



Great Britain Tourism Survey

May 2017



Summary of Results GB And England

Trips

Nights

Headlines

May 2017



-2%

+3%

- There were 10.2 million domestic overnight trips in GB in May 2017, which is down from 10.4 million million in May 2016.
- The number of nights increased to 30.7 million.



-2%

+4%

- There were 8.3 million domestic overnight trips to England in May 2017, down by -2% on the same month last year.
- Bednights increased by +4% to 24.2 million.

YEAR-TO-DATE



-3%

-2%

- In the year to May 2017, GB trips were down -3% to 43.1 million, compared to 44.6 million in the same period in 2016.
- Nights were also down for the year to date by -2%.



-3%

-2%

- In the year to May 2017, trips to England were down -2% to 35.9 million from 37.1 million in 2016.
- Nights were down by -2% to 94.4 million.

Weather



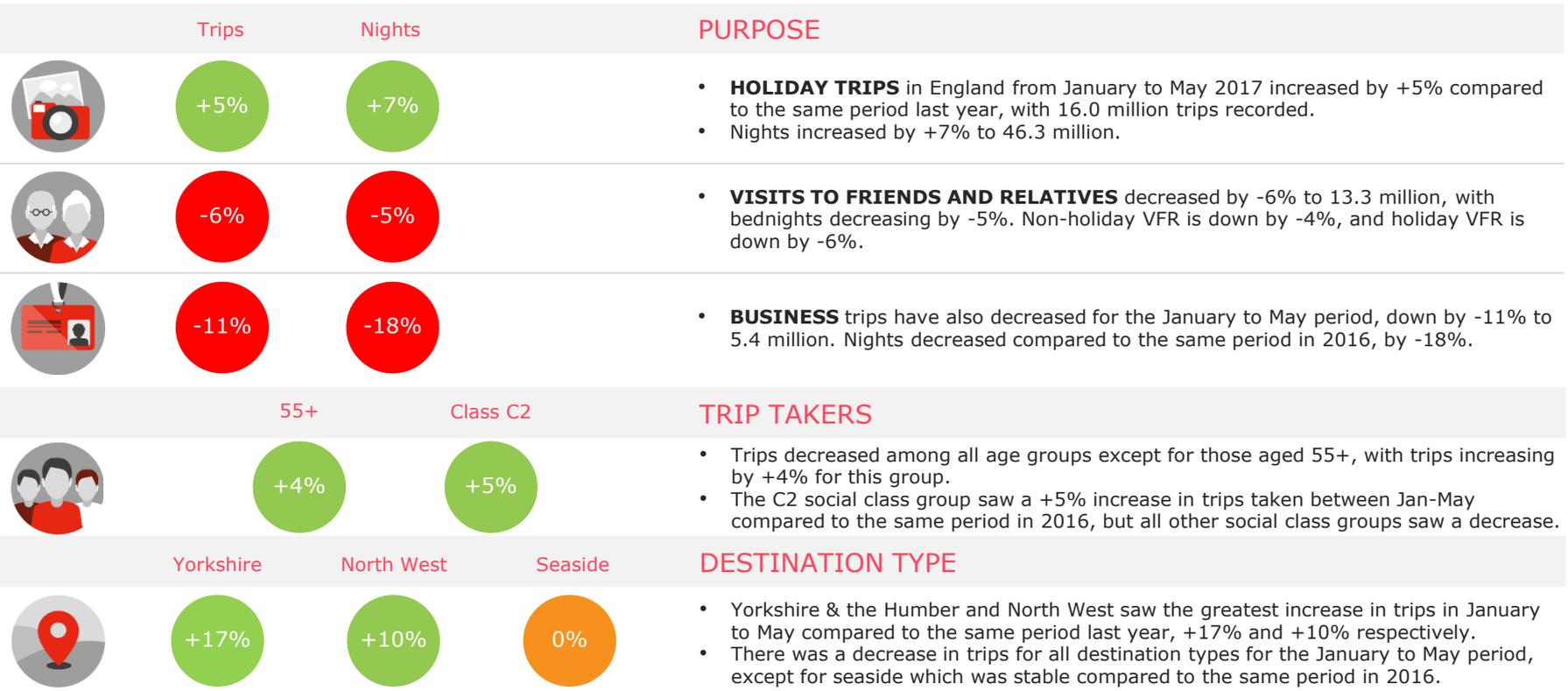
Context

- May started with warm, dry and sunny weather before turning unsettled mid-month with bands of rain interspersed with brighter showery weather. There was a hot sunny interlude between the 24th and 26th before thunderstorms at the end of the month.

Summary of Results England

YEAR-TO-DATE (January-May 2017)

Trip Characteristics



Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

May 2017

Jan – May 2017

Trip

Spend

Trip

Spend



-5%

-8%

+4%

+4%

- In May, trips by Brits overseas decreased by -5% and the expenditure on those trips decreased by -8%.
- In the year to date, overseas trips were up by +4%. Expenditure also increased, by +4%.

