

# Great Britain Tourism Survey

September 2015 Update



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# GB Domestic Tourism: Monthly Volume & Value 2015

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.532	6.951	+25.7%	6.932	7.831	+13.0%	6.957	8.836	+27.0%	10.172	10.956	+7.7%	11.271	11.965	+6.2%	9.708	10.271	+5.8%
England	4.846	5.912	+22.0%	5.707	6.647	+16.5%	5.516	7.124	+29.2%	8.209	9.000	+9.6%	9.100	9.909	+8.9%	7.967	8.400	+5.4%
BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.992	16.687	+28.4%	17.391	18.416	+5.9%	17.841	24.791	+39.0%	30.716	32.567	+6.0%	31.726	35.687	+12.5%	29.673	31.048	+4.6%
England	11.490	13.839	+20.4%	14.187	15.277	+7.7%	13.229	19.635	+48.4%	23.334	25.290	+8.4%	24.800	27.756	+11.9%	23.208	24.247	+4.5%
EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£945	£1233	+30.5%	£1183	£1328	+12.3%	£1267	£1769	+39.6%	£1871	£2020	+8.0%	£2100	£2426	+15.5%	£2138	£2173	+1.6%
England	£834	£1000	+19.9%	£973	£1090	+12.0%	£980	£1368	+39.6%	£1455	£1530	+5.2%	£1645	£1883	+14.5%	£1758	£1748	-0.6%

TRIPS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.280	13.697	+11.5%	14.420	14.803	+2.7%	9.489	9.438	-0.5%							86.760	94.749	+9.2%			
England	9.985	11.108	+11.2%	11.365	11.927	+4.9%	7.713	7.827	+1.5%							70.408	77.852	+10.6%			
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	46.929	48.996	+4.4%	56.190	55.942	-0.4%	27.597	27.772	+0.6%							271.055	291.905	+7.7%			
England	35.525	38.378	+8.0%	42.687	43.097	1.0%	21.258	21.991	+3.4%							209.718	229.510	+9.4%			
EXPENDITURE	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£2809	£3037	+8.1%	£3287	£3318	+0.9%	£2077	£2190	+5.4%							£17677	£19493	+10.3%			
England	£2229	£2350	+5.4%	£2518	£2558	+1.6%	£1610	£1733	+7.6%							£14002	£15260	+9.0%			

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Fieldwork: 9 Sep - 25 Oct  
TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Monthly Volume & Value 2015

## HOLIDAYS

	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>TRIPS</b>																		
GB	1.778	2.073	+16.6%	2.792	2.765	-1.0%	2.967	3.455	+16.4%	5.001	4.890	-2.2%	5.834	5.788	-0.8%	4.893	4.640	-5.2%
England	1.497	1.612	+7.7%	2.205	2.365	+7.3%	2.206	2.616	+18.6%	3.782	3.744	-1.0%	4.491	4.403	-2.0%	3.810	3.608	-5.3%
<b>BEDNIGHTS</b>																		
GB	4.154	4.982	+19.9%	6.687	6.776	+1.3%	8.288	10.241	+23.6%	16.246	17.073	+5.1%	18.613	20.940	+12.5%	17.117	16.590	-3.1%
England	3.558	3.637	+2.2%	5.401	5.711	+5.7%	5.812	7.475	+28.6%	11.748	12.315	+4.8%	13.982	14.759	+5.6%	12.531	12.034	-4.0%
<b>EXPENDITURE</b>																		
GB	£407	£489	+20.1%	£559	£589	+5.4%	£688	£828	+20.3%	£1083	£1130	+4.3%	£1279	£1515	+18.5%	£1269	£1242	-2.1%
England	£358	£368	+2.8%	£445	£493	+10.8%	£530	£617	+16.4%	£799	£808	+1.1%	£970	£1092	+12.6%	£1003	£974	-2.9%

