

Great Britain Tourism Survey

July 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

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	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%

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	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%

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	£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 decreased in July 2019, -5% to 9.8 million trips. The Value of these trips decreased -6% to £2.2 billion. The number of domestestic overnight nights decreased -12%, to 32.6 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	12.916	13.018	+0.8%	14.446			8.331			9.102			8.064			10.425			68.187	69.374	+1.7%
England	10.314	9.830	-4.7%	11.567			6.794			7.672			6.608			9.078			55.677	55.610	-0.1%

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	47.782	45.117	-5.6%	55.931			26.666			26.234			19.927			32.988			210.001	203.017	-3.3%
England	36.885	32.587	-11.7%	42.596			21.038			21.623			16.207			27.901			166.413	155.298	-6.7%

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	£2,917	£2,957	+1.4%	£3,326			£1,854			£1,815			£1,484			£1,755			£13,727	£14,034	+2.2%
England	£2,353	£2,219	-5.7%	£2,620			£1,491			£1,528			£1,192			£1,495			£11,020	£11,019	0.0%

Volume of domestic overnight all tourism trips to England remained level from January to July 2019, +0% to 55.6 million trips. The Value of these trips remained level +0% to £11.0 billion. The number of domestestic overnight nights decreased -7%, to 155.3 million

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

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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 decreased in July 2019, -11% to 5.3 million trips. The Value of these trips decreased -5% to £1.5 billion. The number of domestestic overnight nights decreased -12%, to 21.0 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	7.769	7.591	-2.3%	8.852			4.194			4.597			3.136			2.987			34.127	34.651	+1.5%
England	6.003	5.342	-11.0%	6.792			3.299			3.671			2.444			2.514			26.511	26.235	-1.0%

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			15.379			14.101			7.508			8.725			116.175	112.756	-2.9%
England	23.793	20.997	-11.8%	28.215			11.719			11.044			5.671			7.049			87.405	81.794	-6.4%

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			£1,181			£1,009			£703			£788			£8,217	£8,120	-1.2%
England	£1,617	£1,533	-5.2%	£1,843			£909			£803			£527			£664			£6,355	£6,099	-4.0%

Volume of domestic overnight holiday trips to England decreased from January to July 2019, -1% to 26.2 million trips. The Value of these trips decreased -4% to £6.1 billion. The number of domestestic overnight nights decreased -6%, to 81.8 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 July 2019, +8% to 3.0 million trips. The Value of these trips increased +5% to £400 million. The number of domestestic overnight nights decreased -9%, to 8.6 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			2.557			3.063			3.199			5.985			22.240	22.165	-0.3%
England	2.817	3.049	+8.2%	3.391			2.158			2.745			2.770			5.320			19.109	18.770	-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	11.405	11.133	-2.4%	13.290			7.485			8.178			7.463			21.217			64.325	60.296	-6.3%
England	9.428	8.596	-8.8%	10.654			6.179			7.230			7.089			18.610			54.470	49.222	-9.6%

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	£487	+6.3%	£536			£315			£380			£354			£597			£2,521	£2,613	+3.6%
England	£380	£400	+5.3%	£431			£260			£337			£304			£511			£2,067	£2,148	+3.9%

Volume of domestic overnight VFR trips to England decreased from January to July 2019, -2% to 18.8 million trips. The Value of these trips increased +4% to £2.1 billion. The number of domestestic overnight nights decreased -10%, to 49.2 million

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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 increased in July 2019, +15% to 1.3 million trips. The Value of these trips decreased -16% to £264 million. The number of domestestic overnight nights decreased -3%, to 2.7 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			1.145			1.21			1.451			1.290			9.789	10.475	+7.0%
England	1.111	1.277	+14.9%	1.184			0.959			1.084			1.222			1.139			8.364	8.876	+6.1%
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			2.822			2.813			3.496			2.707			22.698	23.799	+4.9%
England	2.801	2.720	-2.9%	3.026			2.339			3.021			3.215			2.001			19.114	19.420	+1.6%
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	£339	£343	+1.2%	£346			£276			£368			£373			£346			£2,641	£2,916	+10.4%
England	£313	£264	-15.7%	£298			£243			£349			£341			£301			£2,303	£2,478	+7.6%

