

Great Britain Tourism Survey

October 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	14.387	-3.1%	10.370	8.347	-19.5%	9.963	9.052	-9.1%	9.375			10.840			100.463	100.056	-0.4%
England	10.300	10.457	+1.5%	12.206	11.653	-4.5%	8.448	6.907	-18.2%	8.124	7.743	-4.7%	7.907			9.281			83.431	82.542	-1.1%
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	48.183	46.569	-3.3%	56.420	55.319	-2.0%	30.968	26.479	-14.5%	28.519	25.542	-10.4%	21.794			35.038			312.622	312.556	0.0%
England	40.011	36.207	-9.5%	45.451	42.266	-7.0%	24.336	21.072	-13.4%	21.688	21.109	-2.7%	18.069			29.589			251.752	248.276	-1.4%
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	£2,773	£2,886	+4.1%	£3,176	£3,308	+4.2%	£2,244	£1,853	-17.4%	£1,952	£1,792	-8.2%	£1,665			£1,710			£20,308	£20,548	+1.2%
England	£2,267	£2,346	+3.5%	£2,511	£2,627	+4.6%	£1,722	£1,508	-12.4%	£1,511	£1,530	+1.3%	£1,339			£1,398			£16,313	£16,652	+2.1%

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 10 Oct 2018 – 25 Nov 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	7.807	+12.4%	9,297	8,819	-5.1%	5,390	4,130	-23.4%	5,080	4,535	-10.7%	3,423			3,204			52,522	51,563	-1.8%
England	5.771	6.109	+5.9%	7,454	6,838	-8.3%	4,280	3,279	-23.4%	4,013	3,660	-8.8%	2,690			2,619			41,936	40,585	-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	32.154	31.450	-2.2%	38,465	38,009	-1.2%	18,443	15,112	-18.1%	16,410	13,786	-16.0%	8,648			8,662			185,010	181,620	-1.8%
England	26.531	23.941	-9.8%	30,195	28,031	-7.2%	14,258	11,583	-18.8%	11,924	10,886	-8.7%	6,613			6,747			144,448	137,643	-4.7%
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	£2,021	+6.9%	£2,319	£2,383	+2.8%	£1,363	£1,160	-14.9%	£1,215	£983	-19.1%	£731			£765			£12,636	£12,659	+0.2%
England	£1,559	£1,611	+3.3%	£1,802	£1,852	+2.8%	£991	£903	-8.9%	£926	£794	-14.3%	£563			£600			£9,859	£9,903	+0.4%

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Fieldwork: 10 Oct 2018 – 25 Nov 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	3.310	-2.1%	4.187	3.998	-4.5%	3.354	2.554	-23.9%	3.167	3.052	-3.6%	3.319			6.346			32.140	31.847	-0.9%
England	3.001	2.808	-6.4%	3.688	3.432	-6.9%	2.884	2.190	-24.1%	2.758	2.785	+1.0%	2.937			5.539			28.130	27.634	-1.8%

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	10.240	+1.7%	14.238	13.344	-6.3%	8.620	7.502	-13.0%	8.278	8.087	-2.3%	8.055			23.650			87.523	90.997	+4.0%
England	8.522	8.535	+0.2%	12.350	10.781	-12.7%	7.255	6.291	-13.3%	7.056	7.260	+2.9%	7.160			20.570			74.612	76.974	+3.2%

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	£455	-0.7%	£501	£530	+5.8%	£435	£312	-28.3%	£335	£368	+9.9%	£387			£612			£3,653	£3,727	+2.0%
England	£378	£376	-0.5%	£428	£429	+0.2%	£374	£261	-30.2%	£275	£331	+20.4%	£343			£534			£3,074	£3,082	+0.3%

