

Great Britain Tourism Survey

April 2018 Update



©TNS 2018

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			10.002		
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			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	28.197	-20.0%	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	22.227	-21.3%	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	£1,914	-11.9%	£2,053			£2,207		
England	£852	£1,001	+17.5%	£1,099	£1,195	+8.7%	£1,170	£1,322	+13.0%	£1,716	£1,528	-11.0%	£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			32.952	33.833	+2.7%
England	10.300			12.206			8.448			8.124			7.907			9.281			27.640	28.160	+1.9%
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			87.918	91.294	+3.8%
England	40.011			45.451			24.336			21.688			18.069			29.589			71.847	73.992	+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	£2,773			£3,176			£2,244			£1,952			£1,665			£1,710			£5,903	£6,271	+6.2%
England	£2,267			£2,511			£1,722			£1,511			£1,339			£1,398			£4,837	£5,046	+4.3%

*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 April – 27 May 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			5.616		
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			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	11.556	+12.0%	18.686	14.894	-20.3%	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	11.088	-21.8%	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	£899	+7.3%	£1,247	£1,139	-8.7%	£1,319			£1,419		
England	£421	£406	-3.6%	£414	£513	+23.9%	£665	£713	+7.2%	£928	£875	-5.7%	£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			14.395	14.082	-2.2%
England	5.771			7.454			4.280			4.013			2.690			2.619			11.440	11.118	-2.8%

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	32.154			38.465			18.443			16.410			8.648			8.662			40.703	39.941	-1.9%
England	26.531			30.195			14.258			11.924			6.613			6.747			31.570	30.349	-3.9%

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	£1,891			£2,319			£1,363			£1,215			£731			£765			£3,110	£3,236	+4.1%
England	£1,559			£1,802			£991			£926			£563			£600			£2,428	£2,507	+3.3%

*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 April – 27 May 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			2.698		
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			2.458		
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	8.994	-24.3%	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	7.387	-27.3%	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	£369	-14.4%	£324			£329		
England	£198	£261	+31.8%	£277	£259	-6.5%	£238	£318	+33.6%	£366	£290	-20.8%	£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			12.465	13.091	+5.0%
England	3.001			3.688			2.884			2.758			2.937			5.539			10.878	11.395	+4.8%
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			14.238			8.620			8.278			8.055			23.650			31.971	36.337	+13.7%
England	8.522			12.350			7.255			7.056			7.160			20.570			27.149	30.864	+13.7%
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	£458			£501			£435			£335			£387			£612			£1,271	£1,386	+9.0%
England	£378			£428			£374			£275			£343			£534			£1,079	£1,128	+4.5%

*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 April – 27 May 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			1.436		
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			1.326		

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	3.465	+2.4%	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	2.956	+7.0%	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	£367	-12.0%	£334			£390		
England	£185	£298	+61.1%	£372	£378	+1.6%	£225	£271	+20.4%	£355	£326	-8.2%	£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			4.975	5.655	+13.7%
England	1.211			0.851			1.041			1.215			2.092			0.983			4.391	4.771	+8.7%

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	4.518			2.782			2.976			3.428			4.552			2.503			11.889	11.811	-0.7%
England	3.891			2.200			2.080			2.390			3.949			2.073			10.314	9.900	-4.0%

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			£303			£392			£357			£507			£314			£1,292	£1,497	+15.9%
England	£274			£235			£317			£274			£406			£246			£1,137	£1,273	+12.0%

*Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 11 April – 27 May 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-April period

	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	30.885	29.593	34.574	34.189	32.952	33.833	12.190	12.538	13.183	13.925	14.395	14.082	11.518	11.742	13.734	13.017	12.465	13.091	5.884	4.603	5.798	5.911	4.975	5.655
England	25.846	24.278	28.683	28.661	27.640	28.160	9.683	9.690	10.337	11.291	11.440	11.118	9.961	10.128	11.931	11.356	10.878	11.395	5.047	3.857	4.861	4.809	4.391	4.771
BEDNIGHTS																								
GB	81.432	78.939	92.461	89.640	87.918	91.294	34.710	35.375	39.072	38.811	40.703	39.941	29.668	30.198	36.030	33.045	31.971	36.337	13.878	10.508	12.737	13.724	11.889	11.811
England	65.222	62.240	74.041	73.327	71.847	73.992	26.241	26.519	29.138	30.453	31.570	30.349	24.994	24.748	30.662	28.209	27.149	30.864	11.153	8.334	10.335	10.972	10.314	9.900
EXPENDITURE																								
GB	£5,582	£5,267	£6,350	£5,884	£5,903	£6,271	£2,544	£2,736	£3,036	£2,863	£3,110	£3,236	£1,283	£1,278	£1,590	£1,321	£1,271	£1,386	£1,530	£1,100	£1,399	£1,501	£1,292	£1,497
England	£4,585	£4,242	£4,988	£4,731	£4,837	£5,046	£2,012	£2,131	£2,286	£2,263	£2,428	£2,507	£1,084	£1,064	£1,299	£1,093	£1,079	£1,128	£1,289	£908	£1,136	£1,197	£1,137	£1,273

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

• Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.
 • All expenditure figures are in HISTORIC PRICES.
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

Fieldwork: 11 April – 27 May 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-April period

Av. Trip Length	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	2.64	2.67	2.67	2.62	2.67	2.70	2.85	2.82	2.96	2.79	2.83	2.84	2.58	2.57	2.62	2.54	2.56	2.78	2.36	2.28	2.20	2.32	2.39	2.09
England	2.52	2.56	2.58	2.56	2.60	2.63	2.71	2.74	2.82	2.70	2.76	2.73	2.51	2.44	2.57	2.48	2.50	2.71	2.21	2.16	2.13	2.28	2.35	2.08
Av. £/Night	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	£69	£67	£69	£66	£67	£69	£73	£77	£78	£74	£76	£81	£43	£42	£44	£40	£40	£38	£110	£105	£110	£109	£109	£127
England	£70	£68	£67	£65	£67	£68	£77	£80	£78	£74	£77	£83	£43	£43	£42	£39	£40	£37	£116	£109	£110	£109	£110	£129
Av. £/Trip	ALL TOURISM, Jan-April period						HOLIDAYS – Jan-April period						VFR – Jan-April period						BUSINESS – Jan-April 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	£181	£178	£184	£172	£179	£185	£209	£218	£230	£206	£216	£230	£111	£109	£116	£101	£102	£106	£260	£239	£241	£254	£260	£265
England	£177	£175	£174	£165	£175	£179	£208	£220	£221	£200	£212	£225	£109	£105	£109	£96	£99	£99	£255	£235	£234	£249	£259	£267

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

•Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.

•All expenditure figures are in HISTORIC PRICES.

©TNS 2018

Fieldwork: 11 April – 27 May 2018
TNS Face-to-Face Omnibus Survey

KANTAR TNS