Volume of domestic overnight Business trips to England increased from January to July 2019, +6% to 8.9 million trips. The Value of these trips increased +8% to £2.5 billion. The number of domestestic overnight nights increased +2%, to 19.4 million

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KANTAR

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Fieldwork: 7 Aug 2019 – 29 Sep 2019
 TNS Face-to-Face Omnibus Survey



GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-Jul period

	ALL TOURISM - Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						BUSINESS – Jan-Jul 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	62.852	70.507	66.916	65.278	68.187	69.374	30.249	31.235	30.762	32.755	34.127	34.651	21.594	25.377	23.014	21.432	22.240	22.165	9.302	10.040	10.325	9.086	9.789	10.475
England	51.330	58.100	55.545	54.653	55.677	55.610	23.429	24.389	24.696	26.189	26.511	26.235	18.552	22.137	20.040	18.800	19.109	18.770	7.996	8.394	8.614	7.984	8.364	8.876
BEDNIGHTS																								
GB	187.268	208.192	193.019	196.715	210.001	203.017	102.072	107.016	101.811	111.692	116.175	112.756	58.448	67.947	59.627	56.387	64.325	60.296	21.019	23.354	23.967	21.737	22.698	23.799
England	145.773	164.422	152.923	160.277	166.413	155.298	75.983	79.524	77.814	88.071	87.405	81.794	48.123	57.808	49.700	47.951	54.490	49.222	17.306	19.068	19.484	18.945	19.114	19.420
EXPENDITURE																								
GB	£12,314	£13,986	£12,657	£12,936	£13,727	£14,034	£7,172	£7,771	£7,081	£7,739	£8,217	£8,120	£2,512	£3,078	£2,491	£2,382	£2,521	£2,613	£2,286	£2,449	£2,649	£2,371	£2,641	£2,916
England	£9,875	£10,969	£10,078	£10,569	£11,020	£11,019	£5,535	£5,859	£5,496	£6,140	£6,355	£6,099	£2,076	£2,532	£2,039	£1,997	£2,067	£2,148	£1,955	£2,013	£2,192	£2,079	£2,303	£2,478

Year to date July 2019 volume of all tourism domestic overnight trips in England had increased to 55.61 million, nights has decreased to 155.298 million and spend has remained level at £11.019 billion

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-Jul period

Av. Trip Length	ALL TOURISM - Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						BUSINESS – Jan-Jul 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	2.98	2.95	2.88	3.01	3.08	2.93	3.37	3.43	3.31	3.41	3.40	3.25	2.71	2.68	2.59	2.63	2.89	2.72	2.26	2.33	2.32	2.39	2.32	2.27
England	2.84	2.83	2.75	2.93	2.99	2.79	3.24	3.26	3.15	3.36	3.30	3.12	2.59	2.61	2.48	2.55	2.85	2.62	2.16	2.27	2.26	2.37	2.29	2.19
Av. £/Night	ALL TOURISM - Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						BUSINESS – Jan-Jul 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	£66	£67	£66	£66	£65	£69	£70	£73	£70	£69	£71	£72	£43	£45	£42	£42	£39	£43	£109	£105	£111	£109	£116	£123
England	£68	£67	£66	£66	£66	£71	£73	£74	£71	£70	£73	£75	£43	£44	£41	£42	£38	£44	£113	£106	£113	£110	£120	£128
Av. £/Trip	ALL TOURISM - Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						BUSINESS – Jan-Jul 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	£196	£198	£189	£198	£201	£202	£237	£249	£230	£236	£241	£234	£116	£121	£108	£111	£113	£118	£246	£244	£257	£261	£270	£278
England	£192	£189	£181	£193	£198	£198	£236	£240	£223	£234	£240	£232	£112	£114	£102	£106	£108	£114	£244	£240	£254	£260	£275	£279

Year to date July 2019 average trip length of all tourism domestic overnight trips in England has decreased to 2.79 days, Average spend per night has increased to £71 and Average spend per trip has remained level at £198.

- 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.