







Great Britain Tourism Survey

June 2015



Summary of Results GB And England

| | Trips | Nights | Spend | Headlines |
|---|-------|--------|-------|--|
| JUNE 2015 | | | | |
|  | +6% | +6% | +2% | <ul style="list-style-type: none"> There were 10.3 million domestic overnight trips in GB in June 2015, up +6% on June 2014 when there were 9.7 million trips. Expenditure increased by +2% to £2.2 billion, while nights increased by +6% to 30.6 million. |
|  | +6% | +6% | 0% | <ul style="list-style-type: none"> There were 8.4 million domestic overnight trips to England in June 2015, up by +6% on the same month last year when there were 8.0 million. Spend remained flat, at 0%, at £1.7 billion and bednights increased by +6% to 23.8 million. |
| YEAR-TO-DATE | | | | |
|  | +12% | +14% | +15% | <ul style="list-style-type: none"> In the year to June 2015, GB trips were up +12% to 56.8 million, compared to 50.6 million in the same period in 2014. Nights and expenditure were also up for the year to date, +14% and +15% respectively |
|  | +14% | +15% | +13% | <ul style="list-style-type: none"> In the year to June 2015, trips to England were up +14% to 47.0 million from 41.3 million in 2014. Nights and spend were up by +15% and +13% respectively. |

Weather








Context

- Temperatures in June were mixed, starting off with strong winds and heavy rain and ending the month with heat alerts in certain parts of the country.

Summary of Results England

YEAR-TO-DATE (Jan-June 2015)

Trip Characteristics

| | Trips | Nights | Spend | |
|--|---------------|-----------------------|----------|--|
|  | +2% | +6% | +6% | PURPOSE <ul style="list-style-type: none"> HOLIDAY TRIPS in England from January to June 2015 increased by +2% compared to the same period last year, with 18.3 million trips recorded. Expenditure has increased further by +6% to £4.4 billion, while nights increased by +6% to 55.9 million. |
|  | +19% | +23% | +23% | |
|  | +11% | +11% | +9% | |
| | 55+ | 16-24 | Class AB | TRIP TAKERS <ul style="list-style-type: none"> Trips increased among all age groups and social grades The biggest increases were among those aged 55+ (+18%) and 16-24 (+22%), and in social class AB (+21%) |
|  | +18% | +22% | +21% | |
| | West Midlands | Countryside / village | | DESTINATION TYPE <ul style="list-style-type: none"> All regions and destination types saw an increase in trips in the six months to June 2015 The greatest increase was to the West Midlands and to the Countryside |
|  | +28% | +23% | | |

Context Other Surveys

Overseas Travel by UK Residents

International Passenger Survey

JUNE 2015

JAN - JUNE 2015

Trip

Spend

Trip

Spend



+9%

+10%

+9%

+6%

- In June, trips and the expenditure on those trips by Brits overseas increased by +9% and +10%
- In the year to date, trips were up by +9%. Expenditure increased but not at the same rate, +6%.

Other Tourism Surveys

JUNE 15

Room

Bedspace

OCCUPANCY



+2%

+1%

- Room occupancy in England in June increased by +2% compared to 2014 at 78%, while bedspace occupancy increased slightly by +1% to 56%

APR-JUNE 15

Volume

Spend

DAY VISITS



+2%

+5%

- The number of tourism day visits in England in the period April to June 2015 increased slightly by +2% compared to 2014, to 349 million
- The value of those visits also increased, by +5% to £11 billion

JUNE 15

Attractions

Accommodation

TOURISM BUSINESS MONITOR



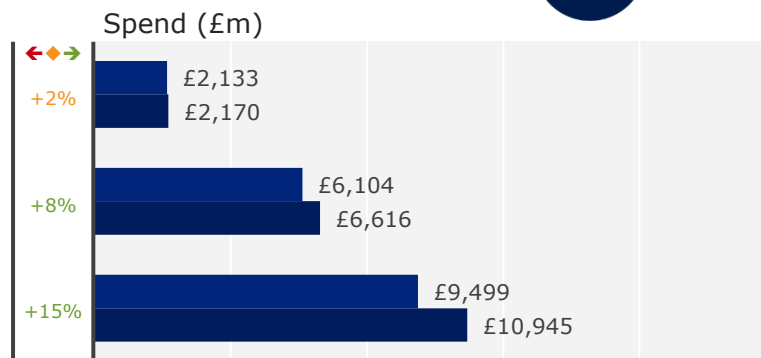
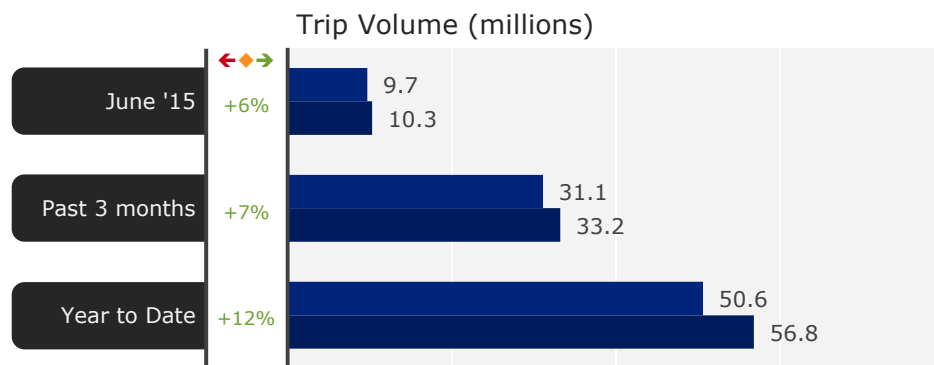
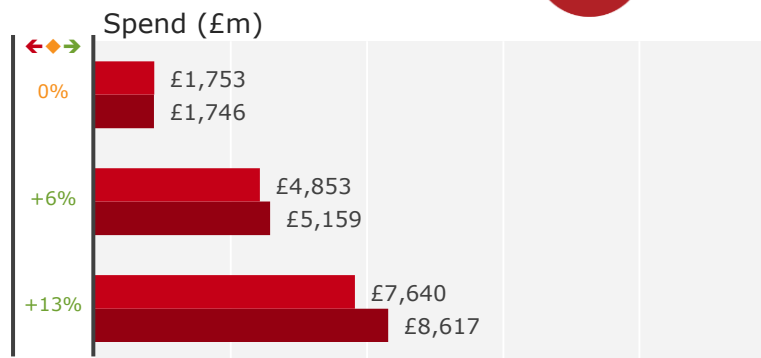
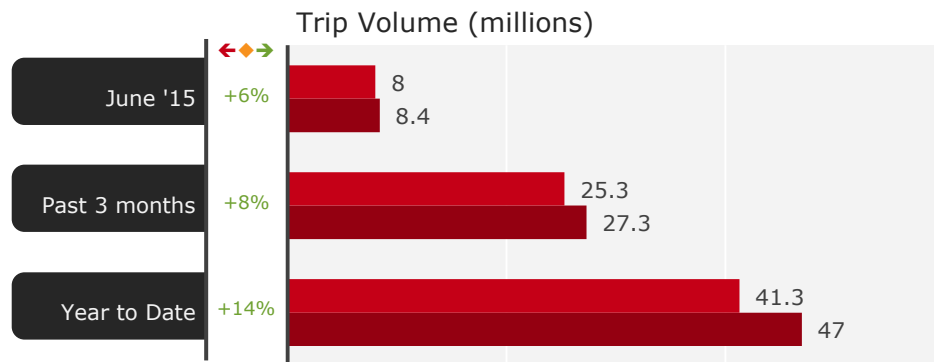
↗

