

Great Britain Tourism Survey

May 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		
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		
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		
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		
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		
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		

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			43.111	45.064	+4.5%
England	10.300			12.206			8.448			8.124			7.907			9.281			35.915	37.422	+4.2%
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			118.651	126.290	+6.4%
England	40.011			45.451			24.336			21.688			18.069			29.589			96.015	102.905	+7.2%
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			£3,176			£2,244			£1,952			£1,665			£1,710			£7,956	£8,599	+8.1%
England	£2,267			£2,511			£1,722			£1,511			£1,339			£1,398			£6,490	£6,959	+7.2%

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Fieldwork: 9 May – 1 July 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		
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		

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		
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		

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		
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		

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			20.195	20.374	+0.9%
England	5.771			7.454			4.280			4.013			2.690			2.619			15.980	16.186	+1.3%

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	32.154			38.465			18.443			16.410			8.648			8.662			60.273	61.358	+1.8%
England	26.531			30.195			14.258			11.924			6.613			6.747			46.555	47.441	+1.9%

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			£4,429	£4,665	+5.3%
England	£1,559			£1,802			£991			£926			£563			£600			£3,466	£3,631	+4.8%

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Fieldwork: 9 May – 1 July 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		
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		
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		
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		
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		
England	£198	£261	+31.8%	£277	£259	-6.5%	£238	£318	+33.6%	£366	£290	-20.8%	£248	£336	+35.5%	£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			15.354	16.380	+6.7%
England	3.001			3.688			2.884			2.758			2.937			5.539			13.341	14.153	+6.1%
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			39.699	45.371	+14.3%
England	8.522			12.350			7.255			7.056			7.160			20.570			33.583	38.518	+14.7%
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			£1,595	£1,793	+12.4%
England	£378			£428			£374			£275			£343			£534			£1,327	£1,464	+10.3%

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Fieldwork: 9 May – 1 July 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			
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			

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			
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			

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			
England	£185	£298	+61.1%	£372	£378	+1.6%	£225	£271	+20.4%	£355	£326	-8.2%	£301	£420	+39.5%	£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			6.167	7.122	+15.5%
England	1.211			0.851			1.041			1.215			2.092			0.983			5.447	6.047	+11.0%

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			14.230	15.641	+9.9%
England	3.891			2.200			2.080			2.390			3.949			2.073			12.267	13.432	+9.5%

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			£1,626	£1,953	+20.1%
England	£274			£235			£317			£274			£406			£246			£1,438	£1,693	+17.7%

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Fieldwork: 9 May – 1 July 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-May period*

	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	42.063	40.861	46.539	44.590	43.111	45.064	17.914	18.372	18.971	18.946	20.195	20.374	15.190	15.483	17.642	16.135	15.354	16.380	7.236	5.987	7.216	7.398	6.167	7.122
England	34.975	33.376	38.592	37.079	35.915	37.422	14.206	14.181	14.740	15.275	15.980	16.186	13.042	13.271	15.462	14.114	13.341	14.153	6.216	5.055	6.106	6.075	5.447	6.047
BEDNIGHTS																								
GB	113.365	110.433	128.148	119.512	118.651	126.290	53.664	53.987	60.012	55.718	60.273	61.358	38.746	39.421	45.816	40.875	39.699	45.371	16.714	13.471	15.758	17.165	14.230	15.641
England	90.618	86.808	101.797	96.569	96.015	102.905	40.853	40.501	43.897	43.145	46.555	47.441	32.621	32.347	39.459	34.974	33.583	38.518	13.434	10.862	12.946	13.849	12.267	13.432
EXPENDITURE																								
GB	£7,590	£7,367	£8,776	£7,803	£7,956	£8,599	£3,773	£4,015	£4,551	£3,928	£4,429	£4,665	£1,693	£1,693	£2,050	£1,702	£1,595	£1,793	£1,851	£1,436	£1,719	£1,884	£1,626	£1,953
England	£6,175	£5,887	£6,871	£6,206	£6,490	£6,959	£2,938	£3,101	£3,378	£3,038	£3,466	£3,631	£1,436	£1,391	£1,698	£1,409	£1,327	£1,464	£1,556	£1,192	£1,421	£1,525	£1,438	£1,693

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

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Fieldwork: 9 May – 1 July 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-May period*

Av. Trip Length	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	2.70	2.70	2.75	2.68	2.75	2.80	3.00	2.94	3.16	2.94	2.98	3.01	2.55	2.55	2.60	2.53	2.59	2.77	2.31	2.25	2.18	2.32	2.31	2.20
England	2.59	2.60	2.64	2.60	2.67	2.75	2.88	2.86	2.98	2.82	2.91	2.93	2.50	2.44	2.55	2.48	2.52	2.72	2.16	2.15	2.12	2.28	2.25	2.22
Av. £/Night	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	£67	£68	£65	£67	£68	£70	£74	£76	£70	£73	£76	£44	£43	£45	£42	£40	£40	£111	£107	£109	£110	£114	£125
England	£68	£68	£67	£64	£68	£68	£72	£77	£77	£70	£74	£77	£44	£43	£43	£40	£40	£38	£116	£110	£110	£110	£117	£126
Av. £/Trip	ALL TOURISM, Jan-May period						HOLIDAYS – Jan-May period						VFR – Jan-May period						BUSINESS – Jan-May 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	£180	£180	£189	£175	£185	£191	£211	£219	£240	£207	£219	£229	£111	£109	£116	£105	£104	£109	£256	£240	£238	£255	£264	£274
England	£177	£176	£178	£167	£181	£186	£207	£219	£229	£199	£217	£224	£110	£105	£110	£100	£99	£103	£250	£236	£233	£251	£264	£280

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

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