

Great Britain Tourism Survey Quarterly Regional Summary Q4 2019



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GB Domestic Tourism: Oct - Dec 2019 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB Total	27.591	29.031	+5.2%	79.149	84.197	+6.4%	£5,054	£5,280	+4.5%
England Total	23.359	23.902	+2.3%	65.731	67.999	+3.4%	£4,214	£4,252	+0.9%
East	2.270	2.532	+11.5%	6.588	8.349	+26.7%	£329	£324	-1.5%
East Midlands	1.768	1.892	+7.0%	4.579	5.374	+17.4%	£248	£238	-4.0%
London	2.912	3.118	+7.1%	7.506	7.882	+5.0%	£801	£789	-1.5%
North East	1.051	1.035	-1.5%	3.210	2.608	-18.8%	£172	£162	-5.8%
North West	3.375	3.384	+0.3%	8.212	8.978	+9.3%	£681	£700	+2.8%
South East	4.196	3.914	-6.7%	11.752	11.150	-5.1%	£593	£540	-8.9%
South West	3.416	3.706	+8.5%	11.291	11.204	-0.8%	£653	£731	+11.9%
West Midlands	1.868	2.333	+24.9%	5.129	5.717	+11.5%	£234	£369	+57.7%
Yorks & Humb	2.859	2.322	-18.8%	7.360	6.477	-12.0%	£490	£396	-19.2%
Scotland Total	2.465	3.079	+24.9%	7.863	10.089	+28.3%	£527	£686	+30.2%
North	0.545	0.841	+54.3%	2.270	3.218	+41.8%	£104	£186	+78.8%
West	0.680	0.710	+4.4%	1.676	2.184	+30.3%	£129	£168	+30.2%
East	0.967	1.155	+19.4%	2.599	3.530	+35.8%	£231	£264	+14.3%
South	0.362	0.370	+2.2%	1.319	1.283	-2.7%	£63	£88	+39.7%
Edinburgh	0.568	0.635	+11.8%	1.394	1.713	+22.9%	£161	£165	+2.5%
Glasgow	0.355	0.315	-11.3%	0.744	0.722	-3.0%	£73	£87	+19.2%
Wales Total	1.912	2.192	+14.6%	5.555	6.110	+10.0%	£313	£342	+9.3%
North	0.566	0.775	+36.9%	1.678	1.902	+13.3%	£111	£129	+16.2%
Mid	0.406	0.378	-6.9%	1.231	1.063	-13.6%	£59	£63	+6.8%
South West	0.325	0.389	+19.7%	0.985	1.161	+17.9%	£51	£60	+17.6%
South East	0.584	0.603	+3.3%	1.403	1.773	+26.4%	£82	£80	-2.4%

*All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 9 Oct 2019 – 26 Jan 2020
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Oct - Dec 2019 Volume & Value