	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
<b>TRIPS</b>																					
GB	6.984	7.624	+9.2%	8.833	8.837	+0.0%	4.551	4.976	+9.3%										43.633	45.046	+3.2%
England	5.438	6.041	+11.1%	6.617	6.792	+2.6%	3.535	3.960	+12.0%										33.580	35.141	+4.6%
<b>BEDNIGHTS</b>																					
GB	30.967	30.414	-1.8%	38.632	37.540	-2.8%	15.453	17.270	+11.8%										156.157	161.826	+3.6%
England	22.951	23.593	+2.8%	27.812	28.110	+1.1%	11.385	13.265	+16.5%										115.179	120.899	+5.0%
<b>EXPENDITURE</b>																					
GB	£1887	£1978	+4.8%	£2359	£2377	+0.8%	£1254	£1415	+12.8%										£10784	£11562	+7.2%
England	£1430	£1507	+5.4%	£1741	£1773	+1.8%	£943	£1079	+14.4%										£8218	£8711	+6.0%

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# GB Domestic Tourism: Monthly Volume & Value 2015

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	2.524	3.089	+22.4%	2.816	3.558	+26.3%	2.673	3.065	+14.7%	3.728	4.022	+7.9%	3.744	3.908	+4.4%	2.743	3.639	+32.7%
England	2.248	2.836	+26.2%	2.489	3.018	+21.3%	2.257	2.586	+14.6%	3.134	3.491	+11.4%	3.145	3.531	+12.3%	2.361	3.195	+35.3%
BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.681	7.243	+27.5%	7.135	8.502	+19.2%	6.289	9.367	+48.9%	11.092	10.918	-1.6%	9.456	9.786	+3.5%	8.001	9.291	+16.1%
England	4.995	6.495	+30.0%	5.888	6.961	+18.2%	5.200	7.818	+50.3%	8.665	9.388	+8.3%	7.831	8.797	+12.3%	6.574	8.167	+24.2%
EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£262	£293	+11.8%	£273	£399	+46.2%	£275	£384	+39.6%	£469	£514	+9.6%	£415	£460	+10.8%	£379	£478	+26.1%
England	£234	£263	+12.4%	£228	£324	+42.1%	£226	£305	+35.0%	£377	£407	+8.0%	£327	£399	+22.0%	£321	£404	+25.9%

TRIPS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	3.365	4.096	+21.7%	4.064	4.523	+11.3%	3.114	2.736	-12.1%										28.772	32.636	+13.4%
England	2.918	3.480	+19.3%	3.494	3.891	+11.4%	2.655	2.401	-9.6%										24.701	28.430	+15.1%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	10.794	12.840	+19.0%	12.852	14.588	+13.5%	8.093	6.851	-15.3%										79.394	89.385	+12.6%
England	8.969	10.182	+13.5%	10.958	11.906	+8.7%	6.463	5.888	-8.9%										65.544	75.602	+15.3%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£440	£550	+25.0%	£571	£608	+6.5%	£401	£345	-14.0%										£3484	£4032	+15.7%
England	£364	£430	+18.1%	£471	£491	+4.2%	£313	£285	-8.9%										£2860	£3307	+15.6%

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## BUSINESS TOURISM

	January			February			March			April			May			June			
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	
<b>TRIPS</b>																			
GB	1.099	1.376	25.2%	1.148	1.147	-0.1%	1.143	1.871	63.7%	1.213	1.404	15.7%	1.385	1.418	2.4%	1.741	1.365	-21.6%	
England	0.971	1.115	14.8%	0.871	0.990	13.7%	0.922	1.542	67.2%	1.093	1.214	11.1%	1.198	1.245	3.9%	1.506	1.145	-24.0%	
<b>BEDNIGHTS</b>																			
GB	2.087	3.407	63.2%	2.629	2.358	-10.3%	2.898	3.786	30.6%	2.894	3.186	10.1%	2.963	3.021	2.0%	3.777	3.589	-5.0%	
England	1.867	2.780	48.9%	2.024	1.997	-1.3%	1.963	3.137	59.8%	2.480	2.421	-2.4%	2.529	2.611	3.2%	3.404	2.938	-13.7%	
<b>EXPENDITURE</b>																			
GB	239	363	51.9%	311	275	-11.6%	280	475	69.6%	270	286	5.9%	336	320	-4.8%	412	340	-17.5%	
England	205	295	43.9%	263	222	-15.6%	209	377	80.4%	232	242	4.3%	284	285	0.4%	366	275	-24.9%	

