

# Great Britain Tourism Survey Quarterly Regional Summary Q3 2016



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# GB Domestic Tourism: Jul - Sep 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>37.939</b>	<b>37.147</b>	<b>-2.09%</b>	<b>132.709</b>	<b>133.388</b>	<b>+0.51%</b>	<b>£8,545</b>	<b>£8,201</b>	<b>-4.03%</b>
<b>England Total</b>	<b>30.861</b>	<b>30.652</b>	<b>-0.68%</b>	<b>103.466</b>	<b>105.068</b>	<b>+1.55%</b>	<b>£6,640</b>	<b>£6,612</b>	<b>-0.42%</b>
East	2.537	2.833	+11.67%	9.155	10.231	+11.75%	£574	£535	-6.79%
East Midlands	2.570	2.351	-8.52%	7.658	7.278	-4.96%	£386	£418	+8.29%
London	3.128	3.093	-1.12%	7.791	6.464	-17.03%	£749	£693	-7.48%
North East	1.094	1.065	-2.65%	4.047	3.929	-2.92%	£244	£230	-5.74%
North West	4.049	3.475	-14.18%	11.647	10.382	-10.86%	£846	£846	0.00%
South East	5.123	5.706	+11.38%	15.062	16.761	+11.28%	£907	£1,008	+11.14%
South West	7.282	7.481	+2.73%	32.383	31.624	-2.34%	£1,894	£1,840	-2.85%
West Midlands	2.350	2.475	+5.32%	5.635	7.209	+27.93%	£413	£449	+8.72%
Yorks & Humb	3.364	2.936	-12.72%	9.664	11.022	+14.05%	£596	£586	-1.68%

\*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: 13 July 2016 – 30 October 2016  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Jul - Sep 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jul-Sep 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.50</b>	<b>3.59</b>	<b>+2.57%</b>	<b>£64</b>	<b>£61</b>	<b>-4.69%</b>	<b>£225</b>	<b>£221</b>	<b>-1.78%</b>
<b>England Total</b>	<b>3.35</b>	<b>3.43</b>	<b>+2.39%</b>	<b>£64</b>	<b>£63</b>	<b>-1.56%</b>	<b>£215</b>	<b>£216</b>	<b>+0.47%</b>
East	3.61	3.61	0.00%	£63	£52	-17.46%	£226	£189	-16.37%
East Midlands	2.98	3.10	+4.03%	£50	£57	+14.00%	£150	£178	+18.67%
London	2.49	2.09	-16.06%	£96	£107	+11.46%	£239	£224	-6.28%
North East	3.70	3.69	-0.27%	£60	£59	-1.67%	£223	£216	-3.14%
North West	2.88	2.99	+3.82%	£73	£81	+10.96%	£209	£243	+16.27%
South East	2.94	2.94	0.00%	£60	£60	0.00%	£177	£177	0.00%
South West	4.45	4.23	-4.94%	£58	£58	0.00%	£260	£246	-5.38%
West Midlands	2.40	2.91	+21.25%	£73	£62	-15.07%	£176	£181	+2.84%
Yorks & Humb	2.87	3.75	+30.66%	£62	£53	-14.52%	£177	£200	+12.99%

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# GB Domestic Tourism: YTD: Sep 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>94.749</b>	<b>91.340</b>	<b>-3.60%</b>	<b>291.905</b>	<b>280.836</b>	<b>-3.79%</b>	<b>£19,493</b>	<b>£17,982</b>	<b>-7.75%</b>
<b>England Total</b>	<b>77.852</b>	<b>75.574</b>	<b>-2.93%</b>	<b>229.510</b>	<b>223.283</b>	<b>-2.71%</b>	<b>£15,260</b>	<b>£14,378</b>	<b>-5.79%</b>
East	7.031	7.300	+3.83%	20.998	22.295	+6.18%	£1,239	£1,192	-3.79%
East Midlands	6.350	5.603	-11.76%	17.105	15.496	-9.41%	£923	£890	-3.58%
London	9.368	8.905	-4.94%	20.345	19.540	-3.96%	£2,248	£2,045	-9.03%
North East	2.821	2.500	-11.38%	8.360	7.728	-7.56%	£527	£494	-6.26%
North West	10.583	8.995	-15.01%	28.495	23.754	-16.64%	£2,026	£1,800	-11.15%
South East	12.794	13.991	+9.30%	35.034	37.274	+6.39%	£2,059	£2,272	+10.34%
South West	15.526	16.025	+3.21%	59.597	59.432	-0.28%	£3,602	£3,428	-4.83%
West Midlands	6.430	6.665	+3.65%	15.563	16.026	+2.98%	£1,124	£1,028	-8.54%
Yorks & Humb	8.369	7.000	-16.36%	22.632	21.394	-5.47%	£1,453	£1,210	-16.72%

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# GB Domestic Tourism: YTD: Sep 2016 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Sep 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>3.08</b>	<b>3.07</b>	<b>-0.32%</b>	<b>£67</b>	<b>£64</b>	<b>-4.48%</b>	<b>£206</b>	<b>£197</b>	<b>-4.37%</b>
<b>England Total</b>	<b>2.95</b>	<b>2.95</b>	<b>0.00%</b>	<b>£66</b>	<b>£64</b>	<b>-3.03%</b>	<b>£196</b>	<b>£190</b>	<b>-3.06%</b>
East	2.99	3.05	+2.01%	£59	£53	-10.17%	£176	£163	-7.39%
East Midlands	2.69	2.77	+2.97%	£54	£57	+5.56%	£145	£159	+9.66%
London	2.17	2.19	+0.92%	£110	£105	-4.55%	£240	£230	-4.17%
North East	2.96	3.09	+4.39%	£63	£64	+1.59%	£187	£198	+5.88%
North West	2.69	2.64	-1.86%	£71	£76	+7.04%	£191	£200	+4.71%
South East	2.74	2.66	-2.92%	£59	£61	+3.39%	£161	£162	+0.62%
South West	3.84	3.71	-3.39%	£60	£58	-3.33%	£232	£214	-7.76%
West Midlands	2.42	2.40	-0.83%	£72	£64	-11.11%	£175	£154	-12.00%
Yorks & Humb	2.70	3.06	+13.33%	£64	£57	-10.94%	£174	£173	-0.57%

