0.19% 47.512 49.275 +3.71% £3454 £3193 1.712 1.781 +4.03% 4.333 4.358 +0.58% £222 £257 1.464 1.529 +4.44% 3.202 3.745 +16.96% £186 £212 2.823 2.850 +0.96% 5.113 6.807 +33.13% £660 £657 0.906 0.671 -25.94% 2.120 1.580 -25.47% £144 £110 2.545 2.399 -5.74% 6.265 5.682 -9.31% £459 £371 3.348 3.504 +4.66% 8.004 8.497 +6.16% £448 £528 2.992 3.469 +18.72% 8.795 10.348

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: 6 Jan 2016 – 1 May 2016 TNS Face-to-Face Omnibus Survey

Scotland





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GB Domestic Tourism: Jan-Mar 2016 Volume & Value ALL TOURISM

Trips taken in: Jan-Mar 2016	Average	length of sta	y (nights)	Average spend per night *			Average spend per trip *			
Destination: GB Total	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch	
	2.49	2.58	+3.61%	£74	£66	-10.81%	£183	£170	-7.10%	
England Total	2.42	2.51	+3.72%	£73	£65	-10.96%	£176	£163	-7.39%	
ast	2.53	2.45	-3.16%	£51	£59	+15.69%	£130	£144	+10.77%	
East Midlands	2.19	2.45	+11.87%	£58	£57	-1.72%	£127	£139	+9.45%	
ondon	1.81	2.39	+32.04%	£129	£97	-24.81%	£234	£231	-1.28%	
North East	2.34	2.35	+0.43%	£68	£70	+2.94%	£159	£164	+3.14%	
North West	2.46	2.37	-3.66%	£73	£65	-10.96%	£180	£155	-13.89%	
South East	2.39	2.42	+1.26%	£56	£62	+10.71%	£134	£151	+12.69%	
South West	2.94	2.98	+1.36%	£68	£53	-22.06%	£199	£157	-21.11%	
Vest Midlands	2.23	2.09	-6.28%	£81	£62	-23.46%	£182	£130	-28.57%	
′orks & Humb	2.30	2.29	-0.43%	£72	£63	-12.50%	£165	£144	-12.73%	

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

т	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
2015	2016	%ch	2015	2016	%ch	2015	2016	%ch	
23.598	23.497	-0.43%	58.655	60.592	+3.30%	£4326	£4004	-7.44%	
19.662	19.625	-0.19%	47.512	49.275	+3.71%	£3454	£3193	-7.56%	
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Scotland





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

Trips taken in: Jan-Mar 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination: GB Total	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
	2.49	2.58	+3.61%	£74	£66	-10.81%	£183	£170	-7.10%
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North West	2.46	2.37	-3.66%	£73	£65	-10.96%	£180	£155	-13.89%
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South West	2.94	2.98	+1.36%	£68	£53	-22.06%	£199	£157	-21.11%
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Yorks & Humb	2.30	2.29	-0.43%	£72	£63	-12.50%	£165	£144	-12.73%

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Scotland





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

Trips taken in: Apr 2015-Mar 2016	т	RIPS (million	s)	BEDNIGHTS (millions)			EXPENDITURE (£ millions)*			
Destination: GB Total	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch	
	118.425	124.304	+4.96%	360.496	377.800	+4.80%	£23,624	£24,500	+3.71%	
England Total	96.206	102.672	+6.72%	281.465	300.092	+6.62%	£18,753	£19,306	+2.95%	
East	9.106	9.796	+7.58%	29.667	28.052	-5.44%	£1,601	£1,661	+3.75%	
East Midlands	7.417	8.087	+9.03%	20.271	22.307	+10.04%	£1,149	£1,170	+1.83%	
London	11.871	12.944	+9.04%	25.071	30.166	+20.32%	£2,977	£3,074	+3.26%	
North East	4.008	3.607	-10.00%	11.079	10.842	-2.14%	£652	£676	+3.68%	
North West	13.059	13.400	+2.61%	37.368	35.828	-4.12%	£2,522	£2,464	-2.30%	
South East	16.997	16.960	-0.22%	45.916	46.093	+0.39%	£2,530	£2,652	+4.82%	
South West	17.763	20.160	+13.49%	64.394	73.816	+14.63%	£4,025	£4,383	+8.89%	
West Midlands	7.848	8.818	+12.36%	18.908	20.293	+7.32%	£1,330	£1,355	+1.88%	
Yorks & Humb	9.877	10.831	+9.66%	27.236	29.733	+9.17%	£1,846	£1,804	-2.28%	

