

Great Britain Tourism Survey

March 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			10.159			10.002		
England	4.852	5.777	+19.1%	6.191	7.073	+14.2%	6.952	7.424	+6.8%	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	25.130	+23.4%	35.253			30.733			29.881		
England	10.999	14.054	+27.8%	15.894	16.955	+6.7%	16.709	20.756	+24.2%	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	£1,624	+12.5%	£2,172			£2,053			£2,207		
England	£852	£1,001	+17.5%	£1,099	£1,195	+8.7%	£1,170	£1,322	+13.0%	£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			21.245	24.217	+14.0%
England	10.300			12.206			8.448			8.124			7.907			9.281			17.995	20.274	+12.7%

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			52.665	63.097	+19.8%
England	40.011			45.451			24.336			21.688			18.069			29.589			43.602	51.765	+18.7%

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			£3,731	£4,357	+16.8%
England	£2,267			£2,511			£1,722			£1,511			£1,339			£1,398			£3,121	£3,518	+12.7%

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 7 March – 29 April 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

HOLIDAYS

	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
TRIPS																		
GB	2.116	2.522	+19.2%	2.658	3.152	+18.6%	3.793	3.822	+0.8%	5.828			5.800			5.616		
England	1.765	1.931	+9.4%	2.112	2.573	+21.8%	3.027	2.999	-0.9%	4.536			4.540			4.438		
BEDNIGHTS																		
GB	4.786	5.600	+17.0%	6.913	7.891	+14.1%	10.318	11.556	+12.0%	18.686			19.570			19.265		
England	3.910	4.172	+6.7%	5.369	6.145	+14.5%	8.118	8.944	+10.2%	14.173			14.985			14.985		
EXPENDITURE																		
GB	£494	£538	+8.9%	£531	£660	+24.3%	£838	£899	+7.3%	£1,247			£1,319			£1,419		
England	£421	£406	-3.6%	£414	£513	+23.9%	£665	£713	+7.2%	£928			£1,038			£1,115		

	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
TRIPS																					
GB	6.944			9.297			5.390			5.080			3.423			3.204			8.567	9.496	+10.8%
England	5.771			7.454			4.280			4.013			2.690			2.619			6.904	7.503	+8.7%
BEDNIGHTS																					
GB	32.154			38.465			18.443			16.410			8.648			8.662			22.017	25.047	+13.8%
England	26.531			30.195			14.258			11.924			6.613			6.747			17.397	19.261	+10.7%
EXPENDITURE																					
GB	£1,891			£2,319			£1,363			£1,215			£731			£765			£1,863	£2,097	+12.6%
England	£1,559			£1,802			£991			£926			£563			£600			£1,500	£1,632	+8.8%

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Fieldwork: 7 March – 29 April 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			2.889			2.698		
England	2.065	2.614	+26.6%	2.686	2.880	+7.2%	2.552	3.171	+24.3%	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	10.683	+56.3%	11.884			7.728			6.620		
England	4.828	7.059	+46.2%	6.270	6.909	+10.2%	5.890	9.509	+61.4%	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	£379	+31.6%	£431			£324			£329		
England	£198	£261	+31.8%	£277	£259	-6.5%	£238	£318	+33.6%	£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			8.362	9.825	+17.5%
England	3.001			3.688			2.884			2.758			2.937			5.539			7.303	8.665	+18.6%
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			20.087	27.343	+36.1%
England	8.522			12.350			7.255			7.056			7.160			20.570			16.988	23.477	+38.2%
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			£501			£435			£335			£387			£612			£840	£1,017	+21.1%
England	£378			£428			£374			£275			£343			£534			£713	£838	+17.5%

