

Great Britain Tourism Survey

November 2018 Update



©TNS 2018

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 2018

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.647	7.059	+25.0%	7.268	8.252	+13.5%	8.330	8.895	+6.8%	11.707	9.636	-17.7%	10.159	11.133	+9.6%	10.002	10.296	+2.9%
England	4.852	5.779	+19.1%	6.191	6.960	+12.4%	6.952	7.374	+6.1%	9.645	7.798	-19.1%	8.275	9.134	+10.4%	8.438	8.318	-1.4%
BEDNIGHTS	2017			2018			2017			2018			2017			2018		
GB	13.228	17.705	+33.8%	19.069	21.727	+13.9%	20.368	26.074	+28.0%	35.253	29.308	-16.9%	30.733	34.691	+12.9%	29.881	32.714	+9.5%
England	10.999	14.278	+29.8%	15.894	17.875	+12.5%	16.709	21.545	+28.9%	28.245	22.575	-20.1%	24.168	28.505	+17.9%	24.251	24.750	+2.1%
EXPENDITURE	2017			2018			2017			2018			2017			2018		
GB	£1,006	£1,286	+27.8%	£1,282	£1,493	+16.5%	£1,443	£1,633	+13.2%	£2,172	£1,937	-10.8%	£2,053	£2,331	+13.5%	£2,207	£2,130	-3.5%
England	£852	£999	+17.3%	£1,099	£1,218	+10.8%	£1,170	£1,321	+12.9%	£1,716	£1,518	-11.5%	£1,653	£1,915	+15.8%	£1,812	£1,696	-6.4%

TRIPS	July			August			September			October			November			December			YTD					
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch			
GB	12.165	12.916	+6.2%	14.852	14.446	-2.7%	10.370	8.331	-19.7%	9.963	9.096	-8.7%	9.375	8.047	-14.2%	10.840			109.838	108.107	-1.6%			
England	10.300	10.314	+0.1%	12.206	11.567	-5.2%	8.448	6.794	-19.6%	8.124	7.666	-5.6%	7.907	6.591	-16.6%	9.281			91.338	88.295	-3.3%			
BEDNIGHTS	2017			2018			2017			2018			2017			2018			2017			2018		
GB	48.183	47.782	-0.8%	56.420	55.931	-0.9%	30.968	26.666	-13.9%	28.519	25.656	-10.0%	21.794	19.012	-12.8%	35.038			334.416	337.266	+0.9%			
England	40.011	36.885	-7.8%	45.451	42.596	-6.3%	24.336	21.038	-13.6%	21.688	21.045	-3.0%	18.069	15.291	-15.4%	29.589			269.821	266.383	-1.3%			
EXPENDITURE	2017			2018			2017			2018			2017			2018			2017			2018		
GB	£2,773	£2,917	+5.2%	£3,176	£3,326	+4.7%	£2,244	£1,854	-17.4%	£1,952	£1,810	-7.3%	£1,665	£1,466	-12.0%	£1,710			£21,973	£22,183	+1.0%			
England	£2,267	£2,353	+3.8%	£2,511	£2,620	+4.3%	£1,722	£1,491	-13.4%	£1,511	£1,523	+0.8%	£1,339	£1,174	-12.3%	£1,398			£17,652	£17,828	+1.0%			

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• All expenditure figures are in HISTORIC PRICES.

