

# The GB Tourist

## 2017 Annual Report





Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Contents

	Page
1 Welcome	<a href="#"><u>03</u></a>
2 Summary	<a href="#"><u>05</u></a>
3 Introduction	<a href="#"><u>07</u></a>
4 2017 Headlines	<a href="#"><u>17</u></a>
5 2017 Detail	<a href="#"><u>34</u></a>
6 2017 Long-term trends	<a href="#"><u>76</u></a>
7 Full data tables	<a href="#"><u>100</u></a>
8 Methods & Performance Report	<a href="#"><u>114</u></a>
9 Further details	<a href="#"><u>138</u></a>



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Welcome

This report presents the main findings of the 2017 Great Britain Tourism Survey (GBTS), providing volumes, values and characteristics of domestic tourism within Great Britain by residents of Great Britain taken during 2017.

The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales. GBTS replaces the previous United Kingdom Tourism Survey (UKTS) which also included trips to Northern Ireland and ran from 1989 until 2010 inclusive.

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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

Published and copyright of the sponsors:

VisitEngland  
VisitScotland  
Visit Wales

© August 2018



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## How to use this report

The 2017 GB Tourist has been divided into a number of sections allowing for ease of navigation from headlines to detailed findings.

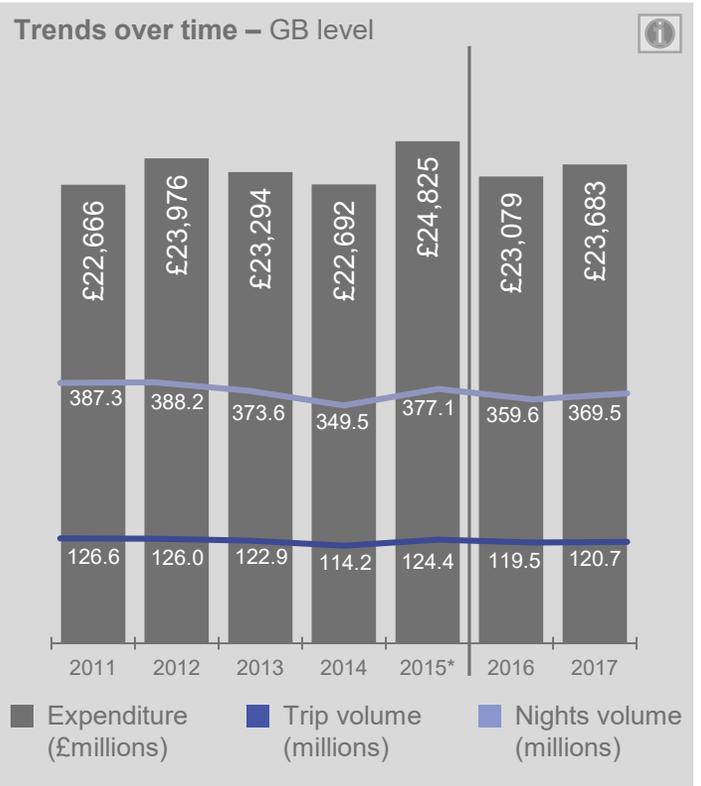
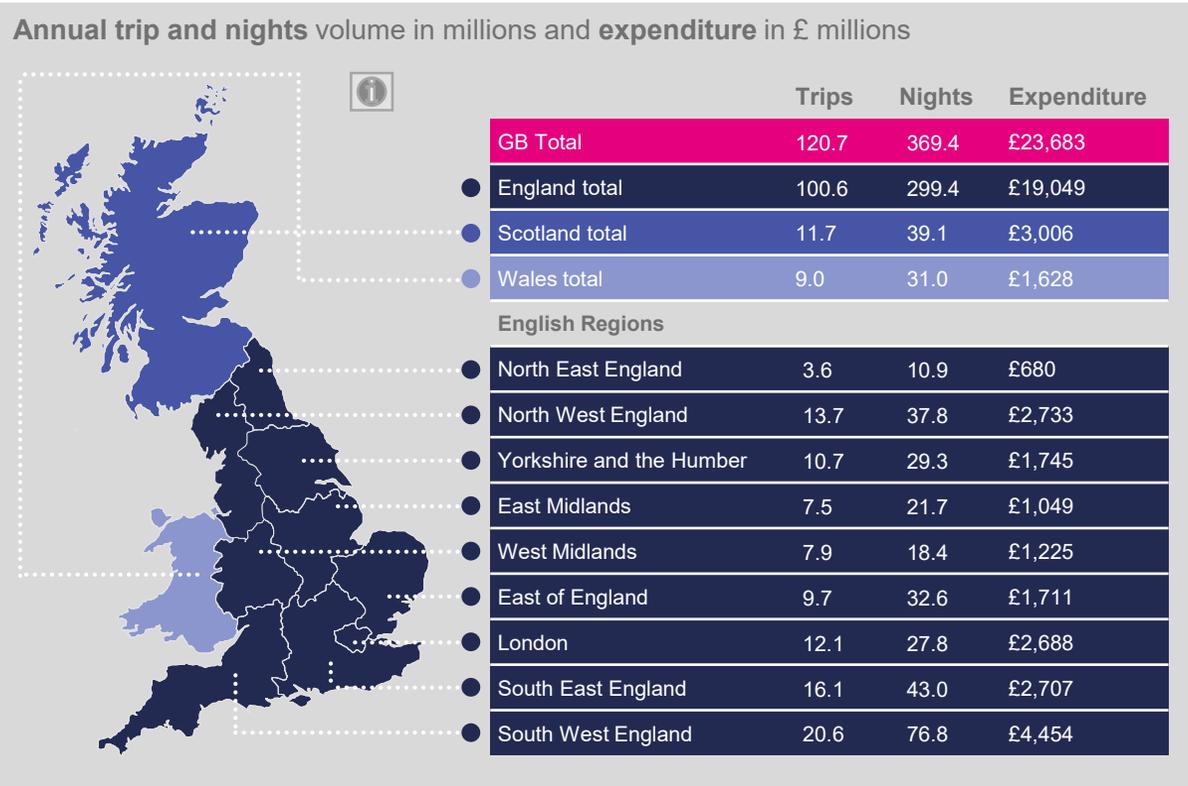
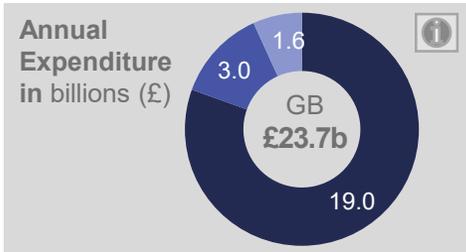
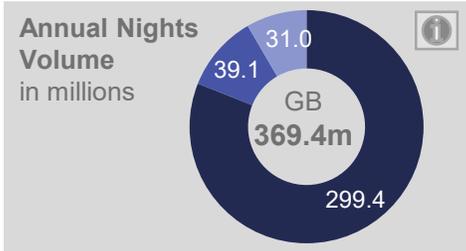
While the following sections feature the main measurements of domestic tourism, more detailed results are also included in a dedicated section which can be found at the end of the report.

To facilitate 'on-screen' navigation, hyperlinks are included between the sections and between the individual figures and tables featured in the main sections and the corresponding more detailed information in the final section.

These hyperlinks are present in different places throughout the report:

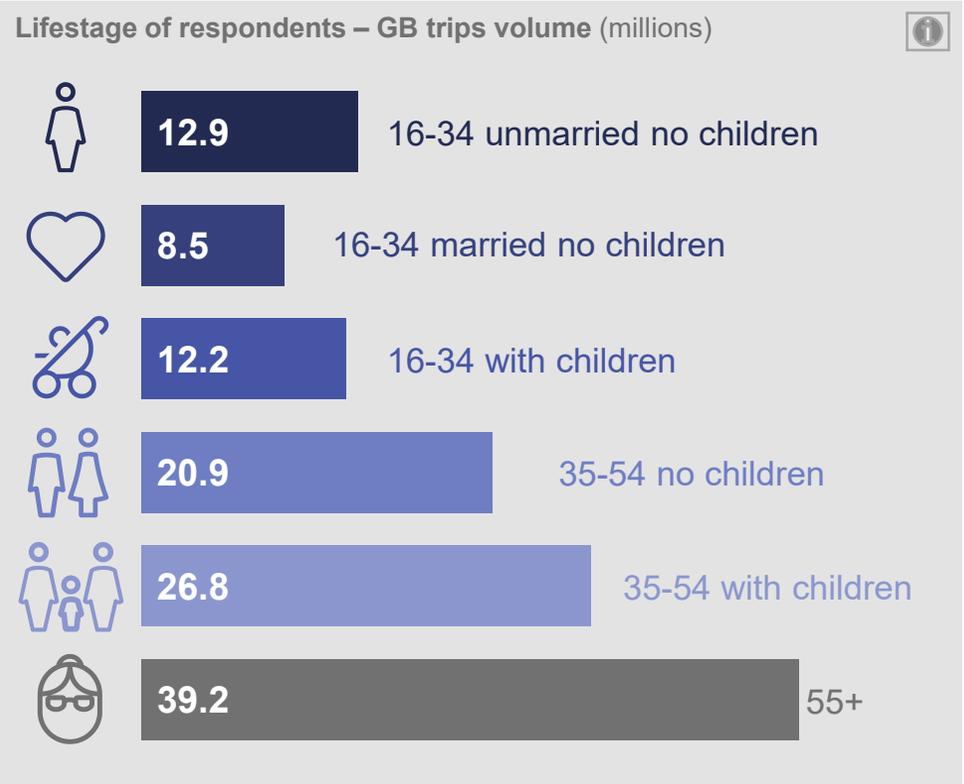
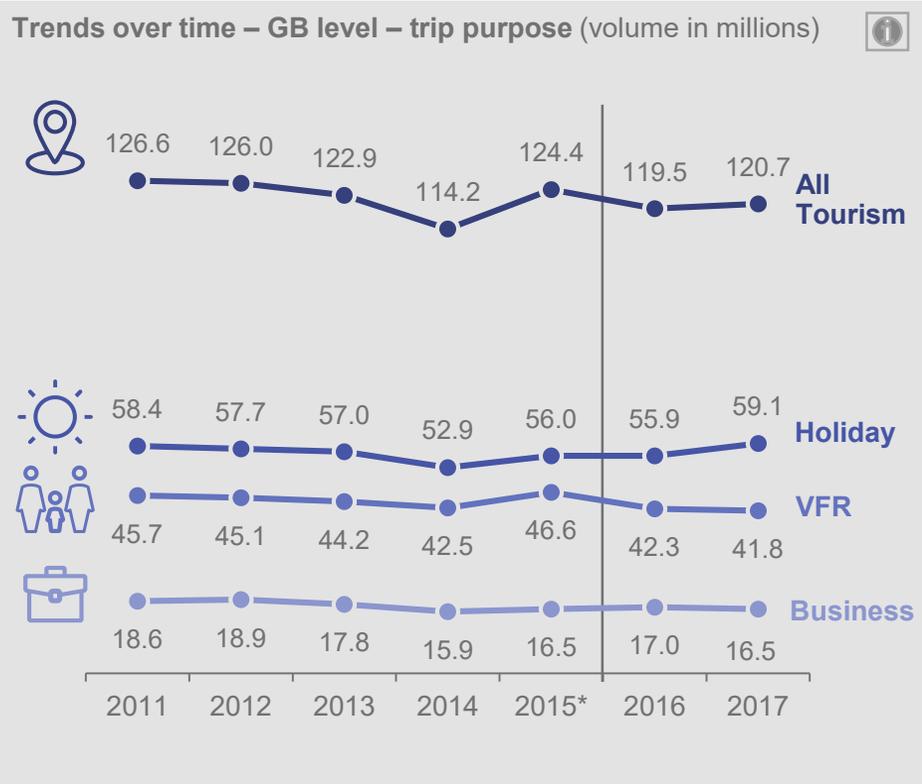
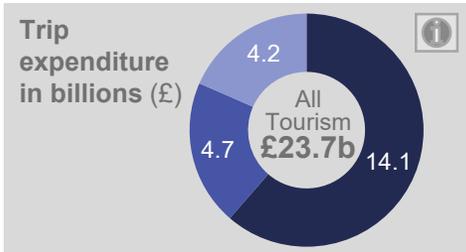
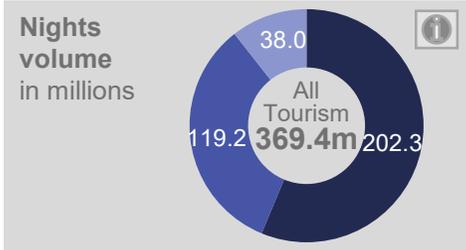
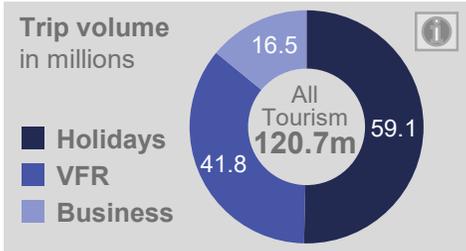
- In the table of contents and in the short cuts at the top of each page
- Next to the title of each table/figure in the main sections represented with this icon  linking to the more detailed data tables.

## 2017 – Tourism Overnight Visits at a glance



\*Please note: Break in time series – please refer to slide 14 for methodological explanation.

## 2017 – Tourism Overnight Visits at a glance



\*Please note:  
Break in time series – please refer to slide 14 for methodological explanation

## Introduction

This report is the twenty-ninth in an annual series, published to present statistical information on the volume and value of domestic tourism. Prior to 2011, this series of reports focused on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. However, since 2011, the scope has covered only the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is collected in a separate survey by Tourism Northern Ireland.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is applied. In this case, all pre-2010 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist', prior to 2011.

All information in the 2017 report is derived from an in-home face-to-face interview survey commissioned jointly by the national tourist boards, VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). This joint survey is called the Great Britain Tourism Survey (GBTS).



## History of the Survey

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology which would maintain a high degree of consistency in the key principles of the survey design.

In 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialing. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips, namely face-to-face interviews conducted in-home. Kantar TNS was appointed to undertake the survey from May 2005 and continues to be responsible for the data collection and analysis.

With the removal of Northern Irish residents and Northern Ireland as a destination from the scope of the survey, it was re-launched in 2011 as the Great Britain Tourism Survey.

The approach has remained consistent since May 2005:

- 100,000 face-to-face interviews per annum, conducted in-home, a weekly sample size of around 2,000 adults aged 16 years or over
- Representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location
- Respondents are asked about any overnight trips taken in the last four weeks
- The questions were first added to Kantar TNS' Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination

The GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006-2017.

More information on the [Survey Methodology](#) and [Definitions](#) can be found by clicking on the link.

## Objectives

The first objective of GBTS is to provide measurements of domestic tourism by residents of GB, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them. These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose
- Tourism to any part of GB, using any accommodation type
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey. They are measured in the Great Britain Day Visits Survey (GBDVS).

GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of GB, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- The number of trips (including child trips) taken by GB residents
- The number of bednights (including child nights) spent away from home on these trips
- The value of spending on those trips

In summary, for the purposes of this survey, domestic tourism is taken to be any journey away from home lasting one or more nights, to any destination within GB, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the four weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

## Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. Also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsoring tourism organisations. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Further information and details of costing of additional analysis can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2011 to 2017, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same-day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor' reports.

## Survey method (1/2)

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviewing or CAPI, as part of Kantar TNS' in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of around 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips – the most recent three trips – with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to 'gross up' the sample values to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides Great Britain into 600 sample points, with a further five sample points north of the Caledonian Canal. The Kantar TNS omnibus survey operates using two sets of points which are used on alternate weeks. Each set consists of 208 points within GB. These sets of points are further split into four levels of 131, 150, 176 and 192 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 200-250 addresses are issued from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 10 to 18 completed interviews is set (10 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average, 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

## Survey method (2/2)

After the removal of coverage of Northern Ireland from 2011, it was decided to retain the previous question wording used in UKTS, to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within GB. The questionnaire reads:

*We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.*

*Q1. Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?*

*In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom. The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month). Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.*

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Question wording changes

A number of questions within the GBTS survey changed in 2016. These changes are detailed in the Methods and Performance appendix. A list of the questions which changed or were excluded from the 2016 and 2017 questionnaire are provided below. Data for those questions may not be compared directly between 2016 and 2017 and earlier years, and are therefore shown for 2016 and 2017 only. Questions which were not included in the 2016 and 2017 survey have no data shown within this report.

### Type of place visited

“Seaside” split into Seaside resort or town; Seaside coastline – a beach; other coast  
“Countryside/village” split into Village; Rural countryside

### Accommodation

Two self-catering options combined into one  
Two hostel options combined into one  
Two holiday camp options combined into one  
Four camping and caravan options combined into one

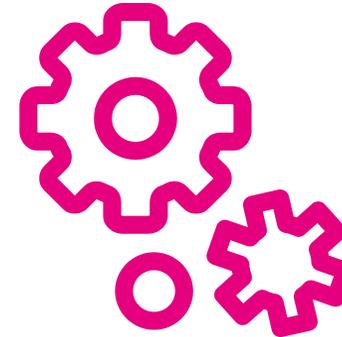
### Booking questions – order reversed

**Disabilities/impairments AND Activities** – Questions were removed from the F2F survey and as such will not appear within the 2016 GB Tourist. However this data is still collected online (for Scotland and Wales at trip level only) and will be included within the nation specific reports.

## Rounding of percentages

Note that in some tables and figures percentages do not total 100% due to the rounding of figures to the nearest whole number.

Please also note that where percentages total less than 1% they will be represented by an \*



## Changes to 2016 data and comparison with 2015

As mentioned in the Survey Method section, the requirement for a complete dataset for each of the three most recent trips means that some imputation is necessary and that imputation covers data not collected, or otherwise missing. More detail on these processes and an explanation of the term ‘imputation’ is provided in the [Methods and Performance](#) appendix.

In advance of starting to process data for 2016 a review of these analysis processes was undertaken, which concluded that generally the processes were still appropriate, but some adjustments were recommended, and subsequently implemented. It was recognised that these improvements would have an impact, albeit small, on the reported estimates for trips, nights and expenditure for 2016 relative to the estimates provided for previous years of the GBTS time series data (2006 to 2015).

The changes were minimal and only affected the aforementioned analysis process, with no other structural aspects of the survey having been altered. Therefore sampling, sample sizes, survey method, survey vehicle, weighting, correction factors and most imputations all remain the same as years 2006 to 2015.

In order to gain a better understanding of the likely impact these changes could have on comparability of the data from 2006 to 2015 with that for 2016 onwards, the 2015 data was re-run using the new imputation processes (henceforth referred to as “Reprocessed 2015 data”) and compared to the 2015 data that had already been processed using the previous approach (henceforth referred to as “Original 2015 data”). This provides a like for like comparison between 2015 and 2016 and acts as a “bridge” between data up to 2015 and 2016 onwards.

Therefore some tables in this report having figures for 2015, will show both Original 2015: 2015 (O) and *Reprocessed 2015 data: 2015 (RP)*.

### Original 2015

These are the GBTS 2015 data which were published in the 2015 GB Tourist, and were derived using the historical imputations processes in place between 2006 and 2015. These figures should be used when comparing 2015 with 2014 and earlier years. This will also be the primary source of 2015 data and **unless otherwise specified, all 2015 data contained in the report is original data.**

### Reprocessed 2015

*These are GBTS 2015 data produced using the same imputation approach as used to produce the 2016 and 2017 data. These figures only appear when there is a direct comparison of 2015 and 2016 data and should be used for this purpose.*

**Formatting Notes\*** – throughout the document all (RP) data is in *italics* (as above) and the column is shaded to signify the break in the data comparability. Trend breaks, in the form of a solid bold line between the (O) data and the (RP) data have also been inserted to further highlight where the ‘old trends’ stop and the ‘new trends’ begin.

	A	B	C	
2014	2015 (O)	2015 (RP)	2016	% change (15-16)
114.242	124.426	125.162	119.455	-4.6%

### Example

There were 124.4m GB trips in 2015 (column A), up from 114.2m in 2014. In 2016 there were 119.5m trips, a -4.6% decrease from 2015 (calculated from percentage change between column B/C).