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Fieldwork: 7 March – 29 April 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			1.192			1.436		
England	0.816	1.025	+25.6%	1.203	1.318	+9.6%	1.089	1.092	+0.3%	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	2.354	-5.5%	3.384			2.341			2.989		
England	1.596	2.137	+33.9%	3.833	2.917	-23.9%	2.123	1.890	-11.0%	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	£323	+23.8%	£417			£334			£390		
England	£185	£298	+61.1%	£372	£378	+1.6%	£225	£271	+20.4%	£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			3.492	4.116	+17.9%
England	1.211			0.851			1.041			1.215			2.092			0.983			3.108	3.435	+10.5%
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	4.518			2.782			2.976			3.428			4.552			2.503			8.505	8.346	-1.9%
England	3.891			2.200			2.080			2.390			3.949			2.073			7.552	6.944	-8.1%
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			£875	£1,130	+29.1%
England	£274			£235			£317			£274			£406			£246			£782	£947	+21.1%

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Fieldwork: 7 March – 29 April 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Mar period*

	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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
TRIPS																								
GB	21.527	19.421	23.598	23.497	21.245	24.217	7.892	7.537	8.292	9.088	8.567	9.496	8.495	8.014	9.700	9.247	8.362	9.825	4.188	3.389	4.395	4.160	3.492	4.116
England	18.046	16.069	19.662	19.624	17.995	20.274	6.230	5.909	6.592	7.295	6.904	7.503	7.349	6.994	8.427	8.124	7.303	8.665	3.606	2.764	3.647	3.312	3.108	3.435
BEDNIGHTS																								
GB	56.279	48.223	58.655	60.592	52.665	63.097	21.757	19.128	21.999	24.860	22.017	25.047	22.11	19.105	24.293	23.316	20.087	27.343	9.912	7.614	9.55	9.768	8.505	8.346
England	45.037	38.906	47.512	49.275	42.602	51.765	15.976	14.771	16.824	19.302	17.397	19.261	18.631	16.084	20.455	19.986	16.988	23.477	8.161	5.854	7.913	7.637	7.552	6.944
EXPENDITURE																								
GB	£3,786	£3,396	£4,326	£4,004	£3,731	£4,357	£1,603	£1,653	£1,906	£1,871	£1,863	£2,097	£929	£810	£1,073	£926	£840	£1,017	£1,088	£829	£1,113	£1,057	£875	£1,130
England	£3,121	£2,787	£3,454	£3,194	£3,121	£3,518	£1,253	£1,332	£1,478	£1,467	£1,500	£1,632	£789	£687	£888	£778	£713	£838	£927	£676	£893	£814	£782	£947

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

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Fieldwork: 10 Jan 2018 – 29 Apr 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-Mar period*

Av. Trip Length	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	2.61	2.48	2.49	2.58	2.48	2.61	2.76	2.54	2.65	2.74	2.57	2.64	2.60	2.38	2.50	2.52	2.40	2.78	2.37	2.25	2.17	2.35	2.44	2.03
England	2.50	2.42	2.42	2.51	2.42	2.55	2.56	2.50	2.55	2.65	2.52	2.57	2.54	2.30	2.43	2.46	2.33	2.71	2.26	2.12	2.17	2.31	2.43	2.02
Av. £/Night	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	£67	£70	£74	£66	£71	£69	£74	£86	£87	£75	£85	£84	£42	£42	£44	£40	£42	£37	£110	£109	£117	£108	£103	£135
England	£69	£72	£73	£65	£72	£68	£78	£90	£88	£76	£86	£85	£42	£43	£43	£39	£42	£36	£114	£115	£113	£107	£104	£136
Av. £/Trip	ALL TOURISM – Jan-Mar period						HOLIDAYS – Jan-Mar period						VFR – Jan-Mar period						BUSINESS – Jan-Mar 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	£176	£175	£183	£170	£176	£180	£203	£219	£230	£206	£217	£221	£109	£101	£111	£100	£100	£104	£260	£245	£253	£254	£251	£275
England	£173	£173	£176	£163	£173	£174	£201	£225	£224	£201	£217	£218	£107	£98	£105	£96	£98	£97	£257	£245	£245	£246	£252	£276

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

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