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# GB Domestic Tourism: 12-month comparison: Year ending Sep 2016 Volume & Value ALL TOURISM Oct 2015 – Sep 2016

Trips taken in: Oct 2015-Sep 2016	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>Destination:</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>	<b>2015</b>	<b>2016</b>	<b>%ch</b>
<b>GB Total</b>	<b>122.343</b>	<b>120.993</b>	<b>-1.10%</b>	<b>371.461</b>	<b>364.329</b>	<b>-1.92%</b>	<b>£24,541</b>	<b>£23,309</b>	<b>-5.02%</b>
<b>England Total</b>	<b>100.144</b>	<b>100.431</b>	<b>+0.29%</b>	<b>293.188</b>	<b>291.650</b>	<b>-0.52%</b>	<b>£19,366</b>	<b>£18,685</b>	<b>-3.52%</b>
East	9.168	10.003	+9.11%	27.176	29.515	+8.61%	£1,528	£1,582	+3.53%
East Midlands	8.114	7.275	-10.34%	22.177	20.155	-9.12%	£1,175	£1,112	-5.36%
London	12.180	12.455	+2.26%	26.386	27.667	+4.85%	£2,982	£2,873	-3.66%
North East	3.799	3.521	-7.32%	11.176	10.750	-3.81%	£659	£677	+2.73%
North West	13.597	11.966	-12.00%	37.932	32.083	-15.42%	£2,620	£2,329	-11.11%
South East	17.139	18.001	+5.03%	46.377	47.840	+3.15%	£2,663	£2,785	+4.58%
South West	19.210	20.182	+5.06%	71.014	72.098	+1.53%	£4,328	£4,261	-1.55%
West Midlands	8.622	9.066	+5.15%	21.190	21.453	+1.24%	£1,468	£1,359	-7.43%
Yorks & Humb	10.218	9.950	-2.62%	27.831	29.642	+6.51%	£1,829	£1,679	-8.20%

\*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.

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# GB Domestic Tourism: 12-month comparison: Year ending Sep 2016 Volume & Value ALL TOURISM Oct 2015 – Sep 2016

Trips taken in: Oct 2015-Sep 2016	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2015	2016	%ch	2015	2016	%ch	2015	2016	%ch
<b>GB Total</b>	<b>3.04</b>	<b>3.01</b>	<b>-0.99%</b>	<b>£66</b>	<b>£64</b>	<b>-3.03%</b>	<b>£201</b>	<b>£193</b>	<b>-3.98%</b>
<b>England Total</b>	<b>2.93</b>	<b>2.90</b>	<b>-1.02%</b>	<b>£66</b>	<b>£64</b>	<b>-3.03%</b>	<b>£193</b>	<b>£186</b>	<b>-3.63%</b>
East	2.96	2.95	-0.34%	£56	£54	-3.57%	£167	£158	-5.39%
East Midlands	2.73	2.77	+1.47%	£53	£55	+3.77%	£145	£153	+5.52%
London	2.17	2.22	+2.30%	£113	£104	+7.96%	£245	£231	-5.71%
North East	2.94	3.05	+3.74%	£59	£63	+6.78%	£173	£192	+10.98%
North West	2.79	2.68	-3.94%	£69	£73	+5.80%	£193	£195	+1.04%
South East	2.71	2.66	-1.85%	£57	£58	+1.75%	£155	£155	0.00%
South West	3.70	3.57	-3.51%	£61	£59	-3.28%	£225	£211	-6.22%
West Midlands	2.46	2.37	-3.66%	£69	£63	-8.70%	£170	£150	-11.76%
Yorks & Humb	2.72	2.98	+9.56%	£66	£57	-13.64%	£179	£169	-5.59%

\*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-2013 results are based on full-year data so will not change.  
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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
<b>GB Total</b>	<b>4.6%</b>	<b>2.6%</b>	<b>5.2%</b>	<b>3.1%</b>	<b>5.9%</b>	<b>3.5%</b>
<b>England Total</b>	<b>4.9%</b>	<b>2.8%</b>	<b>5.6%</b>	<b>3.3%</b>	<b>6.5%</b>	<b>3.8%</b>
East	13.2%	7.8%	16.5%	9.7%	20.8%	11.2%
East Midlands	14.2%	8.3%	16.3%	10.3%	18.8%	11.2%
London	14.0%	7.5%	18.9%	11.6%	21.0%	11.4%
North East	18.9%	11.3%	23.5%	13.6%	27.0%	17.6%
North West	10.9%	6.2%	13.2%	7.5%	15.3%	8.4%
South East	9.8%	6.0%	12.3%	7.7%	14.8%	8.4%
South West	8.8%	5.5%	10.5%	6.4%	11.8%	7.9%
West Midlands	14.1%	8.1%	17.0%	10.4%	21.2%	11.8%
Yorks & Humb	12.4%	7.2%	15.0%	9.4%	16.6%	10.5%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 3 2011, 2012, 2013 and 2015 base sizes

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