ALL TOURISM

Trips taken in: Oct-Dec 2019	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB Total	2.87	2.90	+1.1%	£64	£63	-1.8%	£183	£182	-0.7%
England Total	2.81	2.84	+1.1%	£64	£63	-2.5%	£180	£178	-1.4%
East	2.90	3.30	+13.6%	£50	£39	-22.3%	£145	£128	-11.7%
East Midlands	2.59	2.84	+9.7%	£54	£44	-18.2%	£140	£126	-10.3%
London	2.58	2.53	-1.9%	£107	£100	-6.2%	£275	£253	-8.0%
North East	3.05	2.52	-17.5%	£54	£62	+15.9%	£164	£157	-4.4%
North West	2.43	2.65	+9.0%	£83	£78	-6.0%	£202	£207	+2.5%
South East	2.80	2.85	+1.7%	£50	£48	-4.0%	£141	£138	-2.4%
South West	3.31	3.02	-8.5%	£58	£65	+12.8%	£191	£197	+3.2%
West Midlands	2.75	2.45	-10.8%	£46	£65	+41.5%	£125	£158	+26.3%
Yorks & Humb	2.57	2.79	+8.4%	£67	£61	-8.2%	£171	£171	-0.5%
Scotland Total	3.19	3.28	+2.7%	£67	£68	+1.5%	£214	£223	+4.2%
North	4.17	3.83	-8.1%	£46	£58	+26.2%	£191	£221	+15.9%
West	2.46	3.08	+24.8%	£77	£77	-0.1%	£190	£237	+24.7%
East	2.69	3.06	+13.7%	£89	£75	-15.9%	£239	£229	-4.3%
South	3.64	3.47	-4.8%	£48	£69	+43.6%	£174	£238	+36.7%
Edinburgh	2.45	2.70	+9.9%	£115	£96	-16.6%	£283	£260	-8.3%
Glasgow	2.10	2.29	+9.4%	£98	£120	+22.8%	£206	£276	+34.3%
Wales Total	2.91	2.79	-4.1%	£56	£56	-0.7%	£164	£156	-4.7%
North	2.96	2.45	-17.2%	£66	£68	+2.5%	£196	£166	-15.1%
Mid	3.03	2.81	-7.3%	£48	£59	+23.7%	£145	£167	+14.7%
South West	3.03	2.98	-1.5%	£52	£52	-0.2%	£157	£154	-1.7%
South East	2.40	2.94	+22.4%	£58	£45	-22.8%	£140	£133	-5.5%

*All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 9 Oct 2019 – 26 Jan 2020
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: YTD: Dec 2019 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB Total	118.556	122.780	+3.6%	371.747	371.806	0.0%	£23,961	£24,651	+2.9%
England Total	97.397	99.071	+1.7%	295.778	290.316	-1.8%	£19,347	£19,448	+0.5%
East	8.746	9.721	+11.1%	28.053	31.439	+12.1%	£1,570	£1,661	+5.8%
East Midlands	7.747	7.558	-2.4%	21.637	21.481	-0.7%	£1,192	£1,153	-3.3%
London	11.858	12.155	+2.5%	27.883	28.483	+2.2%	£2,984	£3,035	+1.7%
North East	3.989	4.253	+6.6%	12.814	12.517	-2.3%	£759	£800	+5.4%
North West	13.278	14.067	+5.9%	34.116	37.903	+11.1%	£2,677	£2,940	+9.8%
South East	16.172	15.833	-2.1%	46.021	42.188	-8.3%	£2,705	£2,555	-5.5%
South West	19.066	18.937	-0.7%	73.865	66.936	-9.4%	£4,338	£4,133	-4.7%
West Midlands	7.749	8.879	+14.6%	20.595	20.965	+1.8%	£1,327	£1,451	+9.3%
Yorks & Humb	10.479	9.550	-8.9%	29.862	27.450	-8.1%	£1,744	£1,690	-3.1%
Scotland Total	11.803	13.810	+17.0%	40.331	46.413	+15.1%	£2,762	£3,200	+15.9%
North	3.076	3.859	+25.5%	13.493	15.804	+17.1%	£708	£970	+37.0%
West	3.015	3.828	+27.0%	8.463	12.707	+50.1%	£617	£937	+51.9%
East	4.265	4.753	+11.4%	11.696	14.544	+24.4%	£1,064	£1,206	+13.3%
South	1.841	1.675	-9.0%	6.452	6.763	+4.8%	£364	£327	-10.2%
Edinburgh	2.513	2.697	+7.3%	6.325	7.814	+23.5%	£681	£727	+6.8%
Glasgow	1.430	1.685	+17.8%	3.350	4.179	+24.7%	£311	£425	+36.7%
Wales Total	10.021	10.698	+6.8%	35.638	35.077	-1.6%	£1,853	£2,003	+8.1%
North	3.465	4.168	+20.3%	12.961	14.049	+8.4%	£698	£792	+13.5%
Mid	2.177	1.870	-14.1%	7.820	6.088	-22.1%	£355	£360	+1.4%
South West	2.033	2.125	+4.5%	7.907	7.838	-0.9%	£388	£382	-1.5%
South East	2.289	2.440	+6.6%	6.300	6.383	+1.3%	£381	£430	+12.9%