↗

- Attractions and accommodation businesses reported an increase in visitors for the period from January until the end of May

Headline Data GB and England

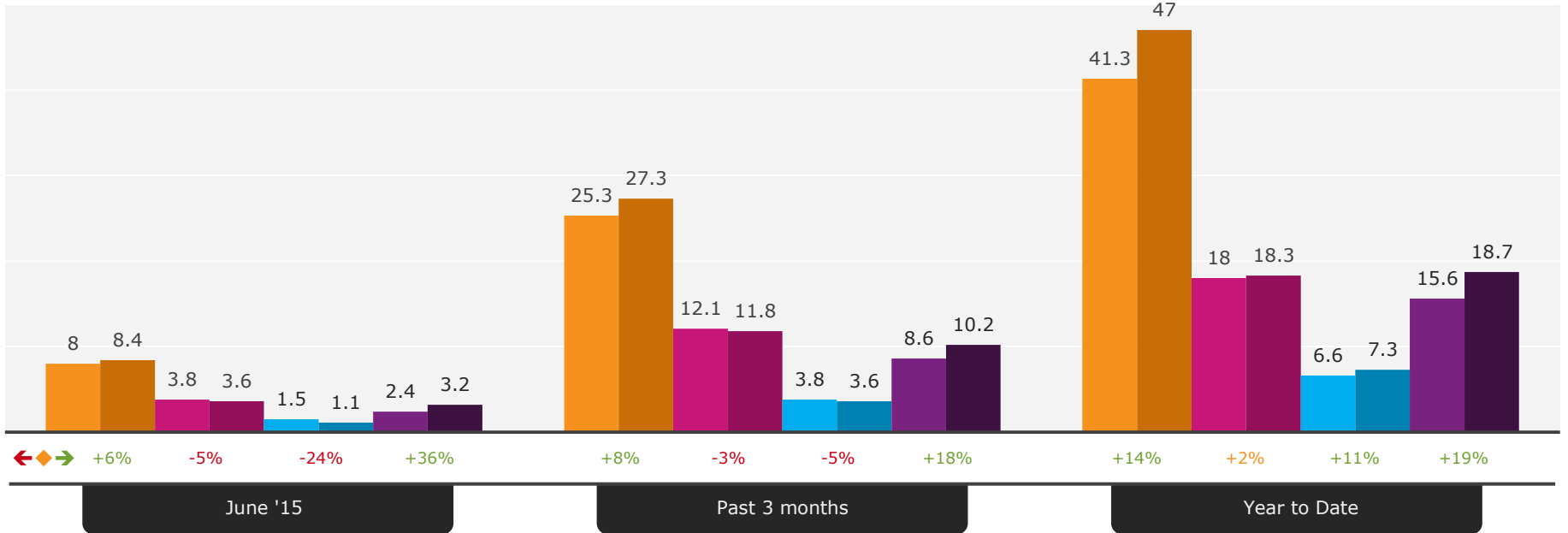
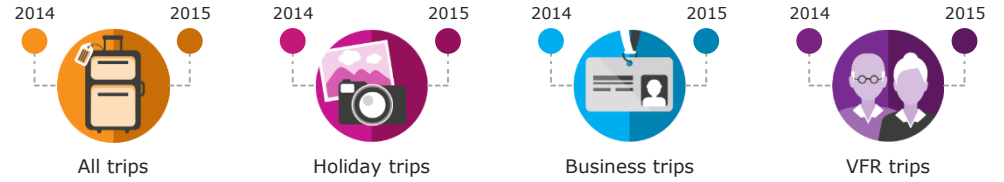
Volume and spend (2014 vs 2015)



