Summary of Results GB And England

### Headlines

**MARCH 2015**

- There were 8.8 million domestic overnight trips in GB in March 2015, up +27% from March 2014 when there were 7 million trips.
- Bednights were up +32% to 23.6 million, and expenditure was up +39% to £1.8 billion.

**YEAR-TO-DATE**

- 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.
- Nights and spend were also up, by +22% and +27% respectively.

**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

<table>
<thead>
<tr>
<th></th>
<th>GB</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trips</td>
<td>+27%</td>
<td>+29%</td>
</tr>
<tr>
<td>Nights</td>
<td>+32%</td>
<td>+39%</td>
</tr>
<tr>
<td>Spend</td>
<td>+39%</td>
<td>+39%</td>
</tr>
</tbody>
</table>

*GBTS March 2015 Published 23rd June 2015*
### Summary of Results England

#### YEAR-TO-DATE (Jan–March 2015)

<table>
<thead>
<tr>
<th>PURPOSE</th>
<th>Trips</th>
<th>Nights</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HOLIDAY TRIPS</strong> 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.</td>
<td>+12%</td>
<td>+14%</td>
<td>+11%</td>
</tr>
<tr>
<td>Nights increased by +14%, and expenditure also increased, by +11%.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>VISITS TO FRIENDS AND RELATIVES</strong> increased by +21% to 8.4 million. Bednights and expenditure increased at a greater rate for this trip type, by +27% and +29% respectively</td>
<td>+21%</td>
<td>+27%</td>
<td>+29%</td>
</tr>
<tr>
<td><strong>BUSINESS</strong> trips also increased for the January to March period, up by +32% to 3.6 million. Nights (+35%) and spend (+32%) also increased.</td>
<td>+32%</td>
<td>+35%</td>
<td>+32%</td>
</tr>
</tbody>
</table>
Overseas Travel by UK Residents
International Passenger Survey

- 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

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

### England

<table>
<thead>
<tr>
<th></th>
<th>March '15</th>
<th>+29%</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Volume</td>
<td>7.1</td>
<td>5.5</td>
<td>16.1</td>
<td>19.7</td>
</tr>
<tr>
<td>Spend (£m)</td>
<td>£1,364</td>
<td>£980</td>
<td>£2,787</td>
<td>£3,454</td>
</tr>
</tbody>
</table>

### GB

<table>
<thead>
<tr>
<th></th>
<th>March '15</th>
<th>+27%</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Volume</td>
<td>8.8</td>
<td>7</td>
<td>23.6</td>
<td>19.4</td>
</tr>
<tr>
<td>Spend (£m)</td>
<td>£1,765</td>
<td>£1,267</td>
<td>£3,966</td>
<td>£4,326</td>
</tr>
</tbody>
</table>

% change vs 2014

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GBTS March 2015 Published 23rd June 2015
Trips England
Volume of trips (millions) (2014 vs 2015)

VOLUME: All; Holiday; Business; VFR Trips

Showing three periods: March; Jan-March; YTD
Showing % change vs 2014

March '15
Past 3 months
Year to Date

% change vs 2014

GBTS March 2015 Published 23rd June 2015
Nights England
Volume of nights (millions) (2014 vs 2015)

Showing three periods: March, Jan-Mar; YTD
Showing % change vs 2014

GBTS March 2015 Published 23rd June 2015
Spend England

Expenditure (£m) (2014 vs 2015)

- March '15
- Past 3 months
- Year to Date

- All trips
- Holiday trips
- Business trips
- VFR trips

% change vs 2014:
- +39%
- +16%
- +80%
- +33%
- +24%
- +11%
- +32%
- +29%
- +24%
- +11%
- +32%
- +29%

VisitEngland

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Long Term Trends by Month GB

2006-2015 (millions)

VOLUME by Month (2006-2015)

VOLUME – March (2006-2015)

2006: 7.493
2007: 9.14
2008: 9.297
2009: 8.091
2010: 8.744
2011: 8.029
2012: 8.793
2013: 8.402
2014: 6.957
2015: 8.815

VisitEngland
Long Term Trends, Year-to-Year England

Trip Volume (millions)