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Fieldwork: 10 Oct 2018 – 25 Nov 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	1.267	-14.6%	1.078	1.338	+24.1%	1.326	1.211	-8.7%	1.527	1.222	-20.0%	2.377			1.136			13.017	13.710	+5.3%
England	1.211	1.152	-4.9%	0.851	1.164	+36.8%	1.041	1.038	-0.3%	1.215	1.117	-8.1%	2.092			0.983			11.091	11.840	+6.8%
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	3.201	-29.2%	2.782	3.200	+15.0%	2.976	2.786	-6.4%	3.428	2.953	-13.9%	4.552			2.503			30.923	31.011	+0.3%
England	3.891	2.892	-25.7%	2.200	2.719	+23.6%	2.080	2.345	+12.7%	2.390	2.619	+9.6%	3.949			2.073			25.615	26.739	+4.4%
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	£343	-3.4%	£303	£342	+12.9%	£392	£291	-25.8%	£357	£383	+7.3%	£507			£314			£3,423	£3,661	+7.0%
England	£274	£317	+15.7%	£235	£294	+25.1%	£317	£259	-18.3%	£274	£363	+32.5%	£406			£246			£2,905	£3,233	+11.3%

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Fieldwork: 10 Oct 2018 – 25 Nov 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Oct period*

	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct 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	103.483	98.228	104.727	101.662	100.463	100.056	50.816	48.461	49.846	50.133	52.522	51.563	34.043	33.17	35.854	33.478	32.140	31.847	15.103	14.084	14.180	14.140	13.017	13.710
England	85.052	79.639	86.072	84.235	83.431	82.542	39.943	37.214	38.879	40.299	41.936	40.585	29.172	28.458	31.229	29.007	28.130	27.634	12.822	11.901	11.896	11.876	11.091	11.840
BEDNIGHTS																								
GB	320.074	300.820	320.681	309.701	312.622	312.556	182.995	170.545	178.148	175.732	185.010	181.620	93.046	89.814	97.779	88.723	87.523	90.997	34.486	32.653	32.423	32.642	30.923	31.011
England	252.249	232.732	252.776	246.480	251.752	248.276	137.607	125.783	133.664	135.722	144.448	137.643	78.521	74.255	82.761	74.109	74.612	76.974	27.691	26.486	26.069	26.839	25.615	26.739
EXPENDITURE																								
GB	£20,089	£19,847	£21,325	£20,001	£20,308	£20,548	£11,934	£11,810	£12,609	£11,892	£12,636	£12,659	£3,862	£4,020	£4,406	£3,795	£3,653	£3,727	£3,745	£3,548	£3,418	£3,686	£3,423	£3,661
England	£16,072	£15,715	£16,730	£16,024	£16,313	£16,652	£9,236	£9,010	£9,517	£9,349	£9,859	£9,903	£3,216	£3,305	£3,618	£3,139	£3,074	£3,082	£3,139	£2,981	£2,840	£3,043	£2,905	£3,233

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Fieldwork: 10 Oct 2018 – 25 Nov 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-Oct period*

Av. Trip Length	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct 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	3.09	3.06	3.06	3.05	3.11	3.12	3.60	3.52	3.57	3.51	3.52	3.52	2.73	2.71	2.73	2.65	2.72	2.86	2.28	2.32	2.29	2.31	2.38	2.26
England	2.97	2.92	2.94	2.93	3.02	3.01	3.45	3.38	3.44	3.37	3.44	3.39	2.69	2.61	2.65	2.55	2.65	2.79	2.16	2.23	2.19	2.26	2.31	2.26
Av. £/Night	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct 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	£63	£66	£66	£65	£65	£66	£65	£69	£71	£68	£68	£70	£42	£45	£45	£43	£42	£41	£109	£109	£105	£113	£111	£118
England	£64	£68	£66	£65	£65	£67	£67	£72	£71	£69	£68	£72	£41	£45	£44	£42	£41	£40	£113	£113	£109	£113	£113	£121
Av. £/Trip	ALL TOURISM, Jan-Oct period						HOLIDAYS – Jan-Oct period						VFR – Jan-Oct period						BUSINESS – Jan-Oct 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	£194	£202	£204	£197	£202	£205	£235	£244	£253	£237	£241	£246	£113	£121	£123	£113	£114	£117	£248	£252	£241	£261	£263	£267
England	£189	£197	£194	£190	£196	£202	£231	£242	£245	£232	£235	£244	£110	£116	£116	£108	£109	£112	£245	£250	£239	£256	£262	£273

*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.

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Fieldwork: 10 Oct 2018 – 25 Nov 2018
TNS Face-to-Face Omnibus Survey