







# Great Britain Tourism Survey

March 2015



# Summary of Results GB And England

	Trips	Nights	Spend	Headlines
MARCH 2015				
	+27%	+32%	+39%	<ul style="list-style-type: none"> <li>There were 8.8 million domestic overnight trips in GB in March 2015, up +27% from March 2014 when there were 7 millions trips.</li> <li>Bednights were up +32% to 23.6 million, and expenditure was up +39% to £1.8 billion</li> </ul>
	+29%	+39%	+39%	<ul style="list-style-type: none"> <li>England trips were up +29% to 7.1 million from 5.5 million in March 2014</li> <li>Bednights and expenditure were both up by +39%, to 18.4 million and £1.4 billion respectively</li> </ul>
YEAR-TO-DATE				
	+22%	+22%	+27%	<ul style="list-style-type: none"> <li>In the year January to March 2015, GB trips were up +22% to 23.6 million from 19.4 million in the same period last year. This is the highest volume of trips recorded in the survey for this period since it began in 2006.</li> <li>Nights and spend were also up, by +22% and +27% respectively</li> </ul>
	+22%	+22%	+24%	<ul style="list-style-type: none"> <li>In January to March 2015, England trips were up +22% to 19.7 million from 16.1 million in 2014. This is the highest volume of trips recorded in this period since 2008.</li> <li>Nights were also up by +22%, while expenditure increased further by +24%</li> </ul>

## Weather






## Context

- Temperatures in March 2015 were average, with below average rainfall and above average sunshine. Although March 2014 saw above average temperatures and below average rainfall, January and February 2014 saw major winter storms and flooding.
- March 2014 saw the lowest recorded trip volumes for GB and England since the survey began.

# Summary of Results England

YEAR-TO-DATE (Jan-March 2015)

## Trip Characteristics

	Trips	Nights	Spend	PURPOSE
	+12%	+14%	+11%	<ul style="list-style-type: none"><li>• <b>HOLIDAY TRIPS</b> in England for the first quarter 2015 increased by +12% compared to the first quarter 2014, to 6.6 million. This is the highest volume of holiday trips recorded for the January to March period since the survey began in 2006.</li><li>• Nights increased by +14%, and expenditure also increased, by +11%.</li></ul>
	+21%	+27%	+29%	<ul style="list-style-type: none"><li>• <b>VISITS TO FRIENDS AND RELATIVES</b> increased by +21% to 8.4 million. Bednights and expenditure increased at a greater rate for this trip type, by +27% and +29% respectively</li></ul>
	+32%	+35%	+32%	<ul style="list-style-type: none"><li>• <b>BUSINESS</b> trips also increased for the January to March period, up by +32% to 3.6 million. Nights (+35%) and spend (+32%) also increased.</li></ul>

# Context Other Surveys

## Overseas Travel by UK Residents

International Passenger Survey

MARCH 2015

JAN - MARCH 2015

Trip

Spend

Trip

Spend



+17%

+9%

+8%

+1%

- The number of trips taken abroad by UK residents in March 2015 was up compared to March 2014 by +17%. Expenditure increased, but not at the same pace, up by +9%
- In the year to date, trips were up +8%, with spending flat.

## Other Tourism Surveys

MARCH 15

Room

Bedspace

OCCUPANCY



-1%

0%

- Room and bedspace occupancy in England in March remained flat compared to 2014

JAN-MAR 15

Volume

Spend

DAY VISITS



-10%

-7%

- The volume of tourism day visits in England in the 3 months to March 2015 decreased by -10% to 259 million compared to the same time last year
- The value of those visits also decreased, by -7% to £9.2 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