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Definitions of trip classifications used in GBTS

### Trips

The estimated number of tourism trips made by adults aged 16 and over, with no upper age limit and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home.

Not included are 'unaccompanied child trips' – trips taken by children up to the age of 15 when not accompanied by an adult.

### Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

### Spend

Estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

## Definitions of trip purposes used in GBTS

### All tourism

Any overnight trip away from home for at least one night within GB for any purpose.

### Holiday

The main purpose of the trip is claimed by the respondent as being for holiday, pleasure or leisure.

### Visiting friends and relatives (VFR)

The main purpose of the trip is claimed by the respondent as being to visit friends or relatives, either mainly for a holiday or for another reason.

### Business

The main purpose of the trip is claimed by the respondent as being to do paid work, on business, for a conference, convention, congress, exhibition, event or trade fair.

## Regional results

Wherever possible, results are provided at a regional level. Results relating to visits taken in England are provided on the basis of the former Government Office Regions. Welsh results areas are defined as follows:

- **North Wales** – Anglesey, Gwynedd, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion and Powys
- **South West Wales** – Pembrokeshire, Carmarthenshire, Swansea and Neath Port Talbot
- **South East Wales** – Blaenau Gwent, Bridgend, Cardiff, Caerphilly, Merthyr Tydfil, Monmouthshire, Newport, Rhondda Cynon Taff, Torfaen and Vale of Glamorgan

Scottish results are provided for the following geographical areas:

- **North of Scotland** – Highland, Western Isles, Orkney, Shetland, Aberdeen City, Aberdeenshire and Moray local authority areas
- **West of Scotland** – Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire, East Ayrshire, North Ayrshire and South Ayrshire local authority areas
- **East of Scotland** – Perth & Kinross, Angus, City of Dundee, Fife, City of Edinburgh, East Lothian, Midlothian and West Lothian local authority areas
- **South of Scotland** – Dumfries & Galloway and Scottish Borders local authority areas

A Methods and Performance Report containing further details on the survey methods is available at the end of this report. 

2017 Headlines



## Tourism Overnight Visits – Summary of 2017 Headlines

*This section outlines the general trends in tourism within Great Britain, England, Scotland and Wales of GB residents during 2017.*

### GB headlines by tourism type [2017]

- During 2017, GB residents took a total of 120.7m overnight tourism trips to destinations in England, Scotland or Wales; amounting to 369.4m nights and £23.7bn was spent during these trips.
- Examining tourism type, the category ‘holidays’ accounted for 59.1m of these trips and £14.1bn of spend.
- Those who took trips to ‘visit friends and relatives’ accounted for 41.8m trips and £4.7bn of spend.
- Tourism for the purpose of ‘business’ accounted for 16.5m trips and £4.2bn of spend.

### GB trends by country [2016 vs 2017]

- At GB level, a percentage increase in tourism trips taken, of +1.0% was observed between 2016 and 2017. In the same period, nights volume increased by +2.7%, as did expenditure, by +2.6%.
- England saw an overall increase across the year compared to 2016, despite 7 out of the 12 months seeing a reduction in domestic trip volume. This equates to an increase in trip volume from 2016-2017 of +1.3%.
- The pattern in Scotland was one of six months increase and six months decline in domestic trips taken relative to 2016, overall up +1.7% between 2016 and 2017.
- Wales generally saw more months of declining trip volumes than increases compared to 2016, with an overall decrease of -3.2% from 2016 to 2017.

## Tourism in Great Britain 2017 – general trends

**Table 1.1.1 - All domestic overnight tourism\***

	Trips			Bednights			Expenditure		
	2016	2017	% change	2016	2017	% change	2016	2017	% change
<b>GB</b>	119.5m	120.7m	+1.0%	359.6m	369.4m	+2.7%	£23.1bn	£23.7bn	+2.6%
<b>England</b>	99.3m	100.6m	+1.3%	287.7m	299.4m	+4.1%	£18.5bn	£19.0bn	+2.7%
<b>Scotland</b>	11.5m	11.7m	+1.7%	38.9m	39.1m	+0.5%	£2.9bn	£3.0bn	+3.5%
<b>Wales</b>	9.3m	9.0m	-3.2%	33.0m	31.0m	-6.1%	£1.7bn	£1.6bn	-5.9%

**Table 1.1.2 -Holiday tourism\***

	Trips			Bednights			Expenditure		
	2016	2017	% change	2016	2017	% change	2016	2017	% change
<b>GB</b>	55.9m	59.1m	+5.7%	190.9m	202.3m	+6.0%	£13.3bn	£14.1bn	+6.0%
<b>England</b>	44.7m	47.2m	+5.6%	147.1m	157.8m	+7.3%	£10.4bn	£11.0bn	+5.8%
<b>Scotland</b>	5.9m	6.5m	+10.2%	21.4m	23.5m	+9.8%	£1.7bn	£1.9bn	+11.8%
<b>Wales</b>	5.6m	5.7m	+1.8%	22.4m	21.0m	-6.3%	£1.2bn	£1.2bn	0.0%

\* % changes on these tables have been calculated using a greater numbers of significant figures and therefore if calculated manually using the figures on this table, the results will differ slightly

*A breakdown of all domestic overnight tourism and holiday tourism into trips, nights and spend by country.*

The number of overnight tourism trips within GB increased by +1.0% in 2017 compared with 2016, with the total number of trips taken being 120.7 million. The volume of holiday trips also increased, by +5.7% to 59.1 million.

In the same period, the number of bednights spent during GB trips in 2017 increased by +2.7% to 369.4 million. Holiday bednights saw an increase of +6.0% to 202.3 million.

Expenditure on GB overnight trips increased in 2017, up by +2.6% to £23.7 billion, with an even greater increase (+6.0%) in spend on holiday trips, to £14.1 billion.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Tourism in Great Britain 2017 – general trends (continued)

Table 1.1.3 - VFR tourism\*



	Trips			Bednights			Expenditure		
	2016	2017	% change	2016	2017	% change	2016	2017	% change
<b>GB</b>	42.3m	41.8m	-1.2%	116.1m	119.2m	+2.7%	£4.7bn	£4.7bn	0.0%
<b>England</b>	36.9m	36.6m	-0.8%	98.0m	102.3m	+4.4%	£3.9bn	£4.0bn	+2.6%
<b>Scotland</b>	3.0m	3.0m	0.0%	11.2m	10.0m	-10.7%	£0.5bn	£0.5bn	0.0%
<b>Wales</b>	2.6m	2.4m	-7.7%	6.8m	6.9m	+1.5%	£0.3bn	£0.2bn	-33.3%

Table 1.1.4 - Business tourism\*



	Trips			Bednights			Expenditure		
	2016	2017	% change	2016	2017	% change	2016	2017	% change
<b>GB</b>	16.8m	16.5m	-1.8%	38.7m	38.0m	-1.8%	£4.4bn	£4.2bn	-4.6%
<b>England</b>	14.1m	14.2m	+0.7%	31.6m	31.6m	0.0%	£3.6bn	£3.6bn	0.0%
<b>Scotland</b>	1.9m	1.8m	-5.3%	4.7m	4.8m	+2.1%	£0.6bn	£0.6bn	0.0%
<b>Wales</b>	0.8m	0.6m	-25.0%	2.5m	1.5m	-40.0%	£0.1bn	£0.1bn	0.0%

\* % changes on these tables have been calculated using a greater numbers of significant figures and therefore if calculated manually using the figures on this table, the results will differ slightly

*A breakdown of VFR and business tourism into trips, nights and spend by country.*

In 2017, VFR trips in GB were down by -1.2% to 41.8 million. These trips generated 119.2 million bednights (+2.7% compared with 2016) and spend of £4.7 billion (equal to that of 2016).

The volume of business trips taken during 2017 decreased slightly, by -1.8% compared to 2016, to a total of 16.5 million trips. Bednights at a GB level saw an equal decline (-1.8%) between 2016 and 2017. However, spend on business trips decreased by a more notable -4.6% to £4.2 billion.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## GB trips, nights and expenditure

Table 1.2.1 – GB trips, nights and expenditure by purpose – 2006 to 2017\*

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>All tourism</b>												
Trips (Millions)	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905	114.242	124.426	119.455	120.676
Nights (Millions)	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607	349.546	377.101	359.557	369.455
Spend – (historic prices – £Million)	£20,094	£20,234	£20,168	£20,971	£19,797	£22,666	£23,976	£23,294	£22,692	£24,825	£23,079	£23,683
**Spend – (adjusted for inflation – £Million)	£25,887	£25,531	£24,683	£24,942	£22,706	£24,948	£25,697	£24,476	£23,724	£25,903	£23,702	£23,683
<b>Holidays</b>												
Trips (Millions)	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969	52.903	55.960	55.888	59.149
Nights (Millions)	192.292	186.698	188.381	217.536	197.215	208.487	203.095	198.229	184.799	194.635	190.897	202.318
Spend – (historic prices – £Million)	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472	£13,065	£14,171	£13,313	£14,134
**Spend – (adjusted for inflation – £Million)	£13,561	£13,877	£13,384	£14,414	£13,229	£14,309	£14,751	£14,156	£13,660	£14,786	£13,672	£14,134



Showing trips, nights and spend over time at the overall GB level by purpose.

In terms of the volume of total tourism trips, a fairly static trend is evident over the last 11 years with the 2017 figure down only -1.6% on the 2006 total. In the same period, bednights have decreased by -4.5%, while spend (pre-inflation) has seen a notable increase, of +17.9%. It has also declined however when inflation is factored in.

Looking specifically at holiday tourism, the number of GB trips has increased since 2006 by +14.2%, with bednights and spend increasing by +5.2% and +34.3% respectively.

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

## GB trips, nights and expenditure (continued)

**Table 1.2.2 – GB trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>VFR</b>												
Trips (Millions)	48.135	46.396	42.996	43.276	41.554	45.723	45.137	44.200	42.533	46.554	42.294	41.805
Nights (Millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768	118.256	131.344	116.069	119.299
Spend – (historic prices – £Million)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,847	£4,990	£5,646	£4,695	£4,651
**Spend – (adjusted for inflation – £Million)	£5,849	£5,715	£5,498	£5,113	£4,809	£5,203	£5,448	£5,093	£5,217	£5,787	£4,822	£4,651
<b>Business</b>												
Trips (Millions)	18.602	18.117	17.625	17.453	16.341	18.572	18.944	17.772	15.895	16.495	16.765	16.531
Nights (Millions)	44.614	43.515	41.644	40.774	37.695	41.762	44.470	40.143	37.489	37.636	38.717	37.978
Spend – (historic prices – £Million)	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486	£4,388	£4,101	£4,013	£4,369	£4,245
**Spend – (adjusted for inflation – £Million)	£5,732	£5,341	£5,220	£4,977	£4,181	£4,843	£4,808	£4,611	£4,288	£4,187	£4,487	£4,245



*Showing trips, nights and spend over time at the overall GB level by purpose.*

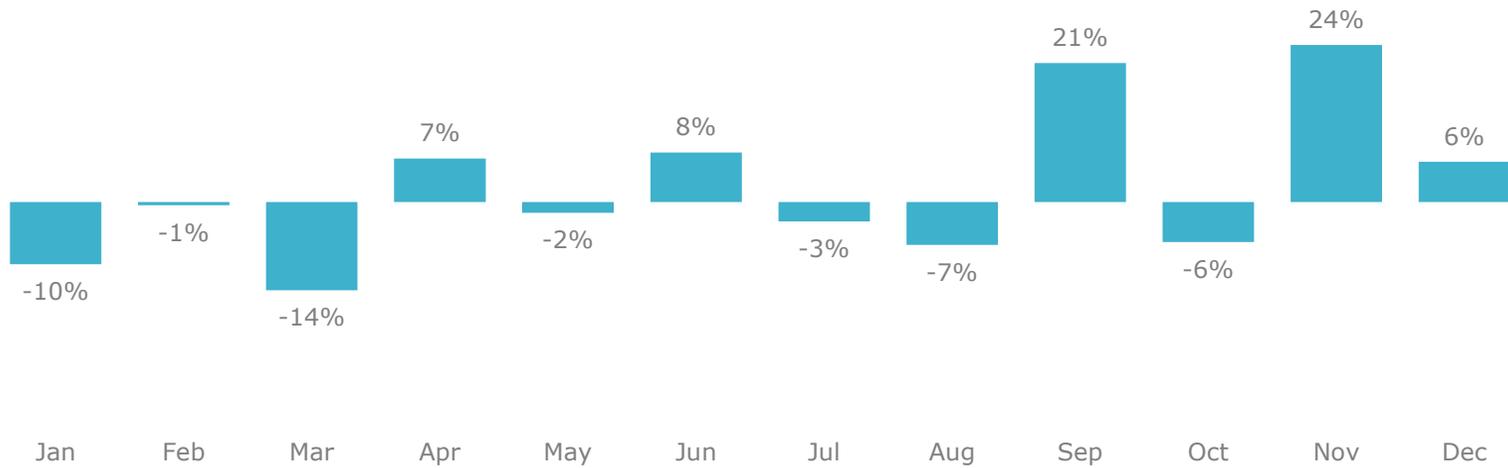
Since 2006, the number of VFR trips has decreased by **-13.2%**, with bednights reducing by **-13.0%**; while pre-inflation spend saw an increase of **+2.4%** (though there has been a decrease in ‘real terms’). Examining the year on year data, fluctuations are evident with upwards trends particularly noticeable around 2010-2011.

Compared to 2006, the volume of business trips and bednights taken in GB have decreased by **-11.1%** and **-14.9%** respectively. Spend saw a smaller decline, of **-4.6%** but it is much larger when inflation is taken into account (**-25.9%**).

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

## Fig 1. % change in volume of domestic trips by month in England – 2016 versus 2017

Note: chart based on 2016 data compared with 2017



*Showing the percentage change between 2016 and 2017, in number of domestic tourism trips of all purposes by month for England.*

Despite 7 months out of 12 seeing a decline in the volume of domestic trips taken, overall England saw an increase in 2017 compared to 2016.

The greatest proportional decline can be seen in March, when trip volume decreased by -14%; in contrast the greatest increase was seen in November (+24%) compared with the corresponding month in 2016.

# England trips, nights and expenditure

**Table 1.2.3 – England trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>All tourism</b>												
Trips (Millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756	92.613	102.730	99.342	100.622
Nights (Millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199	272.859	299.569	287.702	299.410
Spend – (historic prices – £Million)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710	£18,085	£19,571	£18,492	£19,049
**Spend – (adjusted for inflation – £Million)	£20,485	£20,359	£19,678	£20,238	£18,170	£19,718	£20,896	£19,659	£18,908	£20,421	£18,991	£19,049
<b>Holidays</b>												
Trips (Millions)	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926	40.740	43.724	44.706	47.245
Nights (Millions)	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722	137.334	146.492	147.078	157.809
Spend – (historic prices – £Million)	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463	£10,046	£10,725	£10,413	£11,023
**Spend – (adjusted for inflation – £Million)	£10,440	£10,825	£10,376	£11,436	£10,405	£11,041	£11,797	£10,994	£10,503	£11,191	£10,694	£11,023



*Showing trips, nights and spend over time for England by purpose.*

**During 2017, 100.6 million domestic overnight trips were taken in England, generating 299.4 million bednights and expenditure of £19.0 billion.**

**Examining the longer term trend from 2006 to 2017 it is clear that this increase from 2016-17 is in line with the fluctuations over the last 11 years, with trips dropping to around 92.6 million at the lowest end of the spectrum and reaching 104.5 million at the peak.**

**The volume of holiday trips increased compared to 2016, by +6%, again in line with the trends observed over the last 11 years.**

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

## England trips, nights and expenditure (continued)

**Table 1.2.4 – England trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>VFR</b>												
Trips (Millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	38.194	35.908	40.552	36.912	36.606
Nights (Millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	105.943	97.397	111.678	98.037	102.341
Spend – (historic prices – £Million)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£4,078	£4,064	£4,655	£3,903	£3,950
**Spend – (adjusted for inflation – £Million)	£4,934	£4,747	£4,542	£4,313	£3,989	£4,296	£4,493	£4,285	£4,249	£4,857	£4,008	£3,950
<b>Business</b>												
Trips (Millions)	15.697	15.230	14.966	14.873	13.454	15.502	15.901	15.122	13.547	13.868	14.125	14.166
Nights (Millions)	35.963	35.302	34.322	33.144	29.925	33.718	36.837	32.261	30.960	30.129	31.606	31.637
Spend – (historic prices – £Million)	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750	£3,655	£3,499	£3,339	£3,632	£3,556
**Spend – (adjusted for inflation – £Million)	£4,535	£4,332	£4,296	£4,124	£3,396	£3,894	£4,019	£3,840	£3,658	£3,484	£3,730	£3,556



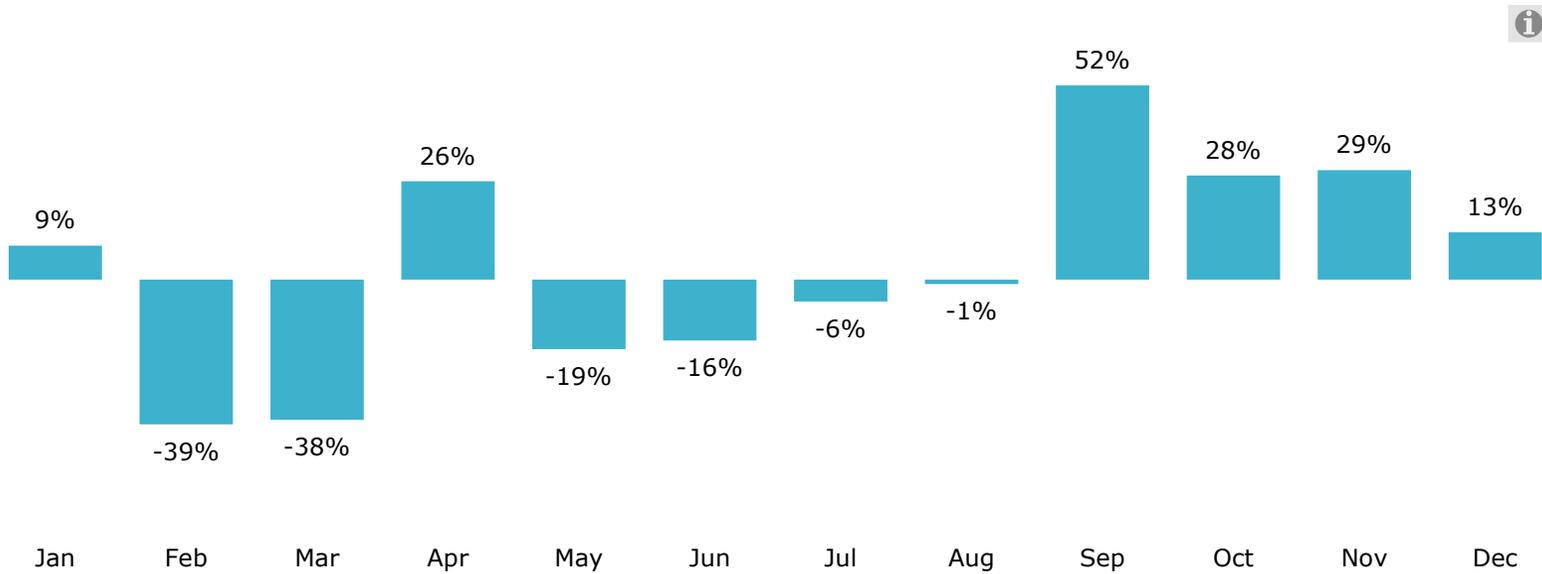
*Showing trips, nights and spend over time for England by purpose.*

The volume of trips to visit friends and relatives decreased marginally, for the second consecutive year in 2017. Examining the differences over time, 2017 saw a -11.9% decrease in trips and a -10.5% decline in bednights compared to 2006; in contrast the pre-inflation spend associated with VFR trips in 2017 was +3.1% higher than 2006.