Other Tourism Surveys

May 17

Room

Bedspace

OCCUPANCY



+1%

+1%

- Room occupancy in England in May increased by +1% compared to 2016 to 73%, while bedspace occupancy also increased by +1% to 54%.

Jan-May 17

Volume

Spend

DAY VISITS



-4%

-1%

- The number of tourism day visits in England in the period January 2017 to May 2017 decreased by -4% to 593.9 million.
- The value of those visits decreased by -1% to £19.7 billion.

Easter 17

Attractions

Accommodation

TOURISM BUSINESS MONITOR



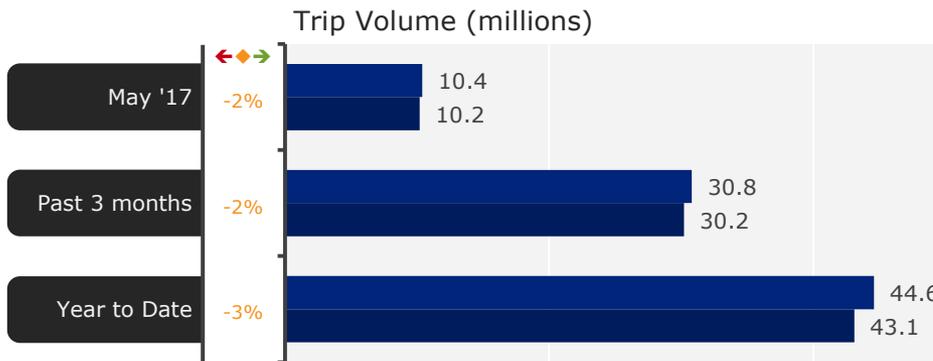
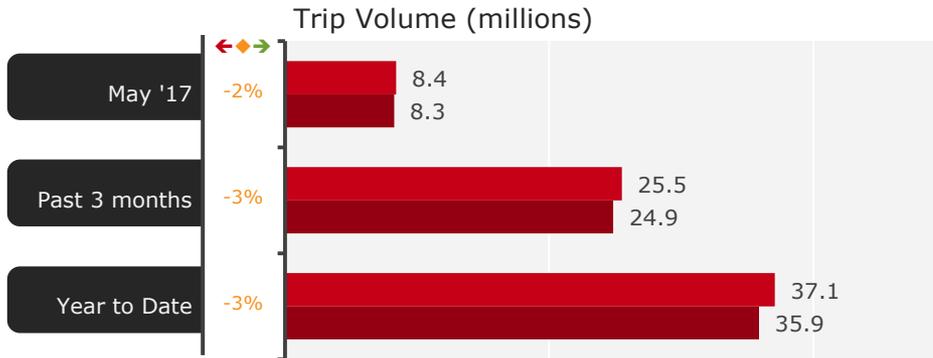
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- Attractions businesses reported an increase in visitor numbers for the Easter period compared to the same time last year. Most accommodation businesses reported either an increase in visitor numbers or the same amount of visitor numbers.

Headline Data GB and England

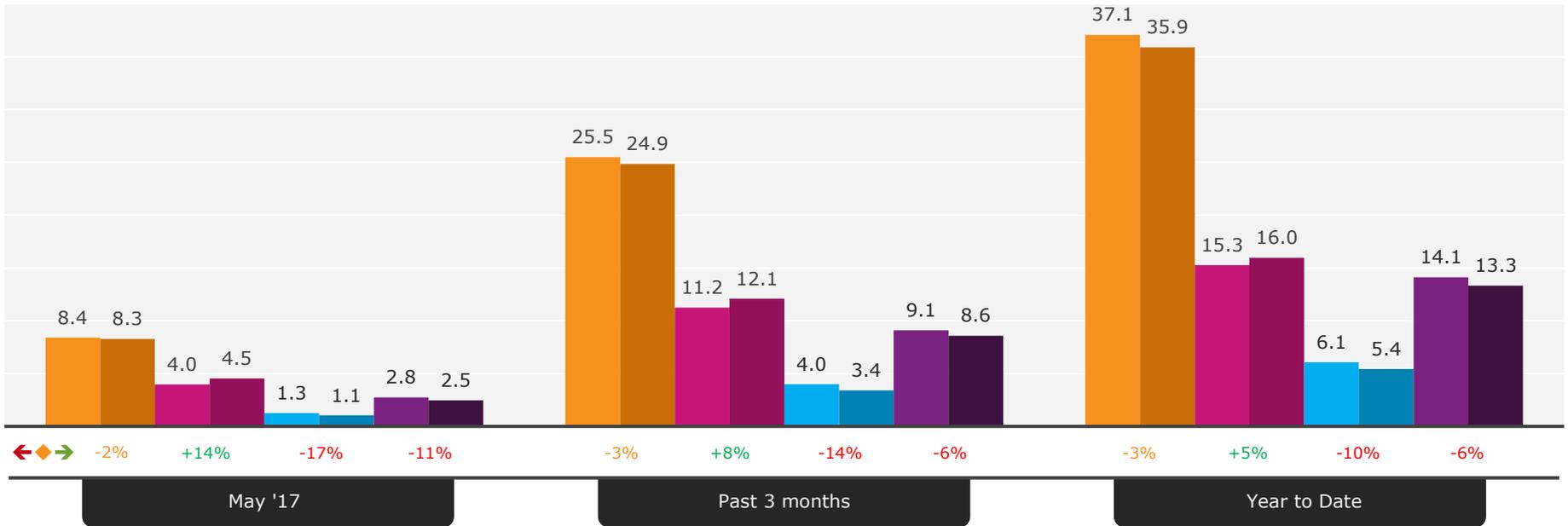
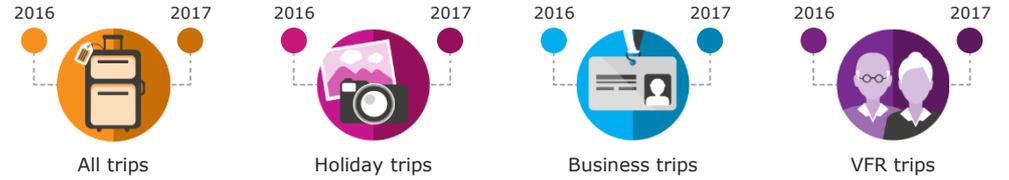
Volume and spend (2016 vs 2017)