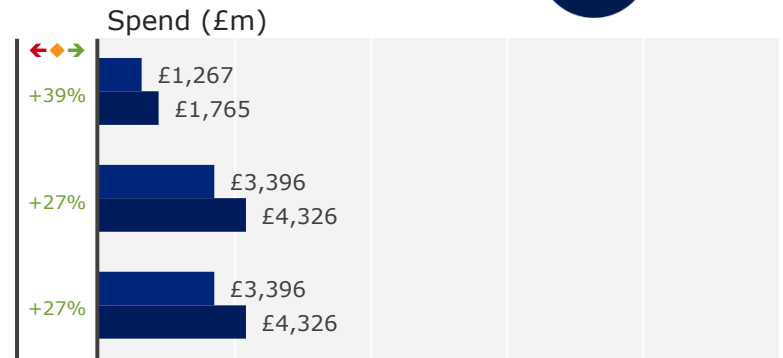
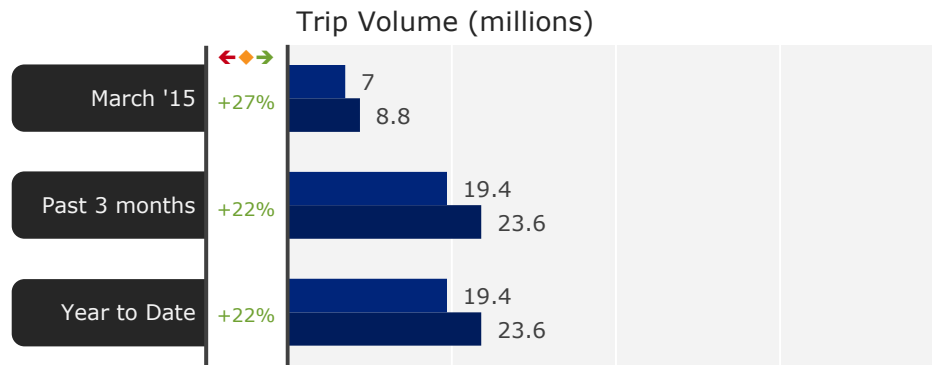
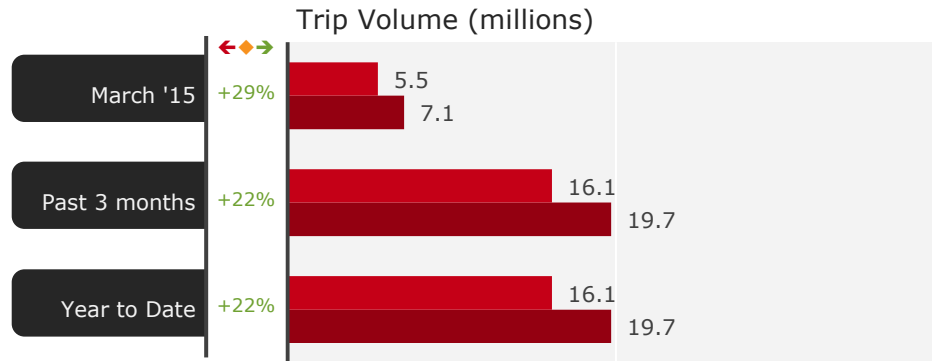
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- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

# Headline Data GB and England

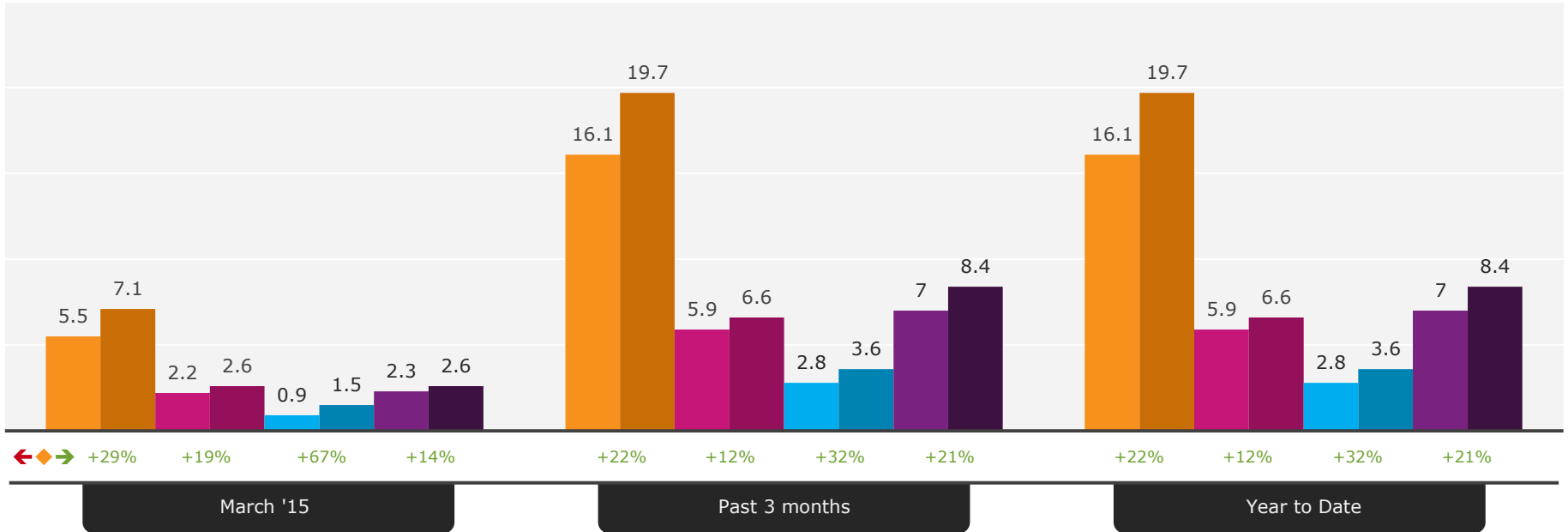
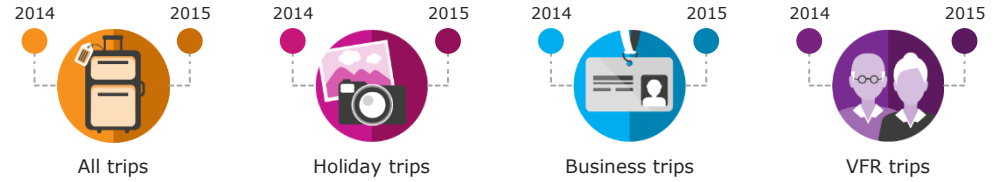
Volume and spend (2014 vs 2015)



