

# Great Britain Tourism Survey

August 2017 Update



©TNS 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>

# GB Domestic Tourism: Monthly Volume & Value 2017

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	6.195	5.647	-8.8%	7.586	7.259	-4.3%	9.716	8.330	-14.3%	10.692	11.688	+9.3%	10.401	10.159	-2.3%	9.603	10.002	+4.2%
England	5.369	4.852	-9.6%	6.211	6.182	-0.5%	8.044	6.952	-13.6%	9.037	9.627	+6.5%	8.418	8.275	-1.7%	7.842	8.438	+7.6%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	14.606	13.229	-9.4%	18.692	18.216	-2.5%	27.294	20.368	-25.4%	29.151	34.458	+18.2%	29.907	30.733	+2.8%	27.798	29.881	+7.5%
England	12.517	10.999	-12.1%	15.103	15.041	-0.4%	21.655	16.709	-22.8%	24.155	27.450	+13.6%	23.226	24.168	+4.1%	21.559	24.251	+12.5%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£1,066	£1,006	-5.6%	£1,297	£1,267	-2.3%	£1,641	£1,443	-12.1%	£1,883	£2,157	+14.6%	£1,933	£2,053	+6.2%	£1,961	£2,207	+12.5%
England	£919	£852	-7.3%	£967	£1,085	+12.2%	£1,308	£1,170	-10.6%	£1,541	£1,702	+10.4%	£1,478	£1,653	+11.8%	£1,555	£1,812	+16.5%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	12.723	12.121	-4.7%	15.954	14.852	-6.9%	8.470			10.322			7.434			10.360			82.870	80.058	-3.4%
England	10.624	10.262	-3.4%	13.072	12.206	-6.6%	6.956			8.662			6.367			8.740			68.617	66.794	-2.7%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	45.989	46.001	0.0%	59.787	56.420	-5.6%	27.612			29.036			18.500			31.184			253.224	249.306	-1.5%
England	35.044	38.070	+8.6%	47.266	45.451	-3.8%	22.759			23.326			15.266			25.826			200.525	202.139	+0.8%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£2,890	£2,765	-4.3%	£3,394	£3,176	-6.4%	£1,917			£2,026			£1,422			£1,649			£16,065	£16,074	+0.1%
England	£2,323	£2,260	-2.7%	£2,748	£2,511	-8.6%	£1,541			£1,650			£1,208			£1,255			£12,839	£13,045	+1.6%

\*Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2017 results are based on full-year data so will not change.  
 • All expenditure figures are in HISTORIC PRICES.  
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 9 Aug – 1 Oct 2017  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## HOLIDAYS

	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																		
GB	1.926	2.116	+9.9%	2.973	2.658	-10.6%	4.189	3.793	-9.5%	4.837	5.820	+20.3%	5.021	5.800	+15.5%	4.920	5.616	+14.1%
England	1.632	1.765	+8.1%	2.394	2.112	-11.8%	3.269	3.027	-7.4%	3.996	4.528	+13.3%	3.984	4.540	+14.0%	3.835	4.438	+15.7%
<b>BEDNIGHTS</b>																		
GB	4.425	4.786	+8.2%	7.672	6.913	-9.9%	12.763	10.318	-19.2%	13.965	18.420	+31.9%	16.982	19.570	+15.2%	16.547	19.265	+16.4%
England	3.750	3.910	+4.3%	6.033	5.369	-11.0%	9.519	8.118	-14.7%	11.163	13.907	+24.6%	12.715	14.985	+17.9%	12.656	14.985	+18.4%
<b>EXPENDITURE</b>																		
GB	£433	£494	+14.1%	£621	£531	-14.5%	£817	£838	+2.6%	£992	£1,245	+25.5%	£1,079	£1,319	+22.2%	£1,149	£1,419	+23.5%
England	£372	£421	+13.2%	£454	£414	-8.8%	£641	£665	+3.7%	£798	£927	+16.2%	£777	£1,038	+33.3%	£879	£1,115	+26.8%

	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																					
GB	6.896	6.914	+0.3%	9.720	9.297	-4.4%	4.482			5.169			2.607			3.147			40.482	42.014	+3.8%
England	5.586	5.740	+2.8%	7.904	7.454	-5.7%	3.515			4.184			2.093			2.313			32.600	33.604	+3.1%
<b>BEDNIGHTS</b>																					
GB	29.805	30.825	+3.4%	41.487	38.465	-7.3%	16.161			16.021			6.516			8.555			143.646	148.562	+3.4%
England	22.315	25.203	+12.9%	32.559	30.195	-7.3%	12.699			12.405			5.180			6.084			110.710	116.672	+5.4%
<b>EXPENDITURE</b>																					
GB	£2,000	£1,887	-5.7%	£2,443	£2,319	-5.1%	£1,230			£1,129			£621			£798			£9,534	£10,052	+5.4%
England	£1,588	£1,555	-2.1%	£1,967	£1,802	-8.4%	£964			£914			£512			£548			£7,476	£7,937	+6.2%

\*Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2017 results are based on full-year data so will not change.

