

Great Britain Tourism Survey

August 2018 Update



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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 2018

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.647	7.053	+24.9%	7.268	8.266	+13.7%	8.330	8.898	+6.8%	11.707	9.616	-17.9%	10.159	11.231	+10.6%	10.002	10.284	+2.8%
England	4.852	5.777	+19.1%	6.191	7.073	+14.2%	6.952	7.424	+6.8%	9.645	7.886	-18.2%	8.275	9.262	+11.9%	8.438	8.360	-0.9%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	13.228	17.444	+31.9%	19.069	20.523	+7.6%	20.368	25.130	+23.4%	35.253	28.197	-20.0%	30.733	34.996	+13.9%	29.881	32.357	+8.3%
England	10.999	14.054	+27.8%	15.894	16.955	+6.7%	16.709	20.756	+24.2%	28.245	22.227	-21.3%	24.168	28.913	+19.6%	24.251	24.717	+1.9%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,006	£1,283	+27.5%	£1,282	£1,450	+13.1%	£1,443	£1,624	+12.5%	£2,172	£1,914	-11.9%	£2,053	£2,328	+13.4%	£2,207	£2,110	-4.4%
England	£852	£1,001	+17.5%	£1,099	£1,195	+8.7%	£1,170	£1,322	+13.0%	£1,716	£1,528	-11.0%	£1,653	£1,913	+15.7%	£1,812	£1,682	-7.2%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	12.165	12.922	+6.2%	14.852	14.387	-3.1%	10.370			9.963			9.375			10.840			80.130	82.657	+3.2%
England	10.300	10.457	+1.5%	12.206	11.653	-4.5%	8.448			8.124			7.907			9.281			66.859	67.892	+1.5%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	48.183	46.569	-3.3%	56.420	55.319	-2.0%	30.968			28.519			21.794			35.038			253.135	260.535	+2.9%
England	40.011	36.207	-9.5%	45.451	42.266	-7.0%	24.336			21.688			18.069			29.589			205.728	206.095	+0.2%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£2,773	£2,886	+4.1%	£3,176	£3,308	+4.2%	£2,244			£1,952			£1,665			£1,710			£16,112	£16,903	+4.9%
England	£2,267	£2,346	+3.5%	£2,511	£2,627	+4.6%	£1,722			£1,511			£1,339			£1,398			£13,080	£13,614	+4.1%

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 8 Aug – 30 Sept 2018
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.116	2.522	+19.2%	2.658	3.152	+18.6%	3.793	3.822	+0.8%	5.828	4.586	-21.3%	5.800	6.292	+8.5%	5.616	5.898	+5.0%
England	1.765	1.931	+9.4%	2.112	2.573	+21.8%	3.027	2.999	-0.9%	4.536	3.615	-20.3%	4.540	5.068	+11.6%	4.438	4.513	+1.7%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.786	5.600	+17.0%	6.913	7.891	+14.1%	10.318	11.556	+12.0%	18.686	14.894	-20.3%	19,570	21.417	+9.4%	19,265	21.905	+13.7%
England	3.910	4.172	+6.7%	5.369	6.145	+14.5%	8,118	8,944	+10.2%	14,173	11,088	-21.8%	14,985	17,092	+14.1%	14,985	15,761	+5.2%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£494	£538	+8.9%	£531	£660	+24.3%	£838	£899	+7.3%	£1,247	£1,139	-8.7%	£1,319	£1,429	+8.3%	£1,419	£1,447	+2.0%
England	£421	£406	-3.6%	£414	£513	+23.9%	£665	£713	+7.2%	£928	£875	-5.7%	£1,038	£1,124	+8.3%	£1,115	£1,112	-0.3%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	6.944	7.807	+12.4%	9,297	8,819	-5.1%	5,390			5,080			3,423			3,204			42,052	42,898	+2.0%
England	5.771	6.109	+5.9%	7,454	6,838	-8.3%	4,280			4,013			2,690			2,619			33,643	33,646	0.0%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	32.154	31.450	-2.2%	38,465	38,009	-1.2%	18,443			16,410			8,648			8,662			150,157	152,722	+1.7%
England	26.531	23.941	-9.8%	30,195	28,031	-7.2%	14,258			11,924			6,613			6,747			118,266	115,174	-2.6%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,891	£2,021	+6.9%	£2,319	£2,383	+2.8%	£1,363			£1,215			£731			£765			£10,058	£10,516	+4.6%
England	£1,559	£1,611	+3.3%	£1,802	£1,852	+2.8%	£991			£926			£563			£600			£7,942	£8,206	+3.3%