◀▶▶ % change vs 2014

Trips England

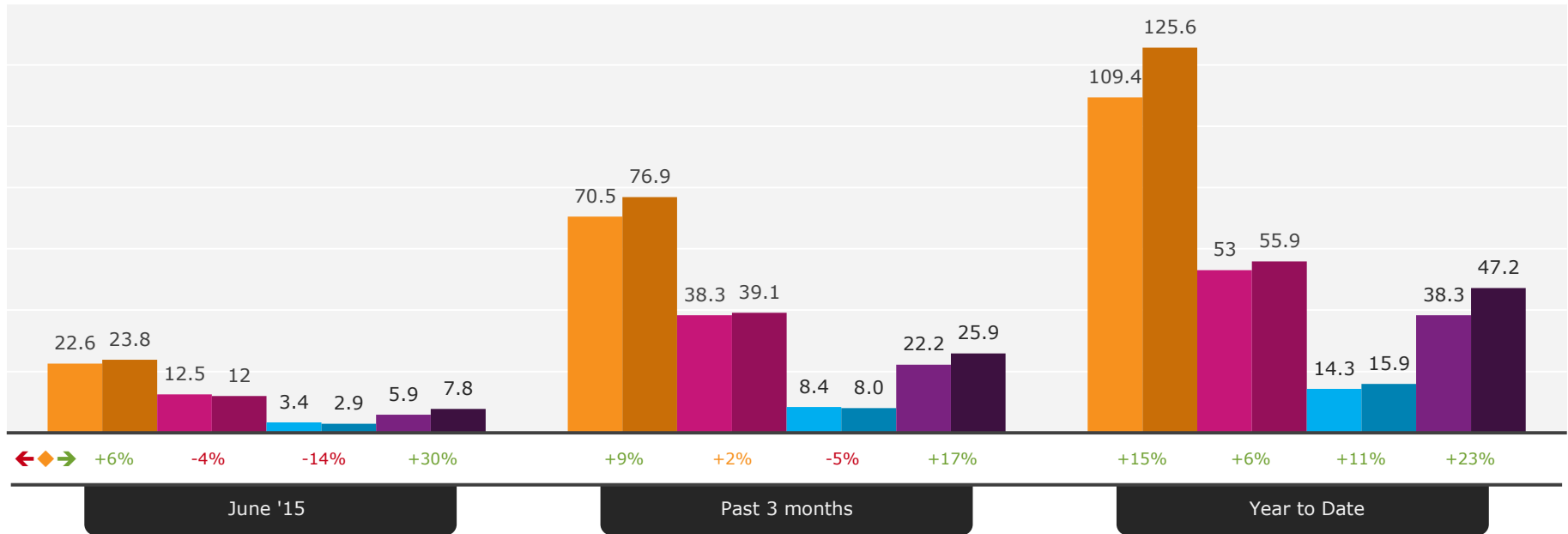
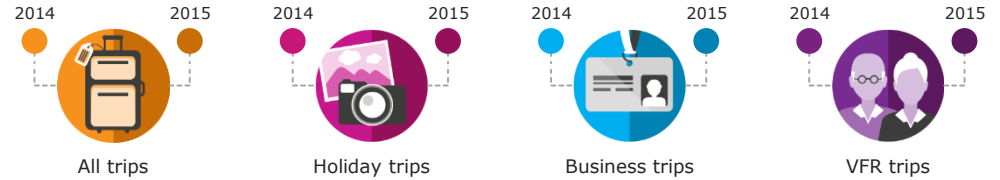
Volume of trips (millions) (2014 vs 2015)



◀▶ % change vs 2014

Nights England

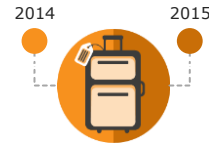
Volume of nights (millions) (2014 vs 2015)



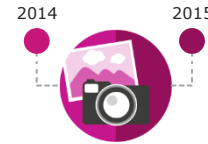
◀▶ % change vs 2014

Spend England

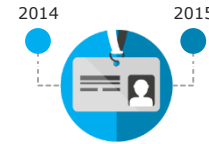
Expenditure (£m) (2014 vs 2015)