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TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: YTD: Dec 2019 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2019	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB Total	3.14	3.03	-3.4%	£64	£66	+2.9%	£202	£201	-0.7%
England Total	3.04	2.93	-3.5%	£65	£67	+2.4%	£199	£196	-1.2%
East	3.21	3.23	+0.8%	£56	£53	-5.6%	£180	£171	-4.8%
East Midlands	2.79	2.84	+1.8%	£55	£54	-2.6%	£154	£153	-0.9%
London	2.35	2.34	-0.3%	£107	£107	-0.4%	£252	£250	-0.8%
North East	3.21	2.94	-8.4%	£59	£64	+7.9%	£190	£188	-1.1%
North West	2.57	2.69	+4.9%	£78	£78	-1.1%	£202	£209	+3.7%
South East	2.85	2.66	-6.4%	£59	£61	+3.0%	£167	£161	-3.5%
South West	3.87	3.53	-8.8%	£59	£62	+5.1%	£228	£218	-4.1%
West Midlands	2.66	2.36	-11.2%	£64	£69	+7.4%	£171	£163	-4.6%
Yorks & Humb	2.85	2.87	+0.9%	£58	£62	+5.4%	£166	£177	+6.3%
Scotland Total	3.42	3.36	-1.6%	£68	£69	+0.7%	£234	£232	-1.0%
North	4.39	4.10	-6.6%	£52	£61	+17.0%	£230	£251	+9.2%
West	2.81	3.32	+18.3%	£73	£74	+1.1%	£205	£245	+19.6%
East	2.74	3.06	+11.6%	£91	£83	-8.8%	£249	£254	+1.7%
South	3.50	4.04	+15.2%	£56	£48	-14.3%	£198	£195	-1.3%
Edinburgh	2.52	2.90	+15.1%	£108	£93	-13.6%	£271	£270	-0.5%
Glasgow	2.34	2.48	+5.9%	£93	£102	+9.5%	£217	£252	+16.0%
Wales Total	3.56	3.28	-7.8%	£52	£57	+9.8%	£185	£187	+1.3%
North	3.74	3.37	-9.9%	£54	£56	+4.7%	£201	£190	-5.7%
Mid	3.59	3.26	-9.4%	£45	£59	+30.3%	£163	£193	+18.1%
South West	3.89	3.69	-5.2%	£49	£49	-0.7%	£191	£180	-5.8%
South East	2.75	2.62	-5.0%	£60	£67	+11.4%	£166	£176	+5.9%

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Fieldwork: 9 Jan 2019 – 26 Jan 2020
TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: 12-month comparison: Year ending Dec 2019 Volume & Value ALL TOURISM Jan 2019 – Dec 2019