In 2017, the volume of business trips in England remained consistent with 2016 (+0.3%), as did bednights (+0.1%). Pre-inflation spend saw a slight decline of -2%.

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

**Fig 2. % change in volume of domestic trips by month in Scotland – 2016 versus 2017** 



*Showing the percentage change between 2016 and 2017, in number of domestic tourism trips of all purposes by month for Scotland*

The pattern in Scotland was one of six months of increase and six months of decrease in the volume of tourism trips relative to 2016. Overall, the months where increases were observed outweighed those months of decrease.

The months of decline were dispersed between Feb-Aug. In contrast, the greatest increases were seen at the end of the year.

## Scotland trips, nights and expenditure

**Table 1.2.5 – Scotland trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>All tourism</b>												
Trips (Millions)	12.898	12.701	11.782	12.041	12.095	13.360	12.752	12.122	12.519	11.988	11.514	11.664
Nights (Millions)	45.911	46.118	43.026	44.789	43.640	45.583	43.320	42.725	41.609	41.336	38.876	39.066
Spend – (historic prices – £Million)	£2,584	£2,691	£2,685	£2,559	£2,517	£3,018	£2,891	£2,889	£2,871	£3,279	£2,897	£3,006
**Spend – (adjusted for inflation – £Million)	£3,329	£3,395	£3,286	£3,044	£2,887	£3,322	£3,098	£3,036	£3,002	£3,421	£2,975	£3,006
<b>Holidays</b>												
Trips (Millions)	5.794	6.304	5.931	6.651	5.700	6.572	6.168	6.480	6.302	6.364	5.929	6.512
Nights (Millions)	22.335	26.181	25.274	26.301	21.637	25.498	22.469	24.396	23.128	24.349	21.379	23.542
Spend – (historic prices – £Million)	£1,384	£1,508	£1,574	£1,515	£1,414	£1,740	£1,684	£1,814	£1,732	£2,068	£1,676	£1,907
**Spend – (adjusted for inflation – £Million)	£1,736	£1,853	£1,876	£1,755	£1,579	£1,865	£1,757	£1,856	£1,763	£2,101	£1,721	£1,907



*Showing trips, nights and spend over time for Scotland by purpose.*

**In Scotland, 11.7 million domestic tourism trips were taken during 2017, which represents a decrease of -9.6% since 2006. 6.5 million of the 11.7 million domestic tourism visits were holiday trips, a +12.4% increase since 2006.**

**The 11.7 million trips generated 39.1 million bednights in 2017 which equates to a decline of -14.9% since 2006.**

**The total spend attributed to domestic tourism trips in Scotland in 2017 was £3.0 billion, up from £2.9 billion in 2016.**

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

## Scotland trips, nights and expenditure (continued)

**Table 1.2.6 – Scotland trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>VFR</b>												
Trips (Millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470	4.036	3.461	3.037	3.041
Nights (Millions)	15.631	12.398	11.360	12.248	13.506	13.241	14.568	11.734	12.489	10.845	11.248	9.978
Spend – (historic prices – £Million)	£466	£519	£513	£432	£465	£572	£613	£496	£628	£619	£523	£468
**Spend – (adjusted for inflation – £Million)	£585	£638	£611	£500	£519	£613	£640	£507	£639	£629	£537	£468
<b>Business</b>												
Trips (Millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929	1.921	1.731	1.912	1.827
Nights (Millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852	5.110	4.899	4.659	4.814
Spend – (historic prices – £Million)	£654	£617	£538	£581	£561	£640	£537	£531	£465	£503	£592	£553
**Spend – (adjusted for inflation – £Million)	£820	£758	£641	£673	£627	£686	£560	£543	£473	£511	£608	£553



*Showing trips, nights and spend over time for Scotland by purpose.*

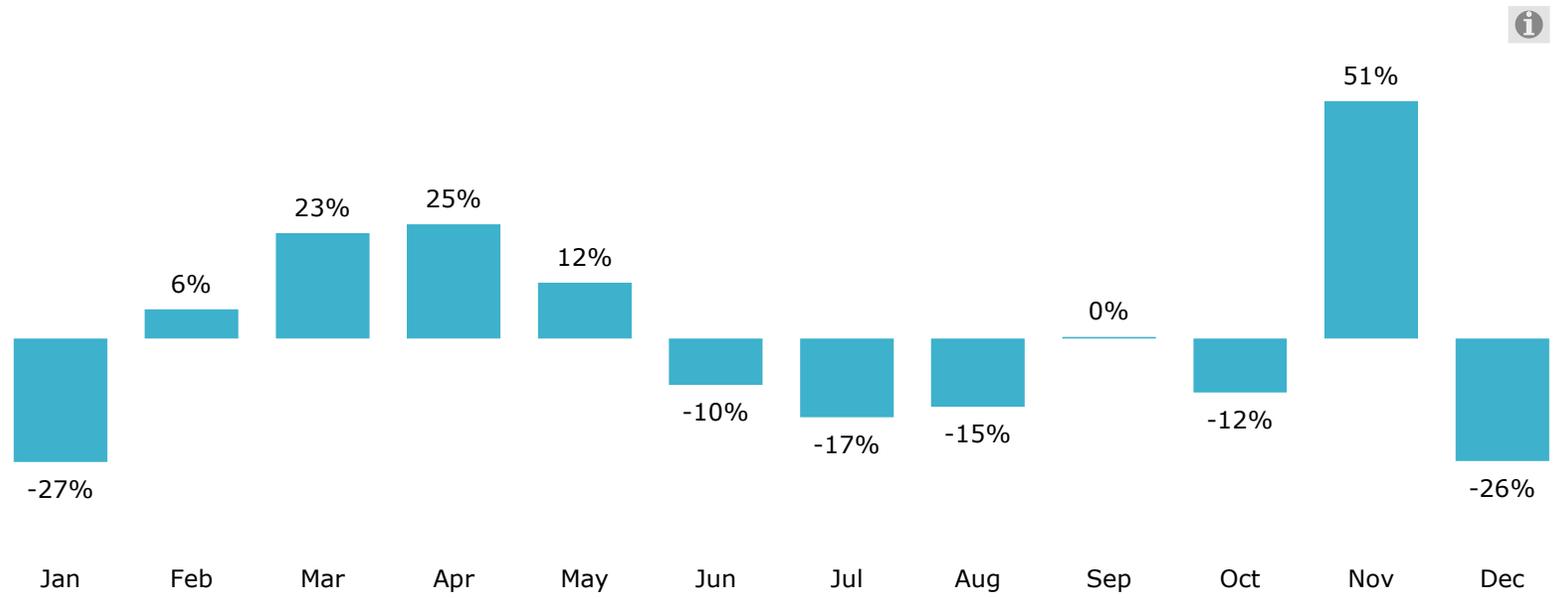
**In 2017, VFR trips increased slightly compared to 2016 – a reduction of -29.0% since 2006.**

**The 3.0 million trips within Scotland that involved visiting friends or relatives generated 10.0 million bednights and £468 million of spend.**

**In 2017, 1.8 million trips within Scotland were for business – a decrease of -18.2% since 2006. These trips generated 4.8 million bednights and £553 million of spend.**

\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data

**Fig 3. % change in volume of domestic trips by month in Wales – 2016 versus 2017** 



*Showing the percentage change between 2016 and 2017, in number of domestic tourism trips of all purposes by month for Wales*

2017 saw 5 months of increase, one unchanged and 6 months of decline in the volume of domestic trips in Wales, compared to 2016.

The greatest proportional decline can be seen in January, when trip volume decreased by -27%; in contrast the greatest proportional increase was seen in November (+51%) compared with the corresponding month in 2016.

## Wales trips, nights and expenditure

**Table 1.2.7 – Wales trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>All tourism</b>												
Trips (Millions)	9.547	8.811	8.452	8.890	8.666	9.697	9.603	9.929	10.002	10.449	9.307	9.024
Nights (Millions)	36.045	31.876	31.794	32.582	32.765	34.941	34.727	33.682	35.078	36.197	32.978	30.979
Spend – (historic prices – £Million)	£1,608	£1,408	£1,404	£1,396	£1,438	£1,734	£1,588	£1,696	£1,735	£1,975	£1,689	£1,628
**Spend – (adjusted for inflation – £Million)	£2,072	£1,777	£1,718	£1,660	£1,649	£1,909	£1,702	£1,782	£1,814	£2,061	£1,735	£1,628
<b>Holidays</b>												
Trips (Millions)	5.937	5.100	5.042	5.579	5.762	6.036	5.914	6.091	6.357	6.251	5.588	5.712
Nights (Millions)	24.883	21.407	21.291	22.732	23.846	25.028	24.391	24.110	24.337	23.794	22.440	20.967
Spend – (historic prices – £Million)	£1,037	£911	£884	£989	£1,049	£1,229	£1,072	£1,195	£1,287	£1,378	£1,225	£1,203
**Spend – (adjusted for inflation – £Million)	£1,336	£1,149	£1,082	£1,176	£1,203	£1,353	£1,149	£1,256	£1,346	£1,438	£1,258	£1,203



*Showing trips, nights and spend over time for Wales by purpose.*

**In Wales, 9.0 million domestic tourism trips were taken during 2017, which represents a decrease of -5.5% since 2006. 5.7 million of the 9.0 million domestic tourism visits were holiday trips, which is an increase on the 5.6 million in 2016.**

**The 9.0 million trips generated 31 million bednights in 2017. The number of nights spent during tourism trips in Wales has declined by -14.1% since 2006.**

**The total spend attributed to domestic tourism trips in Wales in 2017 was £1.6 billion, down from £1.7 billion spent in 2016.**

*\*\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data*

## Wales trips, nights and expenditure (continued)

**Table 1.2.8 – Wales trips, nights and expenditure by purpose – 2006 to 2017\***

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
<b>VFR</b>												
Trips (Millions)	2.510	2.604	2.348	2.303	2.165	2.438	2.372	2.753	2.839	2.793	2.632	2.366
Nights (Millions)	7.125	7.684	7.665	6.848	7.412	7.030	7.272	7.091	8.370	8.821	6.784	6.909
Spend – (historic prices – £Million)	£245	£248	£268	£241	£250	£251	£279	£274	£298	£371	£269	£233
**Spend – (adjusted for inflation – £Million)	£316	£313	£328	£287	£287	£276	£299	£288	£312	£387	£276	£233
<b>Business</b>												
Trips (Millions)	0.848	0.824	0.845	0.675	0.616	0.994	1.101	0.870	0.574	0.974	0.790	0.622
Nights (Millions)	2.744	2.007	2.270	1.897	1.320	2.253	2.230	2.029	1.419	2.609	2.453	1.526
Spend – (historic prices – £Million)	£275	£183	£216	£136	£123	£223	£199	£202	£137	£171	£145	£136
**Spend – (adjusted for inflation – £Million)	£354	£231	£264	£162	£141	£245	£213	£212	£143	£178	£149	£136



*Showing trips, nights and spend over time for Wales by purpose.*

VFR trips decreased compared to 2016, and looking at the data over time also decreased (-5.7%) compared to 2006. In 2017, 2.4 million trips within Wales involved visiting friends or relatives. These trips generated 6.9 million bednights and £233 million of spend.

In 2017, 0.6 million trips to Wales were for business. These trips generated 1.5 million bednights and £136 million of spend.

*\*\*Please note: Figures have been adjusted for inflation to enable comparisons with 2017 spend data*



## Trends in holiday trips in Great Britain

Table 1.3.1 – Holiday trip taking by GB residents\*

Destination	GB residents' holiday trips in GB		UK residents' holiday trips overseas	
	Total trips (m)	% change on previous year	Total trips (m)	% change on previous year
2008	50.416		45.531	
2009	58.973	+17.0%	38.490	-15.5%
2010	54.743	-7.2%	36.422	-5.4%
2011	58.433	+6.7%	36.819	+1.1%
2012	57.696	-1.3%	36.173	-1.8%
2013	56.969	-1.3%	37.149	+2.7%
2014	52.903	-7.1%	38.519	+3.7%
2015 (O)	55.960	+5.8%	42.150	+9.4%
2015 (RP)	57.110			
2016	55.888	-2.1%	45.020	+6.8%
2017	59.149	+5.8%	46.482	+3.2%



Showing holiday trip taking by GB residents in GB, and UK residents' overseas from 2008-2017.

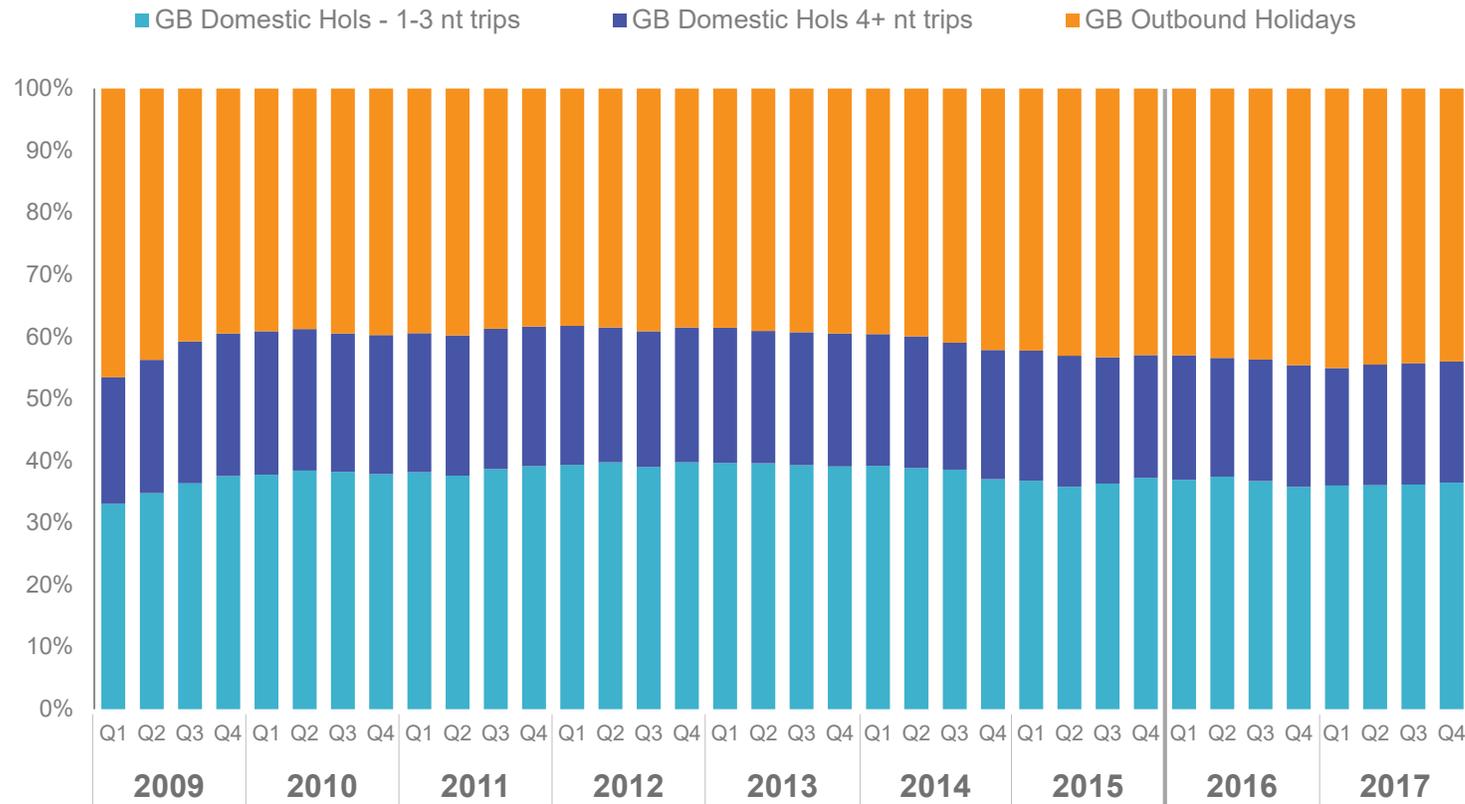
It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. Since the high point for domestic holidays in 2009, the volume of trips taken within GB has fluctuated, however 2017 saw the highest level of recorded holiday trips taken in GB, 59.149 million.

The number of overseas trips fell markedly in 2009 as a result of the economic downturn, trips then remained broadly static until a noted recovery in 2015, which has been improved upon year on year since then.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

\*Source: International Passenger Survey (IPS)

**Fig 4. Trends in holiday trips in Great Britain\***  (continued)



*Highlighting the trends in holiday trips for GB, broken down by domestic holiday trip length and outbound holidays from 2009 -2017.*

Overall, the share of domestic holidays against outbound holidays recovered slightly throughout 2017 but remains at a notably low level compared to the period of the economic downturn.

*\*Please note: When interpreting data between 2015 and 2016, caution is advised due to the break in the trend of domestic data.*

\*Source: International Passenger Survey (IPS)

2017 In Detail



## Tourism Overnight Visits – Summary of 2017 Findings

*This section offers more detail into the tourism trends, examining variables such as trip purpose, country of residence and region visited.*

### Trip characteristics by country

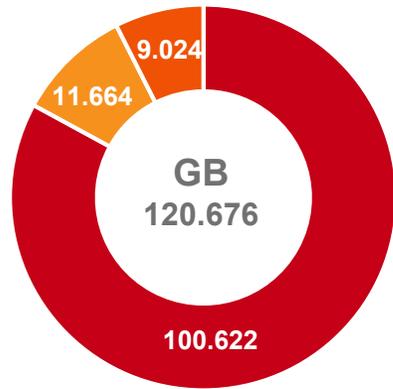
- Examining the breakdown of all tourism trips by country, England dominates with an 83% share of trips, Scotland (10%) and Wales (7%) account for smaller shares.
- The average nights per trip in GB is 3.1 and examining this measure by country, trips to England are shortest in duration at 3.0 nights. Trips to Scotland on average last 3.4 nights, as do trips to Wales.
- Looking at spend per trip, on average, trips to Scotland generate the greatest spend at £258; compared to England (£189) and Wales (£180).

### Origin and destination of trips

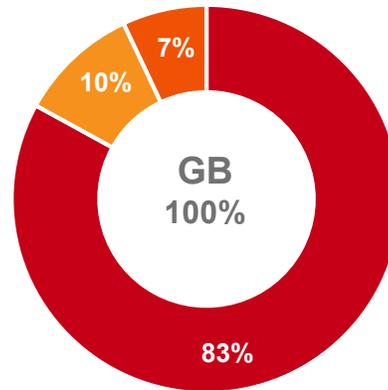
- Almost nine out of every ten trips (88%) were taken by English residents in England, with Scots and Welsh tourists making up 6% and 7% respectively.
- 59% of trips being taken in Scotland were by Scots themselves, with 41% of trips from England and 1% of trips from Wales.
- In Wales, 69% of trips taken were from England compared to 28% by Welsh residents within Wales and 4% from Scotland.

## Tourism trips – volume

Fig 5. Trips (millions) i



Share of trips (%) i



■ England ■ Scotland ■ Wales

*Showing a comparison of tourism trips of all purposes against population by country.*

The majority (83%) of GB trips taken during 2017 were to destinations in England (100.6 million). Scotland received 11.7 million trips during 2017, a 10% share of trips, while there were 9.0 million trips in Wales, a share of 7%.

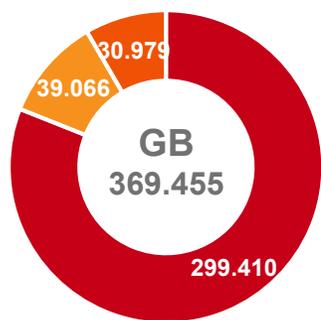
Looking at the proportion of trips taken compared to each nation's population, England has a smaller share of trips taken than its share of the overall population, while Scotland and Wales both have a higher proportion of GB trips when compared to their population share.