◀▶▶ % change vs 2014

# Trips England

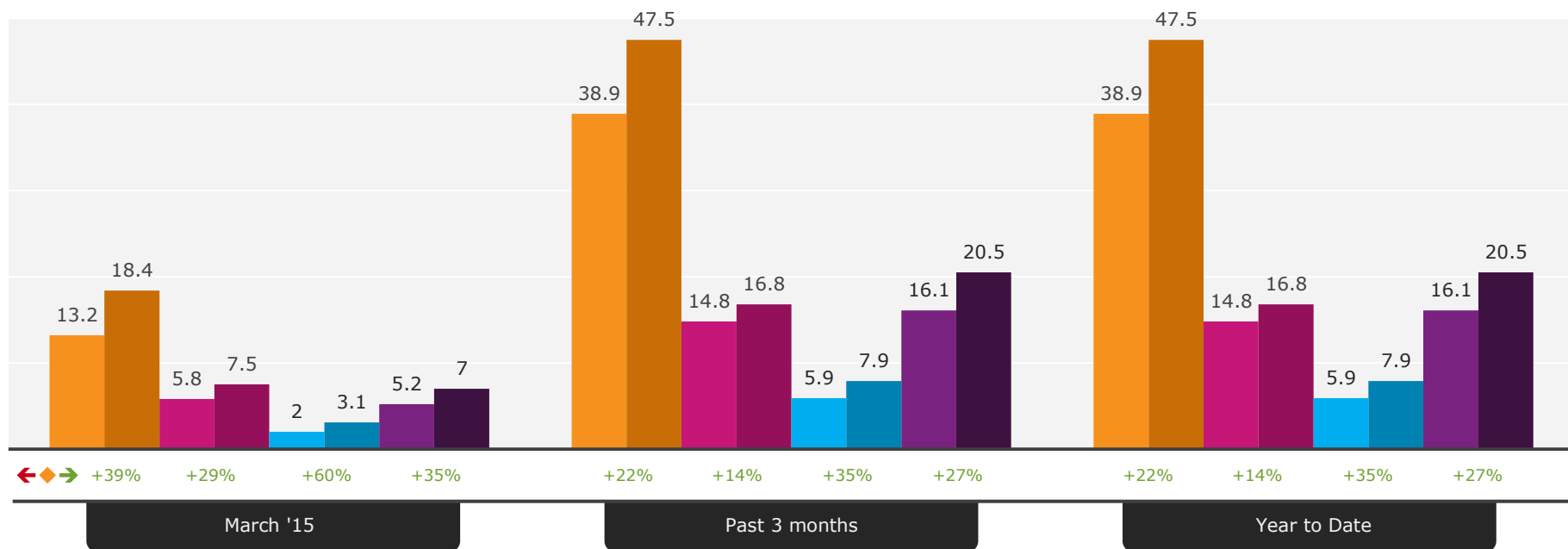
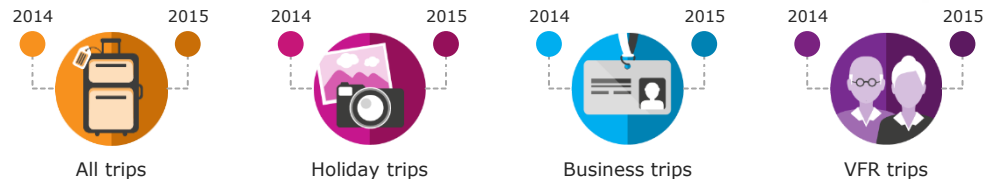
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