	July			August			September			October			November			December			YTD			
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	
<b>TRIPS</b>																						
GB	1.574	1.459	-7.3%	1.251	1.119	-10.6%	1.486	1.407	-5.3%										12.040	12.568	4.4%	
England	1.434	1.143	-20.3%	1.002	0.929	-7.3%	1.226	1.185	-3.3%										10.224	10.509	2.8%	
<b>BEDNIGHTS</b>																						
GB	3.771	4.007	6.3%	3.859	2.516	-34.8%	3.370	3.033	-10.0%										28.248	28.902	2.3%	
England	3.039	3.184	4.8%	3.109	1.816	-41.6%	2.817	2.280	-19.1%										23.232	23.164	-0.3%	
<b>EXPENDITURE</b>																						
GB	438	390	-11.0%	316	246	-22.2%	367	371	1.1%										2969	3066	3.3%	
England	397	317	-20.2%	269	209	-22.3%	300	315	5.0%										2524	2535	0.4%	

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# GB Domestic Tourism: Year to Date – 2010-2015

## Trips, Bednights & Expenditure, Jan-Sep period

	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
<b>TRIPS</b>																								
GB	90.387	96.562	93.512	93.516	86.760	94.749	45.475	48.112	46.547	46.066	43.633	45.046	30.364	32.057	30.153	30.654	28.772	32.636	12.102	13.451	13.597	13.487	12.040	12.568
England	74.343	79.293	77.282	76.729	70.408	77.852	35.894	37.831	36.916	36.175	33.580	35.141	26.352	27.58	26.144	26.193	24.701	28.430	10.012	11.475	11.422	11.425	10.224	10.509
<b>BEDNIGHTS</b>																								
GB	290.171	306.869	297.769	292.952	271.055	291.905	170.366	179.944	172.015	168.248	156.157	161.826	84.264	87.06	84.106	84.193	79.394	89.385	28.354	30.539	32.714	31.426	28.248	28.902
England	227.995	242.016	236.718	230.229	209.718	229.510	130.576	135.791	131.900	126.079	115.179	120.899	69.868	73.221	69.954	70.838	65.544	75.602	22.214	25.053	27.251	25.28	23.232	23.164
<b>EXPENDITURE</b>																								
GB	£15,592	£17,815	£18,137	£18,329	£17,677	£19,493	£9,529	£10,840	£11,013	£10,877	£10,784	£11,562	£3,023	£3,376	£3,365	£3,528	£3,484	£4,032	£2,693	£3,216	£3,275	£3,397	£2,969	£3,066
England	£12,441	£14,078	£14,683	£14,658	£14,002	£15,260	£7,450	£8,292	£8,759	£8,406	£8,218	£8,711	£2,519	£2,798	£2,768	£2,939	£2,860	£3,307	£2,184	£2,674	£2,741	£2,850	£2,524	£2,535

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# GB Domestic Tourism: Year to Date – 2010-2015

## Trip Characteristics, Jan-Sep period

Av. Trip Length	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	3.21	3.18	3.18	3.13	3.12	3.08	3.75	3.74	3.70	3.65	3.58	3.59	2.78	2.72	2.79	2.75	2.76	2.74	2.34	2.27	2.41	2.33	2.35	2.30
England	3.07	3.05	3.06	3.00	2.98	2.95	3.64	3.59	3.57	3.49	3.43	3.44	2.65	2.65	2.68	2.70	2.65	2.66	2.22	2.18	2.39	2.21	2.27	2.20
Av. £/Night	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£54	£58	£61	£63	£65	£67	£56	£60	£64	£65	£69	£71	£36	£39	£40	£42	£44	£45	£95	£105	£100	£108	£105	£106
England	£55	£58	£62	£64	£67	£66	£57	£61	£66	£67	£71	£72	£36	£38	£40	£41	£44	£44	£98	£107	£101	£113	£109	£109
Av. £/Trip	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£173	£184	£194	£196	£204	£206	£210	£225	£237	£236	£247	£257	£100	£105	£112	£115	£121	£124	£223	£239	£241	£252	£247	£244
England	£167	£178	£190	£191	£199	£196	£208	£219	£237	£232	£245	£248	£96	£101	£106	£112	£116	£116	£218	£233	£240	£249	£247	£241

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