

# Great Britain Tourism Survey

June 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			14.852			10.370			9.963			9.375			10.840			53.113	55.348	+4.2%
England	10.300			12.206			8.448			8.124			7.907			9.281			44.353	45.782	+3.2%
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	48.183			56.420			30.968			28.519			21.794			35.038			148.532	158.647	+6.8%
England	40.011			45.451			24.336			21.688			18.069			29.589			120.266	127.622	+6.1%
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	£2,773			£3,176			£2,244			£1,952			£1,665			£1,710			£10,163	£10,709	+5.4%
England	£2,267			£2,511			£1,722			£1,511			£1,339			£1,398			£8,302	£8,641	+4.1%

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•All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 13 Jun – 29 Jul 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			9.297			5.390			5.080			3.423			3.204			25.811	26.272	+1.8%
England	5.771			7.454			4.280			4.013			2.690			2.619			20.418	20.699	+1.4%
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			38.465			18.443			16.410			8.648			8.662			79.538	83.263	+4.7%
England	26.531			30.195			14.258			11.924			6.613			6.747			61.540	63.202	+2.7%
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	£1,891			£2,319			£1,363			£1,215			£731			£765			£5,848	£6,112	+4.5%
England	£1,559			£1,802			£991			£926			£563			£600			£4,581	£4,743	+3.5%

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Fieldwork: 13 Jun – 29 Jul 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			4.187			3.354			3.167			3.319			6.346			18.052	18.933	+4.9%
England	3.001			3.688			2.884			2.758			2.937			5.539			15.799	16.419	+3.9%
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	10.068			14.238			8.620			8.278			8.055			23.650			46.319	51.824	+11.9%
England	8.522			12.350			7.255			7.056			7.160			20.570			39.429	44.107	+11.9%
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			£1,924	£2,062	+7.2%
England	£378			£428			£374			£275			£343			£534			£1,619	£1,685	+4.1%

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Fieldwork: 13 Jun – 29 Jul 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			1.078			1.326			1.527			2.377			1.136			7.603	8.672	+14.1%
England	1.211			0.851			1.041			1.215			2.092			0.983			6.773	7.369	+8.8%
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	4.518			2.782			2.976			3.428			4.552			2.503			17.219	18.871	+9.6%
England	3.891			2.200			2.080			2.390			3.949			2.073			15.054	16.164	+7.4%
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			£2,016	£2,302	+14.2%
England	£274			£235			£317			£274			£406			£246			£1,805	£2,000	+10.8%

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Fieldwork: 13 Jun – 29 Jul 2018

TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2013-2018

## Trips, Bednights & Expenditure, Jan-June period\*

	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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
<b>TRIPS</b>																								
GB	53.103	50.560	56.810	54.193	53.113	55.348	23.614	23.265	23.611	23.866	25.811	26.272	18.661	18.217	21.281	18.971	18.052	18.933	8.695	7.728	8.581	8.873	7.603	8.672
England	44.065	41.333	46.992	44.921	44.353	45.782	18.688	17.991	18.348	19.110	20.418	20.699	16.061	15.622	18.657	16.624	15.799	16.419	7.447	6.561	7.251	7.287	6.773	7.369
<b>BEDNIGHTS</b>																								
GB	147.142	139.478	159.196	147.351	148.532	158.647	73.625	71.104	76.602	72.297	79.538	83.263	48.423	46.794	55.107	47.988	46.319	51.824	19.696	17.248	19.347	20.272	17.219	18.871
England	117.529	109.387	126.044	118.134	120.266	127.622	55.727	53.032	55.931	55.799	61.540	63.202	40.987	38.293	47.626	40.744	39.429	44.107	16.024	14.266	15.884	16.285	15.054	16.164
<b>EXPENDITURE</b>																								
GB	£9,870	£9,499	£10,949	£9,777	£10,163	£10,709	£5,263	£5,284	£5,793	£5,088	£5,848	£6,112	£2,078	£2,067	£2,528	£2,041	£1,924	£2,062	£2,197	£1,848	£2,059	£2,262	£2,016	£2,302
England	£8,010	£7,640	£8,619	£7,763	£8,302	£8,641	£4,104	£4,105	£4,352	£3,917	£4,581	£4,743	£1,766	£1,706	£2,102	£1,697	£1,619	£1,685	£1,846	£1,558	£1,696	£1,845	£1,805	£2,000

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

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Fieldwork: 13 Jun – 29 Jul 2018  
 TNS Face-to-Face Omnibus Survey

# GB Domestic Tourism: Year to Date – 2013-2018

## Trip Characteristics, Jan-June period \*

Av. Trip Length	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	2.77	2.76	2.80	2.72	2.80	2.87	3.12	3.06	3.24	3.03	3.08	3.17	2.59	2.57	2.59	2.53	2.57	2.74	2.27	2.23	2.25	2.28	2.26	2.18
England	2.67	2.65	2.68	2.63	2.71	2.79	2.98	2.95	3.05	2.92	3.01	3.05	2.55	2.45	2.55	2.45	2.50	2.69	2.15	2.17	2.19	2.23	2.22	2.19
Av. £/Night	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	£68	£69	£66	£68	£68	£71	£74	£76	£70	£74	£73	£43	£44	£46	£43	£42	£40	£112	£107	£106	£112	£117	£122
England	£68	£70	£68	£66	£69	£68	£74	£77	£78	£70	£74	£75	£43	£45	£44	£42	£41	£38	£115	£109	£107	£113	£120	£124
Av. £/Trip	ALL TOURISM, Jan-June period						HOLIDAYS – Jan-June period						VFR – Jan-June period						BUSINESS – Jan-June 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	£186	£188	£193	£180	£191	£193	£223	£227	£245	£213	£227	£233	£111	£113	£119	£108	£107	£109	£253	£239	£240	£255	£265	£265
England	£182	£185	£183	£173	£187	£189	£220	£228	£237	£205	£224	£229	£110	£109	£113	£102	£102	£103	£248	£237	£234	£253	£266	£271

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

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