

Great Britain Tourism Survey

September 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			9.375			10.840			90.500	91.004	+0.6%
England	10.300	10.457	+1.5%	12.206	11.653	-4.5%	8.448	6.907	-18.2%	8.124			7.907			9.281			75.307	74.799	-0.7%
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	48.183	46.569	-3.3%	56.420	55.319	-2.0%	30.968	26.479	-14.5%	28.519			21.794			35.038			284.103	287.014	+1.0%
England	40.011	36.207	-9.5%	45.451	42.266	-7.0%	24.336	21.072	-13.4%	21.688			18.069			29.589			230.064	227.167	-1.3%
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			£1,665			£1,710			£18,356	£18,756	+2.2%
England	£2,267	£2,346	+3.5%	£2,511	£2,627	+4.6%	£1,722	£1,508	-12.4%	£1,511			£1,339			£1,398			£14,802	£15,122	+2.2%

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*All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 12 Sep 2018 – 28 Oct 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			3,423			3,204			47,442	47,028	-0.9%
England	5.771	6.109	+5.9%	7,454	6,838	-8.3%	4,280	3,279	-23.4%	4,013			2,690			2,619			37,923	36,925	-2.6%
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			8,648			8,662			168,600	167,834	-0.5%
England	26.531	23.941	-9.8%	30,195	28,031	-7.2%	14,258	11,583	-18.8%	11,924			6,613			6,747			132,524	126,757	-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	£1,891	£2,021	+6.9%	£2,319	£2,383	+2.8%	£1,363	£1,160	-14.9%	£1,215			£731			£765			£11,421	£11,676	+2.2%
England	£1,559	£1,611	+3.3%	£1,802	£1,852	+2.8%	£991	£903	-8.9%	£926			£563			£600			£8,933	£9,109	+2.0%

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Fieldwork: 12 Sep 2018 – 28 Oct 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			3.319			6.346			28.973	28.795	-0.6%
England	3.001	2.808	-6.4%	3.688	3.432	-6.9%	2.884	2.190	-24.1%	2.758			2.937			5.539			25.372	24.849	-2.1%

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	10.240	+1.7%	14.238	13.344	-6.3%	8.620	7.502	-13.0%	8.278			8.055			23.650			79.245	82.910	+4.6%
England	8.522	8.535	+0.2%	12.350	10.781	-12.7%	7.255	6.291	-13.3%	7.056			7.160			20.570			67.556	69.714	+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			£387			£612			£3,318	£3,359	+1.2%
England	£378	£376	-0.5%	£428	£429	+0.2%	£374	£261	-30.2%	£275			£343			£534			£2,799	£2,751	-1.7%

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Fieldwork: 12 Sep 2018 – 28 Oct 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			2.377			1.136			11.490	12.488	+8.7%
England	1.211	1.152	-4.9%	0.851	1.164	+36.8%	1.041	1.038	-0.3%	1.215			2.092			0.983			9.876	10.723	+8.6%
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			4.552			2.503			27.495	28.058	+2.0%
England	3.891	2.892	-25.7%	2.200	2.719	+23.6%	2.080	2.345	+12.7%	2.390			3.949			2.073			23.225	24.120	+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	£355	£343	-3.4%	£303	£342	+12.9%	£392	£291	-25.8%	£357			£507			£314			£3,066	£3,278	+6.9%
England	£274	£317	+15.7%	£235	£294	+25.1%	£317	£259	-18.3%	£274			£406			£246			£2,631	£2,870	+9.1%

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Fieldwork: 12 Sep 2018 – 28 Oct 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-September period*

	ALL TOURISM, Jan-Sept period						HOLIDAYS – Jan-Sept period						VFR – Jan-Sept period						BUSINESS – Jan-Sept 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	93.516	86.760	94.772	91.340	90.500	91.004	46.066	43.633	45.070	44.964	47.442	47.028	30.654	28.772	32.637	29.908	28.973	28.795	13.487	12.040	12.567	12.830	11.490	12.488
England	76.729	70.408	77.875	75.573	75.307	74.799	36.175	33.580	35.161	36.115	37.923	36.925	26.193	24.701	28.429	25.847	25.372	24.849	11.425	10.224	10.509	10.738	9.876	10.723
BEDNIGHTS																								
GB	292.952	271.055	293.609	280.451	284.103	287.014	168.248	156.157	163.525	159.418	168.600	167.834	84.193	79.394	89.386	79.800	79.245	82.910	31.426	28.248	28.905	29.574	27.495	28.058
England	230.229	209.718	231.202	222.941	230.064	227.167	126.079	115.179	122.588	123.066	132.524	126.757	70.838	65.544	75.602	66.414	67.556	69.714	25.280	23.232	23.165	24.129	23.225	24.120
SPEND																								
GB	£18,329	£17,677	£19,499	£17,961	£18,356	£18,756	£10,877	£10,784	£11,568	£10,743	£11,421	£11,676	£3,528	£3,484	£4,031	£3,345	£3,318	£3,359	£3,397	£2,969	£3,066	£3,299	£3,066	£3,278
England	£14,658	£14,002	£15,264	£14,358	£14,802	£15,122	£8,406	£8,218	£8,715	£8,419	£8,933	£9,109	£2,939	£2,860	£3,308	£2,753	£2,799	£2,751	£2,850	£2,524	£2,537	£2,730	£2,631	£2,870

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Fieldwork: 12 Sep 2018 – 28 Oct 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-September period *

Av. Trip Length	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September 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	3.13	3.12	3.10	3.07	3.14	3.15	3.65	3.58	3.63	3.55	3.55	3.57	2.75	2.76	2.74	2.67	2.74	2.88	2.33	2.35	2.30	2.31	2.39	2.25
England	3.00	2.98	2.97	2.95	3.06	3.04	3.49	3.43	3.49	3.41	3.49	3.43	2.70	2.65	2.66	2.57	2.66	2.81	2.21	2.27	2.20	2.25	2.35	2.25
Av. £/Night	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September 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	£65	£66	£64	£65	£65	£65	£69	£71	£67	£68	£70	£42	£44	£45	£42	£42	£41	£108	£105	£106	£112	£112	£117
England	£64	£67	£66	£64	£64	£67	£67	£71	£71	£68	£67	£72	£41	£44	£44	£41	£41	£39	£113	£109	£110	£113	£113	£119
Av. £/Trip	ALL TOURISM, Jan-September period						HOLIDAYS – Jan-September period						VFR – Jan-September period						BUSINESS – Jan-September 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	£196	£204	£206	£197	£203	£206	£236	£247	£257	£239	£241	£248	£115	£121	£124	£112	£115	£117	£252	£247	£244	£257	£267	£262
England	£191	£199	£196	£190	£197	£202	£232	£245	£248	£233	£236	£247	£112	£116	£116	£107	£110	£111	£249	£247	£241	£254	£266	£268

*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: 12 Sep 2018 – 28 Oct 2018
TNS Face-to-Face Omnibus Survey