Table 1.3.2 – Tourism trips compared with population i

Destination	Population		Trips	
	Millions	%	Millions	%
<b>GB total</b>	<b>63.786</b>	<b>100%</b>	<b>120.676</b>	<b>100%</b>
England	55.268	87%	100.622	83%
Scotland	5.405	8%	11.664	10%
Wales	3.113	5%	9.024	7%

## Tourism trips – bednights and spend

Fig 6. Nights (millions) i



■ England ■ Scotland ■ Wales

Share of nights i

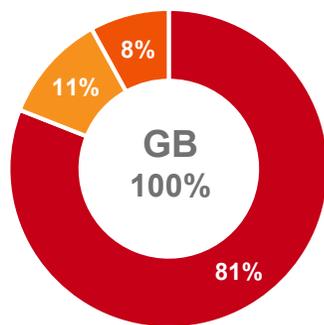


Table 1.3.3 – Tourism nights in GB by country i

Destination	Average nights per trip
<b>GB total</b>	<b>3.1</b>
England	3.0
Scotland	3.4
Wales	3.4

*Showing tourism nights and spending on all trips of all purposes within GB and by the country visited, examined further by average nights and spend.*

Tourism trips taken in England during 2017 were on average 3.0 nights in duration. The average length of trips taken in Scotland and Wales was longer, both 3.4 nights.

In relation to spending on tourism trips, across GB as a whole, there was an average spend of £196 per trip. Scotland had the highest average spend, at £258 per trip, reflecting longer journeys and an increased length of stay. England had a lower average spend per trip, at £189.

Reflecting the larger proportions of lower cost holiday trips in Wales (e.g. camping and caravan), Wales had the lowest average spend, with an average of £180.

Table 1.3.4 – Tourism spending in GB by country visited i

Destination	Spending Million	Share of spending %	Average spend per trip	Average spend per night
<b>GB total</b>	<b>£23,683</b>	<b>100%</b>	<b>£196</b>	<b>£64</b>
England	£19,049	80%	£189	£64
Scotland	£3,006	13%	£258	£77
Wales	£1,628	7%	£180	£53

## Purpose by destination

Table 1.4.1 – Trips in GB by purpose

	England	Scotland	Wales
<b>Purpose</b>	<b>Million</b>	<b>Million</b>	<b>Million</b>
<b>Total</b>	100.622	11.664	9.024
<b>Total holiday (including VFR-holiday)</b>	<b>72.244</b>	<b>8.755</b>	<b>7.508</b>
1-3 nights (total holidays)	50.604	5.298	4.551
4+ nights (total holidays)	21.671	3.467	2.963
Holiday	47.245	6.512	5.712
VFR	36.606	3.041	2.366
VFR-holiday	24.999	2.243	1.796
VFR-other	11.607	0.798	0.571
Business/work	14.166	1.827	0.622
<b>Purpose</b>	<b>% share</b>	<b>% share</b>	<b>% share</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total holiday (including VFR-holiday)</b>	<b>72%</b>	<b>75%</b>	<b>83%</b>
1-3 nights (total holidays)	50%	45%	50%
4+ nights (total holidays)	22%	30%	33%
Holiday	47%	56%	63%
VFR	36%	26%	26%
VFR-holiday	25%	19%	20%
VFR-other	12%	7%	6%
Business/work	14%	16%	7%



*Total GB trips examined by both trip purpose and length of trip for England, Scotland and Wales.*

Holiday trips make up the greatest proportion of English trips, with most being shorter trips of 1-3 nights in duration (50%).

There are some variations however – for Wales the proportion of total holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (83% compared to 72% and 75% respectively).

Longer holiday trips (4+ nights) in Wales and Scotland were also more of a feature than in England, comprising 33% and 30% respectively of trips taken, compared to 22% in England.

Trips for the purpose of visiting friends and relatives (VFR) were more common in England, where 36% of trips were taken for this reason compared to 26% in both Scotland and Wales.

## Purpose by destination (continued)

**Table 1.4.2 – Nights in GB by purpose**

Purpose	England Million	Scotland Million	Wales Million
<b>Total</b>	299.410	39.066	30.979
<b>Total holiday (including VFR-holiday)</b>	232.415	31.227	26.704
1-3 nights (total holidays)	95.103	10.685	9.601
4+ nights (total holidays)	139.186	21.349	17.615
Holiday	157.809	23.542	20.967
VFR	102.341	9.978	6.909
VFR-holiday	74.606	7.685	5.737
VFR-other	27.735	2.293	1.173
Business/work	31.637	4.814	1.526
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total holiday (including VFR-holiday)</b>	78%	80%	86%
1-3 nights (total holidays)	32%	27%	31%
4+ nights (total holidays)	46%	55%	57%
Holiday	53%	60%	68%
VFR	34%	26%	22%
VFR-holiday	25%	20%	19%
VFR-other	9%	6%	4%
Business/work	11%	12%	5%



*Total GB nights examined by both trip purpose and length of trip for England, Scotland and Wales.*

A higher share of nights spent in Wales are on holiday, followed by Scotland, driven by a longer average trip length (3.4 nights for both compared to 3.0 nights per trip to England).

This longer average length is mainly due to the higher share of trips accounted for by longer holidays in Scotland and Wales.

## Purpose by destination (continued)

Table 1.4.3 – Spending in GB by purpose

Purpose	England £Million	Scotland £Million	Wales £Million
<b>Total</b>	£19,049	£3,006	£1,628
<b>Total holiday (including VFR-holiday)</b>	£13,761	£2,263	£1,380
1-3 nights (total holidays)	£7,657	£1,102	£623
4+ nights (total holidays)	£6,209	£1,213	£788
Holiday	£11,023	£1,907	£1,203
VFR	£3,950	£468	£233
VFR-holiday	£2,737	£356	£177
VFR-other	£1,212	£113	£56
Business/work	£3,556	£553	£136
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total holiday (including VFR-holiday)</b>	72%	75%	85%
1-3 nights (total holidays)	40%	37%	38%
4+ nights (total holidays)	33%	40%	48%
Holiday	58%	63%	74%
VFR	21%	16%	14%
VFR-holiday	14%	12%	11%
VFR-other	6%	4%	3%
Business/work	19%	18%	8%



*Total GB spend examined by both trip purpose and length of trip for England, Scotland and Wales.*

Unsurprisingly, the survey findings reveal that longer trip lengths represent a higher proportion of spend. Examining by trip purpose, it is noted that different types of trip have different spend per trip. As an example, within this, VFR trips to Wales account for a lower proportion of spend (14%) compared to other trip types, such as holidays excluding VFR which accounts for the greatest proportion (74%).

## Accommodation by destination

**Table 1.4.4 – Trips in GB by Accommodation Type**

	England	Scotland	Wales
Accommodation	Million	Million	Million
<b>Total</b>	<b>100.622</b>	<b>11.664</b>	<b>9.024</b>
Commercial accommodation	62.865	8.343	6.371
Commercial serviced accommodation	43.062	5.885	2.978
Hotel/motel	35.796	4.828	2.210
Guest house/B&B	5.353	0.820	0.623
Self catering (incl caravan and camping)	17.441	2.283	2.894
Self catering (excl caravan and camping)	8.948	1.411	1.183
Caravan or camping	11.794	1.187	2.256
Touring caravan (towed)\campervan\motorhome	3.434	0.332	0.434
Static caravan – not owned	2.829	0.358	0.573
Static caravan – owned	1.846	0.157	0.653
Tent	3.379	0.309	0.529
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.479	0.013	0.046
Hostel	0.593	0.084	0.052
Airbnb/Someone else's home	0.987	0.130	0.071
Friend's home, Relative's home, Own second home\timeshare	35.663	3.277	2.513



*Total GB trips examined by accommodation type for England, Scotland and Wales.*

In England there were a similar number of trips with overnight stays in hotels and motels as there were trips that involved staying with friends, relatives or in a second home.

Whereas on trips to Scotland the use of hotels and motels was more prevalent.

In Wales the converse was true, with more overnight trips including a stay with friends, relatives or in a second home, than in a hotel or motel.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Accommodation by destination (continued)

Table 1.4.5 – Trips in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	62.5%	71.5%	70.6%
Commercial serviced accommodation	42.8%	50.5%	33.0%
Hotel/motel	35.6%	41.4%	24.5%
Guest house/B&B	5.3%	7.0%	6.9%
Self catering (incl caravan and camping)	17.3%	19.6%	32.1%
Self catering (excl caravan and camping)	8.9%	12.1%	13.1%
Caravan or camping	11.7%	10.2%	25.0%
Touring caravan (towed)\campervan\motorhome	3.4%	2.8%	4.8%
Static caravan – not owned	2.8%	3.1%	6.3%
Static caravan – owned	1.8%	1.3%	7.2%
Tent	3.4%	2.6%	5.9%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.1%	0.5%
Hostel	0.6%	0.7%	0.6%
Airbnb/Someone else's home	1.0%	1.1%	0.8%
Friend's home, Relative's home, Own second home\timeshare	35.4%	28.1%	27.8%



*Total GB trips examined by accommodation type for England, Scotland and Wales.*

In England around 36% of trips had overnight stays in hotels and motels and a similar proportion of trips involved staying with friends, relatives or in a second home. Other popular types of accommodation in England were caravan or camping (12%) and other types of self catering (9%)

The most popular type of accommodation on trips to Scotland was hotels and motels (41%), followed by staying with friends, relatives or in a second home (28%), with self catering (excluding caravan and camping) on 12% of trips and caravan and camping for 10% of trips.

On trips to Wales, staying with friends, relatives or in a second home was the most commonly used accommodation (28%), followed by caravan and camping (25%) and hotels or motels (25%) and other self catering on 13% of trips.

[Welcome](#)[Summary](#)[Introduction](#)[2017  
Headlines](#)[2017  
Detail](#)[2017  
Long-term trends](#)[Full  
data tables](#)[Methods &  
Performance Report](#)[Further details](#)

## Accommodation by destination (continued)

Table 1.4.6 – Nights in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	Million	Million	Million
<b>Total</b>	<b>299.410</b>	<b>39.066</b>	<b>30.979</b>
Commercial accommodation	181.167	25.991	21.935
Commercial serviced accommodation	92.407	13.736	6.972
Hotel/motel	72.393	10.645	4.701
Guest house/B&B	13.243	2.202	1.676
Self catering (incl caravan and camping)	78.295	11.123	12.854
Self catering (excl caravan and camping)	39.364	6.921	5.964
Caravan or camping	50.135	5.217	8.697
Touring caravan (towed)\campervan\motorhome	15.983	1.556	1.666
Static caravan – not owned	13.417	1.984	2.598
Static caravan – owned	7.878	0.551	2.322
Tent	12.069	0.955	1.693
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.207	0.034	0.106
Hostel	1.599	0.247	0.166
Airbnb/Someone else's home	3.337	0.299	0.195
Friend's home, Relative's home, Own second home\timeshare	106.564	12.081	7.697



*Total GB nights examined by accommodation type for England, Scotland and Wales.*

In England and Scotland more nights were spent staying with friends, relatives or in second homes than other types of accommodation.

However in Wales more nights were spent camping or in caravans than staying with friends, relatives or in second homes.

## Accommodation by destination (continued)

Table 1.4.7 – Nights in GB by Accommodation Type

Accommodation	England % share	Scotland % share	Wales % share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	60.5%	66.5%	70.8%
Commercial serviced accommodation	30.9%	35.2%	22.5%
Hotel/motel	24.2%	27.2%	15.2%
Guest house/B&B	4.4%	5.6%	5.4%
Self catering (incl caravan and camping)	26.1%	28.5%	41.5%
Self catering (excl caravan and camping)	13.1%	17.7%	19.3%
Caravan or camping	16.7%	13.4%	28.1%
Touring caravan (towed)\campervan\motorhome	5.3%	4.0%	5.4%
Static caravan – not owned	4.5%	5.1%	8.4%
Static caravan – owned	2.6%	1.4%	7.5%
Tent	4.0%	2.4%	5.5%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.4%	0.1%	0.3%
Hostel	0.5%	0.6%	0.5%
Airbnb/Someone else's home	1.1%	0.8%	0.6%
Friend's home, Relative's home, Own second home\timeshare	35.6%	30.9%	24.8%



*Total GB nights examined by accommodation type for England, Scotland and Wales.*

In England 36% of nights were spent staying with friends, relatives or in second homes, with 24% in hotels or motels, 17% camping or in caravans and 13% in other types of self catering accommodation.

In Scotland the situation was similar, with 31% of nights spent staying with friends, relatives or in second homes, with 27% in hotels or motels, 13% camping or in caravans and 18% in other types of self catering accommodation.

In Wales things were slightly different, with 28% of nights spent camping or in caravans, 25% staying with friends, relatives or in second homes, 19% in other types of self catering accommodation, and 15% in hotels or motels.

[Welcome](#)[Summary](#)[Introduction](#)[2017  
Headlines](#)[2017  
Detail](#)[2017  
Long-term trends](#)[Full  
data tables](#)[Methods &  
Performance Report](#)[Further details](#)

## Accommodation by destination (continued)

Table 1.4.8 – Spend in GB by Accommodation Type

Accommodation	England £Million	Scotland £Million	Wales £Million
<b>Total</b>	<b>£19,049</b>	<b>£3,006</b>	<b>£1,628</b>
Commercial accommodation	£15,262	£2,505	£1,344
Commercial serviced accommodation	£10,702	£1,788	£683
Hotel/motel	£8,845	£1,437	£502
Guest house/B&B	£1,317	£249	£143
Self catering (incl caravan and camping)	£4,362	£686	£606
Self catering (excl caravan and camping)	£2,918	£513	£367
Caravan or camping	£1,759	£202	£287
Touring caravan (towed)\campervan\motorhome	£460	£56	£51
Static caravan – not owned	£693	£93	£124
Static caravan – owned	£208	£16	£55
Tent	£358	£33	£47
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£82	£3	£4
Hostel	£120	£29	£7
Airbnb/Someone else's home	£282	£33	£19
Friend's home, Relative's home, Own second home\timeshare	£3,133	£446	£221



*Total GB spend examined by accommodation type for England, Scotland and Wales.*

Trips where people stay with friends, relatives or in second homes tend to be less expensive than those involving commercial accommodation. Therefore, in all three countries, the highest spend was on trips involving staying in hotels and motels, and the second highest spend was on trips utilising non caravan and camping self-catering.

## Accommodation by destination (continued)

**Table 1.4.9 – Spend in GB by Accommodation Type**

Accommodation	England % share	Scotland % share	Wales % share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	80.1%	83.3%	82.6%
Commercial serviced accommodation	56.2%	59.5%	42.0%
Hotel/motel	46.4%	47.8%	30.8%
Guest house/B&B	6.9%	8.3%	8.8%
Self catering (incl caravan and camping)	22.9%	22.8%	37.2%
Self catering (excl caravan and camping)	15.3%	17.1%	22.5%
Caravan or camping	9.2%	6.7%	17.6%
Touring caravan (towed)\campervan\motorhome	2.4%	1.9%	3.1%
Static caravan – not owned	3.6%	3.1%	7.6%
Static caravan – owned	1.1%	0.5%	3.4%
Tent	1.9%	1.1%	2.9%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.4%	0.1%	0.2%
Hostel	0.6%	1.0%	0.4%
Airbnb/Someone else's home	1.5%	1.1%	1.2%
Friend's home, Relative's home, Own second home\timeshare	16.4%	14.8%	13.6%



*Total GB spend examined by accommodation type for England, Scotland and Wales.*

**In England and Scotland 46%/ 47% of money spent was on trips where hotel or motel accommodation was used, while in Wales this was 31% of spend.**

**Similarly, in England and Scotland, 23% of spend was on trips involving self catering or caravan/camping and 16%/ 15% of spend was on stays with friends, family or a second home.**

**37% of money spent on overnight trips to Wales is on trips utilising self catering or caravan/camping accommodation and 14% was on stays with friends, family or a second home.**

## Accommodation by Holiday Trips

**Table 1.4.10 – Holiday Trips in GB**

All Holiday Trips (millions)

Accommodation	England	Scotland	Wales
<b>Total</b>	<b>47.245</b>	<b>6.512</b>	<b>5.712</b>
Commercial accommodation	40.039	5.575	4.964
Commercial serviced accommodation	23.182	3.546	1.794
Hotel/motel	18.737	2.824	1.255
Guest house/B&B	3.267	0.559	0.461
Self catering (incl caravan and camping)	15.079	1.972	2.632
Self catering (excl caravan and camping)	7.228	1.184	1.038
Caravan or camping	10.650	1.019	2.112
Touring caravan (towed)\campervan\motorhome	3.090	0.303	0.414
Static caravan – not owned	2.580	0.302	0.542
Static caravan – owned	1.806	0.157	0.600
Tent	2.920	0.242	0.503
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.292	0.013	0.035
Hostel	0.334	0.072	0.016
Airbnb/Someone else's home	0.648	0.048	0.071
Friend's home, Relative's home, Own second home\timeshare	5.447	0.897	0.690



*GB holiday trips examined by accommodation type for England, Scotland and Wales.*

In England and Scotland the most popular type of accommodation used on holidays was hotels and motels whereas in Wales it was caravan and camping.

In England the second most popular was caravan and camping, in Scotland it was other types of self catering accommodation and in Wales it was hotels and motels.

## Accommodation by Holiday Trips (continued)

**Table 1.4.11 – Holiday Trips in GB**

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	84.7%	85.6%	86.9%
Commercial serviced accommodation	49.1%	54.5%	31.4%
Hotel/motel	39.7%	43.4%	22.0%
Guest house/B&B	6.9%	8.6%	8.1%
Self catering (incl caravan and camping)	31.9%	30.3%	46.1%
Self catering (excl caravan and camping)	15.3%	18.2%	18.2%
Caravan or camping	22.5%	15.6%	37.0%
Touring caravan (towed)\campervan\motorhome	6.5%	4.7%	7.2%
Static caravan – not owned	5.5%	4.6%	9.5%
Static caravan – owned	3.8%	2.4%	10.5%
Tent	6.2%	3.7%	8.8%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.6%	0.2%	0.6%
Hostel	0.7%	1.1%	0.3%
Airbnb/Someone else's home	1.4%	0.7%	1.2%
Friend's home, Relative's home, Own second home\timeshare	11.5%	13.8%	12.1%



*GB holiday trips examined by accommodation type for England, Scotland and Wales.*

In England around 40% of holidays had overnight stays in hotels and motels, caravan or camping was 23% and other types of self catering was 15%.

The most popular type of accommodation on holiday trips to Scotland was hotels and motels (43%), followed by self catering (excluding caravan and camping) on 18% of trips and caravan and camping for 16% of trips.

On holiday trips to Wales, caravan or camping (37%) was most popular, followed by hotels or motels (22%) and other self catering on 18% of trips.

[Welcome](#)[Summary](#)[Introduction](#)[2017  
Headlines](#)[2017  
Detail](#)[2017  
Long-term trends](#)[Full  
data tables](#)[Methods &  
Performance Report](#)[Further details](#)

## Accommodation by Holiday Trips (continued)

**Table 1.4.12 – Holiday Nights in GB**

All Holiday Trips (millions)

Accommodation	England	Scotland	Wales
<b>Total</b>	<b>157.809</b>	<b>23.542</b>	<b>20.967</b>
Commercial accommodation	132.161	19.417	17.995
Commercial serviced accommodation	53.698	8.967	4.450
Hotel/motel	41.062	6.728	2.918
Guest house/B&B	8.484	1.615	1.216
Self catering (incl caravan and camping)	70.480	9.767	11.940
Self catering (excl caravan and camping)	33.784	5.921	5.447
Caravan or camping	46.620	4.537	7.981
Touring caravan (towed)\campervan\motorhome	14.935	1.438	1.606
Static caravan – not owned	12.432	1.746	2.418
Static caravan – owned	7.690	0.551	2.180
Tent	10.874	0.715	1.610
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.755	0.034	0.084
Hostel	0.715	0.222	0.033
Airbnb/Someone else's home	2.137	0.133	0.195
Friend's home, Relative's home, Own second home\timeshare	17.475	3.671	2.245



*GB holiday nights examined by accommodation type for England, Scotland and Wales.*

In England and Wales more nights were spent on holiday camping or in caravans, whereas in Scotland more holiday nights were spent in hotels and motels.