•All expenditure figures are in HISTORIC PRICES.

• NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 9 Aug – 1 Oct 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	2.763	2.340	-15.3%	2.957	3.085	+4.3%	3.527	2.937	-16.7%	3.770	4.098	+8.7%	3.118	2.889	-7.3%	2.836	2.698	-4.9%
England	2.468	2.065	-16.3%	2.537	2.686	+5.9%	3.119	2.552	-18.2%	3.232	3.571	+10.5%	2.758	2.463	-10.7%	2.510	2.458	-2.1%
BEDNIGHTS	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	6.264	5.728	-8.6%	7.125	7.525	+5.6%	9.927	6.834	-31.2%	9.793	11.628	+18.7%	7.803	7.728	-1.0%	7.120	6.620	-7.0%
England	5.643	4.828	-14.4%	6.018	6.270	+4.2%	8.325	5.890	-29.2%	8.286	9.905	+19.5%	6.738	6.434	-4.5%	5.777	5.846	+1.2%
EXPENDITURE	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£267	£238	-10.9%	£287	£314	+9.4%	£372	£288	-22.6%	£395	£430	+8.9%	£382	£324	-15.2%	£338	£329	-2.7%
England	£246	£198	-19.5%	£224	£277	+23.7%	£308	£238	-22.7%	£315	£366	+16.2%	£317	£248	-21.8%	£288	£292	+1.4%

TRIPS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	4.043	3.380	-16.4%	4.307	4.187	-2.8%	2.587			3.570			2.968			5.848			27.321	25.614	-6.2%
England	3.416	3.001	-12.1%	3.524	3.688	+4.7%	2.283			3.160			2.695			5.212			23.564	22.484	-4.6%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	11.670	10.068	-13.7%	13.581	14.238	+4.8%	6.518			8.961			7.499			19.810			73.283	70.369	-4.0%
England	8.912	8.522	-4.4%	11.041	12.350	+11.9%	5.673			7.732			6.596			17.294			60.740	60.045	-1.1%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
GB	£453	£458	+1.1%	£529	£501	-5.3%	£322			£450			£331			£567			£3,023	£2,882	-4.7%
England	£341	£378	+10.9%	£431	£428	-0.7%	£283			£387			£283			£482			£2,470	£2,425	-1.8%

\*Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2017 results are based on full-year data so will not change.

\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 9 Aug – 1 Oct 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Monthly Volume & Value 2017

## BUSINESS TOURISM

	January			February			March			April			May			June		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																		
<b>GB</b>	1.197	0.946	-21.0%	1.395	1.284	-7.9%	1.568	1.253	-20.1%	1.751	1.483	-15.3%	1.487	1.192	-19.8%	1.475	1.436	-2.6%
<b>England</b>	1.003	0.816	-18.6%	1.078	1.194	+10.8%	1.231	1.089	-11.5%	1.497	1.283	-14.3%	1.266	1.056	-16.6%	1.212	1.326	+9.4%
<b>BEDNIGHTS</b>																		
<b>GB</b>	3.163	1.975	-37.6%	3.210	3.185	-0.8%	3.395	2.492	-26.6%	3.984	3.384	-15.1%	3.429	2.341	-31.7%	3.091	2.989	-3.3%
<b>England</b>	2.468	1.596	-35.3%	2.542	2.980	+17.2%	2.627	2.123	-19.2%	3.364	2.762	-17.9%	2.864	1.953	-31.8%	2.421	2.787	+15.1%
<b>EXPENDITURE</b>																		
<b>GB</b>	£320	£217	-32.2%	£340	£383	+12.6%	£397	£261	-34.3%	£445	£417	-6.3%	£382	£334	-12.6%	£377	£390	+3.4%
<b>England</b>	£259	£185	-28.6%	£248	£358	+44.4%	£307	£225	-26.7%	£384	£355	-7.6%	£328	£301	-8.2%	£319	£367	+15.0%

	July			August			September			October			November			December			YTD		
	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch	2016	2017	%ch
<b>TRIPS</b>																					
<b>GB</b>	1.452	1.475	+1.6%	1.430	1.078	-24.6%	1.075			1.310			1.610			1.015			11.755	10.147	-13.7%
<b>England</b>	1.327	1.203	-9.3%	1.269	0.851	-32.9%	0.855			1.138			1.339			0.909			9.883	8.818	-10.8%
<b>BEDNIGHTS</b>																					
<b>GB</b>	3.695	3.905	+5.7%	3.123	2.782	-10.9%	2.484			3.109			3.889			2.144			27.090	23.053	-14.9%
<b>England</b>	3.199	3.278	+2.5%	2.670	2.200	-17.6%	1.975			2.710			2.922			1.844			22.155	19.679	-11.2%
<b>EXPENDITURE</b>																					
<b>GB</b>	£387	£351	-9.3%	£345	£303	-12.2%	£305			£392			£428			£251			£2.993	£2,656	-11.3%
<b>England</b>	£347	£270	-22.2%	£302	£235	-22.2%	£236			£313			£375			£212			£2,494	£2,296	-7.9%

\*Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2017 results are based on full-year data so will not change.