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

Fieldwork: 7 Nov 2018 – 16 Dec 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.116	2.515	+18.9%	2.658	3.167	+19.1%	3.793	3.797	+0.1%	5.828	4.647	-20.3%	5.800	6.282	+8.3%	5.616	5.950	+5.9%
England	1.765	1.929	+9.3%	2.112	2.522	+19.4%	3.027	2.970	-1.9%	4.536	3.574	-21.2%	4.540	4.997	+10.1%	4.438	4.516	+1.8%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.786	5.592	+16.8%	6.913	7.895	+14.2%	10.318	12.323	+19.4%	18.686	15.106	-19.2%	19,570	21.446	+9.6%	19,265	22.221	+15.3%
England	3.910	4.145	+6.0%	5.369	6.030	+12.3%	8.118	9.796	+20.7%	14.173	10.981	-22.5%	14,985	16.886	+12.7%	14,985	15.774	+5.3%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£494	£536	+8.5%	£531	£665	+25.2%	£838	£896	+6.9%	£1,247	£1,163	-6.7%	£1,319	£1,438	+9.0%	£1,419	£1,468	+3.5%
England	£421	£404	-4.0%	£414	£502	+21.3%	£665	£708	+6.5%	£928	£874	-5.8%	£1,038	£1,126	+8.5%	£1,115	£1,124	+0.8%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	6.944	7.769	+11.9%	9,297	8.852	-4.8%	5,390	4.194	-22.2%	5,080	4.597	-9.5%	3,423	3.136	-8.4%	3,204			55,945	54,906	-1.9%
England	5.771	6.003	+4.0%	7,454	6.792	-8.9%	4,280	3,299	-22.9%	4,013	3,671	-8.5%	2,690	2,444	-9.1%	2,619			44,626	42,717	-4.3%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	32.154	31.592	-1.7%	38,465	38,363	-0.3%	18,443	15,379	-16.6%	16,410	14,101	-14.1%	8,648	7,508	-13.2%	8,662			193,658	191,526	-1.1%
England	26.531	23.793	-10.3%	30,195	28,215	-6.6%	14,258	11,719	-17.8%	11,924	11,044	-7.4%	6,613	5,671	-14.2%	6,747			151,061	144,054	-4.6%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£1,891	£2,051	+8.5%	£2,319	£2,394	+3.2%	£1,363	£1,181	-13.4%	£1,215	£1,009	-17.0%	£731	£703	-3.8%	£765			£13,367	£13,504	+1.0%
England	£1,559	£1,617	+3.7%	£1,802	£1,843	+2.3%	£991	£909	-8.3%	£926	£803	-13.3%	£563	£527	-6.4%	£600			£10,422	£10,437	+0.1%

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

Fieldwork: 7 Nov 2018 – 16 Dec 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	2.340	3.005	+28.4%	3.085	3.255	+5.5%	2.937	3.599	+22.5%	4.103	3.234	-21.2%	2.889	3.202	+10.8%	2.698	2.553	-5.4%
England	2.065	2.616	+26.7%	2.686	2.844	+5.9%	2.552	3.161	+23.9%	3.575	2.694	-24.6%	2.463	2.731	+10.9%	2.458	2.246	-8.6%
BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	5.728	8.636	+50.8%	7.525	9.061	+20.4%	6.834	10.811	+58.2%	11.884	9.079	-23.6%	7.728	8.857	+14.6%	6.620	6.476	-2.2%
England	4.828	7.298	+51.2%	6.270	7.533	+20.1%	5.890	9.498	+61.3%	10.161	7.436	-26.8%	6.434	7.670	+19.2%	5.846	5.607	-4.1%
EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£238	£339	+42.4%	£314	£306	-2.5%	£288	£386	+34.0%	£431	£367	-14.8%	£324	£396	+22.2%	£329	£269	-18.2%
England	£198	£262	+32.3%	£277	£261	-5.8%	£238	£322	+35.3%	£366	£286	-21.9%	£248	£336	+35.5%	£292	£220	-24.7%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	3.380	3.392	+0.4%	4.187	3.996	-4.6%	3.354	2.557	-23.8%	3.167	3.063	-3.3%	3.319	3.199	-3.6%	6.346			35.459	35.055	-1.1%
England	3.001	2.817	-6.1%	3.688	3.391	-8.1%	2.884	2.158	-25.2%	2.758	2.745	-0.5%	2.937	2.760	-6.0%	5.539			31.067	30.163	-2.9%
BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	10.068	11.405	+13.3%	14.238	13.290	-6.7%	8.620	7.485	-13.2%	8.278	8.178	-1.2%	8.055	7.463	-7.3%	23.650			95.578	100.741	+5.4%
England	8.522	9.428	+10.6%	12.350	10.654	-13.7%	7.255	6.179	-14.8%	7.056	7.230	+2.5%	7.160	6.493	-9.3%	20.570			81.772	85.026	+4.0%
EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£458	£458	0.0%	£501	£536	+7.0%	£435	£315	-27.6%	£335	£380	+13.4%	£387	£354	-8.5%	£612			£4,040	£4,106	+1.6%
England	£378	£380	+0.5%	£428	£431	+0.7%	£374	£260	-30.5%	£275	£337	+22.5%	£343	£301	-12.2%	£534			£3,417	£3,396	-0.6%

