

Great Britain Tourism Survey

April 2019 Update



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 2019

ALL TOURISM

	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
TRIPS																		
GB	7.059	6.579	-6.8%	8.252	7.374	-10.6%	8.895	8.602	-3.3%	9.636	11.562	+20.0%	11.133			10.296		
England	5.779	5.516	-4.6%	6.960	5.987	-14.0%	7.374	6.825	-7.4%	7.798	9.224	+18.3%	9.134			8.318		
BEDNIGHTS																		
GB	17.705	16.373	-7.5%	21.727	17.510	-19.4%	26.074	22.643	-13.2%	29.308	33.398	+14.0%	34.691			32.714		
England	14.278	13.502	-5.4%	17.875	14.059	-21.3%	21.545	17.200	-20.2%	22.575	24.939	+10.5%	28.505			24.750		
EXPENDITURE																		
GB	£1,286	£1,298	+0.9%	£1,493	£1,417	-5.1%	£1,633	£1,629	-0.2%	£1,937	£2,169	+12.0%	£2,331			£2,130		
England	£999	£1,088	+8.9%	£1,218	£1,152	-5.4%	£1,321	£1,285	-2.7%	£1,518	£1,671	+10.1%	£1,915			£1,696		

	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
TRIPS																					
GB	12.916			14.446			8.331			9.102			8.064			10.425			33.842	34.117	+0.8%
England	10.314			11.567			6.794			7.672			6.608			9.078			27.911	27.552	-1.3%
BEDNIGHTS																					
GB	47.782			55.931			26.666			26.234			19.927			32.988			94.814	89.924	-5.2%
England	36.885			42.596			21.038			21.623			16.207			27.901			76.273	69.700	-8.6%
EXPENDITURE																					
GB	£2,917			£3,326			£1,854			£1,815			£1,484			£1,755			£6,349	£6,513	+2.6%
England	£2,353			£2,620			£1,491			£1,528			£1,192			£1,495			£5,056	£5,196	+2.8%

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Fieldwork: 8 May – 30 Jun 2019
 TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Monthly Volume & Value 2019

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	2.515	1.960	-22.1%	3.167	3.354	+5.9%	3.797	4.207	+10.8%	4.647	5.887	+26.7%	6.282			5.950		
England	1.929	1.578	-18.2%	2.522	2.618	+3.8%	2.970	3.089	+4.0%	3.574	4.533	+26.8%	4.997			4.516		

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	5.592	4.832	-13.6%	7.895	8.162	+3.4%	12.323	11.509	-6.6%	15.106	18.570	+22.9%	21.446			22.221		
England	4.145	3.780	-8.8%	6.030	6.337	+5.1%	9.796	7.924	-19.1%	10.981	13.299	+21.1%	16.886			15.774		

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£536	£448	-16.4%	£665	£680	+2.3%	£896	£811	-9.5%	£1,163	£1,292	+11.1%	£1,438			£1,468		
England	£404	£366	-9.4%	£502	£514	+2.4%	£708	£584	-17.5%	£874	£982	+12.4%	£1,126			£1,124		

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	7.769			8.852			4.194			4.597			3.136			2.987			14.126	15.408	+9.1%
England	6.003			6.792			3.299			3.671			2.444			2.514			10.995	11.818	+7.5%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	31.592			38.363			15.379			14.101			7.508			8.725			40.916	43.073	+5.3%
England	23.793			28.215			11.719			11.044			5.671			7.049			30.952	31.340	+1.3%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£2,051			£2,394			£1,181			£1,009			£703			£788			£3,260	£3,231	-0.9%
England	£1,617			£1,843			£909			£803			£527			£664			£2,488	£2,446	-1.7%

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GB Domestic Tourism: Monthly Volume & Value 2019

VISITING FRIENDS AND RELATIVES

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.005	2.484	-17.3%	3.255	2.543	-21.9%	3.599	2.828	-21.4%	3.234	3.763	+16.4%	3.202			2.553		
England	2.616	2.145	-18.0%	2.844	2.131	-25.1%	3.161	2.414	-23.6%	2.694	3.093	+14.8%	2.731			2.246		

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	8.636	6.484	-24.9%	9.061	5.730	-36.8%	10.811	6.844	-36.7%	9.079	10.710	+18.0%	8.857			6.476		
England	7.298	5.437	-25.5%	7.533	4.664	-38.1%	9.498	5.727	-39.7%	7.436	8.425	+13.3%	7.670			5.607		

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£339	£271	-20.1%	£306	£268	-12.4%	£386	£328	-15.0%	£367	£412	+12.3%	£396			£269		
England	£262	£228	-13.0%	£261	£218	-16.5%	£322	£270	-16.1%	£286	£327	+14.3%	£336			£220		

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.392			3.996			2.557			3.063			3.199			5.985			13.093	11.618	-11.3%
England	2.817			3.391			2.158			2.745			2.770			5.320			11.315	9.783	-13.5%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	11.405			13.290			7.485			8.178			7.463			21.217			37.587	29.768	-20.8%
England	9.428			10.654			6.179			7.23			7.089			18.610			31.765	24.253	-23.6%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£458			£536			£315			£380			£354			£597			£1,398	£1,279	-8.5%
England	£380			£431			£260			£337			£304			£511			£1,131	£1,043	-7.8%

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GB Domestic Tourism: Monthly Volume & Value 2019