Trips taken in: Jan-Dec 2019	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB Total	118.556	122.780	+3.6%	371.747	371.806	0.0%	£23,961	£24,651	+2.9%
England Total	97.397	99.071	+1.7%	295.778	290.316	-1.8%	£19,347	£19,448	+0.5%
East	8.746	9.721	+11.1%	28.053	31.439	+12.1%	£1,570	£1,661	+5.8%
East Midlands	7.747	7.558	-2.4%	21.637	21.481	-0.7%	£1,192	£1,153	-3.3%
London	11.858	12.155	+2.5%	27.883	28.483	+2.2%	£2,984	£3,035	+1.7%
North East	3.989	4.253	+6.6%	12.814	12.517	-2.3%	£759	£800	+5.4%
North West	13.278	14.067	+5.9%	34.116	37.903	+11.1%	£2,677	£2,940	+9.8%
South East	16.172	15.833	-2.1%	46.021	42.188	-8.3%	£2,705	£2,555	-5.5%
South West	19.066	18.937	-0.7%	73.865	66.936	-9.4%	£4,338	£4,133	-4.7%
West Midlands	7.749	8.879	+14.6%	20.595	20.965	+1.8%	£1,327	£1,451	+9.3%
Yorks & Humb	10.479	9.550	-8.9%	29.862	27.450	-8.1%	£1,744	£1,690	-3.1%
Scotland Total	11.803	13.810	+17.0%	40.331	46.413	+15.1%	£2,762	£3,200	+15.9%
North	3.076	3.859	+25.5%	13.493	15.804	+17.1%	£708	£970	+37.0%
West	3.015	3.828	+27.0%	8.463	12.707	+50.1%	£617	£937	+51.9%
East	4.265	4.753	+11.4%	11.696	14.544	+24.4%	£1,064	£1,206	+13.3%
South	1.841	1.675	-9.0%	6.452	6.763	+4.8%	£364	£327	-10.2%
Edinburgh	2.513	2.697	+7.3%	6.325	7.814	+23.5%	£681	£727	+6.8%
Glasgow	1.430	1.685	+17.8%	3.350	4.179	+24.7%	£311	£425	+36.7%
Wales Total	10.021	10.698	+6.8%	35.638	35.077	-1.6%	£1,853	£2,003	+8.1%
North	3.465	4.168	+20.3%	12.961	14.049	+8.4%	£698	£792	+13.5%
Mid	2.177	1.870	-14.1%	7.820	6.088	-22.1%	£355	£360	+1.4%
South West	2.033	2.125	+4.5%	7.907	7.838	-0.9%	£388	£382	-1.5%
South East	2.289	2.440	+6.6%	6.300	6.383	+1.3%	£381	£430	+12.9%

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TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: 12-month comparison: Year ending Dec 2019 Volume & Value ALL TOURISM Jan 2019 – Dec 2019

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East	8.746	9.721	11.1%	28.053	31.439	+12.1%	£1,570	£1,661	+5.8%
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South East	2.289	2.440	+6.6%	6.300	6.383	+1.3%	£381	£430	+12.9%

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TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	5.8%	2.6%	7.0%	3.1%	7.4%	3.5%
England Total	6.2%	2.8%	7.3%	3.3%	8.1%	3.8%
East	17.1%	7.8%	19.0%	9.7%	22.4%	11.2%
East Midlands	17.7%	8.3%	21.4%	10.3%	23.2%	11.2%
London	15.9%	7.5%	26.5%	11.6%	24.9%	11.4%
North East	24.6%	11.3%	29.4%	13.6%	37.1%	17.6%
North West	12.9%	6.2%	16.3%	7.5%	17.4%	8.4%
South East	12.8%	6.0%	17.2%	7.7%	18.2%	8.4%
South West	12.7%	5.5%	13.4%	6.4%	16.4%	7.9%
West Midlands	16.6%	8.1%	19.1%	10.4%	21.8%	11.8%
Yorks & Humb	15.7%	7.2%	19.3%	9.4%	20.8%	10.5%
Scotland Total	13.7%	6.5%	15.8%	7.8%	19.0%	8.7%
North	25.5%	12.3%	31.0%	14.8%	37.5%	16.7%
West	25.8%	11.5%	32.1%	14.7%	33.3%	15.6%
East	22.5%	10.7%	25.7%	12.9%	32.2%	15.4%
South	35.7%	16.2%	41.5%	22.5%	47.9%	22.3%
Edinburgh	29.2%	14.2%	32.6%	16.4%	40.6%	20.3%
Glasgow	35.5%	17.1%	43.9%	21.5%	45.0%	22.4%
Wales Total	13.4%	5.9%	26.7%	9.9%	19.9%	9.5%
North	30.4%	12.9%	62.2%	21.3%	40.2%	17.2%
Mid	39.4%	17.4%	42.7%	21.4%	49.5%	24.9%
South West	36.1%	16.4%	38.9%	18.8%	45.1%	20.4%
South East	34.0%	15.8%	39.3%	18.1%	38.5%	21.1%

Figures are based on average of 2011, 2012, 2013 and 2015 / Quarter 4 2011, 2012, 2013 and 2015 base sizes

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