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Fieldwork: 7 Nov 2018 – 16 Dec 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2018

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	0.946	1.290	+36.4%	1.293	1.500	+16.0%	1.253	1.292	+3.1%	1.483	1.529	+3.1%	1.192	1.463	+22.7%	1.436	1.497	+4.2%
England	0.816	1.028	+26.0%	1.203	1.289	+7.1%	1.089	1.084	-0.5%	1.283	1.325	+3.3%	1.056	1.244	+17.8%	1.326	1.283	-3.2%

BEDNIGHTS	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.975	2.705	+37.0%	4.038	3.290	-18.5%	2.492	2.440	-2.1%	3.384	4.280	+26.5%	2.341	3.666	+56.6%	2.989	3.215	+7.6%
England	1.596	2.150	+34.7%	3.833	2.905	-24.2%	2.123	1.878	-11.5%	2.762	3.364	+21.8%	1.953	3.317	+69.8%	2.787	2.699	-3.2%

EXPENDITURE	January			February			March			April			May			June		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£217	£367	+69.1%	£397	£433	+9.1%	£261	£330	+26.4%	£417	£367	-12.0%	£334	£460	+37.7%	£390	£345	-11.5%
England	£185	£298	+61.1%	£372	£370	-0.5%	£225	£273	+21.3%	£355	£322	-9.3%	£301	£420	+39.5%	£367	£307	-16.3%

TRIPS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	1.483	1.218	-17.9%	1.078	1.375	+27.6%	1.326	1.145	-13.7%	1.527	1.210	-20.8%	2.377	1.451	-39.0%	1.136			15.394	14.970	-2.8%
England	1.211	1.111	-8.3%	0.851	1.184	+39.1%	1.041	0.959	-7.9%	1.215	1.078	-11.3%	2.092	1.215	-41.9%	0.983			13.183	12.800	-2.9%

BEDNIGHTS	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	4.518	3.102	-31.3%	2.782	3.522	+26.6%	2.976	2.822	-5.2%	3.428	2.813	-17.9%	4.552	3.496	-23.2%	2.503			35.475	35.351	-0.3%
England	3.891	2.801	-28.0%	2.200	3.026	+37.5%	2.080	2.339	+12.5%	2.390	2.443	+2.2%	3.949	2.895	-26.7%	2.073			29.564	29.817	+0.9%

EXPENDITURE	July			August			September			October			November			December			YTD		
	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch	2017	2018	%ch
GB	£355	£339	-4.5%	£303	£346	+14.2%	£392	£276	-29.6%	£357	£368	+3.1%	£507	£373	-26.4%	£314			£3,930	£4,004	+1.9%
England	£274	£313	+14.2%	£235	£298	+26.8%	£317	£243	-23.3%	£274	£345	+25.9%	£406	£325	-20.0%	£246			£3,311	£3,514	+6.1%

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Fieldwork: 7 Nov 2018 – 16 Dec 2018

TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trips, Bednights & Expenditure, Jan-Nov period*