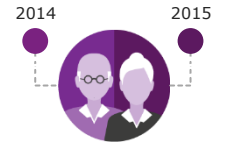
All trips



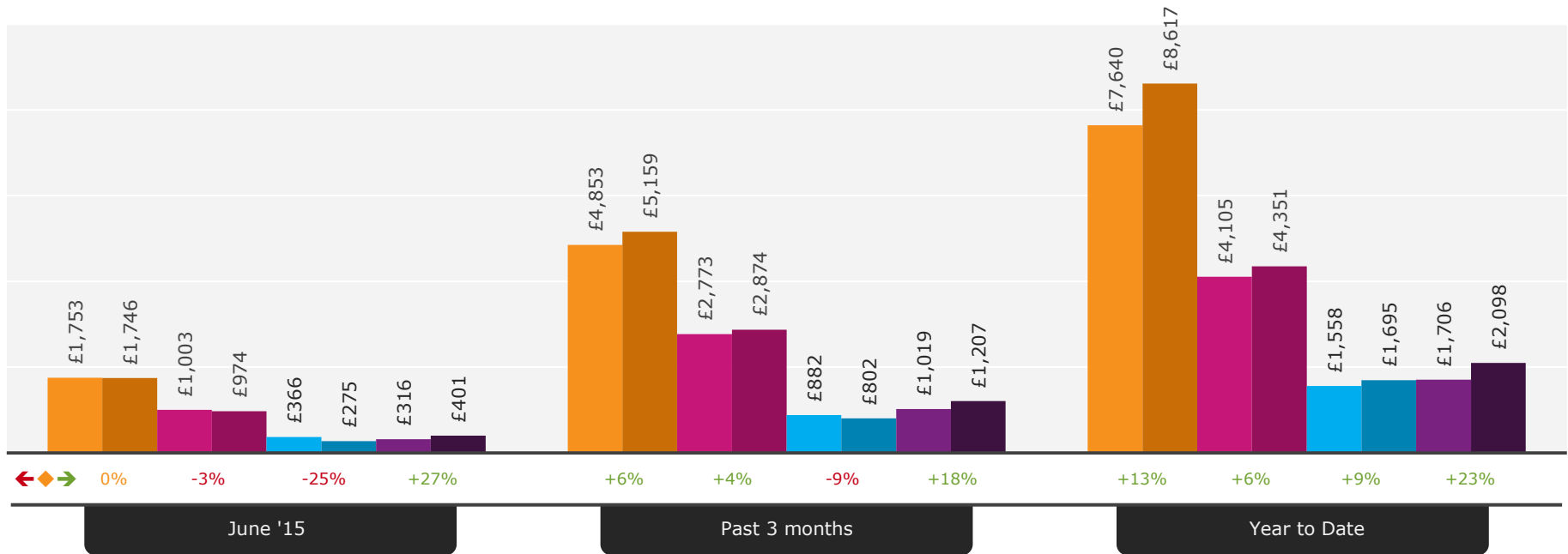
Holiday trips



Business trips



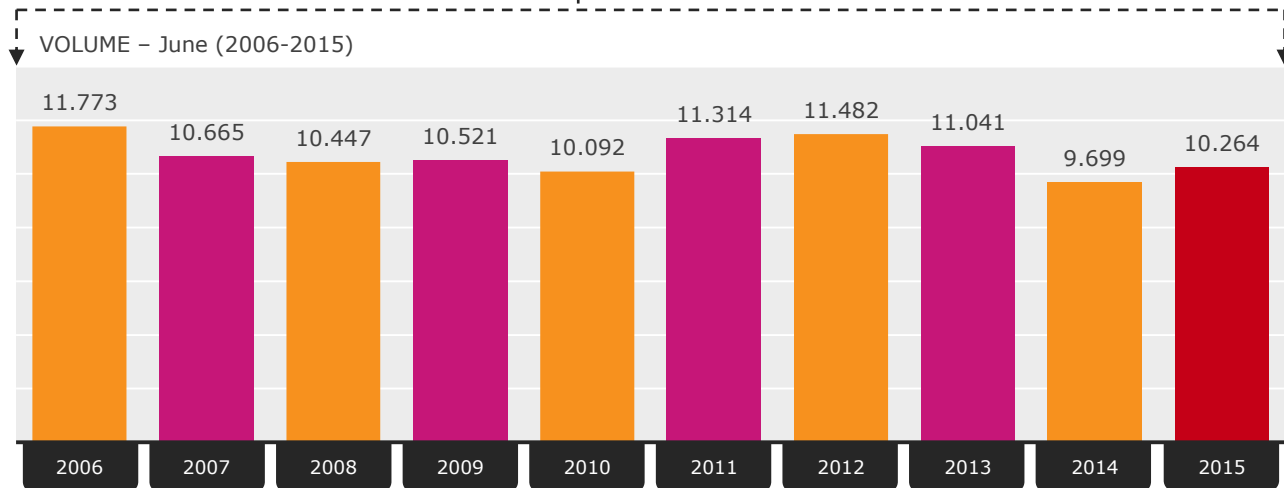
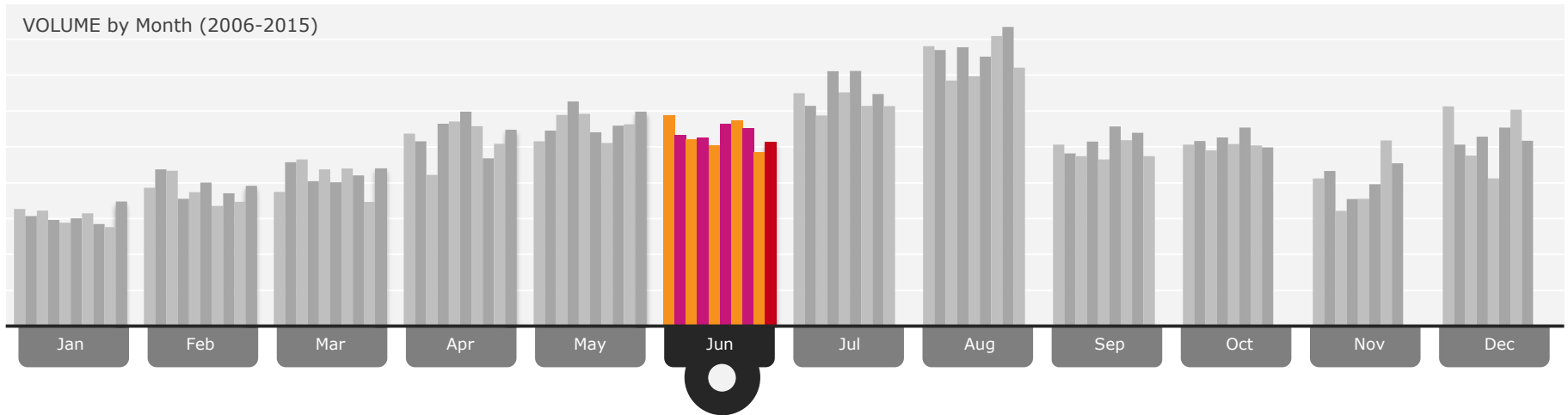
VFR trips



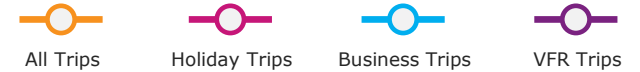
◀♦▶ % change vs 2014

Long Term Trends by Month GB

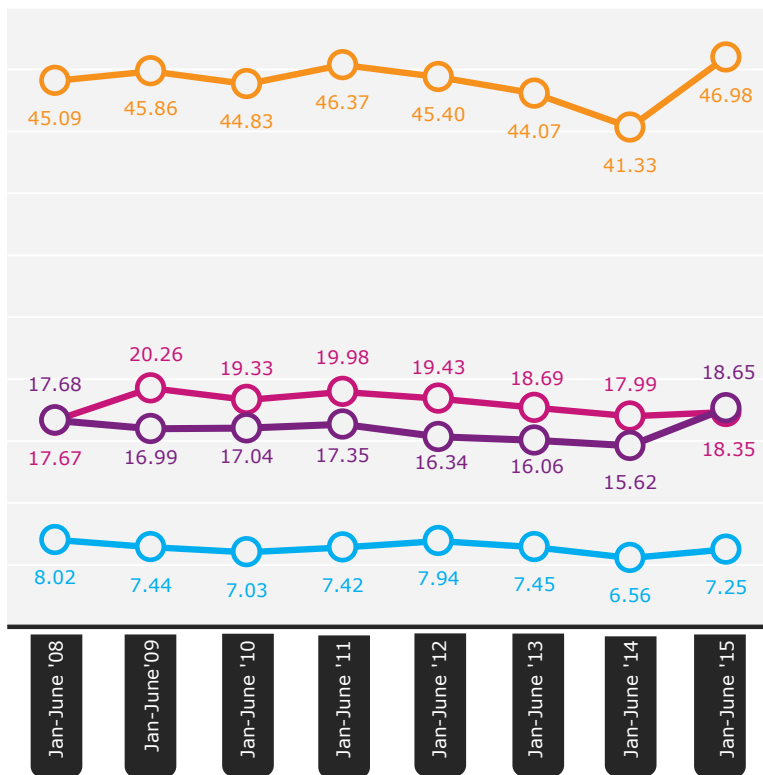
2006-2015 (millions)