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	1.290	1.797	+39.3%	1.500	1.282	-14.5%	1.292	1.288	-0.3%	1.529	1.549	+1.3%	1.463			1.497		
England	1.028	1.516	+47.5%	1.289	1.064	-17.5%	1.084	1.071	-1.2%	1.325	1.333	+0.6%	1.244			1.283		

BEDNIGHTS	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	2.705	4.167	+54.0%	3.290	2.988	-9.2%	2.440	3.437	+40.9%	4.280	3.171	-25.9%	3.666			3.215		
England	2.150	3.479	+61.8%	2.905	2.553	-12.1%	1.878	2.769	+47.4%	3.364	2.543	-24.4%	3.317			2.699		

EXPENDITURE	January			February			March			April			May			June		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£367	£517	+40.9%	£433	£447	+3.2%	£330	£439	+33.0%	£367	£367	0.0%	£460			£345		
England	£298	£440	+47.7%	£370	£400	+8.1%	£273	£388	+42.1%	£322	£312	-3.1%	£420			£307		

TRIPS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	1.218			1.375			1.145			1.21			1.451			1.290			5.611	5.916	+5.4%
England	1.111			1.184			0.959			1.084			1.222			1.139			4.726	4.984	+5.5%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	3.102			3.522			2.822			2.813			3.496			2.707			12.715	13.763	+8.2%
England	2.801			3.026			2.339			3.021			3.215			2.001			10.297	11.344	+10.2%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch	2018	2019	%ch
GB	£339			£346			£276			£368			£373			£346			£1,497	£1,770	+18.2%
England	£313			£298			£243			£349			£341			£301			£1,263	£1,540	+21.9%

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GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-Apr period

	ALL TOURISM, Jan-Apr period						HOLIDAYS – Jan-Apr period						VFR – Jan-Apr period						BUSINESS – Jan-Apr period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
TRIPS																								
GB	29.593	34.574	34.189	32.952	33.842	34.117	12.538	13.183	13.925	14.395	14.126	15.408	11.742	13.734	13.017	12.465	13.093	11.618	4.603	5.798	5.911	4.975	5.611	5.916
England	24.278	28.683	28.661	27.640	27.911	27.552	9.690	10.337	11.291	11.440	10.995	11.818	10.128	11.931	11.356	10.878	11.315	9.783	3.857	4.861	4.809	4.391	4.726	4.984
BEDNIGHTS																								
GB	78.939	92.461	89.640	87.918	94.814	89.924	35.375	39.072	38.811	40.703	40.916	43.073	30.198	36.030	33.045	31.971	37.587	29.768	10.508	12.737	13.724	11.889	12.715	13.763
England	62.240	74.041	73.327	71.847	76.273	69.700	26.519	29.138	30.453	31.570	30.952	31.340	24.748	30.662	28.209	27.149	31.765	24.253	8.334	10.335	10.972	10.314	10.297	11.344
EXPENDITURE																								
GB	£5,267	£6,350	£5,884	£5,903	£6,349	£6,513	£2,736	£3,036	£2,863	£3,110	£3,260	£3,231	£1,278	£1,590	£1,321	£1,271	£1,398	£1,279	£1,100	£1,399	£1,501	£1,292	£1,497	£1,770
England	£4,242	£4,988	£4,731	£4,837	£5,056	£5,196	£2,131	£2,286	£2,263	£2,428	£2,488	£2,446	£1,064	£1,299	£1,093	£1,079	£1,131	£1,043	£908	£1,136	£1,197	£1,137	£1,263	£1,540

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-Apr period

Av. Trip Length	ALL TOURISM - Jan-Apr period						HOLIDAYS – Jan-Apr period						VFR – Jan-Apr period						BUSINESS – Jan-Apr period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	2.67	2.67	2.62	2.67	2.80	2.64	2.82	2.96	2.79	2.83	2.90	2.80	2.57	2.62	2.54	2.56	2.87	2.56	2.28	2.20	2.32	2.39	2.27	2.33
England	2.56	2.58	2.56	2.60	2.73	2.53	2.74	2.82	2.70	2.76	2.82	2.65	2.44	2.57	2.48	2.50	2.81	2.48	2.16	2.13	2.28	2.35	2.18	2.28
Av. £/Night	ALL TOURISM - Jan-Apr period						HOLIDAYS – Jan-Apr period						VFR – Jan-Apr period						BUSINESS – Jan-Apr period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£67	£69	£66	£67	£67	£72	£77	£78	£74	£76	£80	£75	£42	£44	£40	£40	£37	£43	£105	£110	£109	£109	£118	£129
England	£68	£67	£65	£67	£66	£75	£80	£78	£74	£77	£80	£78	£43	£42	£39	£40	£36	£43	£109	£110	£109	£110	£123	£136
Av. £/Trip	ALL TOURISM - Jan-Apr period						HOLIDAYS – Jan-Apr period						VFR – Jan-Apr period						BUSINESS – Jan-Apr period					
	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019	2014	2015	2016	2017	2018	2019
GB	£178	£184	£172	£179	£188	£191	£218	£230	£206	£216	£231	£210	£109	£116	£101	£102	£107	£110	£239	£241	£254	£260	£267	£299
England	£175	£174	£165	£175	£181	£189	£220	£221	£200	£212	£226	£207	£105	£109	£96	£99	£100	£107	£235	£234	£249	£259	£267	£309

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