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Fieldwork: 8 April 2015 – 1 May 2016 TNS Face-to-Face Omnibus Survey







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

Trips taken in: Apr 2015-Mar 2016	Average	length of sta	y (nights)	Avera	Average spend per night * Average spen			ige spend pei	per trip *	
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch	
GB Total	3.04	3.04	0.00%	£66	£65	-1.52%	£199	£197	-1.01%	
England Total	2.93	2.92	-0.34%	£67	£64	-4.48%	£195	£188	-3.59%	
East	3.26	2.86	-12.27%	£54	£59	+9.26%	£176	£170	-3.41%	
East Midlands	2.73	2.76	+1.10%	£57	£52	-8.77%	£155	£145	-6.45%	
London	2.11	2.33	+10.43%	£119	£102	-14.29%	£251	£237	-5.58%	
North East	2.76	3.01	+9.06%	£59	£62	+5.08%	£163	£187	+14.72%	
North West	2.86	2.67	-6.64%	£67	£69	+2.99%	£193	£184	-4.66%	
South East	2.70	2.72	+0.74%	£55	£58	+5.45%	£149	£156	+4.70%	
South West	3.63	3.66	+0.83%	£63	£59	-6.35%	£227	£217	-4.41%	
West Midlands	2.41	2.30	-4.56%	£70	£67	-4.29%	£169	£154	-8.88%	
Yorks & Humb	2.76	2.75	-0.36%	£68	£61	-10.29%	£187	£167	-10.70%	

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GB Domestic Tourism: Confidence Limits at the 95% level

Single Quarter 6.3% 17.4% 18.1% 15.6%	Annual 2.6% 2.8% 7.8% 8.3%	Single Quarter 6.9% 7.5% 23.6%	Annual 3.1% 3.3% 9.7%	Single Quarter7.9%8.6%	Annual 3.5%
6.7% 17.4% 18.1%	2.8% 7.8%	7.5% 23.6%	3.3%		
17.4% 18.1%	7.8%	23.6%		8.6%	2.00/
18.1%			0 70%		3.8%
	8.3%		9.7 70	24.9%	11.2%
15.6%		23.8%	10.3%	28.6%	11.2%
	7.5%	20.9%	11.6%	23.8%	11.4%
23.5%	11.3%	30.3%	13.6%	33.5%	17.6%
13.6%	6.2%	17.3%	7.5%	18.0%	8.4%
13.7%	6.0%	18.8%	7.7%	18.3%	8.4%
13.0%	5.5%	15.7%	6.4%	18.3%	7.9%
17.7%	8.1%	27.4%	10.4%	27.6%	11.8%
15.9%	7.2%	24.1%	9.4%	27.2%	10.5%
	13.6% 13.7% 13.0% 17.7%	13.6%6.2%13.7%6.0%13.0%5.5%17.7%8.1%	13.6%6.2%17.3%13.7%6.0%18.8%13.0%5.5%15.7%17.7%8.1%27.4%	13.6%6.2%17.3%7.5%13.7%6.0%18.8%7.7%13.0%5.5%15.7%6.4%17.7%8.1%27.4%10.4%	13.6%6.2%17.3%7.5%18.0%13.7%6.0%18.8%7.7%18.3%13.0%5.5%15.7%6.4%18.3%17.7%8.1%27.4%10.4%27.6%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 1 2011, 2012, 2013 and 2015 base sizes