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Fieldwork: 8 Aug – 30 Sept 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.340	2.995	+28.0%	3.085	3.241	+5.1%	2.937	3.589	+22.2%	4.103	3.266	-20.4%	2.889	3.289	+13.8%	2.698	2.553	-5.4%
England	2.065	2.614	+26.6%	2.686	2.880	+7.2%	2.552	3.171	+24.3%	3.575	2.730	-23.6%	2.463	2.758	+12.0%	2.458	2.266	-7.8%

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.728	8.382	+46.3%	7.525	8.278	+10.0%	6.834	10.683	+56.3%	11.884	8.994	-24.3%	7.728	9.034	+16.9%	6.620	6.453	-2.5%
England	4.828	7.059	+46.2%	6.270	6.909	+10.2%	5.890	9.509	+61.4%	10.161	7.387	-27.3%	6.434	7.654	+19.0%	5.846	5.589	-4.4%

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£238	£338	+42.0%	£314	£300	-4.5%	£288	£379	+31.6%	£431	£369	-14.4%	£324	£407	+25.6%	£329	£269	-18.2%
England	£198	£261	+31.8%	£277	£259	-6.5%	£238	£318	+33.6%	£366	£290	-20.8%	£248	£336	+35.5%	£292	£221	-24.3%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	3.380	3.310	-2.1%	4.187	3.998	-4.5%	3.354			3.167			3.319			6.346			25.619	26.241	+2.4%
England	3.001	2.808	-6.4%	3.688	3.432	-6.9%	2.884			2.758			2.937			5.539			22.488	22.659	+0.8%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	10.068	10.240	+1.7%	14.238	13.344	-6.3%	8.620			8.278			8.055			23.650			70.625	75.408	+6.8%
England	8.522	8.535	+0.2%	12.350	10.781	-12.7%	7.255			7.056			7.160			20.570			60.301	63.423	+5.2%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£458	£455	-0.7%	£501	£530	+5.8%	£435			£335			£387			£612			£2,883	£3,047	+5.7%
England	£378	£376	-0.5%	£428	£429	+0.2%	£374			£275			£343			£534			£2,425	£2,490	+2.7%

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Fieldwork: 8 Aug – 30 Sept 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	0.946	1.286	+35.9%	1.293	1.552	+20.0%	1.253	1.278	+2.0%	1.483	1.539	+3.8%	1.192	1.467	+23.1%	1.436	1.550	+7.9%
England	0.816	1.025	+25.6%	1.203	1.318	+9.6%	1.089	1.092	+0.3%	1.283	1.336	+4.1%	1.056	1.276	+20.8%	1.326	1.322	-0.3%

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.975	2.689	+36.2%	4.038	3.303	-18.2%	2.492	2.354	-5.5%	3.384	3.465	+2.4%	2.341	3.830	+63.6%	2.989	3.230	+8.1%
England	1.596	2.137	+33.9%	3.833	2.917	-23.9%	2.123	1.890	-11.0%	2.762	2.956	+7.0%	1.953	3.532	+80.8%	2.787	2.732	-2.0%