# Nights England

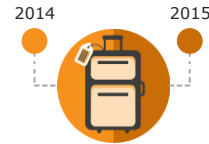
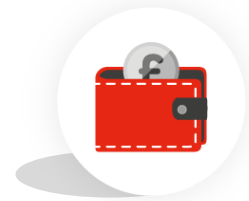
Volume of nights (millions) (2014 vs 2015)



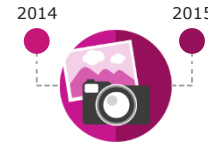
◀◆▶ % change vs 2014

# Spend England

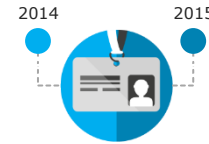
Expenditure (£m) (2014 vs 2015)



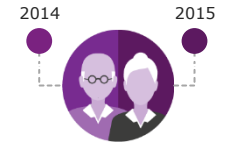
All trips



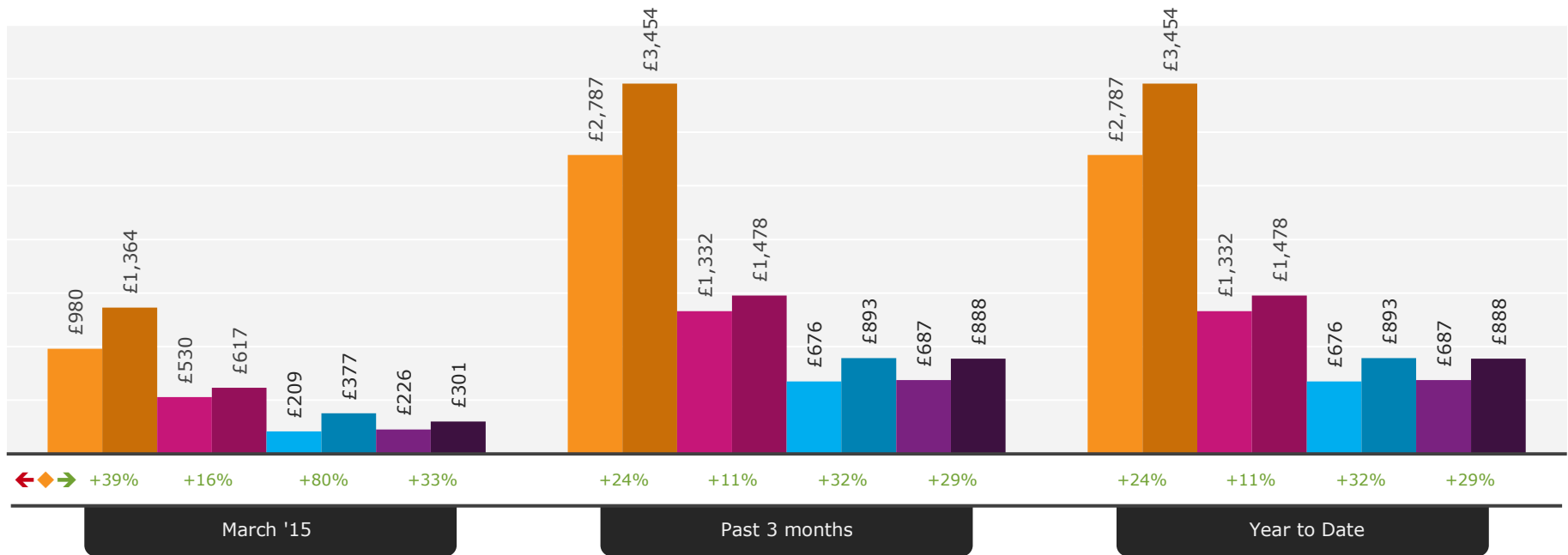
Holiday trips



Business trips



VFR trips

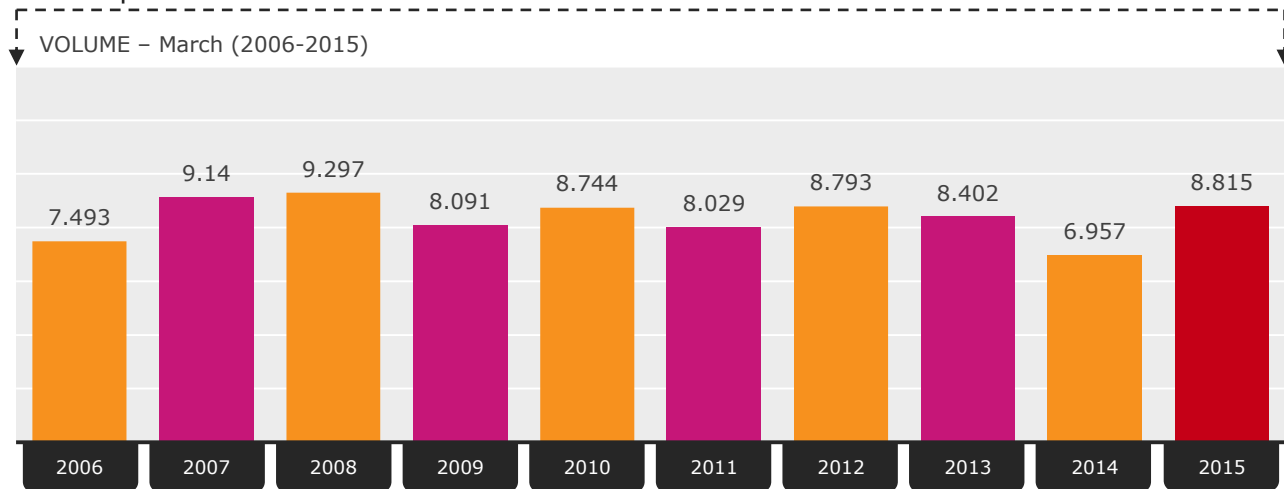
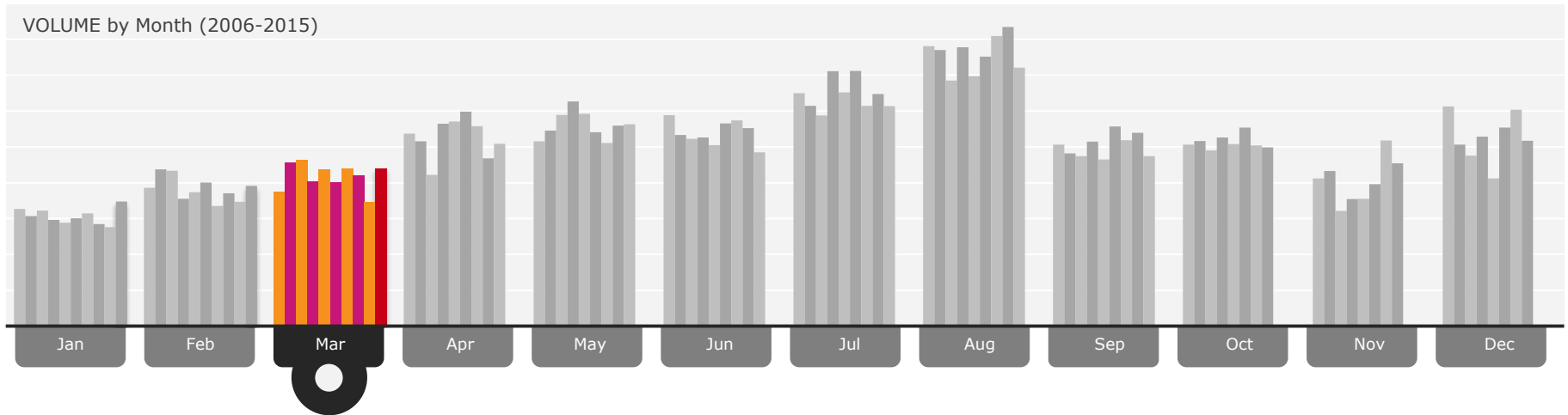