◀◆▶ % change vs 2016

Trips England

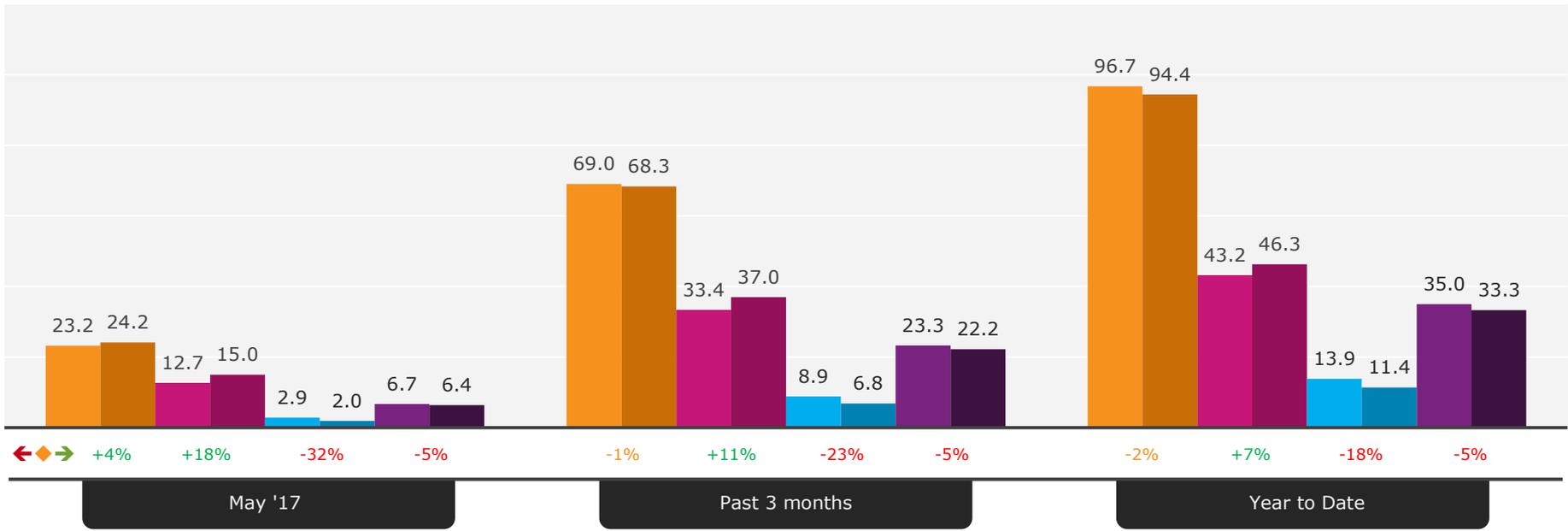
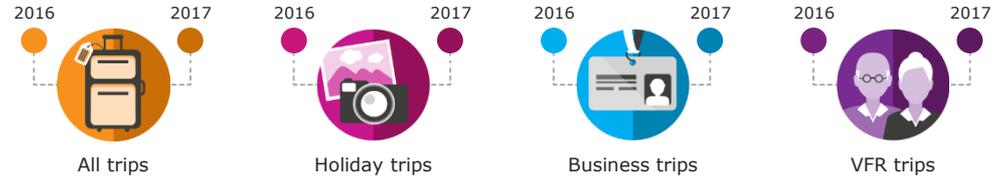
Volume of trips (millions) (2016 vs 2017)