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£217	£364	+67.7%	£397	£443	+11.6%	£261	£323	+23.8%	£417	£367	-12.0%	£334	£456	+36.5%	£390	£349	-10.5%
England	£185	£298	+61.1%	£372	£378	+1.6%	£225	£271	+20.4%	£355	£326	-8.2%	£301	£420	+39.5%	£367	£307	-16.3%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.483	1.267	-14.6%	1.078	1.338	+24.1%	1.326			1.527			2.377			1.136			10.164	11.277	+11.0%
England	1.211	1.152	-4.9%	0.851	1.164	+36.8%	1.041			1.215			2.092			0.983			8.835	9.685	+9.6%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.518	3.201	-29.2%	2.782	3.200	+15.0%	2.976			3.428			4.552			2.503			24.519	25.272	+3.1%
England	3.891	2.892	-25.7%	2.200	2.719	+23.6%	2.080			2.390			3.949			2.073			21.145	21.775	+3.0%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£355	£343	-3.4%	£303	£342	+12.9%	£392			£357			£507			£314			£2,674	£2,987	+11.7%
England	£274	£317	+15.7%	£235	£294	+25.1%	£317			£274			£406			£246			£2,314	£2,611	+12.8%

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Fieldwork: 8 Aug – 30 Sept 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-August period*

	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
TRIPS	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	82.737	77.273	85.310	82.870	80.130	82.657	40.857	39.082	40.072	40.482	42.052	42.898	27.323	25.658	29.900	27.321	25.619	26.241	11.725	10.553	11.159	11.755	10.164	11.277
England	67.825	62.695	70.027	68.617	66.859	67.892	32.086	30.046	31.181	32.600	33.643	33.646	23.250	22.046	26.028	23.564	22.488	22.659	10.003	8.998	9.323	9.883	8.835	9.685
	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
BEDNIGHTS	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	259.660	243.458	264.134	252.934	253.135	260.535	149.383	140.704	144.556	143.490	150.157	152.722	75.587	71.300	82.535	73.144	70.625	75.408	26.972	24.878	25.870	27.090	24.519	25.272
England	204.009	188.460	207.519	200.321	205.728	206.095	111.79	103.794	107.634	110.643	118.266	115.174	63.385	59.081	69.714	60.603	60.301	63.423	21.955	20.415	20.884	22.154	21.145	21.775
	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
EXPENDITURE	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£16,072	£15,600	£17,304	£16,053	£16,112	£16,903	£9,535	£9,531	£10,148	£9,527	£10,058	£10,516	£3,139	£3,083	£3,686	£3,019	£2,883	£3,047	£2,936	£2,602	£2,695	£2,994	£2,674	£2,987
England	£12,867	£12,392	£13,527	£12,828	£13,080	£13,614	£7,391	£7,275	£7,632	£7,469	£7,942	£8,206	£2,606	£2,547	£3,023	£2,466	£2,425	£2,490	£2,460	£2,224	£2,222	£2,494	£2,314	£2,611

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

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Fieldwork: 8 Aug – 30 Sept 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-August period*

Av. Trip Length	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	3.14	3.15	3.10	3.05	3.16	3.15	3.66	3.60	3.61	3.54	3.57	3.56	2.77	2.78	2.76	2.68	2.76	2.87	2.30	2.36	2.32	2.30	2.41	2.24
England	3.01	3.01	2.96	2.92	3.08	3.04	3.48	3.45	3.45	3.39	3.52	3.42	2.73	2.68	2.68	2.57	2.68	2.80	2.19	2.27	2.24	2.24	2.39	2.25
Av. £/Night	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£62	£64	£66	£63	£64	£65	£64	£68	£70	£66	£67	£69	£42	£43	£45	£41	£41	£40	£109	£105	£104	£111	£109	£118
England	£63	£66	£65	£64	£64	£66	£66	£70	£71	£68	£67	£71	£41	£43	£43	£41	£40	£39	£112	£109	£106	£113	£109	£120
Av. £/Trip	ALL TOURISM, Jan-August period						HOLIDAYS – Jan-August period						VFR – Jan-August period						BUSINESS – Jan-August period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	£194	£202	£203	£194	£201	£204	£233	£244	£253	£235	£239	£245	£115	£120	£123	£111	£113	£116	£250	£247	£242	£255	£263	£265
England	£190	£198	£193	£187	£196	£201	£230	£242	£245	£229	£236	£244	£112	£116	£116	£105	£108	£110	£246	£247	£238	£252	£262	£270

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

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