

Great Britain Tourism Survey

February 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			11.707			10.159			10.002		
England	4.852	5.777	+19.1%	6.191	7.073	+14.2%	6.952			9.645			8.275			8.438		

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			35.253			30.733			29.881		
England	10.999	14.054	+27.8%	15.894	16.955	+6.7%	16.709			28.245			24.168			24.251		

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			£2,172			£2,053			£2,207		
England	£852	£1,001	+17.5%	£1,099	£1,195	+8.7%	£1,170			£1,716			£1,653			£1,812		

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			14.852			10.370			9.963			9.375			10.840			12.915	15.319	+18.6%
England	10.300			12.206			8.448			8.124			7.907			9.281			11.043	12.850	+16.4%

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			56.420			30.968			28.519			21.794			35.038			32.297	37.967	+17.6%
England	40.011			45.451			24.336			21.688			18.069			29.589			26.893	31.009	+15.3%

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			£3,176			£2,244			£1,952			£1,665			£1,710			£2,288	£2,733	+19.4%
England	£2,267			£2,511			£1,722			£1,511			£1,339			£1,398			£1,951	£2,196	+12.6%

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Fieldwork: 10 Feb – 27 Mar 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			5.828			5.800			5.616		
England	1.765	1.931	+9.4%	2.112	2.573	+21.8%	3.027			4.536			4.540			4.438		

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			18.686			19.570			19.265		
England	3.910	4.172	+6.7%	5.369	6.145	+14.5%	8.118			14.173			14.985			14.985		

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			£1,247			£1,319			£1,419		
England	£421	£406	-3.6%	£414	£513	+23.9%	£665			£928			£1,038			£1,115		

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			9.297			5.390			5.080			3.423			3.204			4.774	5.674	+18.9%
England	5.771			7.454			4.280			4.013			2.690			2.619			3.877	4.504	+16.2%

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			38.465			18.443			16.410			8.648			8.662			11.699	13.491	+15.3%
England	26.531			30.195			14.258			11.924			6.613			6.747			9.279	10.317	+11.2%

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	£1,891			£2,319			£1,363			£1,215			£731			£765			£1,025	£1,198	+16.9%
England	£1,559			£1,802			£991			£926			£563			£600			£835	£919	+10.1%

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Fieldwork: 10 Feb – 27 Mar 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			4.103			2.889			2.698		
England	2.065	2.614	+26.6%	2.686	2.880	+7.2%	2.552			3.575			2.463			2.458		

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			11.884			7.728			6.620		
England	4.828	7.059	+46.2%	6.270	6.909	+10.2%	5.890			10.161			6.434			5.846		

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			£431			£324			£329		
England	£198	£261	+31.8%	£277	£259	-6.5%	£238			£366			£248			£292		

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			4.187			3.354			3.167			3.319			6.346			5.425	6.236	+14.9%
England	3.001			3.688			2.884			2.758			2.937			5.539			4.751	5.494	+15.6%

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	10.068			14.238			8.620			8.278			8.055			23.650			13.253	16.660	+25.7%
England	8.522			12.350			7.255			7.056			7.160			20.570			11.098	13.968	+25.9%

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			£501			£435			£335			£387			£612			£552	£638	+15.6%
England	£378			£428			£374			£275			£343			£534			£475	£520	+9.5%

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Fieldwork: 10 Feb – 27 Mar 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			1.483			1.192			1.436		
England	0.816	1.025	+25.6%	1.203	1.318	+9.6%	1.089			1.283			1.056			1.326		
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			3.384			2.341			2.989		
England	1.596	2.137	+33.9%	3.833	2.917	-23.9%	2.123			2.762			1.953			2.787		
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			£417			£334			£390		
England	£185	£298	+61.1%	£372	£378	+1.6%	£225			£355			£301			£367		

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			1.078			1.326			1.527			2.377			1.136			2.239	2.838	+26.8%
England	1.211			0.851			1.041			1.215			2.092			0.983			2.019	2.343	+16.0%
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	4.518			2.782			2.976			3.428			4.552			2.503			6.013	5.992	-0.3%
England	3.891			2.200			2.080			2.390			3.949			2.073			5.429	5.054	-6.9%
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			£303			£392			£357			£507			£314			£614	£807	+31.4%
England	£274			£235			£317			£274			£406			£246			£557	£676	+21.4%

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Fieldwork: 10 Feb – 27 Mar 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Feb period*

TRIPS	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	13.119	12.452	14.782	13.781	12.915	15.319	4.308	4.566	4.838	4.899	4.774	5.674	5.312	5.341	6.647	5.72	5.425	6.236	2.954	2.247	2.523	2.592	2.239	2.838
England	11.063	10.541	12.599	11.58	11.043	12.850	3.452	3.698	3.977	4.026	3.877	4.504	4.611	4.737	5.854	5.005	4.751	5.494	2.514	1.842	2.105	2.081	2.019	2.343
BEDNIGHTS	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	31.702	29.702	35.103	33.184	32.297	37.967	9.747	10.611	11.758	12.096	11.699	13.491	13.47	12.816	15.745	13.307	13.253	16.660	7.051	4.716	5.765	6.373	6.013	5.992
England	25.957	24.996	29.116	27.517	26.893	31.009	7.381	8.730	9.348	9.783	9.279	10.317	11.508	10.883	13.456	11.579	11.098	13.968	5.831	3.891	4.777	5.009	5.429	5.054
SPEND	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	£2,330	£2,123	£2,561	£2,360	£2,288	£2,733	£837	£963	£1,078	£1,055	£1,025	£1,198	£569	£534	£692	£554	£552	£638	£827	£550	£638	£661	£614	£807
England	£1,923	£1,802	£2,090	£1,883	£1,951	£2,196	£646	£800	£861	£825	£835	£919	£484	£461	£587	£470	£475	£520	£705	£467	£517	£507	£557	£676

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

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Fieldwork: 10 Feb – 27 Mar 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-Feb period*

Av. Trip Length	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	2.42	2.39	2.37	2.41	2.50	2.48	2.26	2.32	2.43	2.47	2.45	2.38	2.54	2.40	2.37	2.33	2.44	2.67	2.39	2.10	2.28	2.46	2.69	2.11
England	2.35	2.37	2.31	2.38	2.44	2.41	2.14	2.36	2.35	2.43	2.39	2.29	2.50	2.30	2.30	2.31	2.34	2.54	2.32	2.11	2.27	2.41	2.69	2.16
Av. £/Night	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	£73	£71	£73	£71	£71	£72	£86	£91	£92	£87	£88	£89	£42	£42	£44	£42	£42	£38	£117	£117	£111	£104	£102	£135
England	£74	£72	£72	£68	£73	£71	£88	£92	£92	£84	£90	£89	£42	£42	£44	£41	£43	£37	£121	£120	£108	£101	£103	£134
Av. £/Trip	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						BUSINESS – Jan – Feb 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	£178	£170	£173	£171	£177	£178	£194	£211	£223	£215	£215	£211	£107	£100	£104	£97	£102	£102	£280	£245	£253	£255	£274	£284
England	£174	£171	£166	£163	£177	£171	£187	£216	£216	£205	£215	£204	£105	£97	£100	£94	£100	£95	£280	£254	£246	£244	£276	£289

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

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