◀▶ % change vs 2014



# Long Term Trends by Month GB

2006-2015 (millions)



# Long Term Trends, Year-to-Year England



All Trips



Holiday Trips

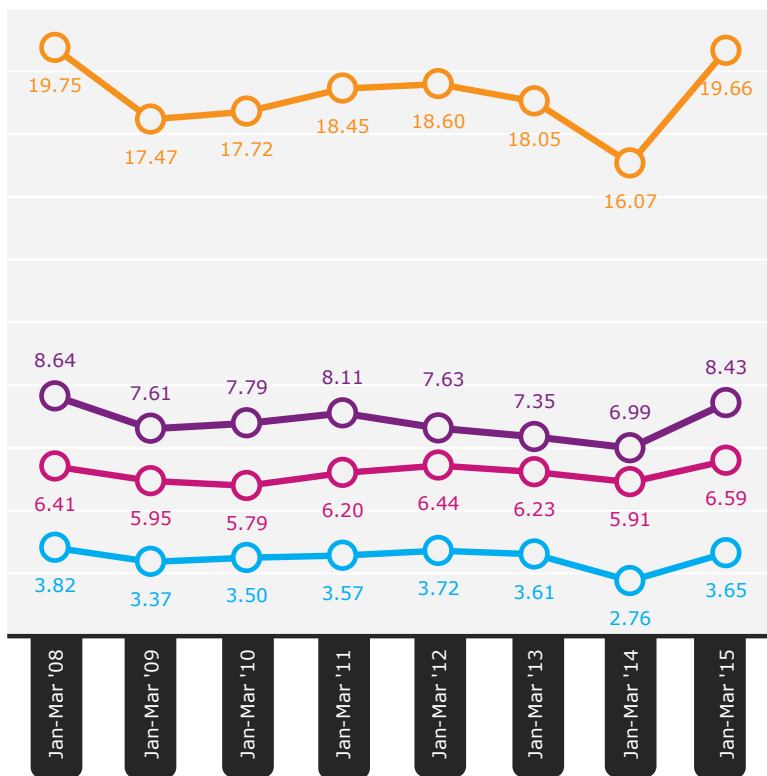


Business Trips

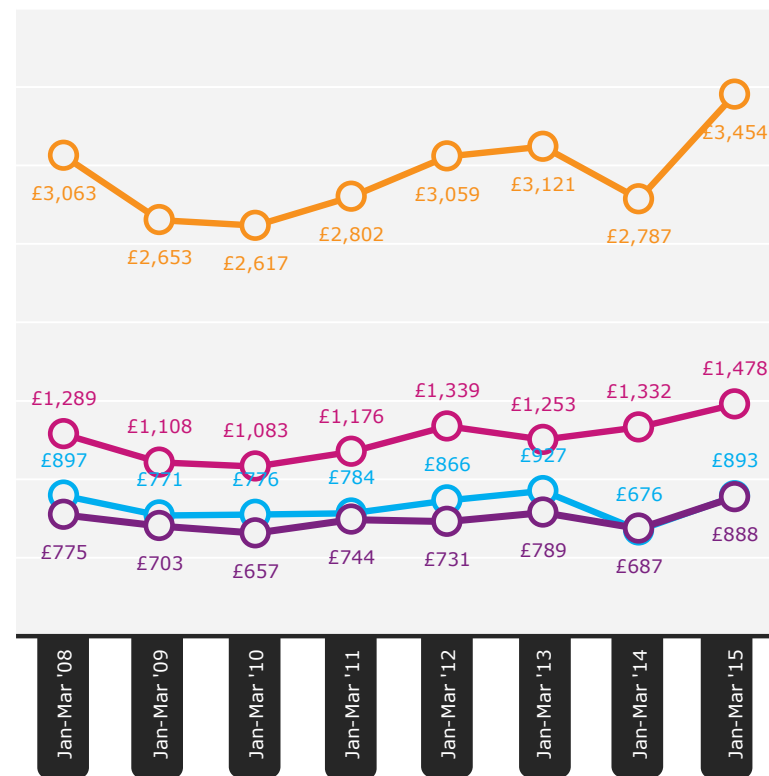


VFR Trips

Trip Volume (millions)