◀▶ % change vs 2016

Nights England

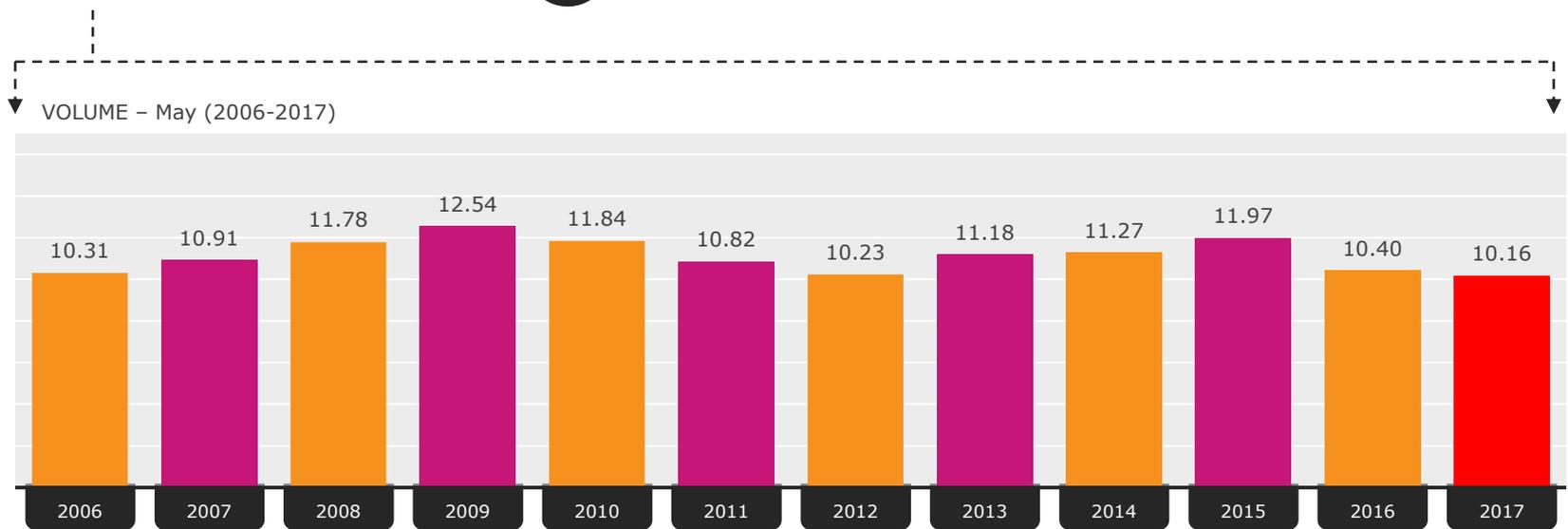
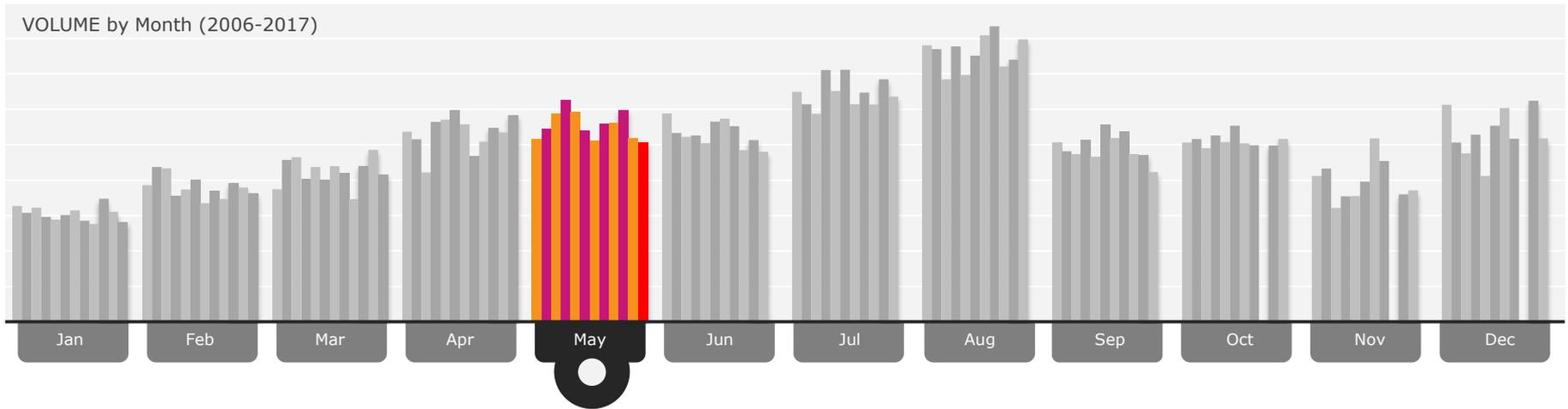
Volume of nights (millions) (2016 vs 2017)



◀▶ % change vs 2016

Long Term Trends by Month GB

2006-2017 (millions)



Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

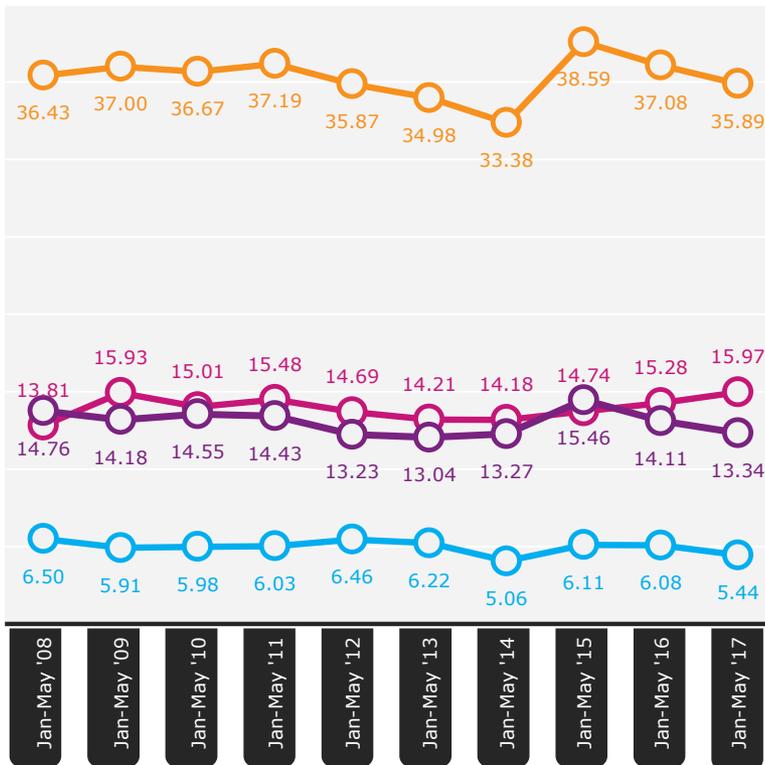


Business Trips



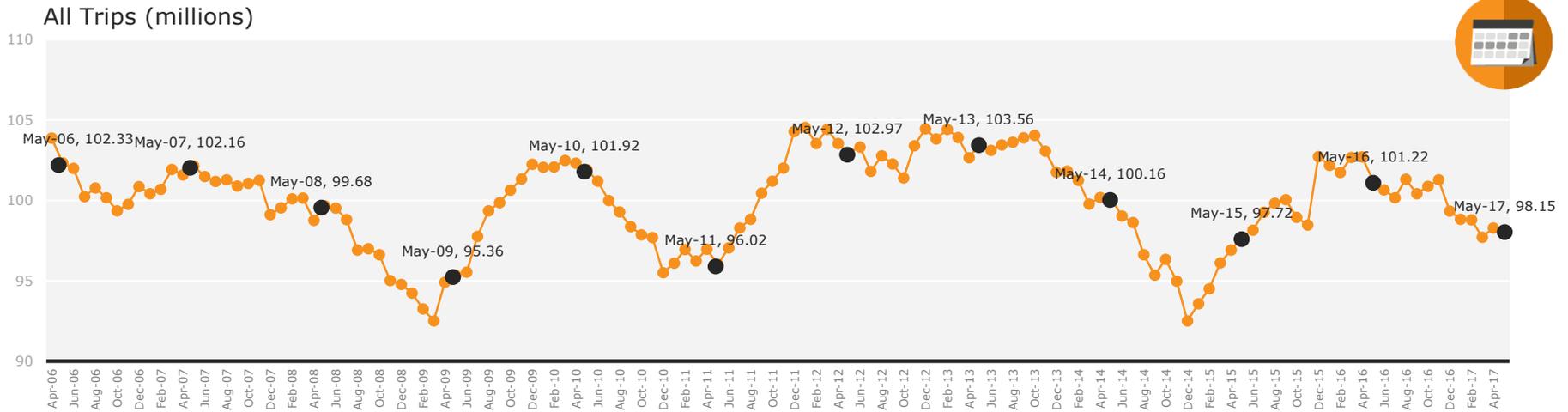
VFR Trips

Trip Volume (millions)



Rolling 12 Month Trendlines England

All trips and spend



Rolling 12 Month Trendlines England

Trips by purpose (millions)