## Accommodation by Holiday Trips (continued)

**Table 1.4.13 – Holiday Nights in GB**

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	83.7%	82.5%	85.8%
Commercial serviced accommodation	34.0%	38.1%	21.2%
Hotel/motel	26.0%	28.6%	13.9%
Guest house/B&B	5.4%	6.9%	5.8%
Self catering (incl caravan and camping)	44.7%	41.5%	56.9%
Self catering (excl caravan and camping)	21.4%	25.2%	26.0%
Caravan or camping	29.5%	19.3%	38.1%
Touring caravan (towed)\campervan\motorhome	9.5%	6.1%	7.7%
Static caravan – not owned	7.9%	7.4%	11.5%
Static caravan – owned	4.9%	2.3%	10.4%
Tent	6.9%	3.0%	7.7%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.1%	0.4%
Hostel	0.5%	0.9%	0.2%
Airbnb/Someone else's home	1.4%	0.6%	0.9%
Friend's home, Relative's home, Own second home\timeshare	11.1%	15.6%	10.7%



*GB holiday nights examined by accommodation type for England, Scotland and Wales.*

**In England 30% of holiday nights were spent camping or in caravans with 26% in hotels or motels, and 21% in other types of self catering accommodation.**

**In Scotland 29% of holiday were spent in hotels or motels, 25% in other types of self catering accommodation and 19% camping or in caravans.**

**In Wales 38% of holiday nights were spent camping or in caravans, 26% in other types of self catering accommodation, and 14% in hotels or motels.**

## Accommodation by Holiday Trips (continued)

**Table 1.4.14 – Holiday Spend in GB**

All Holiday Trips (£millions)

Accommodation	England	Scotland	Wales
<b>Total</b>	<b>£11,023</b>	<b>£1,907</b>	<b>£1,203</b>
Commercial accommodation	£9,836	£1,721	£1,086
Commercial serviced accommodation	£5,822	£1,094	£456
Hotel/motel	£4,663	£824	£323
Guest house/B&B	£796	£195	£107
Self catering (incl caravan and camping)	£3,904	£596	£573
Self catering (excl caravan and camping)	£2,546	£441	£348
Caravan or camping	£1,632	£181	£272
Touring caravan (towed)\campervan\motorhome	£430	£48	£47
Static caravan – not owned	£645	£82	£118
Static caravan – owned	£202	£16	£53
Tent	£319	£30	£46
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£63	£3	£3
Hostel	£65	£28	£2
Airbnb/Someone else's home	£210	£19	£19
Friend's home, Relative's home, Own second home\timeshare	£642	£157	£77



*GB holiday spend examined by accommodation type for England, Scotland and Wales.*

In England and Scotland the highest spend was on trips involving staying in hotels and motels, whereas in Wales, trips including self catering (excluding caravan or camping) account for the largest total spend.

## Accommodation by Holiday Trips (continued)

**Table 1.4.15 – Holiday Spend in GB**

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Commercial accommodation	89.2%	90.2%	90.3%
Commercial serviced accommodation	52.8%	57.4%	37.9%
Hotel/motel	42.3%	43.2%	26.8%
Guest house/B&B	7.2%	10.2%	8.9%
Self catering (incl caravan and camping)	35.4%	31.3%	47.6%
Self catering (excl caravan and camping)	23.1%	23.1%	28.9%
Caravan or camping	14.8%	9.5%	22.6%
Touring caravan (towed)\campervan\motorhome	3.9%	2.5%	3.9%
Static caravan – not owned	5.9%	4.3%	9.8%
Static caravan – owned	1.8%	0.8%	4.4%
Tent	2.9%	1.6%	3.8%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.6%	0.2%	0.2%
Hostel	0.6%	1.5%	0.2%
Airbnb/Someone else's home	1.9%	1.0%	1.6%
Friend's home, Relative's home, Own second home\timeshare	5.8%	8.2%	6.4%



*GB holiday spend examined by accommodation type for England, Scotland and Wales.*

In England and Scotland just over 40% of money spent was on holiday trips using hotel or motel accommodation, while in Wales this was 27% of spend.

Similarly, in England and Scotland, just over 30% of spend was on holiday trips involving self catering or caravan/camping. While 48% of money spent on holiday trips to Wales was on trips utilising self catering or caravan/camping accommodation.

## Type of place by destination

Table 1.4.16 – Trips in GB by type of place visited

Type of place visited	England Million	Scotland Million	Wales Million
<b>Total</b>	<b>100.622</b>	<b>11.664</b>	<b>9.024</b>
Seaside	22.721	1.827	3.605
City/large town	42.579	5.487	1.567
Small town	19.060	2.504	1.783
Countryside/village	17.120	2.273	2.226
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	22.6%	15.7%	39.9%
City/large town	42.3%	47.0%	17.4%
Small town	18.9%	21.5%	19.8%
Countryside/village	17.0%	19.5%	24.7%



*Total GB trips examined by type of place visited for England, Scotland and Wales.*

In England and Scotland a little under half of trips had the main type of place visited as a city or large town (42% for England and 47% for Scotland), whereas for Wales the most popular location type was seaside and coastal locations (40%).



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Type of place by destination (continued)

Table 1.4.17 – Nights in GB by type of place visited

	England	Scotland	Wales
<b>Purpose</b>	<b>Million</b>	<b>Million</b>	<b>Million</b>
<b>Total</b>	<b>299.410</b>	<b>39.066</b>	<b>30.979</b>
Seaside	86.697	7.157	13.167
City/large town	100.743	13.319	4.078
Small town	52.875	7.920	5.158
Countryside/village	55.247	8.646	7.912
<b>Purpose</b>	<b>% share</b>	<b>% share</b>	<b>% share</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	29.0%	18.3%	42.5%
City/large town	33.6%	34.1%	13.2%
Small town	17.7%	20.3%	16.6%
Countryside/village	18.5%	22.1%	25.5%



*Total GB nights examined by type of place visited for England, Scotland and Wales.*

In England and Scotland around a third of nights (34%) were spent on trips where the main type of place visited was a city or large town, whereas on trips to Wales this was only 13% of nights. In Wales most nights were spent on trips where the main type of place visited was seaside or coastal (43%).

## Type of place by destination (continued)

Table 1.4.18 – Spend in GB by type of place visited

Purpose	England £Million	Scotland £Million	Wales £Million
<b>Total</b>	<b>£19,049</b>	<b>£3,006</b>	<b>£1,628</b>
Seaside	£4,892	£417	£697
City/large town	£7,963	£1,464	£251
Small town	£2,901	£489	£266
Countryside/village	£3,047	£523	£383
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	25.7%	13.9%	42.8%
City/large town	41.8%	48.7%	15.4%
Small town	15.2%	16.3%	16.3%
Countryside/village	16.0%	17.4%	23.5%



*Total GB spend examined by type of place visited for England, Scotland and Wales.*

Just under half of money was spent on trips where the main place visited was a city or large town in England (42%) and Scotland (49%). In Wales it was only 15% for city or large town, but 43% of spend was on trips where the main type of place visited was seaside or coastal.

## Type of place by holiday trips

**Table 1.4.19 – Holiday trips in GB by type of place visited**

Type of place visited	England Million	Scotland Million	Wales Million
<b>Total</b>	<b>47.245</b>	<b>6.512</b>	<b>5.712</b>
Seaside	16.711	1.256	2.873
City/large town	13.835	2.585	0.615
Small town	7.492	1.444	0.915
Countryside/village	9.508	1.520	1.412
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	35.4%	19.3%	50.3%
City/large town	29.3%	39.7%	10.8%
Small town	15.9%	22.2%	16.0%
Countryside/village	20.1%	23.3%	24.7%



*GB holiday trips examined by type of place visited for England, Scotland and Wales.*

In Wales half of holiday trips (50%) had the main type of place visited as seaside or coastal. This is also the largest proportion of holiday trips for England as well (35%). However, in Scotland the largest number of holiday trips have the main place visited as cities or large towns (40%).

## Type of place by holiday trips (continued)

**Table 1.4.20 – Holiday nights in GB by type of place visited**

	England	Scotland	Wales
<b>Purpose</b>	<b>Million</b>	<b>Million</b>	<b>Million</b>
<b>Total</b>	<b>157.809</b>	<b>23.542</b>	<b>20.967</b>
Seaside	68.801	5.210	10.752
City/large town	28.454	6.073	1.556
Small town	23.067	4.909	2.861
Countryside/village	35.225	6.088	5.290
<b>Purpose</b>	<b>% share</b>	<b>% share</b>	<b>% share</b>
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	43.6%	22.1%	51.3%
City/large town	18.0%	25.8%	7.4%
Small town	14.6%	20.9%	13.6%
Countryside/village	22.3%	25.9%	25.2%



*GB holiday nights examined by type of place visited for England, Scotland and Wales.*

In all three countries the largest number of nights was spent on trips where the main place visited was seaside or coastal. This was 44% of holiday nights for England, 22% for Scotland and 51% for trips to Wales. In Scotland the number of nights spent on trips to city/large town and countryside/village were both 26%.

## Type of place by holiday trips (continued)

**Table 1.4.21 – Holiday Spend in GB by type of place visited**

Purpose	England £Million	Scotland £Million	Wales £Million
<b>Total</b>	<b>£11,023</b>	<b>£1,907</b>	<b>£1,203</b>
Seaside	£4,003	£340	£597
City/large town	£3,144	£765	£107
Small town	£1,535	£329	£170
Countryside/village	£2,184	£384	£309
Purpose	% share	% share	% share
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Seaside	36.3%	17.9%	49.6%
City/large town	28.5%	40.1%	8.9%
Small town	13.9%	17.3%	14.1%
Countryside/village	19.8%	20.1%	25.7%



*GB holiday spend examined by type of place visited for England, Scotland and Wales.*

For holiday trips to Wales about half (50%) of all money spent was on trips where the main place visited was seaside or coastal. Similarly, in England, the largest share (36%) of money was spent on trips to seaside or coastal locations. Whereas in Scotland it was trips to cities/large towns that took the largest share of holiday spend (40%).

## Origin and destination of trips by country of residence

**Table 1.5.1 – Trips taken by country of residence**

Residents of...

	GB	England	Scotland	Wales
Trips taken (million)	120.676	106.202	9.152	5.323
Share of trips taken (%)	100%	88%	8%	4%
Adult resident population (million)	63.786	55.268	5.405	3.113
Share of population (%)	100%	87%	8%	5%
Average number of trips taken per adult resident	1.89	1.92	1.69	1.71

**Table 1.5.2 – Nights taken & spend by country of residence**

Residents of...

	GB	England	Scotland	Wales
Nights away (million)	369.455	324.240	29.305	15.910
Average number of nights taken per resident	5.79	5.86	5.42	5.11
Spending (£ million)	£23,683	£20,543	£2,146	£994
Average spend per resident (£)	£371	£372	£397	£319



*Examining total trips, nights and spend by country of residence.*

Residents of England took 106.2 million trips in 2017, 88% of all GB trips, while residents of Scotland took around 9.2 million and Welsh residents 5.3 million trips. The share of trips taken by residents of each nation is broadly in line with their share of the GB population.

GB residents spent, on average, just under six nights in total away on GB trips in 2017 (across an average of two trips) and spent an average of £371 on these trips overall. Welsh and Scottish residents spent slightly fewer nights away than English residents (5.11 and 5.42 compared to 5.86). Scottish residents spent the most, spending an average of £397 per resident, followed by English residents, who spent £372 and Welsh residents, who spent £319.

## Origin and destination of trips by country of residence

**Table 1.5.3 – Destination of trip by country of residence (number)**

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	120.676	106.202	9.152	5.323
England	100.622	93.197	3.774	3.651
Scotland	11.664	6.074	5.373	0.217
Wales	9.024	7.471	0.080	1.474



*Showing trip destination against country of residence at both total level and as share by origin.*

Almost nine out of every ten trips (88%) in England were taken by English residents, with trips from Scotland and Wales making up 6% and 7% respectively. Residents of Scotland were also more likely to take trips within their own country with 59% of trips being taken by Scottish residents within Scotland. English residents' trips in Scotland made up 41% of the Scottish total, while just 1% of trips were from Wales.

**Table 1.5.4 – Destination of trip by country of residence (share by origin)**

Residents of...

Trips	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	83%	88%	41%	69%
Scotland	10%	6%	59%	4%
Wales	7%	7%	1%	28%



In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of Wales – only 28% of Welsh trips were made by Welsh residents. Seven in ten trips to Wales were from England (69%).

## Destination by country of residence

**Table 1.5.5 – Destination of nights by country of residence (number)**

Residents of...

Nights	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	369.455	324.240	29.305	15.910
England	299.410	275.452	13.319	10.639
Scotland	39.066	22.659	15.601	0.806
Wales	30.979	26.130	0.385	4.464



*Showing nights destination against country of residence at both total level and as share by origin.*

Bednights show similar patterns when looking at share by destination:

- English residents generate 85% of nights (88% trips) on domestic trips taken in England
- For Scottish residents, the equivalent figure for nights was 53% (59% trips)
- For Welsh residents, the equivalent figure was 28% of nights (28% trips)

**Table 1.5.6 – Destination of nights by residence (share by destination)**

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	81%	85%	45%	67%
Scotland	11%	7%	53%	5%
Wales	8%	8%	1%	28%



## Spend by country of residence

**Table 1.5.7 – Destination of spend by country of residence (£ Million)**

Residents of...

Spend	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£23,683	£20,543	£2,146	£994
England	£19,049	£17,258	£1,078	£713
Scotland	£3,006	£1,922	£1,031	£53
Wales	£1,628	£1,364	£36	£228



*Showing spend destination against country of residence at both total level and as share by origin.*

Similarly, spend shows a similar pattern when looking at destination share:

- English residents generate 84% of spend (85% nights) on domestic trips taken in England
- For Scottish residents, the equivalent figure for spend was 48% of spend (53% nights)
- For Welsh residents, the equivalent figure was 23% of spend (28% nights)

**Table 1.5.8 – Destination of spend by residence (Share by destination)**

Residents of...

Row percentages	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	80%	84%	50%	72%
Scotland	13%	9%	48%	5%
Wales	7%	7%	2%	23%



## Origin and destination of trips

**Table 1.5.9 – Net gains/losses of domestic tourism – 2015**

	Trips	Nights	Spend
	Millions	Millions	Millions
England	-6.866	-28.446	-£1.933
Scotland	2.535	10.505	£1,106
Wales	4.331	17.941	£827

**Table 1.5.10 – Net gains/losses of domestic tourism – 2016**

	Trips	Nights	Spend
	Millions	Millions	Millions
England	-9.357	-27.292	-£1.491
Scotland	5.453	10.795	£747
Wales	3.904	16.497	£744

**Table 1.5.11 – Net gains/losses of domestic tourism – 2017**

	Trips	Nights	Spend
	Millions	Millions	Millions
England	-6.120	-24.831	-£1.495
Scotland	2.437	9.761	£861
Wales	3.683	15.070	£634

*Highlighting, by country, the net gains or losses resulting from domestic tourism.*

Table 1.5.9 presents analysis of the extent to which each country is considered to be a net ‘winner’ or ‘loser’ in terms of domestic tourism. For example, if residents of country X take 10 trips outside country X, in countries Y and Z, but 12 trips are taken in country X by residents of countries Y and Z, then country X has a net gain of two trips.

Both Scotland and Wales had more domestic tourism trips, nights and expenditure from elsewhere in Britain than residents of those countries who take trips to other parts of Britain. The opposite was true for England, which had a net loss in numbers of trips, nights and spend versus the rest of Britain.

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.1 – Overnight tourism: All tourism trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	5.373	0.080	0.400	0.881	0.338	0.178	0.358	0.205	0.821	0.407	0.350
Wales	0.217	1.474	0.084	0.662	0.247	0.171	0.351	0.162	0.470	0.477	1.040
North East England	0.620	0.054	0.725	1.242	0.975	0.266	0.301	0.239	0.418	0.353	0.295
North West England	1.431	1.734	0.600	3.673	1.803	0.802	0.909	0.525	1.749	1.079	1.136
Yorkshire and the Humber	0.812	0.410	0.697	1.496	2.847	1.114	0.634	0.736	1.180	0.719	0.708
East Midlands	0.400	0.556	0.264	1.094	1.287	1.736	0.675	1.162	1.210	0.974	1.159
West Midlands	0.628	1.857	0.168	1.455	0.590	0.592	1.475	0.635	1.133	1.030	2.397
East of England	0.500	0.353	0.132	0.570	0.598	0.746	0.513	2.354	0.907	1.550	1.314
London	0.645	0.589	0.181	0.702	0.714	0.615	0.807	1.455	0.938	3.076	2.121
South East England	0.699	0.951	0.212	1.250	0.879	0.931	1.087	1.588	1.921	4.733	4.322
South West England	0.337	0.966	0.123	0.638	0.420	0.362	0.749	0.686	1.388	1.688	5.726
<b>Total</b>	<b>11.664</b>	<b>9.024</b>	<b>3.587</b>	<b>13.662</b>	<b>10.697</b>	<b>7.515</b>	<b>7.859</b>	<b>9.747</b>	<b>12.137</b>	<b>16.087</b>	<b>20.568</b>



Examining all overnight tourism trips in GB by region of residence and region visited.

With the exception of Wales and London, the largest proportion of tourism trips in each region was made by residents of that particular region.

It is important to acknowledge the value of same country trips, in particular within Scotland wherein these trips account for around half of all domestic trips.

Excluding Scotland itself, the largest proportion of all tourism trips to Scotland are from the North West of England.

Including Wales, the largest proportion of all tourism trips to Wales are from the West Midlands and North West of England.

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.2 – Overnight tourism: All tourism trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	%	%	%	%	%	%	%	%	%	%	%
Scotland	46.1%	0.9%	11.2%	6.4%	3.2%	2.4%	4.6%	2.1%	6.8%	2.5%	1.7%
Wales	1.9%	16.3%	2.3%	4.8%	2.3%	2.3%	4.5%	1.7%	3.9%	3.0%	5.1%
North East England	5.3%	0.6%	20.2%	9.1%	9.1%	3.5%	3.8%	2.5%	3.4%	2.2%	1.4%
North West England	12.3%	19.2%	16.7%	26.9%	16.9%	10.7%	11.6%	5.4%	14.4%	6.7%	5.5%
Yorkshire and the Humber	7.0%	4.5%	19.4%	11.0%	26.6%	14.8%	8.1%	7.6%	9.7%	4.5%	3.4%
East Midlands	3.4%	6.2%	7.4%	8.0%	9.4%	23.1%	8.6%	11.9%	10.0%	6.1%	5.6%
West Midlands	5.4%	20.6%	4.7%	10.6%	5.5%	7.9%	18.8%	6.5%	9.3%	6.4%	11.7%
East of England	4.3%	3.9%	3.7%	4.2%	5.6%	9.9%	6.5%	24.2%	7.5%	9.6%	6.4%
London	5.5%	6.5%	5.0%	5.1%	6.7%	8.2%	10.3%	14.9%	7.7%	19.1%	10.3%
South East England	6.0%	10.5%	5.9%	9.1%	8.2%	12.4%	13.8%	16.3%	15.8%	29.4%	21.0%
South West England	2.9%	10.7%	3.4%	4.7%	3.9%	4.8%	9.5%	7.0%	11.4%	10.5%	27.8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



*Examining all overnight tourism trips in GB by region of residence and region visited as a percentage.*

The origins of visitors to London were slightly more diverse than other regions; more than nine in ten (92%) overnight visits were made by non-London residents. However, 15.8% of visitors to London were from the South East of England.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.3 – Overnight tourism: All tourism nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	15.601	0.385	1.264	2.651	1.406	0.651	1.180	0.958	2.361	1.309	1.513
Wales	0.080	4.464	0.430	1.507	0.810	0.544	0.745	0.423	1.106	1.580	3.477
North East England	2.368	0.217	1.923	4.431	2.400	0.838	0.865	0.983	1.077	1.126	0.975
North West England	4.406	5.681	1.734	9.257	4.467	2.422	1.956	2.092	4.181	3.350	4.787
Yorkshire and the Humber	3.137	1.425	1.846	1.496	7.728	3.874	1.564	3.054	2.918	2.409	2.935
East Midlands	1.492	1.974	0.823	3.018	3.084	4.351	1.655	4.472	2.251	2.921	5.123
West Midlands	2.341	6.535	0.528	3.252	1.491	1.613	3.087	1.817	2.390	2.838	10.489
East of England	2.182	1.303	0.667	1.592	1.621	2.120	1.388	7.526	1.577	3.774	5.599
London	2.376	2.089	0.615	2.271	1.853	1.585	1.772	3.843	2.122	7.988	8.229
South East England	2.853	3.499	0.551	3.441	3.011	2.324	2.583	4.950	4.237	10.129	16.958
South West England	1.503	3.406	0.504	1.882	1.413	1.387	1.600	2.489	3.613	5.618	16.693
<b>Total</b>	<b>39.066</b>	<b>30.979</b>	<b>10.885</b>	<b>37.825</b>	<b>29.285</b>	<b>21.709</b>	<b>18.394</b>	<b>32.607</b>	<b>27.832</b>	<b>43.043</b>	<b>76.778</b>



*Examining all overnight tourism nights in GB by region of residence and region visited.*

In terms of bednights spent in each region, Scotland, North West England, Yorkshire and the Humber, East of England and South East England tended to see a larger proportion of nights spent by those living in the same region.