<table>
<thead>
<tr>
<th>Jan-Mar '08</th>
<th>Jan-Mar '09</th>
<th>Jan-Mar '10</th>
<th>Jan-Mar '11</th>
<th>Jan-Mar '12</th>
<th>Jan-Mar '13</th>
<th>Jan-Mar '14</th>
<th>Jan-Mar '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.75</td>
<td>17.47</td>
<td>17.72</td>
<td>18.45</td>
<td>18.60</td>
<td>18.05</td>
<td>16.07</td>
<td>19.66</td>
</tr>
<tr>
<td>8.64</td>
<td>7.61</td>
<td>7.79</td>
<td>8.11</td>
<td>7.63</td>
<td>7.35</td>
<td>6.99</td>
<td>8.43</td>
</tr>
<tr>
<td>6.41</td>
<td>5.95</td>
<td>5.79</td>
<td>6.20</td>
<td>6.44</td>
<td>6.23</td>
<td>5.91</td>
<td>6.59</td>
</tr>
<tr>
<td>3.82</td>
<td>3.37</td>
<td>3.50</td>
<td>3.57</td>
<td>3.72</td>
<td>3.61</td>
<td>2.76</td>
<td>3.65</td>
</tr>
</tbody>
</table>

Spend (£m)

<table>
<thead>
<tr>
<th>Jan-Mar '08</th>
<th>Jan-Mar '09</th>
<th>Jan-Mar '10</th>
<th>Jan-Mar '11</th>
<th>Jan-Mar '12</th>
<th>Jan-Mar '13</th>
<th>Jan-Mar '14</th>
<th>Jan-Mar '15</th>
</tr>
</thead>
<tbody>
<tr>
<td>€3,063</td>
<td>€2,653</td>
<td>€2,617</td>
<td>€2,802</td>
<td>€3,059</td>
<td>€3,121</td>
<td>€2,787</td>
<td>€3,454</td>
</tr>
<tr>
<td>€1,289</td>
<td>€1,108</td>
<td>€1,083</td>
<td>€1,176</td>
<td>€1,339</td>
<td>€1,253</td>
<td>€1,332</td>
<td>€1,478</td>
</tr>
<tr>
<td>€775</td>
<td>€703</td>
<td>€657</td>
<td>€744</td>
<td>€731</td>
<td>€789</td>
<td>€687</td>
<td>€888</td>
</tr>
</tbody>
</table>

VisitEngland
### UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)

<table>
<thead>
<tr>
<th></th>
<th>March '15</th>
<th>Past 3 Months</th>
<th>Year to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trips</strong></td>
<td>3.537</td>
<td>10.64</td>
<td>10.64</td>
</tr>
<tr>
<td><strong>Spend</strong></td>
<td>2.281</td>
<td>6.722</td>
<td>6.722</td>
</tr>
</tbody>
</table>

**% change vs 2014**
- Trips: +17%
- Spend: +9%

GBTS March 2015 Published 23rd June 2015
## Appendix: Domestic Tourism England

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

<table>
<thead>
<tr>
<th></th>
<th>All Tourism</th>
<th>Holidays</th>
<th>Business</th>
<th>VFR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Trip Length</strong></td>
<td>2.43 2.49 2.42 2.50 2.42</td>
<td>2.71 2.52 2.57 2.56 2.50 2.55</td>
<td>2.05 2.08 2.14 2.26 2.12 2.17</td>
<td>2.43 2.42 2.48 2.54 2.30 2.43</td>
</tr>
<tr>
<td><strong>Spend Per Night</strong></td>
<td>£61 £61 £68 £69 £72 £73</td>
<td>£69 £75 £81 £78 £90 £88</td>
<td>£108 £106 £109 £114 £115 £113</td>
<td>£35 £38 £39 £42 £43 £43</td>
</tr>
<tr>
<td><strong>Spend Per Trip</strong></td>
<td>£148 £152 £164 £173 £173 £176</td>
<td>£187 £190 £208 £201 £225 £224</td>
<td>£222 £220 £233 £257 £245 £245</td>
<td>£84 £92 £96 £107 £98 £105</td>
</tr>
</tbody>
</table>