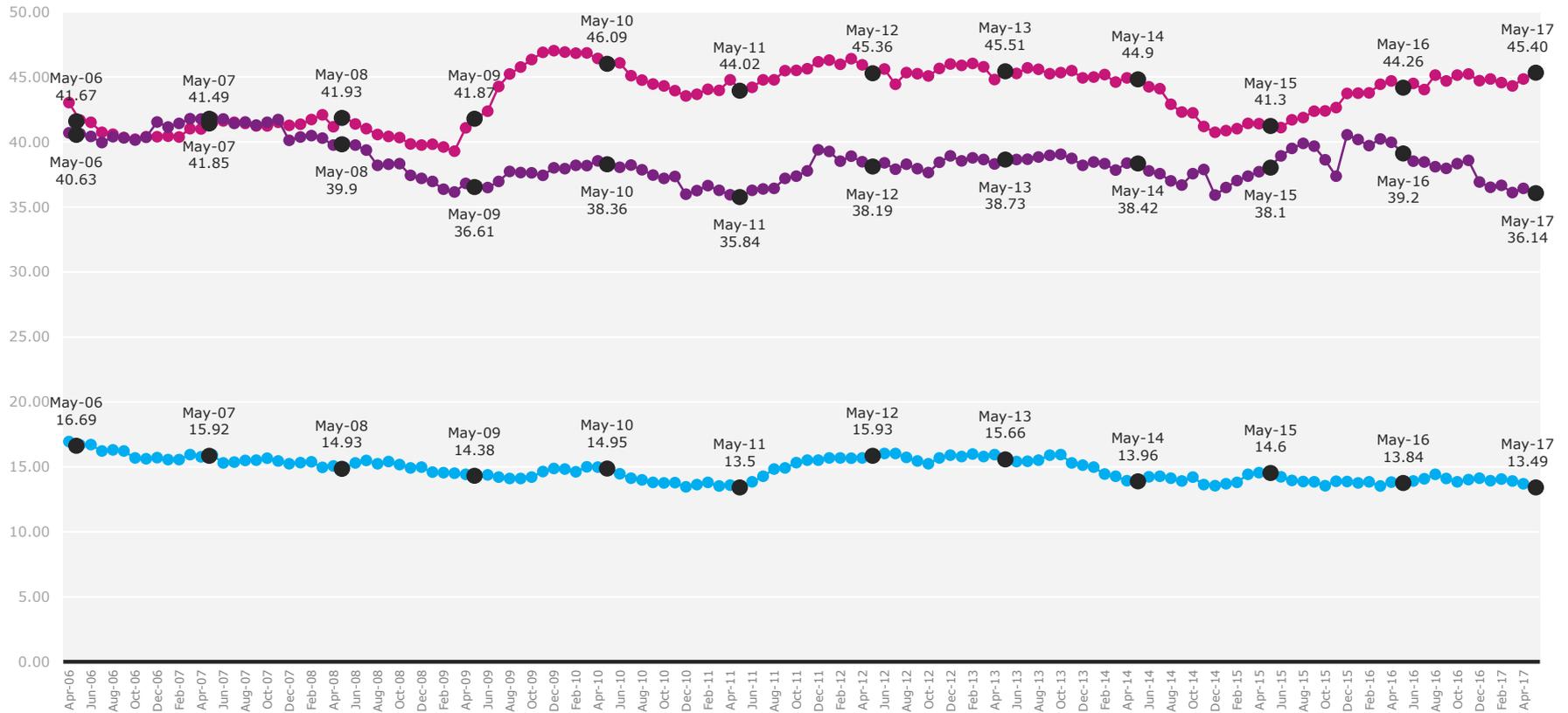
Holiday trips



Business trips

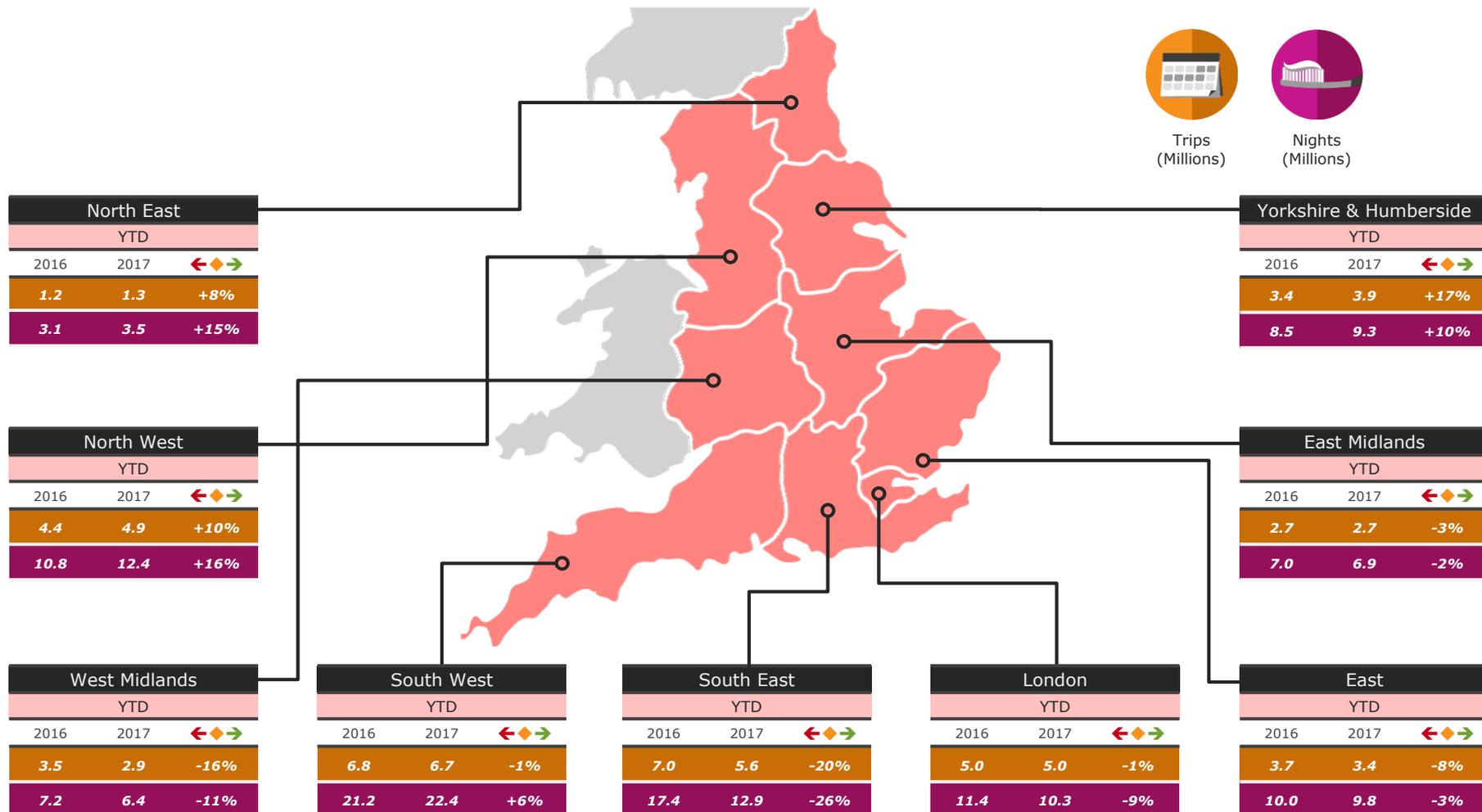


VFR trips



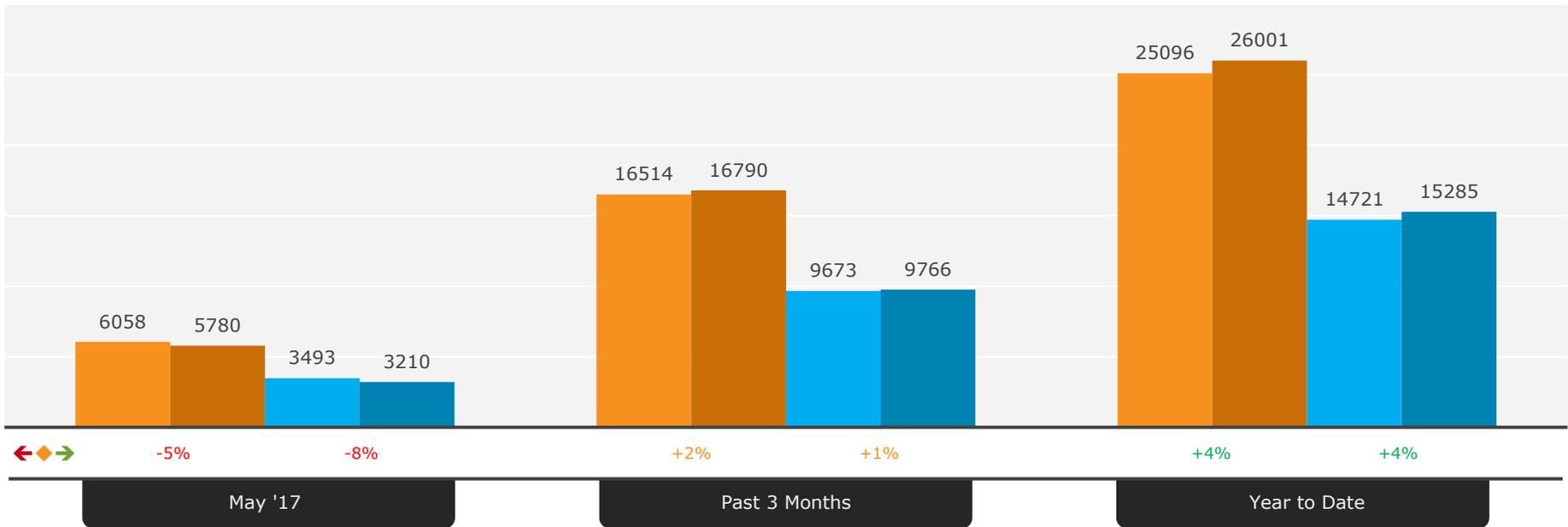
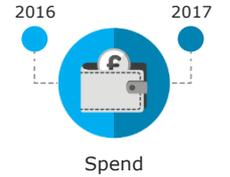
Regional Analysis England

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-May 2017)



PURPOSE

		Pure Holiday	1-3 nights	+4 nights	VFR (on holiday)	Holiday (total)	VFR (non-holiday)	VFR (total)	Business
TRIPS Millions	2016	15.3	11.1	4.2	9.3	24.5	4.8	14.1	6.1
	2017	16.0	11.6	4.3	8.7	24.6	4.7	13.3	5.4
		+5%	+5%	+4%	-6%	0%	-4%	-6%	-10%
NIGHTS Millions	2016	43.2	21.9	21.3	23.9	67.1	11.1	35.0	13.9
	2017	46.3	22.0	24.3	23.6	69.9	9.7	33.3	11.4
		+7%	+1%	+14%	-1%	+4%	-13%	-5%	-18%

