

# Great Britain Tourism Survey

August 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
<b>TRIPS</b>																		
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	12.163	+9.3%	10.296	10.076	-2.1%
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	9.998	+9.5%	8.318	8.230	-1.1%
<b>BEDNIGHTS</b>																		
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	36.670	+5.7%	32.714	31.306	-4.3%
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	28.556	+0.2%	24.750	24.455	-1.2%
<b>EXPENDITURE</b>																		
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	£2,330	0.0%	£2,130	£2,234	+4.9%
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	£1,851	-3.3%	£1,696	£1,753	+3.4%

Volume of domestic overnight all tourism trips to England increased in August 2019, +4% to 12 million trips. The Value of these trips increased +1% to £2.7 billion. The number of domestestic overnight nights decreased -2%, to 41.8 million

	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
<b>TRIPS</b>																					
GB	12.916	13.018	+0.8%	14.446	15.025	+4.0%	8.331			9.102			8.064			10.425			82.633	84.399	+2.1%
England	10.314	9.830	-4.7%	11.567	11.972	+3.5%	6.794			7.672			6.608			9.078			67.244	67.582	+0.5%
<b>BEDNIGHTS</b>																					
GB	47.782	45.117	-5.6%	55.931	53.168	-4.9%	26.666			26.234			19.927			32.988			265.932	256.185	-3.7%
England	36.885	32.587	-11.7%	42.596	41.805	-1.9%	21.038			21.623			16.207			27.901			209.009	197.103	-5.7%
<b>EXPENDITURE</b>																					
GB	£2,917	£2,957	+1.4%	£3,326	£3,405	+2.4%	£1,854			£1,815			£1,484			£1,755			£17,053	£17,439	+2.3%
England	£2,353	£2,219	-5.7%	£2,620	£2,652	+1.2%	£1,491			£1,528			£1,192			£1,495			£13,640	£13,671	+0.2%

Volume of domestic overnight all tourism trips to England increased from January to August 2019, +1% to 67.6 million trips. The Value of these trips remained level +0% to £13.7 billion. The number of domestestic overnight nights decreased -6%, to 197.1 million

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

\*Please note that the latest 2019 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2019 results are based on full-year data so will not change.  
\*All expenditure figures are in HISTORIC PRICES.

**KANTAR**

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Fieldwork: 11 September – 27 October 2019  
Kantar 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	6.530	+3.9%	5.950	5.122	-13.9%
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	5.159	+3.2%	4.516	3.916	-13.3%

  

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	21.478	+0.1%	22.221	18.343	-17.5%
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	16.170	-4.2%	15.774	13.287	-15.8%

  

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	£1,412	-1.8%	£1,468	£1,380	-6.0%
England	£404	£366	-9.4%	£502	£514	+2.4%	£708	£584	-17.5%	£874	£982	+12.4%	£1,126	£1,085	-3.6%	£1,124	£1,035	-7.9%

Volume of domestic overnight holiday trips to England increased in August 2019, +10% to 7.5 million trips. The Value of these trips increased +6% to £2 billion. The number of domestestic overnight nights remained level, +0%, to 28.2 million

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	7.591	-2.3%	8.852	9.415	+6.4%	4.194			4.597			3.136			2.987			42.979	44.066	+2.5%
England	6.003	5.342	-11.0%	6.792	7.478	+10.1%	3.299			3.671			2.444			2.514			33.303	33.713	+1.2%

  

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	29.862	-5.5%	38.363	35.730	-6.9%	15.379			14.101			7.508			8.725			154.538	148.486	-3.9%
England	23.793	20.997	-11.8%	28.215	28.199	-0.1%	11.719			11.044			5.671			7.049			115.620	109.993	-4.9%

  

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	£2,097	+2.2%	£2,394	£2,503	+4.6%	£1,181			£1,009			£703			£788			£10,611	£10,623	+0.1%
England	£1,617	£1,533	-5.2%	£1,843	£1,950	+5.8%	£909			£803			£527			£664			£8,198	£8,049	-1.8%

