

Great Britain Tourism Survey Quarterly Regional Summary Q1 2016



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GB Domestic Tourism: Jan-Mar 2016 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	23.598	23.497	-0.43%	58.655	60.592	+3.30%	£4326	£4004	-7.44%
England Total	19.662	19.625	-0.19%	47.512	49.275	+3.71%	£3454	£3193	-7.56%
East	1.712	1.781	+4.03%	4.333	4.358	+0.58%	£222	£257	+15.77%
East Midlands	1.464	1.529	+4.44%	3.202	3.745	+16.96%	£186	£212	+13.98%
London	2.823	2.850	+0.96%	5.113	6.807	+33.13%	£660	£657	-0.45%
North East	0.906	0.671	-25.94%	2.120	1.580	-25.47%	£144	£110	-23.61%
North West	2.545	2.399	-5.74%	6.265	5.682	-9.31%	£459	£371	-19.17%
South East	3.348	3.504	+4.66%	8.004	8.497	+6.16%	£448	£528	+17.86%
South West	2.992	3.469	+18.72%	8.795	10.348	+17.66%	£596	£544	-8.72%
West Midlands	1.917	1.917	0.00%	4.278	4.007	-6.33%	£348	£249	-28.45%
Yorks & Humb	2.302	1.813	-21.24%	5.295	4.148	-21.66%	£380	£261	-31.32%

*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.

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

GB Domestic Tourism: Jan-Mar 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:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	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%
East	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%
London	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%
West Midlands	2.23	2.09	-6.28%	£81	£62	-23.46%	£182	£130	-28.57%
Yorks & Humb	2.30	2.29	-0.43%	£72	£63	-12.50%	£165	£144	-12.73%

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Fieldwork: 6 Jan 2016 – 1 May 2016
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GB Domestic Tourism: YTD March 2016 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	23.598	23.497	-0.43%	58.655	60.592	+3.30%	£4326	£4004	-7.44%
England Total	19.662	19.625	-0.19%	47.512	49.275	+3.71%	£3454	£3193	-7.56%
East	1.712	1.781	+4.03%	4.333	4.358	+0.58%	£222	£257	+15.77%
East Midlands	1.464	1.529	+4.44%	3.202	3.745	+16.96%	£186	£212	+13.98%
London	2.823	2.850	+0.96%	5.113	6.807	+33.13%	£660	£657	-0.45%
North East	0.906	0.671	-25.94%	2.120	1.580	-25.47%	£144	£110	-23.61%
North West	2.545	2.399	-5.74%	6.265	5.682	-9.31%	£459	£371	-19.17%
South East	3.348	3.504	+4.66%	8.004	8.497	+6.16%	£448	£528	+17.86%
South West	2.992	3.469	+18.72%	8.795	10.348	+17.66%	£596	£544	-8.72%
West Midlands	1.917	1.917	0.00%	4.278	4.007	-6.33%	£348	£249	-28.45%
Yorks & Humb	2.302	1.813	-21.24%	5.295	4.148	-21.66%	£380	£261	-31.32%

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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 *		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	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%
East	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%
London	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%
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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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Fieldwork: 6 Jan 2016 – 1 May 2016
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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	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
GB Total	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

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 stay (nights)			Average spend per night *			Average spend 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

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	6.3%	2.6%	6.9%	3.1%	7.9%	3.5%
England Total	6.7%	2.8%	7.5%	3.3%	8.6%	3.8%
East	17.4%	7.8%	23.6%	9.7%	24.9%	11.2%
East Midlands	18.1%	8.3%	23.8%	10.3%	28.6%	11.2%
London	15.6%	7.5%	20.9%	11.6%	23.8%	11.4%
North East	23.5%	11.3%	30.3%	13.6%	33.5%	17.6%
North West	13.6%	6.2%	17.3%	7.5%	18.0%	8.4%
South East	13.7%	6.0%	18.8%	7.7%	18.3%	8.4%
South West	13.0%	5.5%	15.7%	6.4%	18.3%	7.9%
West Midlands	17.7%	8.1%	27.4%	10.4%	27.6%	11.8%
Yorks & Humb	15.9%	7.2%	24.1%	9.4%	27.2%	10.5%

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

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