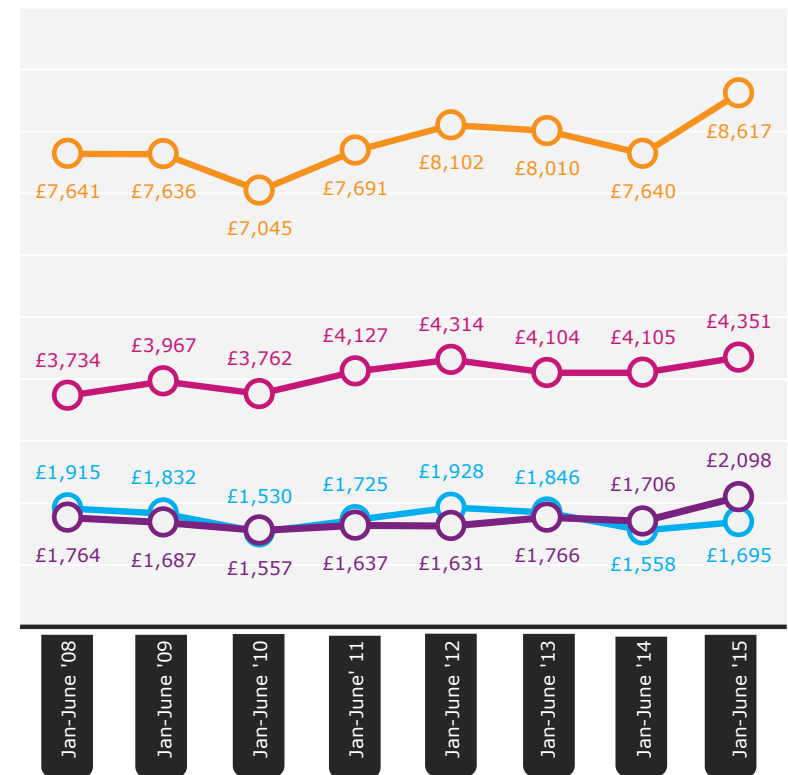
Long Term Trends, Year-to-Year England



Trip Volume (millions)



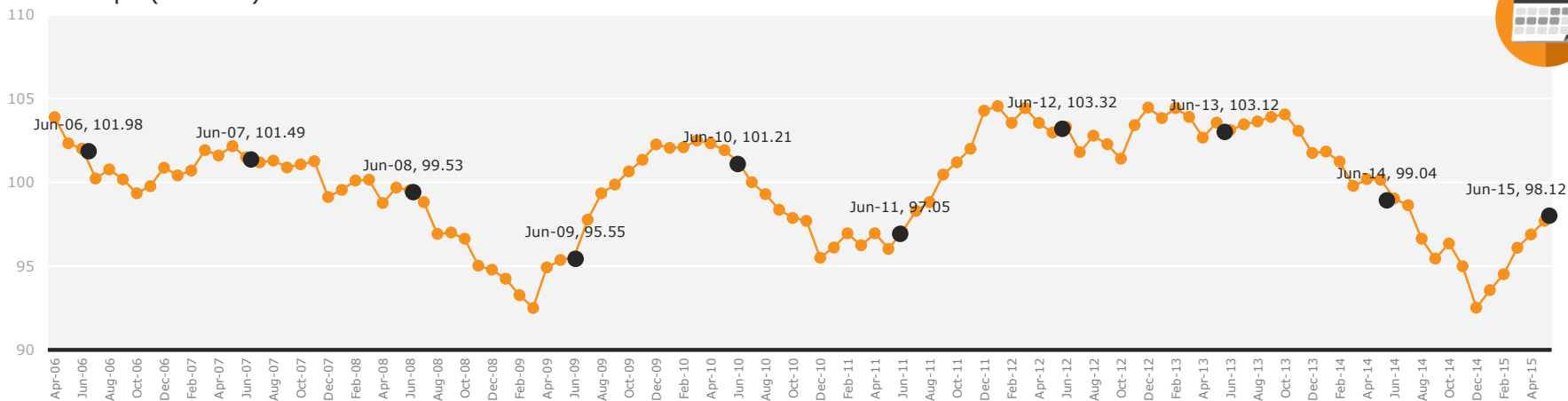
Spend (£m)



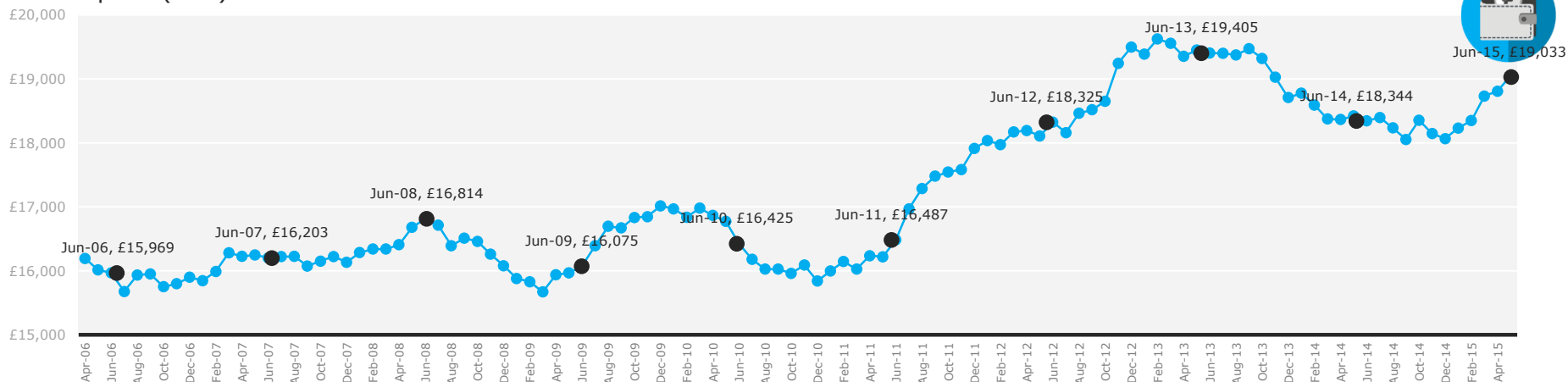
Rolling 12 Month Trendlines England

All trips and spend

All Trips (millions)



Spend (£BN)



Rolling 12 Month Trendlines England

Trips by purpose (millions)