Volume of domestic overnight holiday trips to England increased from January to August 2019, +1% to 33.7 million trips. The Value of these trips decreased -2% to £8.0 billion. The number of domestestic overnight nights decreased -5%, to 110 million

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

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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	3.991	+24.6%	2.553	2.944	+15.3%
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	3.444	+26.1%	2.246	2.494	+11.0%

  

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	10.898	+23.0%	6.476	8.497	+31.2%
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	9.307	+21.3%	5.607	7.066	+26.0%

  

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	£458	+15.7%	£269	£389	+44.6%
England	£262	£228	-13.0%	£261	£218	-16.5%	£322	£270	-16.1%	£286	£327	+14.3%	£336	£388	+15.5%	£220	£317	+44.1%

Volume of domestic overnight VFR trips to England increased in August 2019, +2% to 3.5 million trips. The Value of these trips decreased -2% to £423 million. The number of domestestic overnight nights increased +2%, to 10.9 million

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	3.612	+6.5%	3.996	4.329	+8.3%	2.557			3.063			3.199			5.985			26.236	26.494	+1.0%
England	2.817	3.049	+8.2%	3.391	3.466	+2.2%	2.158			2.745			2.77			5.320			22.500	22.236	-1.2%

  

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	11.133	-2.4%	13.290	13.916	+4.7%	7.485			8.178			7.463			21.217			77.615	74.212	-4.4%
England	9.428	8.596	-8.8%	10.654	10.902	+2.3%	6.179			7.23			7.089			18.610			65.124	60.124	-7.7%

  

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	£487	+6.3%	£536	£561	+4.7%	£315			£380			£354			£597			£3,057	£3,174	+3.8%
England	£380	£400	+5.3%	£431	£423	-1.9%	£260			£337			£304			£511			£2,498	£2,571	+2.9%

Volume of domestic overnight VFR trips to England decreased from January to August 2019, -1% to 22.2 million trips. The Value of these trips increased +3% to £2.6 billion. The number of domestestic overnight nights decreased -8%, to 60.1 million

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

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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	1.305	-10.8%	1.497	1.678	+12.1%
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	1.094	-12.1%	1.283	1.521	+18.6%

  

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	3.092	-15.7%	3.215	3.346	+4.1%
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	2.305	-30.5%	2.699	3.051	+13.0%

  

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	£398	-13.5%	£345	£405	+17.4%
England	£298	£440	+47.7%	£370	£400	+8.1%	£273	£388	+42.1%	£322	£312	-3.1%	£420	£322	-23.3%	£307	£352	+14.7%

Volume of domestic overnight Business trips to England decreased in August 2019, -29% to 0.8 million trips. The Value of these trips decreased -24% to £228 million. The number of domestic overnight nights decreased -34%, to 2.0 million

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	1.576	+29.4%	1.375	1.022	-25.7%	1.145			1.21			1.451			1.290			11.164	11.497	+3.0%
England	1.111	1.277	+14.9%	1.184	0.845	-28.6%	0.959			1.084			1.222			1.139			9.548	9.721	+1.8%

  

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	3.598	+16.0%	3.522	2.695	-23.5%	2.822			2.813			3.496			2.707			26.220	26.494	+1.0%
England	2.801	2.720	-2.9%	3.026	1.998	-34.0%	2.339			3.021			3.215			2.001			22.140	21.418	-3.3%

  

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	£339	£343	+1.2%	£346	£283	-18.2%	£276			£368			£373			£346			£2,987	£3,199	+7.1%
England	£313	£264	-15.7%	£298	£228	-23.5%	£243			£349			£341			£301			£2,601	£2,706	+4.0%

Volume of domestic overnight Business trips to England increased from January to August 2019, +2% to 9.7 million trips. The Value of these trips increased +4% to £2.7 billion. The number of domestic overnight nights decreased -3%, to 21.4 million

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

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# GB Domestic Tourism: Year to Date – 2014-2019