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.4 – Overnight tourism: All tourism nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	39.9%	1.2%	11.6%	7.0%	4.8%	3.0%	6.4%	2.9%	8.5%	3.0%	2.0%
Wales	0.2%	14.4%	4.0%	4.0%	2.8%	2.5%	4.1%	1.3%	4.0%	3.7%	4.5%
North East England	6.1%	0.7%	17.7%	11.7%	8.2%	3.9%	4.7%	3.0%	3.9%	2.6%	1.3%
North West England	11.3%	18.3%	15.9%	24.5%	15.3%	11.2%	10.6%	6.4%	15.0%	7.8%	6.2%
Yorkshire and the Humber	8.0%	4.6%	17.0%	4.0%	26.4%	17.8%	8.5%	9.4%	10.5%	5.6%	3.8%
East Midlands	3.8%	6.4%	7.7%	8.0%	10.5%	20.0%	9.0%	13.7%	8.1%	6.8%	6.7%
West Midlands	6.0%	21.1%	4.9%	8.6%	5.1%	7.4%	16.8%	5.6%	8.6%	6.6%	13.7%
East of England	5.6%	4.2%	6.1%	4.2%	5.5%	9.8%	7.5%	23.1%	5.7%	8.8%	7.3%
London	6.1%	6.7%	5.6%	6.0%	6.3%	7.3%	9.6%	11.8%	7.6%	18.6%	10.7%
South East England	7.3%	11.3%	5.1%	9.1%	10.3%	10.7%	14.0%	15.2%	15.2%	23.5%	22.1%
South West England	3.8%	11.0%	4.6%	5.0%	4.8%	6.4%	8.7%	7.6%	13.0%	13.1%	21.7%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Examining all overnight tourism nights in GB by region of residence and region visited as a percentage.

For Wales, larger shares of nights were spent by those from outside the region.

The same situation was observed for both London and the South West of England, where the majority of visits were made by non-residents.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.5 – Overnight tourism: All tourism expenditure by region of residence and region visited (£millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	£1,031	£36	£78	£243	£76	£27	£90	£51	£307	£99	£106
Wales	£53	£228	£11	£114	£42	£32	£47	£33	£103	£110	£221
North East England	£163	£12	£89	£286	£136	£37	£74	£46	£116	£78	£94
North West England	£368	£264	£138	£611	£226	£115	£124	£171	£523	£245	£307
Yorkshire and the Humber	£231	£79	£122	£340	£386	£173	£94	£188	£384	£157	£219
East Midlands	£145	£103	£41	£207	£214	£190	£97	£184	£228	£185	£305
West Midlands	£192	£358	£44	£248	£119	£92	£175	£133	£224	£198	£664
East of England	£149	£63	£60	£120	£113	£96	£108	£339	£150	£265	£364
London	£287	£107	£29	£192	£160	£85	£103	£181	£71	£451	£362
South East England	£259	£195	£42	£259	£182	£150	£195	£269	£298	£678	£945
South West England	£126	£183	£25	£113	£90	£53	£118	£116	£283	£241	£867
<b>Total</b>	<b>£3,006</b>	<b>£1,628</b>	<b>£680</b>	<b>£2,733</b>	<b>£1,745</b>	<b>£1,049</b>	<b>£1,225</b>	<b>£1,711</b>	<b>£2,688</b>	<b>£2,707</b>	<b>£4,454</b>



*Examining all overnight tourism spend in GB by region of residence and region visited.*

**A similar pattern to that evident for bednights was also seen in terms of the expenditure in each region by origin of visitor.**

## GB Regions – All tourism - Analysis by region of residence and region visited

Table 1.6.6 – Overnight tourism: All tourism expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	34.3%	2.2%	11.5%	8.9%	4.4%	2.6%	7.3%	3.0%	11.4%	3.7%	2.4%
Wales	1.8%	14.0%	1.6%	4.2%	2.4%	3.1%	3.8%	1.9%	3.8%	4.1%	5.0%
North East England	5.4%	0.7%	13.1%	10.5%	7.8%	3.5%	6.0%	2.7%	4.3%	2.9%	2.1%
North West England	12.2%	16.2%	20.3%	22.4%	13.0%	11.0%	10.1%	10.0%	19.5%	9.1%	6.9%
Yorkshire and the Humber	7.7%	4.9%	17.9%	12.4%	22.1%	16.5%	7.7%	11.0%	14.3%	5.8%	4.9%
East Midlands	4.8%	6.3%	6.0%	7.6%	12.3%	18.1%	7.9%	11.0%	8.5%	6.8%	6.8%
West Midlands	6.4%	22.0%	6.5%	9.1%	6.8%	8.8%	14.3%	7.8%	8.3%	7.3%	14.9%
East of England	5.0%	3.9%	8.8%	4.4%	6.5%	9.2%	8.8%	19.8%	5.6%	9.8%	8.2%
London	9.5%	6.6%	4.3%	7.0%	9.2%	8.1%	8.4%	10.6%	2.6%	16.7%	8.1%
South East England	8.6%	12.0%	6.2%	9.5%	10.4%	14.3%	15.9%	15.7%	11.1%	25.0%	21.2%
South West England	4.2%	11.2%	3.7%	4.1%	5.2%	5.1%	9.6%	6.8%	10.5%	8.9%	19.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



Examining all overnight tourism spend in GB by region of residence and region visited as a percentage.

Table 1.6.6 illustrates, in percentage terms, the pattern for expenditure that is similar to that evident for bednights.

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.7 – Overnight tourism: All holiday trips by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	3.318	0.068	0.165	0.548	0.202	0.027	0.111	0.043	0.293	0.068	0.149
Wales	0.123	0.961	0.037	0.357	0.090	0.069	0.161	0.044	0.252	0.197	0.672
North East England	0.454	0.031	0.560	0.758	0.707	0.060	0.054	0.059	0.211	0.073	0.135
North West England	0.685	1.320	0.296	2.355	0.654	0.336	0.375	0.138	0.559	0.332	0.542
Yorkshire and the Humber	0.371	0.186	0.339	0.886	1.678	0.597	0.208	0.213	0.394	0.189	0.336
East Midlands	0.253	0.307	0.102	0.584	0.634	1.007	0.284	0.564	0.414	0.340	0.744
West Midlands	0.337	1.423	0.060	0.817	0.220	0.338	0.713	0.243	0.423	0.450	1.845
East of England	0.197	0.166	0.036	0.283	0.199	0.333	0.255	1.494	0.284	0.602	0.852
London	0.362	0.281	0.085	0.243	0.236	0.154	0.122	0.662	0.159	1.399	1.004
South East England	0.281	0.447	0.049	0.343	0.336	0.314	0.322	0.635	0.530	2.151	2.653
South West England	0.130	0.522	0.045	0.248	0.111	0.117	0.226	0.111	0.536	0.537	3.652
<b>Total</b>	<b>6.512</b>	<b>5.712</b>	<b>1.774</b>	<b>7.421</b>	<b>5.066</b>	<b>3.352</b>	<b>2.830</b>	<b>4.205</b>	<b>4.054</b>	<b>6.338</b>	<b>12.583</b>



Examining all overnight holiday tourism trips in GB by region of residence and region visited.

Again, similar trends were observed with holiday trips as with all tourism trips. Excluding Scotland itself, the largest proportion of all tourism trips to Scotland are from the North West of England.

Including Wales, the largest proportion of all tourism trips to Wales are from the North West of England, West Midlands.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.8 – Overnight tourism: All holiday trips by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	51.0%	1.2%	9.3%	7.4%	4.0%	0.8%	3.9%	1.0%	7.2%	1.1%	1.2%
Wales	1.9%	16.8%	2.1%	4.8%	1.8%	2.1%	5.7%	1.0%	6.2%	3.1%	5.3%
North East England	7.0%	0.5%	31.6%	10.2%	14.0%	1.8%	1.9%	1.4%	5.2%	1.2%	1.1%
North West England	10.5%	23.1%	16.7%	31.7%	12.9%	10.0%	13.3%	3.3%	13.8%	5.2%	4.3%
Yorkshire and the Humber	5.7%	3.3%	10.5%	11.9%	33.1%	17.8%	7.3%	5.1%	9.7%	3.0%	2.7%
East Midlands	3.9%	5.4%	5.7%	7.9%	12.5%	30.0%	10.0%	13.4%	10.2%	5.4%	5.9%
West Midlands	5.2%	24.9%	3.4%	11.0%	4.3%	10.1%	25.2%	5.8%	10.4%	7.1%	14.7%
East of England	3.0%	2.9%	2.0%	3.8%	3.9%	9.9%	9.0%	35.5%	7.0%	9.5%	6.8%
London	5.6%	4.9%	4.8%	3.3%	4.7%	4.6%	4.3%	15.7%	3.9%	22.1%	8.0%
South East England	4.3%	7.8%	2.8%	4.6%	6.6%	9.4%	11.4%	15.1%	13.0%	33.9%	21.1%
South West England	2.0%	9.1%	2.5%	3.3%	2.2%	3.5%	8.0%	2.6%	13.2%	8.5%	29.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



*Examining all overnight holiday tourism trips in GB by region of residence and region visited as a percentage.*

**With the exception of London and Wales, each region had its own residents accounting for the largest share of holiday trips, as illustrated in percentage terms by Table 1.6.8.**



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.9 – Overnight tourism: All holiday nights by region of residence and region visited (millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	9.948	0.360	0.586	1.662	0.941	0.085	0.493	0.201	0.802	0.179	0.806
Wales	0.482	2.965	0.200	0.718	0.303	0.290	0.417	0.142	0.614	0.667	2.567
North East England	1.852	0.171	1.569	2.204	1.793	0.341	0.099	0.337	0.467	0.204	0.543
North West England	2.713	4.770	0.926	6.133	1.971	1.249	0.913	0.762	1.431	1.114	2.907
Yorkshire and the Humber	1.507	0.642	1.056	2.324	4.727	1.964	0.542	0.824	0.880	0.504	1.813
East Midlands	1.054	1.190	0.372	1.955	1.615	3.047	0.706	2.697	0.743	1.264	8.997
West Midlands	1.608	5.287	0.215	2.159	0.578	1.106	1.323	0.815	0.763	1.323	6.901
East of England	0.964	0.782	0.194	0.980	0.781	1.151	0.631	5.499	0.448	1.573	4.127
London	1.442	1.021	0.364	1.000	0.772	0.340	0.283	2.081	0.271	3.953	4.855
South East England	1.298	1.561	0.177	0.980	1.463	0.946	1.017	2.667	0.780	5.182	11.585
South West England	0.675	2.189	0.205	0.828	0.374	0.536	0.559	0.410	1.020	2.472	11.778
<b>Total</b>	<b>23.542</b>	<b>20.967</b>	<b>5.865</b>	<b>20.942</b>	<b>15.318</b>	<b>11.056</b>	<b>6.983</b>	<b>16.436</b>	<b>8.219</b>	<b>18.434</b>	<b>53.928</b>



*Examining all overnight holiday tourism nights in GB by region of residence and region visited.*

Regarding holiday bednights, a consistent pattern was observed with both Wales and London being identified as the regions where the largest volume was generated by non-residents of the region.

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.10 – Overnight tourism: All holiday nights by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	42.3%	1.7%	10.0%	7.9%	6.1%	0.8%	7.1%	1.2%	9.8%	1.0%	1.5%
Wales	2.0%	14.1%	3.4%	3.4%	2.0%	2.6%	6.0%	0.9%	7.5%	3.6%	4.8%
North East England	7.9%	0.8%	26.8%	10.5%	11.7%	3.1%	1.4%	2.1%	5.7%	1.1%	1.0%
North West England	11.5%	22.8%	15.8%	29.2%	12.9%	11.3%	13.1%	4.6%	17.4%	6.0%	5.4%
Yorkshire and the Humber	6.4%	3.1%	18.0%	11.1%	30.8%	17.8%	7.8%	5.0%	10.7%	2.7%	3.4%
East Midlands	4.5%	5.7%	6.3%	9.3%	10.5%	27.6%	10.1%	16.4%	9.0%	6.9%	16.7%
West Midlands	6.8%	25.2%	3.7%	10.3%	3.8%	10.0%	18.9%	5.4%	9.3%	7.2%	12.8%
East of England	4.1%	3.7%	3.3%	4.7%	5.1%	10.4%	9.0%	33.5%	5.5%	8.5%	7.7%
London	6.1%	4.9%	6.2%	4.8%	5.0%	3.1%	4.1%	12.7%	3.3%	21.4%	9.0%
South East England	5.5%	7.4%	3.0%	4.7%	9.6%	8.6%	14.6%	16.2%	9.5%	28.1%	21.5%
South West England	2.9%	10.4%	3.5%	4.0%	2.4%	4.8%	8.0%	2.5%	12.4%	13.4%	21.8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Examining all overnight holiday tourism nights in GB by region of residence and region visited as a percentage.

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.11 – Overnight tourism: All holiday expenditure by region of residence and region visited – (£ millions)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	£721	£35	£28	£171	£43	£6	£42	£17	£130	£14	£70
Wales	£24	£173	£8	£67	£20	£20	£30	£8	£71	£48	£160
North East England	£135	£9	£75	£176	£105	£20	£11	£15	£61	£18	£55
North West England	£209	£227	£81	£470	£141	£62	£71	£49	£193	£71	£192
Yorkshire and the Humber	£123	£41	£87	£227	£293	£117	£39	£73	£127	£40	£163
East Midlands	£113	£70	£18	£154	£135	£143	£54	£119	£101	£95	£220
West Midlands	£120	£305	£18	£174	£46	£69	£114	£64	£103	£107	£578
East of England	£97	£46	£21	£78	£58	£59	£45	£277	£69	£127	£273
London	£168	£62	£14	£816	£61	£30	£23	£117	£20	£192	£234
South East England	£135	£113	£13	£97	£82	£75	£79	£179	£111	£399	£714
South West England	£62	£122	£14	£63	£27	£19	£44	£46	£134	£96	£643
<b>Total</b>	<b>£1,907</b>	<b>£1,203</b>	<b>£377</b>	<b>£1,758</b>	<b>£1,011</b>	<b>£620</b>	<b>£551</b>	<b>£963</b>	<b>£1,121</b>	<b>£1,281</b>	<b>£3,301</b>



*Examining all overnight holiday tourism spend in GB by region of residence and region visited.*

Holiday expenditure followed the same pattern as holiday trips and holiday nights, with the largest amounts tending to have been spent by residents of that region; the exceptions once again being London, Wales, the South West England and the North East of England.

## GB Regions – Holiday trips - Analysis by region of residence and region visited

Table 1.6.12 – Overnight tourism: All holiday expenditure by region of residence and region visited (%)

Area of origin	Region visited										
	Scotland	Wales	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Scotland	37.8%	2.9%	7.4%	9.7%	4.3%	1.0%	7.6%	1.8%	11.6%	1.1%	2.1%
Wales	1.3%	14.3%	2.1%	3.8%	2.0%	3.2%	5.4%	0.8%	6.3%	3.7%	4.8%
North East England	7.1%	0.7%	19.9%	10.0%	10.4%	3.2%	2.0%	1.6%	5.4%	1.4%	1.7%
North West England	11.0%	18.9%	21.5%	26.7%	13.9%	10.0%	12.96%	5.1%	17.2%	5.5%	5.8%
Yorkshire and the Humber	6.4%	3.4%	23.1%	12.9%	29.0%	18.9%	7.1%	7.6%	11.3%	3.7%	4.9%
East Midlands	5.9%	5.8%	4.8%	8.8%	13.4%	23.1%	9.8%	12.4%	9.0%	7.4%	6.7%
West Midlands	6.3%	25.4%	4.8%	9.9%	4.5%	11.1%	20.7%	6.6%	9.2%	8.4%	17.5%
East of England	5.1%	3.8%	5.6%	4.4%	5.7%	9.5%	8.2%	28.8%	6.2%	9.9%	8.3%
London	8.8%	5.2%	3.7%	46.4%	6.0%	4.8%	4.2%	12.1%	1.8%	15.0%	7.1%
South East England	7.1%	9.4%	3.4%	5.5%	8.1%	12.1%	14.3%	18.6%	9.9%	31.1%	21.6%
South West England	3.3%	10.1%	3.7%	3.6%	2.7%	3.1%	8.0%	4.8%	12.0%	7.5%	19.5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



*Examining all overnight holiday tourism spend in GB by region of residence and region visited as a percentage.*

2017 Long-term trends



## Tourism Overnight Visits – Summary of longer term trends

*This section focuses on identifying the long-term trends in the data between 2011 – 2017 by both country visited and purpose.*

### Longer term domestic tourism trends in trips of all purposes [2011-2017]

- In 2017 there were 120.7m trips to GB. This represents a -0.8% annual decrease on the average volume of trips in the past 7 years. The volume of trips reached their peak in 2011 at 126.6 million trips, and their low point in 2014 at 114.2 million trips.
- In 2017 there were 100.6m trips to England. This represents a -0.5% average annual decrease on the average volume of trips in the past 7 years. The volume of trips reached their peak in 2012 at 104.5 million trips, and their low point in 2014 at 92.6 million trips.
- In 2017 there were 11.7m trips to Scotland. This represents an average -2.3% per annum decrease on the average volume of trips in the past 7 years. The volume of trips reached their peak in 2011 at 13.4 million trips and the lowest volume was recorded in 2016 (11.5m).
- In 2017 there were 9.0m trips to Wales. This represents a -1.1% per annum decrease on the average volume of trips in the past 7 years. The volume of trips reached their peak in 2015 at 10.4 million trips, and their low point in 2016 at 9.3 million trips.

### Trends in tourism trips, nights and spend within England

- The volume of overnight domestic trips to England have decreased since 2011, by an average of -0.5% per annum, as has the volume of nights, decreasing by -0.4% since 2011. The value of these trips has increased however, by +1.6%.

### Trends in tourism trips, nights and spend within Scotland

- On average, there has been a decrease in trip volume within Scotland since 2011 at -2.3% per annum. The volume of nights in Scotland has also decreased since 2011, by -2.7% per annum. In the same period, the spend on these trips was up by 1.1% per annum.

### Trends in tourism trips, nights and spend within Wales

- The long term trend of tourism trips in Wales, from 2011 to 2017, shows an average annual decrease in trip volume of -1.1%. The volume of bednights also shows a decrease since 2011, decreasing by -2.0% per annum. In the same period spend is down -0.2% per annum.

