

Great Britain Tourism Survey

September 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	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																		
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																		
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 September 2019, +11% to 7.5 million trips. The Value of these trips increased +1% to £1.5 billion. The number of domestic overnight nights increased +4%, to 21.8 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
TRIPS																					
GB	12.916	13.018	+0.8%	14.446	15.025	+4.0%	8.331	9.269	+11.3%	9.102			8.064			10.425			90.964	93.668	+3.0%
England	10.314	9.830	-4.7%	11.567	11.972	+3.5%	6.794	7.519	+10.7%	7.672			6.608			9.078			74.038	75.101	+1.4%
BEDNIGHTS																					
GB	47.782	45.117	-5.6%	55.931	53.168	-4.9%	26.666	27.758	+4.1%	26.234			19.927			32.988			292.598	283.943	-3.0%
England	36.885	32.587	-11.7%	42.596	41.805	-1.9%	21.038	21.825	+3.7%	21.623			16.207			27.901			230.047	218.928	-4.8%
EXPENDITURE																					
GB	£2,917	£2,957	+1.4%	£3,326	£3,405	+2.4%	£1,854	£1,912	+3.1%	£1,815			£1,484			£1,755			£18,907	£19,351	+2.3%
England	£2,353	£2,219	-5.7%	£2,620	£2,652	+1.2%	£1,491	£1,510	+1.3%	£1,528			£1,192			£1,495			£15,131	£15,181	+0.3%

Volume of domestic overnight all tourism trips to England increased from January to September 2019, +1% to 75.1 million trips. The Value of these trips remained level +0% to £15.2 billion. The number of domestic overnight nights decreased -5%, to 219 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 increased in September 2019, +14% to 3.7 million trips. The Value of these trips decreased -3% to £879 million. The number of domestic overnight nights increased, +4%, to 12.2 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	4.848	+15.6%	4.597			3.136			2.987			47.173	48.914	+3.7%
England	6.003	5.342	-11.0%	6.792	7.478	+10.1%	3.299	3.744	+13.5%	3.671			2.444			2.514			36.602	37.457	+2.3%

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	16.786	+9.1%	14.101			7.508			8.725			169.917	165.272	-2.7%
England	23.793	20.997	-11.8%	28.215	28.199	-0.1%	11.719	12.232	+4.4%	11.044			5.671			7.049			127.339	122.225	-4.0%

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	£1,189	+0.7%	£1,009			£703			£788			£11,792	£11,812	+0.2%
England	£1,617	£1,533	-5.2%	£1,843	£1,950	+5.8%	£909	£879	-3.3%	£803			£527			£664			£9,107	£8,928	-2.0%

Volume of domestic overnight holiday trips to England increased from January to September 2019, +2% to 37.5 million trips. The Value of these trips decreased -2% to £8.9 billion. The number of domestic overnight nights decreased -4%, to 122 million

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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 September 2019, +14% to 2.5 million trips. The Value of these trips increased +9% to £283 million. The number of domestic overnight nights increased +6%, to 6.5 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	2.880	+12.6%	3.063			3.199			5.985			28.793	29.374	+2.0%
England	2.817	3.049	+8.2%	3.391	3.466	+2.2%	2.158	2.452	+13.6%	2.745			2.77			5.320			24.658	24.688	+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	11.405	11.133	-2.4%	13.290	13.916	+4.7%	7.485	7.589	+1.4%	8.178			7.463			21.217			85.100	81.801	-3.9%
England	9.428	8.596	-8.8%	10.654	10.902	+2.3%	6.179	6.534	+5.7%	7.230			7.089			18.610			71.303	66.658	-6.5%
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	£334	+6.0%	£380			£354			£597			£3,372	£3,508	+4.0%
England	£380	£400	+5.3%	£431	£423	-1.9%	£260	£283	+8.8%	£337			£304			£511			£2,758	£2,854	+3.5%

Volume of domestic overnight VFR trips to England from January to September 2019, remained level at 24.7 million trips. The Value of these trips increased +4% to £2.9 billion. The number of domestic overnight nights decreased -7%, to 66.7 million

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KANTAR

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Fieldwork: 9 Oct – 1 Dec 2019
 TNS Face-to-Face Omnibus Survey



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 September 2019, +13% to 1.1 million trips. The Value of these trips increased +29% to £314 million. The number of domestic overnight nights decreased -9%, to 2.1 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	1.288	+12.5%	1.210			1.451			1.290			12.309	12.785	+3.9%
England	1.111	1.277	+14.9%	1.184	0.845	-28.6%	0.959	1.129	+17.7%	1.084			1.222			1.139			10.507	10.850	+3.3%