## Trips, Bednights & Expenditure, Jan-Aug period

	ALL TOURISM, Jan-Aug period						HOLIDAYS, Jan-Aug period						VFR, Jan-Aug period						BUSINESS, Jan-Aug period					
TRIPS	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	77.273	85.310	82.870	80.130	82.633	84.399	39.082	40.072	40.482	42.052	42.979	44.066	28.772	32.637	29.908	25.619	26.236	26.494	10.553	11.159	11.755	10.164	11.164	11.497
England	62.695	70.027	68.617	66.859	67.244	67.582	30.046	31.181	32.600	33.643	33.306	33.713	24.701	28.429	25.847	22.488	22.500	22.236	8.998	9.323	9.883	8.835	9.548	9.721
BEDNIGHTS	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	243.458	264.134	252.934	253.135	265.932	256.185	140.704	144.556	143.490	150.157	154.538	148.486	71.300	82.535	73.144	70.625	77.515	74.212	24.878	25.870	27.090	24.519	26.220	26.494
England	188.460	207.519	200.321	205.728	209.009	197.103	103.794	107.634	110.643	118.266	115.620	109.993	59.081	69.714	60.603	60.301	65.144	60.124	20.415	20.884	22.154	21.145	22.140	21.418
EXPENDITURE	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	£15,600	£17,304	£16,053	£16,112	£17,053	£17,439	£9,531	£10,148	£9,527	£10,058	£10,611	£10,623	£3,083	£3,686	£3,019	£2,883	£3,057	£3,174	£2,602	£2,695	£2,994	£2,674	£2,987	£3,199
England	£12,392	£13,527	£12,828	£13,080	£13,640	£13,671	£7,275	£7,632	£7,469	£7,942	£8,198	£8,049	£2,547	£3,023	£2,466	£2,425	£2,498	£2,571	£2,224	£2,222	£2,494	£2,314	£2,601	£2,706

Year to date August 2019 volume of all tourism domestics overnight trips in England had increased to 67.582 million, nights has decreased to 197.103 million and spend has remained level at £13.671 billion

- Please note that the latest 2019 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2019 results are based on full-year data so will not change.
- All expenditure figures are in HISTORIC PRICES.
- NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions

# GB Domestic Tourism: Year to Date – 2014-2019

## Trip Characteristics, Jan-Aug period

Av. Trip Length	ALL TOURISM, Jan-Aug period						HOLIDAYS, Jan-Aug period						VFR, Jan-Aug period						BUSINESS, Jan-Aug 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	3.15	3.10	3.05	3.16	3.22	3.04	3.60	3.61	3.54	3.57	3.60	3.37	2.78	2.76	2.68	2.76	2.95	2.80	2.36	2.32	2.30	2.41	2.35	2.30
England	3.01	2.96	2.92	3.08	3.11	2.92	3.45	3.45	3.39	3.52	3.47	3.26	2.68	2.68	2.57	2.68	2.90	2.70	2.27	2.24	2.24	2.39	2.32	2.20
Av. £/Night	ALL TOURISM, Jan-Aug period						HOLIDAYS, Jan-Aug period						VFR, Jan-Aug period						BUSINESS, Jan-Aug 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	£64	£66	£63	£64	£64	£68	£68	£70	£66	£67	£69	£72	£43	£45	£41	£41	£39	£43	£105	£104	£111	£109	£114	£121
England	£66	£65	£64	£64	£65	£69	£70	£71	£68	£67	£71	£73	£43	£43	£41	£40	£38	£43	£109	£106	£113	£109	£117	£126
Av. £/Trip	ALL TOURISM, Jan-Aug period						HOLIDAYS, Jan-Aug period						VFR, Jan-Aug period						BUSINESS, Jan-Aug 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	£202	£203	£194	£201	£206	£207	£244	£253	£235	£239	£247	£241	£120	£123	£111	£113	£117	£120	£247	£242	£255	£263	£268	£278
England	£198	£193	£187	£196	£203	£202	£242	£245	£229	£236	£246	£239	£116	£116	£105	£108	£111	£116	£247	£238	£252	£262	£272	£278

Year to date August 2019 average trip length of all tourism domestic overnight trips in England has decreased to 2.92 days, Average spend per night has increased to £69 and Average spend per trip has remained level at £202.

- Please note that the latest 2019 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2019 results are based on full-year data so will not change.
- All expenditure figures are in HISTORIC PRICES.

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