### Holiday trips by lifestage

- Overall, looking at holiday tourism trips taken in GB, it is the ‘empty nesters’ segment who have seen the greatest increase between 2011 and 2017, of +0.9% per annum. Families saw a similar increase, of +0.6% per annum. However, both the pre-nesters and the older independents saw declines in holiday tourism trips over this period.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Tourism trips taken in GB

Table 1.7.1 – Tourism trips taken in GB (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
Trips (millions)	126.635	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	+8.9%	125.162	119.455	-4.6%	120.676	+1.0%	-0.8%
Nights (millions)	387.329	388.240	+0.2%	373.607	-3.8%	349.546	-6.4%	377.101	+7.9%	379.449	359.557	-5.2%	369.455	+2.8%	-0.8%
Spending (£millions)	£22,666	£23,976	+5.8%	£23,294	-2.8%	£22,691	-2.6%	£24,825	+9.4%	£24,100	£23,079	-4.2%	£23,683	+2.6%	+1.4%
Average nights per trip	3.06	3.08	+0.7%	3.04	-1.3%	3.06	+0.7%	3.03	-1.0%	3.03	3.01	-0.7%	3.06	+1.7	0.0%
Average spend per trip	£179	£190	+6.2%	£190	0.0%	£199	+4.7%	£200	+0.3%	£193	£193	0.0%	£196	+1.6	+2.1%
Average spend per night	£59	£62	+5.1%	£62	0.0%	£65	+4.8%	£66	+1.3%	£64	£64	0.0%	£64	0.0%	+1.9%



Showing GB tourism trips, nights and spend for all purposes between 2011 and 2017.

Compared with 2016 the volume of tourism trips has increased by +1.0%. The trend since 2011 however, is marginally a negative one with a small decrease of -0.8% each year in this period.

Since 2011 the volume of nights spent has seen an equal decrease to trips, while spend has increased by +1.4% per annum. The year on year proportional change figures for nights and spend comparing 2017 to 2016 were +2.8% and +2.6%.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Total GB trips by purpose

Table 1.7.2 – Purpose of domestic trips in GB (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
All tourism	126.635	126.019	-0.5%	122.905	-2.5%	114.242	-7.1%	124.426	+8.9%	125.162	119.455	-4.6%	120.676	+1.0%	-0.8%
<b>Total holiday (including VFR - holiday)</b>	<b>82.350</b>	<b>83.142</b>	<b>+1.0%</b>	<b>82.616</b>	<b>-0.6%</b>	<b>79.210</b>	<b>-4.1%</b>	<b>85.185</b>	<b>+7.5%</b>	<b>86.265</b>	<b>84.833</b>	<b>-1.7%</b>	<b>88.024</b>	<b>+3.8%</b>	<b>+1.0%</b>
1-3 Nights	55.279	56.357	+2.0%	56.221	-0.2%	53.929	-4.1%	58.328	+8.2%	59.065	58.223	-1.4%	60.314	+3.6%	+1.4%
4-7 Nights	22.406	22.277	-0.6%	22.171	-0.5%	21.346	-3.7%	22.748	+6.6%	22.940	22.722	-1.0%	23.610	+3.9%	+0.8%
8+ Nights	4.665	4.508	-3.4%	4.224	-6.3%	3.935	-6.8%	4.109	+4.4%	4.260	3.837	-9.9%	4.100	+6.9%	-2.5%
<b>Holiday</b>	<b>58.435</b>	<b>57.695</b>	<b>-1.3%</b>	<b>56.969</b>	<b>-1.3%</b>	<b>52.903</b>	<b>-7.1%</b>	<b>55.960</b>	<b>+5.8%</b>	<b>57.110</b>	<b>55.888</b>	<b>-2.1%</b>	<b>59.149</b>	<b>+5.8%</b>	<b>0.0%</b>
1-3 Nights	37.090	37.331	+0.7%	36.785	-1.5%	33.869	-7.9%	36.533	+7.9%	37.392	36.142	-3.3%	38.519	+6.6%	+0.4%
4-7 Nights	18.081	17.213	-4.8%	17.236	+0.1%	16.326	-5.3%	16.793	+2.9%	17.021	17.173	0.9%	17.929	+4.4%	-0.3%
8+ Nights	3.263	3.151	-3.4%	2.948	-20.7%	2.709	+8.5%	2.634	-2.8%	2.697	2.573	-4.6%	2.701	+5.0%	-3.0%
<b>VFR</b>	<b>45.723</b>	<b>45.137</b>	<b>-1.3%</b>	<b>44.200</b>	<b>-2.1%</b>	<b>42.533</b>	<b>-3.8%</b>	<b>46.554</b>	<b>+9.5%</b>	<b>46.582</b>	<b>42.294</b>	<b>-9.2%</b>	<b>41.805</b>	<b>-1.2%</b>	<b>-1.4%</b>
VFR-holiday	23.916	25.446	+6.4%	25.647	+0.8%	26.307	+2.6%	29.225	+11.1%	29.154	28.945	-0.7%	28.875	-0.2%	+3.3%
VFR-other	21.808	19.690	-9.7%	18.553	-5.8%	16.227	-12.5%	17.329	+6.8%	17.427	13.350	-23.4%	12.931	-3.1%	-8.0%
<b>Business / work</b>	<b>18.572</b>	<b>18.944</b>	<b>+2.0%</b>	<b>17.772</b>	<b>-3.5%</b>	<b>15.895</b>	<b>-13.1%</b>	<b>16.495</b>	<b>-8.8%</b>	<b>16.997</b>	<b>16.765</b>	<b>-1.4%</b>	<b>16.531</b>	<b>-1.4%</b>	<b>-4.4%</b>



Showing the volume of trips in GB between 2011 and 2017 split by purpose.

In total, across all trip purposes, an increase was observed of +1.0% in 2017; although examining the trend from 2011 to 2017, a small decrease of -0.8% per annum was shown.

Total holiday trips (including those to visit friends and relatives) made up the largest proportion of domestic trips taken in GB, with 88.0 million trips having been taken for this purpose during the period of January to December 2017, an increase compared to 2016, of +3.8%. Of these trips, 60.3 million were shorter in length, lasting 1-3 nights.

Holiday trips in Britain (excluding VFR) have similarly increased in 2017, by +5.8% to 59.1 million, compared to 2016.

2017 saw a decrease in VFR trips, with 41.8 million trips taken, a decline of -1.2%. A decline was also evident amongst overnight business trips, down -1.4% on 2016, to 16.5 million.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Total GB bednights by purpose

Table 1.7.3 – Purpose of domestic nights in GB (2011-2017) \*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
All tourism	387.33	388.24	+0.2%	373.61	-3.8%	349.55	-6.4%	377.10	+7.9%	379.45	359.56	-5.2%	369.46	+2.8%	-4.5%
<b>Total holiday (including VFR - holiday)</b>	<b>281.51</b>	<b>282.41</b>	<b>+0.3%</b>	<b>277.70</b>	<b>-1.7%</b>	<b>264.45</b>	<b>-4.8%</b>	<b>283.13</b>	<b>+7.0%</b>	<b>285.87</b>	<b>275.26</b>	<b>-3.7%</b>	<b>290.35</b>	<b>+5.5%</b>	<b>+0.4%</b>
1-3 Nights	104.60	107.32	+2.6%	106.88	-0.4%	103.29	-3.4%	112.02	+8.5%	113.26	109.43	-3.4%	114.93	+5.0%	+1.5%
4-7 Nights	119.10	117.96	-1.0%	117.08	-0.8%	112.78	-3.7%	120.98	+7.3%	121.83	119.15	-2.2%	124.03	+4.1%	+0.6%
8+ Nights	57.81	57.13	-1.2%	53.74	-5.9%	48.38	-10.0%	50.13	+3.6%	50.78	46.68	-8.1%	51.40	+10.1%	-2.0%
<b>Holiday</b>	<b>208.49</b>	<b>203.10</b>	<b>-2.6%</b>	<b>198.23</b>	<b>-2.4%</b>	<b>184.80</b>	<b>-6.8%</b>	<b>194.64</b>	<b>+5.3%</b>	<b>196.10</b>	<b>190.90</b>	<b>-2.7%</b>	<b>202.32</b>	<b>+6.0%</b>	<b>-0.5%</b>
1-3 Nights	71.32	71.36	+0.1%	70.28	-1.5%	65.75	-6.4%	71.84	+9.3%	73.30	69.11	-5.7%	74.23	+7.4%	+0.5%
4-7 Nights	97.26	92.28	-5.1%	91.99	-0.3%	87.21	-5.2%	90.57	+3.9%	91.70	91.47	-0.3%	95.35	+4.2%	-0.5%
8+ Nights	39.91	39.45	-1.2%	35.96	-8.9%	31.84	-11.5%	32.22	+1.2%	32.78	30.32	-7.5%	32.74	+8.0%	-3.3%
<b>VFR</b>	<b>125.70</b>	<b>129.03</b>	<b>+2.7%</b>	<b>124.77</b>	<b>-3.3%</b>	<b>118.26</b>	<b>-5.2%</b>	<b>131.34</b>	<b>+11.1%</b>	<b>131.38</b>	<b>116.07</b>	<b>-11.7%</b>	<b>119.23</b>	<b>+2.7%</b>	<b>-0.6%</b>
VFR-holiday	73.02	79.31	+8.6%	79.47	+0.2%	79.65	+0.2%	88.49	+11.1%	88.09	84.36	-4.2%	88.03	+4.4%	+3.4%
VFR-other	52.68	49.72	-5.6%	45.23	-8.9%	38.61	-14.8%	42.85	+11.0%	43.29	31.71	-26.7%	31.20	-1.6%	-7.8%
<b>Business / work</b>	<b>41.76</b>	<b>44.47</b>	<b>+6.5%</b>	<b>41.53</b>	<b>-6.6%</b>	<b>38.11</b>	<b>-8.2%</b>	<b>37.64</b>	<b>-1.2%</b>	<b>38.83</b>	<b>38.72</b>	<b>-0.3%</b>	<b>37.98</b>	<b>-1.9%</b>	<b>-2.0%</b>



Showing the volume of nights in GB between 2011 and 2017 split by purpose.

In 2017, the number of nights spent has increased to 369.5 million, with a +2.8% uplift on 2016. However, between 2011 and 2017 the overall average annual percentage change was -4.5%.

Total domestic holiday bednights (including VFR) saw an increase of +5.5% compared to 2016 (up to 290.4 million). Trips of more than a week increased the most within this holiday type (+10.1%).

Similarly, there was an increase (+6.0%) in the number of holiday bednights in 2017. Again, trips of more than a week saw the greatest increase within holidays (exc. VFR) (+8.0%).

Nights visiting friends & relatives increased by +2.7% to 119.2 million. The number of nights spent on business trips fell (by -1.9%) to 38.0 million.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Total GB spend by purpose

Table 1.7.4 – Purpose of domestic spend in GB (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions		Millions	Millions		Millions		
All tourism	£22,666	£23,976	+5.8%	£23,294	-2.8%	£22,692	-2.6%	£24,825	+9.4%	£24,100	£23,079	-4.2%	£23,683	+2.6%	+1.4%
<b>Total holiday (including VFR - holiday)</b>	<b>£15,698</b>	<b>£16,765</b>	<b>+6.8%</b>	<b>£16,457</b>	<b>-1.8%</b>	<b>£16,286</b>	<b>-1.0%</b>	<b>£17,903</b>	<b>+9.9%</b>	<b>£17,411</b>	<b>£16,585</b>	<b>-4.7%</b>	<b>£17,404</b>	<b>+4.9%</b>	<b>+2.4%</b>
1-3 Nights	£8,171	£9,064	+10.9%	£8,950	-1.3%	£8,620	-3.7%	£9,684	+12.3%	£9,373	£8,927	-4.8%	£9,351	+4.8%	+3.0%
4-7 Nights	£5,833	£6,052	+3.8%	£5,980	-1.2%	£6,196	+3.6%	£6,638	+7.1%	£6,435	£6,298	-2.1%	£6,692	+6.3%	+2.9%
8+ Nights	£1,694	£1,649	-2.7%	£1,527	-7.4%	£1,470	-3.7%	£1,581	+7.6%	£1,603	£1,360	-15.2%	£1,360	0.0%	-3.6%
<b>Holiday</b>	<b>£13,000</b>	<b>£13,763</b>	<b>+5.9%</b>	<b>£13,472</b>	<b>-2.1%</b>	<b>£13,065</b>	<b>-3.0%</b>	<b>£14,171</b>	<b>+8.5%</b>	<b>£13,874</b>	<b>£13,313</b>	<b>-4.0%</b>	<b>£14,134</b>	<b>+6.2%</b>	<b>+2.0%</b>
1-3 Nights	£6,484	£7,183	+10.8%	£7,008	-2.4%	£6,586	-6.0%	£7,378	+12.0%	£7,213	£6,809	-5.6%	£7,250	+6.5%	+2.6%
4-7 Nights	£5,148	£5,214	+1.3%	£5,194	-0.4%	£5,343	+2.9%	£5,548	+3.8%	£5,417	£5,391	-0.5%	£5,809	+7.8%	+2.5%
8+ Nights	£1,368	£1,366	-0.2%	£1,271	-7.0%	£1,137	-10.5%	£1,245	+9.5%	£1,243	£1,113	-10.5%	£1,075	-3.4%	-3.7%
<b>VFR</b>	<b>£4,727</b>	<b>£5,083</b>	<b>+7.5%</b>	<b>£4,847</b>	<b>-4.6%</b>	<b>£4,990</b>	<b>+3.0%</b>	<b>£5,646</b>	<b>+13.2%</b>	<b>£5,438</b>	<b>£4,695</b>	<b>-13.7%</b>	<b>£4,651</b>	<b>-0.9%</b>	<b>+0.8%</b>
VFR-holiday	£2,698	£3,001	+11.2%	£2,986	-0.5%	£3,221	+7.9%	£3,732	+15.9%	£3,538	£3,272	-7.5%	£3,270	-0.1%	+4.5%
VFR-other	£2,029	£2,082	+2.6%	£1,862	-11.6%	£1,769	-5.0%	£1,914	+8.2%	£1,901	£1,423	-25.1%	£1,381	-3.0%	-5.7%
<b>Business / work</b>	<b>£4,400</b>	<b>£4,486</b>	<b>+2.0%</b>	<b>£4,388</b>	<b>+0.6%</b>	<b>£4,101</b>	<b>-9.2%</b>	<b>£4,013</b>	<b>-2.1%</b>	<b>£4,090</b>	<b>£4,369</b>	<b>+6.8%</b>	<b>£4,245</b>	<b>-2.8%</b>	<b>-0.8%</b>

**i** Showing the value of spend in GB between 2011 and 2017 split by purpose.

Expenditure on total overnight trips was up **+2.6%** compared to 2016, with an increase of **+1.4%** per annum between 2011-2017.

Spend on holiday overnights (including VFR) increased in 2017 by **+4.9%** to **£17.4 billion**; that spent on holidays (excluding VFR) was also up, by **+6.2%** compared to 2016 at **£14.1 billion**.

Spend on trips to visit friends and relatives however, was slightly down (**-0.9%**) in 2017 to **£4.7 billion**, as was spend on business trips, down by **-2.8%** to **£4.2 billion**.

*\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.*

## Tourism trips taken in England

Table 1.7.5 – Tourism trips taken in England (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
Trips (millions)	104.280	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	102.730	+10.9%	103.371	99.342	-3.9%	100.622	+1.3%	-0.5%
Nights (millions)	306.810	310.910	+1.1%	297.200	-4.4%	272.860	-8.2%	299.569	+9.8%	301.177	287.702	-4.5%	299.410	+4.1%	-0.4%
Spending (millions)	£17,914	£19,497	+8.8%	£18,710	-4.0%	£18,085	-3.3%	£19,571	+8.2%	£19,063	£18,492	-3.0%	£19,049	+3.0%	+1.6%
Average nights per trip	2.94	2.97	+1.0%	2.92	-1.8%	2.95	+1.0%	2.92	-1.2%	2.91	2.90	-0.3%	2.98	+2.8%	+0.3%
Average spend per trip	£172	£187	+8.5%	£184	-1.6%	£195	+6.0%	£191	-2.3%	£184	£186	+1.1%	£189	+1.6%	+2.2%
Average spend per night	£58	£63	+8.4%	£63	0.0%	£66	+4.8%	£65	-1.0%	£63	£64	+1.6%	£64	0.0%	+2.3%



Showing England tourism trips, nights and spend for all purposes between 2011 and 2017.

For 2017, the volume of overnight domestic trips to England was 100.6 million, an increase of +1.3% compared to 2016.

There was also an increase in the number of nights spent in England to 299.4 million (+4.1%) and spend to £19.0 billion (+3.0%).

While the average length of trips in England has remained relatively unchanged since 2011 (+0.3% per annum increase), the value of these trips has increase slightly (+2.2% per annum).

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Purpose of domestic trips in England

Table 1.7.6 – Purpose of domestic trips in England (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
All tourism	104.280	104.458	+0.2%	101.756	-2.6%	92.613	-9.0%	102.730	+10.9%	103.371	99.342	-3.9%	100.622	+1.3%	-0.5%
<b>Total holiday (including VFR - holiday)</b>	<b>66.645</b>	<b>67.468</b>	<b>+1.2%</b>	<b>66.868</b>	<b>-0.9%</b>	<b>63.003</b>	<b>-5.8%</b>	<b>68.920</b>	<b>+9.4%</b>	<b>69.843</b>	<b>69.934</b>	<b>+0.1%</b>	<b>72.224</b>	<b>+3.3%</b>	<b>+1.2%</b>
1-3 Nights	45.789	46.467	+1.5%	46.417	-0.1%	43.535	-6.2%	48.183	+10.7%	48.879	48.807	-0.1%	50.573	+3.6%	+1.6%
4-7 Nights	17.227	17.512	+1.7%	17.198	-1.8%	16.531	-3.9%	17.603	+6.5%	17.713	18.234	+2.9%	18.358	+0.7%	+1.0%
8+ Nights	3.629	3.489	-3.9%	3.253	-6.8%	2.938	-9.7%	3.135	+6.7%	3.251	2.893	-11.0%	3.313	+14.5%	-1.7%
<b>Holiday</b>	<b>46.157</b>	<b>45.992</b>	<b>-0.4%</b>	<b>44.926</b>	<b>-2.3%</b>	<b>40.740</b>	<b>-9.3%</b>	<b>43.724</b>	<b>+7.3%</b>	<b>44.695</b>	<b>44.706</b>	<b>0.0%</b>	<b>47.245</b>	<b>+5.7%</b>	<b>+0.2%</b>
1-3 Nights	30.055	30.200	+0.5%	29.583	-2.0%	26.472	-10.5%	29.180	+10.2%	29.958	29.302	-2.2%	31.412	+7.2%	+3.2%
4-7 Nights	13.678	13.295	-2.8%	13.134	-1.2%	12.329	-6.1%	12.658	+2.7%	12.806	13.585	+6.1%	13.695	+0.8%	-0.1%
8+ Nights	2.424	2.497	+3.0%	2.209	-11.5%	1.940	-12.2%	1.887	-2.7%	1.931	1.819	-5.8%	2.138	+17.5%	-2.0%
<b>VFR</b>	<b>39.382</b>	<b>38.920</b>	<b>-1.2%</b>	<b>38.194</b>	<b>-1.9%</b>	<b>35.908</b>	<b>-6.0%</b>	<b>40.552</b>	<b>+12.9%</b>	<b>40.610</b>	<b>36.912</b>	<b>-9.1%</b>	<b>36.606</b>	<b>-0.8%</b>	<b>-1.0%</b>
VFR-holiday	20.487	21.476	+4.8%	21.942	+2.2%	22.263	+1.5%	25.196	+13.2%	25.148	25.228	+0.3%	24.999	-0.9%	+3.5%
VFR-other	18.895	17.445	-7.7%	16.523	-5.3%	13.645	-17.4%	15.356	+12.5%	15.463	11.684	-24.4%	11.607	-0.7%	-7.2%
<b>Business / work</b>	<b>15.502</b>	<b>15.901</b>	<b>+2.6%</b>	<b>15.589</b>	<b>-2.0%</b>	<b>13.547</b>	<b>-13.1%</b>	<b>13.868</b>	<b>+2.4%</b>	<b>14.207</b>	<b>14.125</b>	<b>-0.6%</b>	<b>14.166</b>	<b>+0.3%</b>	<b>+1.7%</b>

**i** Showing the volume of trips in England between 2011 and 2017 split by purpose.

An increase of +1.3% over 2016 was observed at the total level of trips to England (across all purposes), although if examining the long term trend from 2011 a small decrease is observed (-0.5% per annum).