	ALL TOURISM – Jan-Nov period						HOLIDAYS – Jan-Nov period						VFR – Jan-Nov period						BUSINESS – Jan-Nov period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
TRIPS																								
GB	112.571	N/A	111.922	109.096	109.838	108.107	54.223	N/A	52.376	52.740	55.945	54.906	37.879	N/A	38.665	36.446	35.459	35.055	16.680	N/A	15.647	15.750	15.394	14.970
England	92.849	N/A	92.028	90.602	91.338	88.295	42.733	N/A	40.890	42.392	44.626	42.717	32.544	N/A	33.652	31.702	31.067	30.163	14.221	N/A	13.063	13.215	13.183	12.800
BEDNIGHTS																								
GB	341.100	N/A	337.069	328.373	334.416	337.266	190.751	N/A	183.954	182.342	193.658	191.526	102.666	N/A	104.736	96.259	95.578	100.741	37.642	N/A	35.728	36.573	35.475	35.351
England	269.643	N/A	265.840	261.876	269.821	266.383	143.681	N/A	138.369	140.994	151.061	144.054	86.606	N/A	88.553	80.743	81.772	85.026	30.495	N/A	28.426	29.762	29.564	29.817
EXPENDITURE																								
GB	£21,729	N/A	£22,768	£21,430	£21,973	£22,183	£12,805	N/A	£13,187	£12,515	£13,367	£13,504	£4,246	N/A	£4,788	£4,128	£4,040	£4,106	£4,102	N/A	£3,823	£4,118	£3,930	£4,004
England	£17,456	N/A	£17,891	£17,237	£17,652	£17,828	£9,957	N/A	£9,990	£9,865	£10,422	£10,437	£3,550	N/A	£3,913	£3,421	£3,417	£3,396	£3,444	N/A	£3,159	£3,420	£3,311	£3,514

*Break in time series 2015-2016 – see slide 2

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Fieldwork: 7 Nov 2018 – 16 Dec 2018
 TNS Face-to-Face Omnibus Survey

GB Domestic Tourism: Year to Date – 2013-2018

Trip Characteristics, Jan-Nov period*

Av. Trip Length	ALL TOURISM – Jan-Nov period						HOLIDAYS – Jan-Nov period						VFR – Jan-Nov period						BUSINESS – Jan-Nov period					
	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018	2013	2014	2015	2016	2017	2018
GB	3.03	N/A	3.01	3.01	3.04	3.12	3.52	N/A	3.51	3.46	3.46	3.49	2.71	N/A	2.71	2.64	2.70	2.87	2.26	N/A	2.28	2.32	2.30	2.36
England	2.90	N/A	2.89	2.89	2.95	3.02	3.36	N/A	3.38	3.33	3.39	3.37	2.66	N/A	2.63	2.55	2.63	2.82	2.14	N/A	2.18	2.25	2.24	2.33
Av. £/Night	ALL TOURISM – Jan-Nov period						HOLIDAYS – Jan-Nov period						VFR – Jan-Nov period						BUSINESS – Jan-Nov period					
GB	£64	N/A	£68	£65	£66	£66	£67	N/A	£72	£69	£69	£71	£41	N/A	£46	£43	£42	£41	£109	N/A	£107	£113	£111	£113
England	£65	N/A	£67	£66	£65	£67	£69	N/A	£72	£70	£69	£72	£41	N/A	£44	£42	£42	£40	£113	N/A	£111	£115	£112	£118
Av. £/Trip	ALL TOURISM – Jan-Nov period						HOLIDAYS – Jan-Nov period						VFR – Jan-Nov period						BUSINESS – Jan-Nov period					
GB	£193	N/A	£203	£196	£200	£205	£236	N/A	£252	£237	£239	£246	£112	N/A	£124	£113	£114	£117	£246	N/A	£244	£261	£255	£267
England	£188	N/A	£194	£190	£193	£202	£233	N/A	£244	£233	£234	£244	£109	N/A	£116	£108	£110	£113	£242	N/A	£242	£259	£251	£275

*Break in time series 2015-2016 – see slide 2

•Please note that the latest 2018 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2018 results are based on full-year data so will not change.
 •All expenditure figures are in HISTORIC PRICES.

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Fieldwork: 7 Nov 2018 – 16 Dec 2018
 TNS Face-to-Face Omnibus Survey