REGION

		West Midlands	East of England	East Midlands	London	North West	North East	South East	South West	Yorkshire & the Humber
TRIPS Millions	2016	3.5	3.7	2.7	5.0	4.4	1.2	7.0	6.8	3.4
	2017	2.9	3.4	2.7	5.0	4.9	1.3	5.6	6.7	3.9
		-16%	-8%	-3%	-1%	+10%	+8%	-20%	-1%	+17%
NIGHTS Millions	2016	7.2	10.0	7.0	11.4	10.8	3.1	17.4	21.2	8.5
	2017	6.4	9.8	6.9	10.3	12.4	3.5	12.9	22.4	9.3
		-11%	-3%	-2%	-9%	+16%	+15%	-26%	+6%	+10%

% change vs 2016

Appendix: Domestic Tourism England

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



LOCATION TYPE					
		Seaside	Large City/Town	Small Town	Countryside/Village
TRIPS Millions	2016	7.3	16.6	7.3	6.2
	2017	7.3	16.1	7.0	5.6
	◀◆▶	0%	-2%	-5%	-10%
NIGHTS Millions	2016	23.3	36.1	18.6	17.7
	2017	24.7	35.4	17.2	15.6
	◀◆▶	+6%	-2%	-8%	-11%

SOCIAL GRADE					
		AB	C1	C2	DE
TRIPS 000s	2016	16.2	11.0	5.6	4.3
	2017	15.2	10.8	5.9	4.0
	◀◆▶	-6%	-2%	+5%	-6%
NIGHTS 000s	2016	39.1	29.3	15.5	12.7
	2017	37.8	28.3	16.1	12.2
	◀◆▶	-3%	-4%	+4%	-4%

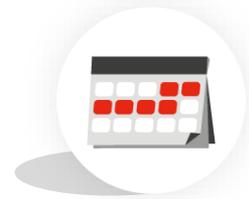
AGE						
		16-24	25-34	35-44	44-54	55+
TRIPS Millions	2016	4.1	6.6	7.2	7.6	11.5
	2017	4.0	6.4	6.9	6.7	12.0
	◀◆▶	-4%	-4%	-5%	-12%	+4%
NIGHTS Millions	2016	10.6	16.9	17.6	18.1	33.4
	2017	10.9	15.4	16.7	16.0	35.3
	◀◆▶	+3%	-9%	-6%	-12%	+6%

CHILDREN IN H/H			
		Any	None
TRIPS 000s	2016	12.1	25.0
	2017	11.2	24.7
	◀◆▶	-7%	-1%
NIGHTS 000s	2016	30.9	65.8
	2017	29.1	65.2
	◀◆▶	-6%	-1%

◀◆▶ % change vs 2016

Appendix: Domestic Tourism England

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



Accommodation

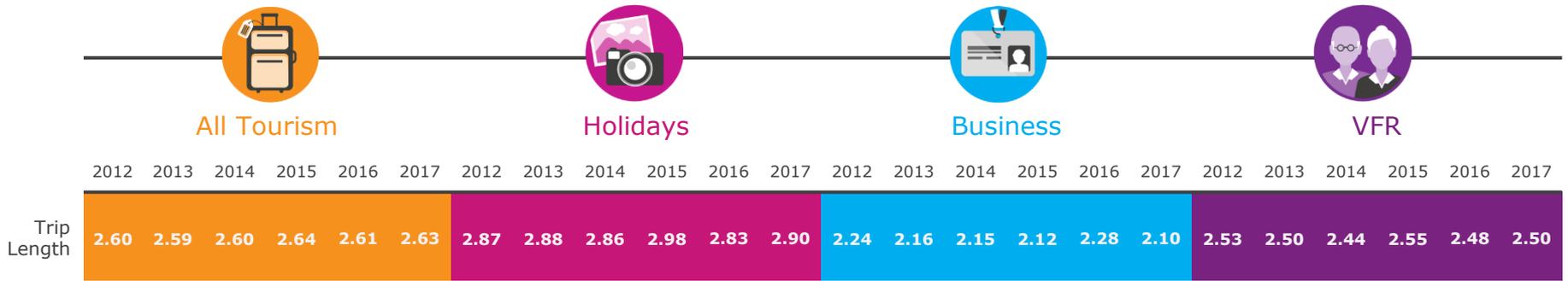


		Commercial Accommodation	(a) Serviced accom	(b) Hotel/motel/guest house	(c) Bed & Breakfast	Total self-catering rented	(a) Camping & Caravanning (inc. owned caravans)	(b) Other self-catering rented	Hostels*	Own home/friends'/relatives'
TRIPS Millions	2016	22.5	16.7	14.2	1.6	6.4	3.2	13.7	0%	13.7
	2017	22.1	16.6	14.2	1.8	5.4	3.2	12.9	0%	12.9
	◀◆▶	-2%	-1%	0%	+8%	-15%	+1%	-6%	+3%	-6%
NIGHTS Millions	2016	57.0	34.0	27.6	3.4	24.6	10.5	36.3	0%	36.3
	2017	56.7	34.1	27.9	4.1	21.8	11.7	33.8	0%	33.8
	◀◆▶	-1%	0%	+1%	+21%	-11%	+12%	-7%	+35%	-7%

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

Appendix: Domestic Tourism England

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



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