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	2.370	-16.0%	2.813			3.496			2.707			29.042	28.864	-0.6%
England	2.801	2.720	-2.9%	3.026	1.998	-34.0%	2.339	2.129	-9.0%	3.021			3.215			2.001			24.479	23.547	-3.8%

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	£349	+26.4%	£368			£373			£346			£3,263	£3,548	+8.7%
England	£313	£264	-15.7%	£298	£228	-23.5%	£243	£314	+29.2%	£349			£341			£301			£2,844	£3,020	+6.2%

Volume of domestic overnight Business trips to England increased from January to September 2019, +3% to 10.9 million trips. The Value of these trips increased +6% to £3.0 billion. The number of domestic overnight nights decreased -4%, to 23.5 million

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GB Domestic Tourism: Year to Date – 2014-2019

Trips, Bednights & Expenditure, Jan-Sep period

	ALL TOURISM - Jan-Sep period						HOLIDAYS – Jan-Sep period						VFR – Jan-Sep period						BUSINESS – Jan-Sep 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	86.760	94.772	91.340	90.500	90.964	93.668	43.633	45.070	44.964	47.442	47.173	48.914	28.772	32.637	29.908	28.973	28.793	29.374	12.040	12.567	12.830	11.490	12.309	12.785
England	70.408	77.875	75.573	75.307	74.038	75.101	33.580	35.161	36.115	37.923	36.605	37.457	24.701	28.429	25.847	25.372	24.658	24.688	10.224	10.509	10.738	9.876	10.507	10.850
BEDNIGHTS																								
GB	271.055	293.609	280.451	284.103	292.598	283.943	156.157	163.525	159.418	168.600	169.917	165.272	79.394	89.386	79.800	79.245	85.000	81.801	28.248	28.905	29.574	27.495	29.042	28.864
England	209.718	231.202	222.941	230.064	230.047	218.928	115.179	122.588	123.066	132.524	127.339	122.225	65.544	75.602	66.414	67.556	71.323	66.658	23.232	23.165	24.129	23.225	24.479	23.547
EXPENDITURE																								
GB	£17,677	£19,499	£17,961	£18,356	£18,907	£19,351	£10,784	£11,568	£10,743	£11,421	£11,792	£11,812	£3,484	£4,031	£3,345	£3,318	£3,372	£3,508	£2,969	£3,066	£3,299	£3,066	£3,263	£3,548
England	£14,002	£15,264	£14,358	£14,802	£15,131	£15,181	£8,218	£8,715	£8,419	£8,933	£9,107	£8,928	£2,860	£3,308	£2,753	£2,799	£2,758	£2,854	£2,524	£2,537	£2,730	£2,631	£2,844	£3,020

Year to date September 2019 volume of all tourism domestic overnight trips in England had increased to 93.668 million, nights has decreased to 218.928 million and spend has increased to £15.181 billion

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GB Domestic Tourism: Year to Date – 2014-2019

Trip Characteristics, Jan-Sep period

Av. Trip Length	ALL TOURISM - Jan-Sep period						HOLIDAYS – Jan-Sep period						VFR – Jan-Sep period						BUSINESS – Jan-Sep 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	3.12	3.10	3.07	3.14	3.22	3.03	3.58	3.63	3.55	3.55	3.60	3.38	2.76	2.74	2.67	2.74	2.95	2.78	2.35	2.30	2.31	2.39	2.36	2.26
England	2.98	2.97	2.95	3.06	3.11	2.92	3.43	3.49	3.41	3.49	3.48	3.26	2.65	2.66	2.57	2.66	2.89	2.70	2.27	2.20	2.25	2.35	2.33	2.17
Av. £/Night	ALL TOURISM - Jan-Sep period						HOLIDAYS – Jan-Sep period						VFR – Jan-Sep period						BUSINESS – Jan-Sep 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	£65	£66	£64	£65	£65	£68	£69	£71	£67	£68	£69	£71	£44	£45	£42	£42	£40	£43	£105	£106	£112	£112	£112	£123
England	£67	£66	£64	£64	£66	£69	£71	£71	£68	£67	£72	£73	£44	£44	£41	£41	£39	£43	£109	£110	£113	£113	£116	£128
Av. £/Trip	ALL TOURISM - Jan-Sep period						HOLIDAYS – Jan-Sep period						VFR – Jan-Sep period						BUSINESS – Jan-Sep 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	£204	£206	£197	£203	£208	£207	£247	£257	£239	£241	£250	£241	£121	£124	£112	£115	£117	£119	£247	£244	£257	£267	£265	£278
England	£199	£196	£190	£197	£204	£202	£245	£248	£233	£236	£249	£238	£116	£116	£107	£110	£112	£116	£247	£241	£254	£266	£271	£278

Year to date September 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.

*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.