

Great Britain Tourism Survey

July 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	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			10.370			9.963			9.375			10.840			65.278	68.270	+4.6%
England	10.300	10.457	+1.5%	12.206			8.448			8.124			7.907			9.281			54.653	56.239	+2.9%
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	46.569	-3.3%	56.420			30.968			28.519			21.794			35.038			196.715	205.216	+4.3%
England	40.011	36.207	-9.5%	45.451			24.336			21.688			18.069			29.589			160.277	163.829	+2.2%
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			£2,244			£1,952			£1,665			£1,710			£12,936	£13,595	+5.1%
England	£2,267	£2,346	+3.5%	£2,511			£1,722			£1,511			£1,339			£1,398			£10,569	£10,987	+4.0%

©TNS 2018

*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

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			5,390			5,080			3,423			3,204			32,755	34,079	+4.0%
England	5.771	6.109	+5.9%	7,454			4,280			4,013			2,690			2,619			26,189	26,808	+2.4%
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	32.154	31.450	-2.2%	38,465			18,443			16,410			8,648			8,662			111,692	114,713	+2.7%
England	26.531	23.941	-9.8%	30,195			14,258			11,924			6,613			6,747			88,071	87,143	-1.1%
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	£1,891	£2,021	+6.9%	£2,319			£1,363			£1,215			£731			£765			£7,739	£8,133	+5.1%
England	£1,559	£1,611	+3.3%	£1,802			£991			£926			£563			£600			£6,140	£6,354	+3.5%

*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

©TNS 2018

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			3.354			3.167			3.319			6.346			21.432	22.243	+3.8%
England	3.001	2.808	-6.4%	3.688			2.884			2.758			2.937			5.539			18.800	19.227	+2.3%

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			8.620			8.278			8.055			23.650			56.387	62.064	+10.1%
England	8.522	8.535	+0.2%	12.350			7.255			7.056			7.160			20.570			47.951	52.642	+9.8%

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			£435			£335			£387			£612			£2,382	£2,517	+5.7%
England	£378	£376	-0.5%	£428			£374			£275			£343			£534			£1,997	£2,061	+3.2%

*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

©TNS 2018

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			1.326			1.527			2.377			1.136			9.086	9.939	+9.4%
England	1.211	1.152	-4.9%	0.851			1.041			1.215			2.092			0.983			7.984	8.521	+6.7%

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	3.201	-29.2%	2.782			2.976			3.428			4.552			2.503			21.737	22.072	+1.5%
England	3.891	2.892	-25.7%	2.200			2.080			2.390			3.949			2.073			18.945	19.056	+0.6%

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	£355	£343	-3.4%	£303			£392			£357			£507			£314			£2,371	£2,645	+11.6%
England	£274	£317	+15.7%	£235			£317			£274			£406			£246			£2,079	£2,317	+11.4%

*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

©TNS 2018

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-July period*

	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	66.05	62.852	70.507	66.916	65.278	68.270	30.767	30.249	31.235	30.762	32.755	34.079	22.470	21.594	25.377	23.014	21.432	22.243	10.347	9.302	10.040	10.325	9.086	9.939
England	54.463	51.33	58.100	55.545	54.653	56.239	24.256	23.429	24.389	24.696	26.189	26.808	19.193	18.552	22.137	20.040	18.800	19.227	8.850	7.996	8.394	8.614	7.984	8.521
BEDNIGHTS																								
GB	195.740	187.268	208.192	193.019	196.715	205.216	105.417	102.072	107.016	101.811	111.692	114.713	59.979	58.448	67.947	59.627	56.387	62.064	23.703	21.019	23.354	23.967	21.737	22.072
England	154.974	145.773	164.422	152.923	160.277	163.829	79.419	75.983	79.524	77.814	88.071	87.143	50.247	48.123	57.808	49.700	47.951	52.642	19.344	17.306	19.068	19.484	18.945	19.056
EXPENDITURE																								
GB	£12,634	£12,314	£13,986	£12,657	£12,936	£13,595	£7,043	£7,172	£7,771	£7,081	£7,739	£8,133	£2,613	£2,512	£3,078	£2,491	£2,382	£2,517	£2,596	£2,286	£2,449	£2,649	£2,371	£2,645
England	£10,186	£9,875	£10,969	£10,078	£10,569	£10,987	£5,489	£5,535	£5,859	£5,496	£6,140	£6,354	£2,184	£2,076	£2,532	£2,039	£1,997	£2,061	£2,173	£1,955	£2,013	£2,192	£2,079	£2,317

*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

©TNS 2018

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-July period *

Av. Trip Length	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	2.96	2.98	2.95	2.88	3.01	3.01	3.43	3.37	3.43	3.31	3.41	3.37	2.67	2.71	2.68	2.59	2.63	2.79	2.29	2.26	2.33	2.32	2.39	2.22
England	2.85	2.84	2.83	2.75	2.93	2.91	3.27	3.24	3.26	3.15	3.36	3.25	2.62	2.59	2.61	2.48	2.55	2.74	2.19	2.16	2.27	2.26	2.37	2.24
Av. £/Night	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	£65	£66	£67	£66	£66	£66	£67	£70	£73	£70	£69	£71	£44	£43	£45	£42	£42	£41	£110	£109	£105	£111	£109	£120
England	£66	£68	£67	£66	£66	£67	£69	£73	£74	£71	£70	£73	£43	£43	£44	£41	£42	£39	£112	£113	£106	£113	£110	£122
Av. £/Trip	ALL TOURISM, Jan-July period						HOLIDAYS – Jan-July period						VFR – Jan-July period						BUSINESS – Jan-July 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	£191	£196	£198	£189	£198	£199	£229	£237	£249	£230	£236	£239	£116	£116	£121	£108	£111	£113	£251	£246	£244	£257	£261	£266
England	£187	£192	£189	£181	£193	£195	£226	£236	£240	£223	£234	£237	£114	£112	£114	£102	£106	£107	£246	£244	£240	£254	£260	£272

*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