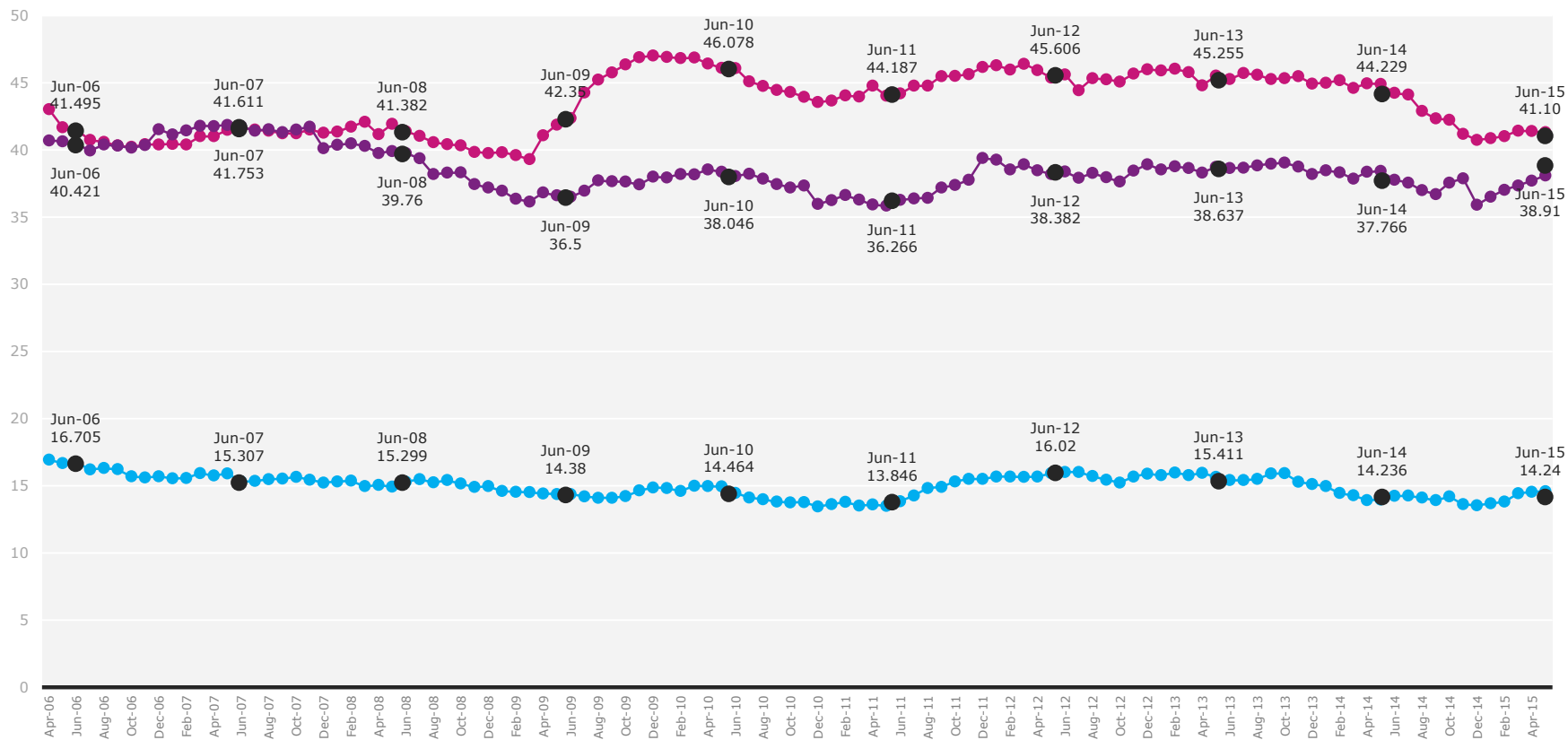
Holiday trips



Business trips



VFR trips



Rolling 12 Month Trendlines England

Spend by purpose (£m)



Holiday trips



Business trips

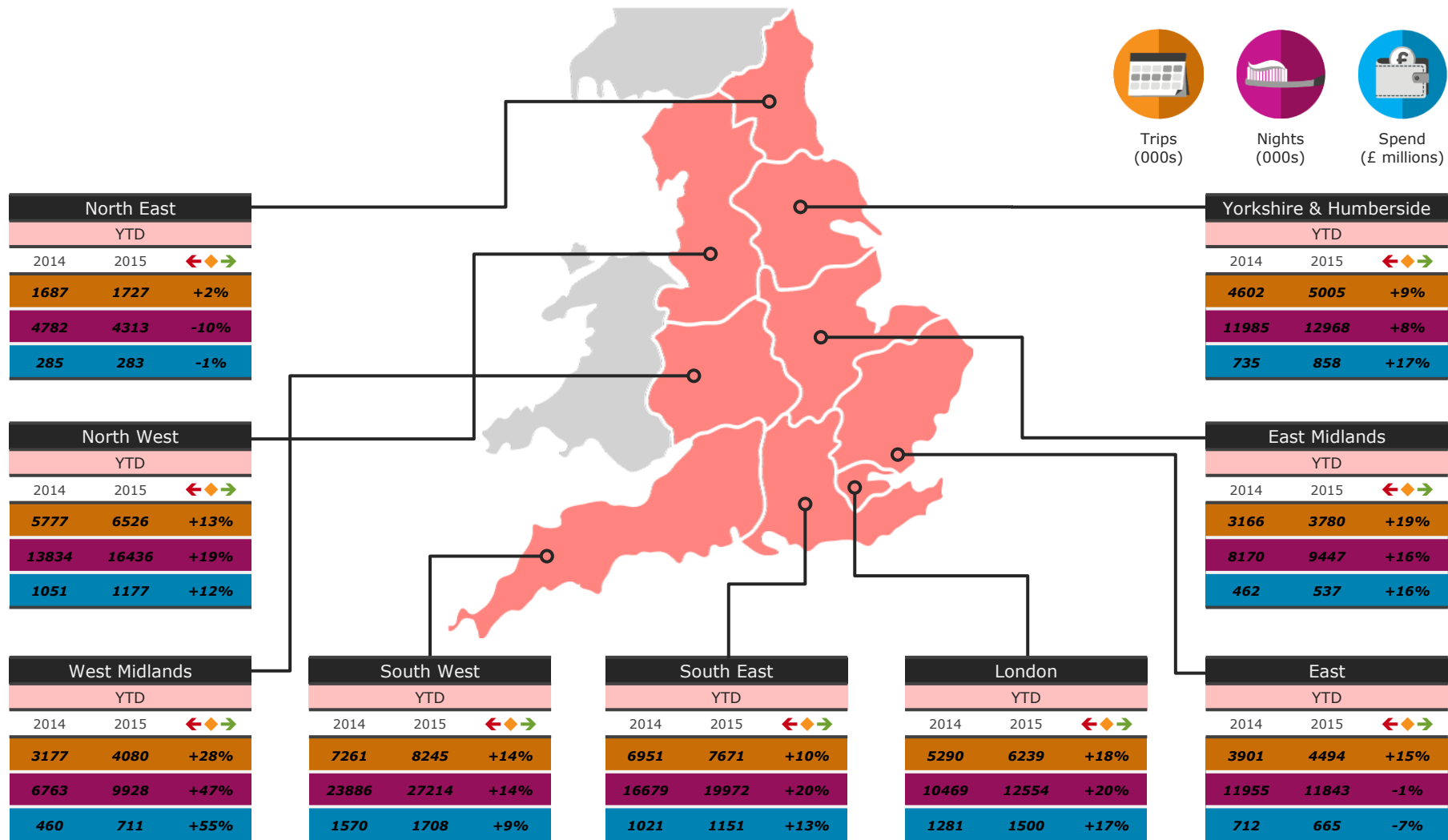


VFR trips



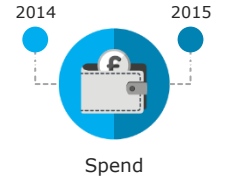
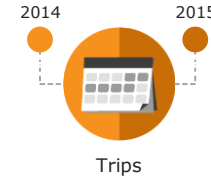
Regional Analysis England