•All expenditure figures are in HISTORIC PRICES.

• NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 9 Aug – 1 Oct 2017

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2012-2017

## Trips, Bednights & Expenditure, Jan-August period\*

	ALL TOURISM, Jan – Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan – Aug period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
<b>TRIPS</b>																								
GB	83.142	82.737	77.273	85.310	82.870	80.058	41.147	40.857	39.082	40.072	40.482	42.014	26.901	27.323	25.658	29.900	27.321	25.614	12.292	11.725	10.553	11.159	11.755	10.147
England	68.648	67.825	62.695	70.027	68.617	66.794	32.489	32.086	30.046	31.181	32.600	33.604	23.335	23.250	22.046	26.028	23.564	22.484	10.403	10.003	8.998	9.322	9.883	8.818
<b>BEDNIGHTS</b>																								
GB	265.041	259.660	243.458	264.135	253.224	249.306	152.174	149.383	140.704	144.556	143.646	148.562	75.335	75.587	71.300	82.535	73.283	70.369	29.756	26.972	24.878	25.897	27.090	23.053
England	210.229	204.009	188.460	207.519	200.525	202.139	115.882	111.79	103.794	107.634	110.710	116.672	62.791	63.385	59.081	69.714	60.740	60.045	24.996	21.955	20.415	20.884	22.155	19.679
<b>EXPENDITURE</b>																								
GB	£16,065	£16,072	£15,600	£17,304	£16,065	£16,074	£9,685	£9,535	£9,531	£10,148	£9,534	£10,052	£2,942	£3,139	£3,083	£3,686	£3,023	£2,882	£3,026	£2,936	£2,602	£2,695	£2,993	£2,656
England	£12,986	£12,867	£12,392	£13,527	£12,839	£13,045	£7,670	£7,391	£7,275	£7,632	£7,476	£7,937	£2,420	£2,606	£2,547	£3,023	£2,470	£2,425	£2,549	£2,460	£2,224	£2,222	£2,494	£2,296

\*Break in time series 2015-2016 – see slide 2

•Please note that the latest 2017 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2017 results are based on full-year data so will not change.  
 •All expenditure figures are in HISTORIC PRICES.  
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 9 Aug – 1 Oct 2017  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2012-2017

## Trip Characteristics, Jan-Aug period\*

Av. Trip Length	ALL TOURISM, Jan – Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan – Aug period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	3.19	3.14	3.15	3.10	3.05	3.11	3.70	3.66	3.60	3.61	3.55	3.54	2.80	2.77	2.78	2.76	2.68	2.75	2.42	2.30	2.36	2.32	2.30	2.27
England	3.06	3.01	3.01	2.96	2.92	3.03	3.57	3.48	3.45	3.45	3.40	3.47	2.69	2.73	2.68	2.68	2.58	2.67	2.40	2.19	2.27	2.24	2.24	2.23
Av. £/Night	ALL TOURISM, Jan – Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan – Aug period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£61	£62	£64	£66	£63	£64	£64	£64	£68	£70	£66	£68	£39	£42	£43	£45	£41	£41	£102	£109	£105	£104	£110	£115
England	£62	£63	£66	£65	£64	£65	£66	£66	£70	£71	£68	£68	£39	£41	£43	£43	£41	£40	£102	£112	£109	£106	£113	£117
Av. £/Trip	ALL TOURISM, Jan – Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan – Aug period					
	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017	2012	2013	2014	2015	2016	2017
GB	£193	£194	£202	£203	£194	£201	£235	£233	£244	£253	£236	£239	£109	£115	£120	£123	£111	£113	£246	£250	£247	£241	£255	£262
England	£189	£190	£198	£193	£187	£195	£236	£230	£242	£245	£229	£236	£104	£112	£116	£116	£105	£108	£245	£246	£247	£238	£252	£260

\*Break in time series 2015-2016 – see slide 2

•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. Pre-2016 results are based on full-year data so will not change.  
 •All expenditure figures are in HISTORIC PRICES.

©TNS 2017

Fieldwork: 9 Aug – 1 Oct 2017  
 TNS Face-to-Face Omnibus Survey