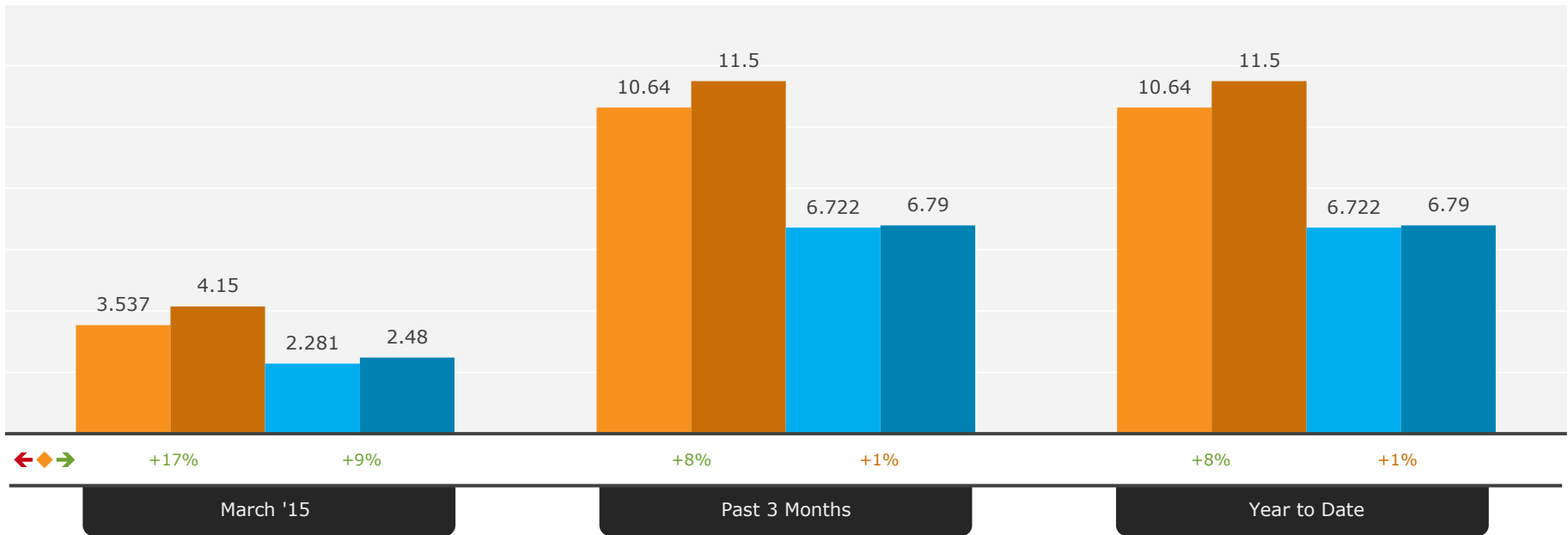
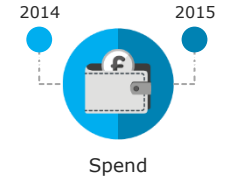
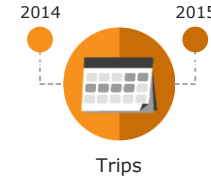


Spend (£m)



# UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



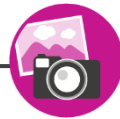
◀◆▶ % change vs 2014

# Appendix: Domestic Tourism England

Year to date trip length, spend/night, spend/trip



All Tourism



Holidays



Business



VFR

	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
Trip Length	2.43	2.49	2.42	2.50	2.42	2.42	2.71	2.52	2.57	2.56	2.50	2.55	2.05	2.08	2.14	2.26	2.12	2.17	2.43	2.42	2.48	2.54	2.30	2.43
Spend Per Night	£61	£61	£68	£69	£72	£73	£69	£75	£81	£78	£90	£88	£108	£106	£109	£114	£115	£113	£35	£38	£39	£42	£43	£43
Spend Per Trip	£148	£152	£164	£173	£173	£176	£187	£190	£208	£201	£225	£224	£222	£220	£233	£257	£245	£245	£84	£92	£96	£107	£98	£105