Trip characteristics – region (YTD 2014 vs YTD 2015)



UK Outbound Travel (International Passenger Survey)

Total volume (millions) and spend (£bn)



◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2015)



PURPOSE

| | | Pure Holiday | 1-3 nights | +4 nights | VFR (on holiday) | Holiday (total) | VFR (non-holiday) | VFR (total) | Business |
|--------------------|------|--------------|------------|-----------|------------------|-----------------|-------------------|-------------|----------|
| TRIPS 000s | 2014 | 17991 | 12943 | 5048 | 9420 | 27411 | 6202 | 15622 | 6561 |
| | 2015 | 18348 | 12904 | 5444 | 10870 | 29218 | 7781 | 18651 | 7251 |
| | ◀◆▶ | +2% | 0% | +8% | +15% | +7% | +25% | +19% | +11% |
| NIGHTS 000s | 2014 | 53032 | 24581 | 28451 | 24398 | 77430 | 13895 | 38293 | 14266 |
| | 2015 | 55931 | 25044 | 30888 | 29794 | 85725 | 17420 | 47213 | 15884 |
| | ◀◆▶ | +5% | +2% | +9% | +22% | +11% | +25% | +23% | +11% |
| SPEND £millions | 2014 | 4105 | 2502 | 1603 | 1063 | 5168 | 643 | 1706 | 1558 |
| | 2015 | 4351 | 2596 | 1755 | 1315 | 5666 | 783 | 2098 | 1695 |
| | ◀◆▶ | +6% | +4% | +9% | +24% | +10% | +22% | +23% | +9% |
| Unwtd Trips | | 2579 | 1775 | 801 | 1551 | 4129 | 1065 | 2616 | 823 |

REGION

| | | West Midlands | East of England | East Midlands | London | North West | North East | South East | South West | Yorkshire & the Humber |
|--------------------|------|---------------|-----------------|---------------|--------|------------|------------|------------|------------|------------------------|
| TRIPS 000s | 2014 | 3177 | 3901 | 3166 | 5290 | 5777 | 1687 | 6951 | 7261 | 4602 |
| | 2015 | 4080 | 4494 | 3780 | 6239 | 6526 | 1727 | 7671 | 8245 | 5005 |
| | ◀◆▶ | +28% | +15% | +19% | +18% | +13% | +2% | +10% | +14% | +9% |
| NIGHTS 000s | 2014 | 6763 | 11955 | 8170 | 10469 | 13834 | 4782 | 16679 | 23886 | 11985 |
| | 2015 | 9928 | 11843 | 9447 | 12554 | 16436 | 4313 | 19972 | 27214 | 12968 |
| | ◀◆▶ | +47% | -1% | +16% | +20% | +19% | -10% | +20% | +14% | +8% |
| SPEND £millions | 2014 | 460 | 712 | 462 | 1281 | 1051 | 285 | 1021 | 1570 | 735 |
| | 2015 | 711 | 665 | 537 | 1500 | 1177 | 283 | 1151 | 1708 | 858 |
| | ◀◆▶ | +55% | -7% | +16% | +17% | +12% | -1% | +13% | +9% | +17% |
| Unwtd Trips | | 565 | 633 | 522 | 796 | 877 | 230 | 1042 | 1122 | 677 |

◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2015)



| LOCATION TYPE | | | | | |
|--------------------|------|---------|-----------------|------------|---------------------|
| | | Seaside | Large City/Town | Small Town | Countryside/Village |
| TRIPS 000s | 2014 | 7115 | 18658 | 9292 | 7340 |
| | 2015 | 7977 | 20654 | 10313 | 9019 |
| | | +12% | +11% | +11% | +23% |
| NIGHTS 000s | 2014 | 24028 | 40756 | 22789 | 21619 |
| | 2015 | 25765 | 45360 | 27000 | 26697 |
| | | +7% | +11% | +18% | +23% |
| SPEND £millions | 2014 | 1484 | 3478 | 1418 | 1248 |
| | 2015 | 1572 | 4014 | 1561 | 1457 |
| | | +6% | +15% | +10% | +17% |
| Unwtd Trips | | 1157 | 2702 | 1409 | 1235 |

| SOCIAL GRADE | | | | | |
|--------------------|------|-------|-------|-------|-------|
| | | AB | C1 | C2 | DE |
| TRIPS 000s | 2014 | 17260 | 13042 | 6430 | 4601 |
| | 2015 | 20824 | 13870 | 7069 | 5221 |
| | | +21% | +6% | +10% | +13% |
| NIGHTS 000s | 2014 | 42944 | 34324 | 18700 | 13419 |
| | 2015 | 54336 | 35565 | 19768 | 15963 |
| | | +27% | +4% | +6% | +19% |
| SPEND £millions | 2014 | 3390 | 2431 | 1163 | 656 |
| | 2015 | 4051 | 2519 | 1229 | 817 |
| | | +19% | +4% | +6% | +25% |
| Unwtd Trips | | 2260 | 2010 | 1020 | 1086 |

| AGE | | | | | | |
|--------------------|------|-------|-------|-------|-------|-------|
| | | 16-24 | 25-34 | 35-44 | 44-54 | 55+ |
| TRIPS 000s | 2014 | 4552 | 7208 | 8152 | 8593 | 12828 |
| | 2015 | 5540 | 8093 | 8867 | 9384 | 15100 |
| | | +22% | +12% | +9% | +9% | +18% |
| NIGHTS 000s | 2014 | 11693 | 17396 | 19816 | 20939 | 39542 |
| | 2015 | 15925 | 19485 | 21781 | 22533 | 45908 |
| | | +36% | +12% | +10% | +8% | +16% |
| SPEND £millions | 2014 | 757 | 1171 | 1410 | 1738 | 2564 |
| | 2015 | 895 | 1330 | 1580 | 1837 | 2974 |
| | | +18% | +14% | +12% | +6% | +16% |
| Unwtd Trips | | 747 | 1099 | 1133 | 1122 | 2280 |

| CHILDREN IN H/H | | | |
|--------------------|------|-------|-------|
| | | Any | None |
| TRIPS 000s | 2014 | 12885 | 28448 |
| | 2015 | 14480 | 32504 |
| | | +12% | +14% |
| NIGHTS 000s | 2014 | 32817 | 76570 |
| | 2015 | 35428 | 90203 |
| | | +8% | +18% |
| SPEND £millions | 2014 | 1950 | 5690 |
| | 2015 | 2151 | 6465 |
| | | +10% | +14% |
| Unwtd Trips | | 2130 | 4255 |

% change vs 2014

Appendix: Domestic Tourism England

Trip characteristics (Year-To-Date: Jan-June 2015)



Accommodation



| | | Commercial Accommodation | (a) Serviced accom | (b) Hotel/motel/guest house | (c) Bed & Breakfast | Total self-catering rented | (a) Camping & Caravanning (inc. owned caravans) | (b) Other self-catering rented | Hostels* | Own home/friends'/relatives' |
|--------------------|------|--------------------------|--------------------|-----------------------------|---------------------|----------------------------|---|--------------------------------|----------|------------------------------|
| TRIPS 000s | 2014 | 25278 | 18749 | 16900 | 1650 | 6018 | 4145 | 2832 | 265 | 15753 |
| | 2015 | 26699 | 19336 | 17313 | 1887 | 6649 | 4474 | 3140 | 509 | 19580 |
| | ◀◆▶ | +6% | +3% | +2% | +14% | +10% | +8% | +11% | +145% | +24% |
| NIGHTS 000s | 2014 | 64295 | 38604 | 33397 | 3936 | 23523 | 14456 | 12214 | 362 | 42488 |
| | 2015 | 68789 | 38589 | 34194 | 3694 | 27027 | 16685 | 14011 | 1335 | 51838 |
| | ◀◆▶ | +7% | 0% | +2% | -6% | +15% | +15% | +15% | +235% | +22% |
| SPEND £millions | 2014 | 6120 | 4566 | 4097 | 395 | 1424 | 573 | 940 | 23 | 1391 |
| | 2015 | 6493 | 4776 | 4333 | 391 | 1552 | 632 | 1044 | 37 | 1919 |
| | ◀◆▶ | +6% | +5% | +6% | -1% | +9% | +10% | +11% | +45% | +38% |
| Unwtd Trips | | 3619 | 2621 | 2347 | 256 | 901 | 606 | 426 | 69 | 2654 |

*caution small sample size ◀◆▶ % change vs 2014

Appendix: Domestic Tourism England

Year to date trip length, spend/night, spend/trip



All Tourism



Holidays



Business



VFR

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Trip Length | 2.73 | 2.81 | 2.68 | 2.67 | 2.65 | 2.67 | 3.19 | 3.22 | 3.04 | 2.98 | 2.95 | 3.05 | 2.03 | 2.12 | 2.28 | 2.15 | 2.17 | 2.19 | 2.52 | 2.59 | 2.50 | 2.55 | 2.45 | 2.53 |
| Spend Per Night | £58 | £59 | £66 | £68 | £70 | £69 | £61 | £64 | £73 | £74 | £77 | £78 | £107 | £110 | £107 | £115 | £109 | £107 | £36 | £36 | £40 | £43 | £45 | £44 |
| Spend Per Trip | £157 | £166 | £178 | £182 | £185 | £183 | £195 | £207 | £222 | £220 | £228 | £237 | £218 | £233 | £243 | £248 | £237 | £234 | £91 | £94 | £100 | £110 | £109 | £112 |

Note about these results:

The GB Tourism Survey is a survey of British residents, in which 2000 respondents are interviewed each week, making a total of 100,000 each year.

Any respondent having taken one or more overnight trips in the previous 4 week period is asked to describe the details of trips taken. Each year, data from around 17,000 trips is collected, and this is subsequently grossed up to provide population estimates. Full details of the survey methodology can be found at: https://www.visitengland.com/sites/default/files/banner-images/gbts_2013_-_methods_performance_report_v2.pdf

On an annual basis, the survey is extremely robust, with a confidence level for England data at +/- 3% at the 95% level for the number of trips and nights measured, and +/- 4% for the expenditure figure.

For shorter time periods and for other subsets of the data such as region or trip purpose, the margin of error is wider – guidance on confidence intervals at national and regional level for annual and quarterly data is provided on the next page.

For any questions about data interpretation, please contact VEResearch@visitengland.org

No part of this publication may be reproduced for commercial purposes without the permission of VisitEngland. Extracts may be quoted if the source is acknowledged.

Users wishing to include results from this survey within a press release should contact Angelah Sparg in the VisitEngland Press Office Angelah.Sparg@visitengland.org for review prior to external release.

GB Domestic Tourism: Confidence Limits at the 95% level

| Destination: | TRIPS (millions) | | BEDNIGHTS (millions) | | EXPENDITURE (£ millions) | |
|----------------------|------------------|-------------|----------------------|-------------|--------------------------|-------------|
| | Single Quarter | Annual | Single Quarter | Annual | Single Quarter | Annual |
| GB Total | 4.8% | 2.5% | 5.5% | 3.0% | 6.8 | 3.6% |
| England Total | 5.2% | 2.8% | 6.0% | 3.2% | 7.5% | 4.0% |
| East | 14.5% | 7.7% | 18.9% | 9.4% | 20.1% | 11.6% |
| East Midlands | 15.7% | 8.3% | 17.0% | 9.4% | 19.2% | 10.6% |
| London | 15.7% | 7.2% | 17.0% | 9.1% | 19.2% | 11.0% |
| North East | 20.4% | 11.0% | 25.9% | 14.3% | 49.0% | 20.6% |
| North West | 11.6% | 6.2% | 13.8% | 7.4% | 16.2% | 8.0% |
| South East | 10.5% | 5.7% | 11.8% | 7.5% | 13.3% | 9.1% |
| South West | 10.5% | 5.4% | 13.5% | 6.3% | 20.5% | 9.2% |
| West Midlands | 15.6% | 8.1% | 18.4% | 10.0% | 19.8% | 11.6% |
| Yorks & Humb | 13.2% | 6.9% | 16.3% | 10.1% | 19.5% | 12.0% |

Based on Quarter 2