In 2017 total holiday trips to England (including VFR) saw an increase of +3.3% compared to 2016, with an annual average increase of +1.2% since 2011. Holidays lasting 8+ nights have decreased by -1.7% on average each year.

Non-VFR holiday volumes also saw an increase, of +5.7% compared to 2016. However, the total for VFR trips in 2017 was down by -0.8% compared to 2016.

Looking at business trips taken in England there was a small increase of +0.3% over 2016.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

# Tourism trips taken in Scotland

Table 1.7.7 – Tourism trips taken in Scotland (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
Trips (millions)	13.360	12.752	-4.6%	12.122	-4.9%	12.519	+3.3%	11.988	-4.2%	12.087	11.514	-4.7%	11.664	+1.3%	-2.3%
Nights (millions)	45.580	43.320	-5.0%	42.730	-1.4%	41.610	-2.6%	41.336	-0.7%	41.806	38.876	-7.0%	39.066	+0.5%	-2.7%
Spending (£millions)	£3,018	£2,891	-4.2%	£2,889	-0.1%	£2,871	-0.6%	£3,279	+14.2%	£3,110	£2,897	-6.8%	£3,006	+3.8%	+1.1%
Average nights per trip	3.41	3.4	-0.4%	3.52	+3.5%	3.32	-5.7%	3.45	+3.9%	3.46	3.38	-2.3%	3.35	-0.9%	-0.3%
Average spend per trip	£226	£227	+0.3%	£238	+4.9%	£229	-3.8%	£274	+19.7%	£257	£252	-1.9%	£258	+2.4%	+3.6%
Average spend per night	£66	£67	+1.1%	£68	+1.5%	£69	+1.5%	£79	+14.5%	£74	£75	+1.4%	£77	+2.7%	+3.8%

**i** Showing Scotland tourism trips, nights and spend for all purposes between 2011 and 2017.

The volume of trips taken in Scotland during 2017 increased by +1.3% compared to 2016, with 11.7 million trips. On average, there has been a fall in trip volume across the period 2011 to 2017, of -2.3% per annum.

The length of trips in Scotland has decreased by -0.3% per annum since 2011 (3.35 nights being spent on average in 2017 compared to 3.41 nights in 2011). In 2017 average spend per trip was up by +2.4% on 2016, while per night spend was up fractionally more (+2.7%).

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Purpose of domestic trips in Scotland

Table 1.7.8 – Purpose of domestic trips in Scotland (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
All tourism	13.360	12.752	-4.6%	12.122	-4.9%	12.519	+3.3%	11.988	-4.2%	12.087	11.514	-4.7%	11.664	+1.3%	-2.3%
<b>Total holiday (including VFR - holiday)</b>	<b>8.908</b>	<b>8.718</b>	<b>-2.1%</b>	<b>8.799</b>	<b>+0.9%</b>	<b>8.867</b>	<b>+0.8%</b>	<b>8.660</b>	<b>-2.3%</b>	<b>8.792</b>	<b>8.062</b>	<b>-8.3%</b>	<b>8.755</b>	<b>+8.6%</b>	<b>-0.4%</b>
1-3 Nights	5.534	5.459	-1.4%	5.301	-2.9%	5.754	+8.6%	5.241	-8.9%	5.293	4.974	-6.0%	5.288	+6.3%	-0.7%
4-7 Nights	2.633	2.555	-3.0%	2.815	+10.2%	2.432	-13.6%	2.748	+13.0%	2.795	2.514	-10.1%	2.875	+14.4%	+1.8%
8+ Nights	0.742	0.704	-5.1%	0.684	-2.8%	0.681	-0.4%	0.671	-1.5%	0.705	0.574	-18.6%	0.592	+3.1%	-4.2%
<b>Holiday</b>	<b>6.572</b>	<b>6.168</b>	<b>-6.2%</b>	<b>6.480</b>	<b>+5.1%</b>	<b>6.302</b>	<b>-2.8%</b>	<b>6.364</b>	<b>+1.0%</b>	<b>6.516</b>	<b>5.929</b>	<b>-9.0%</b>	<b>6.512</b>	<b>+9.8%</b>	<b>-0.4%</b>
1-3 Nights	3.918	3.705	-5.4%	3.847	+3.8%	3.827	-0.5%	3.731	-2.5%	3.804	3.707	-2.5%	3.794	+2.4%	-0.8%
4-7 Nights	2.079	2.031	-2.3%	2.122	+4.5%	1.948	-8.2%	2.114	+8.5%	2.159	1.853	-14.2%	2.313	+24.8%	+2.2%
8+ Nights	0.576	0.431	-25.2%	0.510	+18.3%	0.527	+3.3%	0.519	-1.5%	0.553	0.368	-33.5%	0.405	+10.1%	-4.8%
<b>VFR</b>	<b>4.106</b>	<b>4.031</b>	<b>-1.8%</b>	<b>3.470</b>	<b>-13.9%</b>	<b>4.036</b>	<b>+16.3%</b>	<b>3.461</b>	<b>-14.3%</b>	<b>3.433</b>	<b>3.037</b>	<b>-11.5%</b>	<b>3.041</b>	<b>+0.1%</b>	<b>-4.2%</b>
VFR-holiday	2.336	2.551	+9.2%	2.319	-9.1%	2.565	+10.6%	2.296	-10.5%	2.276	2.133	-6.3%	2.243	+5.2%	-0.2%
VFR-other	1.770	1.480	-16.4%	1.151	-22.2%	1.471	+27.8%	1.165	-20.8%	1.157	0.904	-21.9%	0.798	-11.7%	-10.9%
<b>Business / work</b>	<b>2.186</b>	<b>2.146</b>	<b>-1.8%</b>	<b>1.973</b>	<b>-8.1%</b>	<b>1.921</b>	<b>-2.6%</b>	<b>1.731</b>	<b>-9.9%</b>	<b>1.857</b>	<b>1.912</b>	<b>+3.0%</b>	<b>1.827</b>	<b>-4.5%</b>	<b>-4.0%</b>



Showing the volume of trips in Scotland between 2011 and 2017 split by purpose.

Overall, the volume of total trips, for any purpose was up +1.3% on 2016 to 11.7m compared to 2016.

Looking at holiday trips (inc. VFR) taken in Scotland, they also increased during 2017, by +8.6% to 8.8 million but decreased by -0.4% per annum over the last seven years.

Holiday trips (excluding VFR) followed a similar pattern, with a +9.8% increase in 2017, driven by an increase in mid-length (4-7 nights) and longer (8 night +) holidays, which increased by +24.8% and +10.1% in 2017.

VFR trips to Scotland increased slightly by +0.1% during 2017, while the volume of business trips taken in Scotland have decreased by -4.5%.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Tourism trips taken in Wales

Table 1.7.9 – Tourism trips taken in Wales (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
Trips (millions)	9.697	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	10.449	+4.5%	10.480	9.307	-11.2%	9.024	-3.0%	-1.1%
Nights (millions)	34.940	34.730	-0.6%	33.680	-3.0%	35.080	+4.1%	36.197	+3.2%	36.467	32.978	-9.6%	30.979	-6.1%	-2.0%
Spending (£millions)	£1,734	£1,588	-8.4%	£1,696	+6.8%	£1,735	+2.3%	£1,975	+13.8%	£1,926	£1,689	-12.3%	£1,628	-3.6%	-0.2%
Average nights per trip	3.60	3.62	+0.5%	3.39	-6.4%	3.51	+3.5%	3.46	-1.3%	3.48	3.54	+1.7%	3.43	-3.1%	-0.9%
Average spend per trip	£179	£165	-7.6%	£171	+3.6%	£173	+1.2%	£189	+9.3%	£184	£181	-1.5%	£180	-0.6%	+0.7%
Average spend per night	£50	£46	-8.5%	£50	+9.5%	£49	-2.0%	£55	+11.4%	£53	£51	-3.8%	£53	+3.9%	+1.8%



Showing Wales tourism trips, nights and spend for all purposes between 2011 and 2017.

In 2017, the volume of overnight domestic tourism trips in Wales decreased by -3.0% to 9.0 million trips. The long term trend shows a fairly consistent decrease, of -1.1% per annum.

The volume of bednights also decreased during 2017, by -6.1% to 31.0 million; examining the long term trend from 2011, this decrease was around -2% per annum.

In the same period (2011-2017) spend decreased by -0.2% per annum. This decrease was greater between 2016 and 2017 (-3.6%).

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Purpose of domestic trips in Wales

Table 1.7.10 – Purpose of domestic trips in Wales (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions		
All Tourism	9.697	9.603	-1.0%	9.929	+3.4%	10.002	+0.7%	10.449	+4.5%	10.480	9.307	-11.2%	9.024	-3.0%	-1.9%
<b>Total holiday (including VFR - holiday)</b>	<b>7.290</b>	<b>7.458</b>	<b>+2.3%</b>	<b>7.652</b>	<b>+2.6%</b>	<b>7.972</b>	<b>+4.2%</b>	<b>8.188</b>	<b>+2.7%</b>	<b>8.248</b>	<b>7.445</b>	<b>-9.7%</b>	<b>7.508</b>	<b>+0.9%</b>	<b>+0.5%</b>
1-3 Nights	4.046	4.519	+11.7%	4.614	+2.1%	4.744	+2.8%	5.056	+6.6%	5.046	4.572	-9.4%	4.545	-0.6%	+2.2%
4-7 Nights	2.682	2.434	-9.3%	2.421	-0.5%	2.708	+11.9%	2.604	-3.8%	2.650	2.318	-12.5%	2.630	+13.5%	-0.1%
8+ Nights	0.562	0.504	-10.3%	0.618	+22.6%	0.519	-16.0%	0.528	+1.7%	0.552	0.555	+0.5%	0.333	-40.0%	-6.9%
<b>Holiday</b>	<b>6.036</b>	<b>5.914</b>	<b>-2.0%</b>	<b>6.091</b>	<b>+3.0%</b>	<b>6.357</b>	<b>+4.4%</b>	<b>6.251</b>	<b>-1.7%</b>	<b>6.293</b>	<b>5.588</b>	<b>-11.2%</b>	<b>5.712</b>	<b>+2.2%</b>	<b>-0.9%</b>
1-3 Nights	3.168	3.499	+10.5%	3.419	-2.3%	3.647	+6.7%	3.740	+2.6%	3.748	3.200	-14.6%	3.362	+5.1%	+1.3%
4-7 Nights	2.422	2.045	-15.6%	2.160	+5.6%	2.313	+7.1%	2.142	-7.4%	2.177	1.888	-13.3%	2.090	+10.7%	-2.2%
8+ Nights	0.446	0.370	-17.0%	0.513	+38.7%	0.398	-22.4%	0.369	-7.3%	0.369	0.500	+35.5%	0.260	-48.0%	-3.4%
<b>VFR</b>	<b>2.438</b>	<b>2.372</b>	<b>-2.7%</b>	<b>2.753</b>	<b>+16.1%</b>	<b>2.839</b>	<b>+3.1%</b>	<b>2.793</b>	<b>-1.6%</b>	<b>2.809</b>	<b>2.632</b>	<b>-6.3%</b>	<b>2.366</b>	<b>-10.1%</b>	<b>-0.3%</b>
VFR-holiday	1.254	1.544	+23.1%	1.561	+1.1%	1.615	+3.5%	1.938	+20.0%	1.954	1.857	-5.0%	1.796	-3.3%	+6.6%
VFR-other	1.184	0.828	-30.1%	1.192	+44.0%	1.224	+2.7%	0.855	-30.2%	0.855	0.776	-9.2%	0.571	-26.4%	-8.2%
<b>Business / work</b>	<b>0.994</b>	<b>1.101</b>	<b>+10.8%</b>	<b>0.870</b>	<b>-19.8%</b>	<b>0.574</b>	<b>-35.0%</b>	<b>0.974</b>	<b>+69.7%</b>	<b>0.992</b>	<b>0.790</b>	<b>-20.4%</b>	<b>0.622</b>	<b>-21.3%</b>	<b>-2.7%</b>



Showing the volume of trips in Wales between 2011 and 2017 split by purpose.

Overall, the volume of all tourism trips taken in Wales fell during 2017, decreasing by -3.0% to 9.0 million. There has also been a decrease over the past seven years (-1.9% per annum).

Looking at total holidays (inc. VFR), an increase was observed from 2016 to 2017, by +0.9%. When examining the average annual percentage change an increase was noted (+0.5% per annum).

Holidays excluding VFR, increased by +2.2% from 2016 to 2017, although when looking at the past 7 years overall a small decrease was observed (-0.9%).

VFR trips to Wales fell by -10.1% during 2017, as did the volume of business trips taken in Wales by -21.3%.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Tourism expenditure in GB

Table 1.7.11 – Tourism expenditure breakdown in GB (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
	£million	£million		£million		£million		£million		£24,100	£million		£million		
<b>Total</b>	<b>£22,666</b>	<b>£23,976</b>	<b>+5.8%</b>	<b>£23,294</b>	<b>-2.8%</b>	<b>£22,692</b>	<b>-2.6%</b>	<b>£24,825</b>	<b>+9.4%</b>	<b>£24,100</b>	<b>£23,079</b>	<b>-4.2%</b>	<b>£23,683</b>	<b>+2.6%</b>	<b>+1.4%</b>
Price of package holiday / inclusive trip	£891	£1,046	+17.4%	£912	-12.8%	£875	-4.1%	£920	+5.1%	£875	£716	-18.2%	£719	+0.4%	-2.0%
% share	4%	4%	-	4%	-	4%	-	4%	-	4%	3%	-	3%	-	-
Accommodation	£7,528	£7,870	+4.5%	£7,888	+0.2%	£8,091	+2.6%	£8,627	+6.6%	£8,504	£8,672	+2.0%	£9,042	+4.3%	+3.3%
% share	33%	33%	-	34%	-	36%	-	35%	-	35%	38%	-	38%	-	-
Travel costs to and from destination, and during the trip	£4,813	£5,024	+4.4%	£4,864	-3.2%	£4,521	-7.1%	£4,750	+5.1%	£4,539	£4,202	-7.4%	£4,316	+2.7%	-0.9%
% share	21%	21%	-	21%	-	20%	-	19%	-	19%	18%	-	18%	-	-
Services or advice (e.g. travel guides, tourist information)	£39	£74	+89.7%	£42	-43.2%	£57	-99.0%	£56	-1.8%	£54	£37	-31.5%	£46	+24.3%	-10.3%
% share	*	*	-	*	-	*	-	*	-	*	*	-	*	-	-
Buying clothes	£1,191	£1,313	+10.2%	£1,155	-12.0%	£1,080	-6.5%	£1,147	+6.2%	£1,107	£1,087	-1.8%	£942	-13.3%	-2.9%
% share	5%	5%	-	5%	-	5%	-	5%	-	5%	5%	-	4%	-	-
Eating and drinking out	£4,543	£4,640	+2.1%	£4,635	-0.1%	£4,563	-1.6%	£5,269	+15.5%	£5,169	£4,817	-6.8%	£5,035	+4.5%	+2.3%
% share	20%	19%	-	20%	-	20%	-	21%	-	21%	21%	-	21%	-	-
Other shopping	£2,073	£2,133	+2.9%	£2,038	-4.5%	£1,881	-7.7%	£2,201	+17.0%	£2,109	£1,949	-7.6%	£1,931	-0.9%	-0.2%
% share	9%	9%	-	9%	-	8%	-	9%	-	9%	8%	-	8%	-	-
Entertainment	£1,223	£1,450	+18.6%	£1,398	-3.6%	£1,303	-6.8%	£1,452	+11.4%	£1,404	£1,323	-5.8%	£1,332	+0.7%	+2.4%
% share	5%	6%	-	6%	-	6%	-	6%	-	6%	6%	-	6%	-	-
Anything else	£364	£427	+17.3%	£362	-15.2%	£321	-11.3%	£402	+25.2%	£338	£276	-18.3%	£320	+15.9%	+2.3%
% share	2%	2%	-	2%	-	1%	-	2%	-	1%	1%	-	1%	-	-

Showing the breakdown of tourism expenditure in GB between 2011 and 2017.

Overall, tourism expenditure in GB examined over the period 2011-2017 has increased by +1.4% per annum (before inflation). Breaking this down by expenditure type, accommodation (+3.3% per annum) has seen the greatest increases.

The 'services or advice' category has seen the largest decrease in spend (-10.3% per annum), although caution should be used when examining this category due to the low base size.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

# Holiday tourism expenditure in GB

Table 1.7.12 – Holiday tourism expenditure breakdown in GB (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-16)
	£million	£million		£million		£million		£million		£13,874	£million		£million		
<b>Total</b>	<b>£13,000</b>	<b>£13,763</b>	<b>+5.9%</b>	<b>£13,472</b>	<b>-2.1%</b>	<b>£13,065</b>	<b>-3.0%</b>	<b>£14,171</b>	<b>8.5%</b>	<b>£13,874</b>	<b>£13,313</b>	<b>-4.0%</b>	<b>£14,134</b>	<b>+6.2%</b>	<b>+1.9%</b>
Price of package holiday/ inclusive trip	£745	£812	+9.0%	£678	-16.5%	£699	+3.1%	£664	-5.0%	£657	£602	-8.4%	£606	+0.7%	-2.9%
% share	6%	6%	-	5%	-	5%	-	5%	-	5%	5%	-	4%	-	-
Accommodation	£4,649	£4,913	+5.7%	£4,911	0.0%	£5,097	+3.8%	£5,415	+6.2%	£5,355	£5,337	-0.3%	£5,744	+7.6%	+3.8%
% share	36%	36%	-	36%	-	39%	-	38%	-	39%	40%	-	41%	-	-
Travel costs to and from destination, and during the trip	£1,906	£1,944	+2.0%	£1,964	+1.0%	£1,774	-9.7%	£1,839	+3.7%	£1,766	£1,601	-9.3%	£1,748	+9.2%	-0.5%
% share	15%	14%	-	15%	-	14%	-	13%	-	13%	12%	-	12%	-	-
Services or advice (e.g. travel guides, tourist information)	£28	£36	+28.6%	£27	-25.0%	£32	+18.5%	£38	+18.8%	£35	£25	-28.6%	£34	+36.0%	+8.1%
% share	*	*	-	-	-	*	-	*	-	*	*	-	*	-	-
Buying clothes	£696	£807	+16.0%	£742	-8.1%	£619	-16.6%	£676	+9.2%	£664	£690	+3.9%	£590	-14.5%	-1.7%
% share	5%	6%	-	6%	-	5%	-	5%	-	5%	5%	-	4%	-	-
Eating and drinking out	£2,620	£2,688	+2.6%	£2,631	-2.1%	£2,618	-0.5%	£3,000	+14.6%	£2,944	£2,710	-7.9%	£3,024	+11.6%	+3.1%
% share	20%	20%	-	20%	-	20%	-	21%	-	21%	20%	-	21%	-	-
Other shopping	£1,317	£1,373	+4.3%	£1,360	-1.0%	£1,194	-12.2%	£1,373	+15.0%	£1,347	£1,271	-5.6%	£1,314	+3.4%	+0.7%
% share	10%	10%	-	10%	-	9%	-	10%	-	10%	10%	-	9%	-	-
Entertainment	£829	£980	+18.2%	£951	-3.0%	£863	-9.3%	£967	+12.1%	£947	£929	-1.9%	£908	-2.3%	+2.3%
% share	6%	7%	-	7%	-	7%	-	7%	-	7%	7%	-	6%	-	-
Anything else	£211	£211	0.0%	£208	-1.4%	£168	-19.2%	£199	+18.5%	£161	£149	-7.5%	£165	+10.7%	+0.2%
% share	2%	2%	-	2%	-	1%	-	1%	-	1%	1%	-	1%	-	-

Showing the breakdown of holiday tourism expenditure in GB between 2011 and 2017.

Examining the breakdown of GB expenditure on holiday tourism trips shows a similar long term trend with accommodation (+3.8% per annum) again seeing a large increase. However, the largest increase was seen in the ‘services or advice’ category (+8.1% per annum); caution should be used in interpreting this increase due to low base size.

The category to see the largest decrease was ‘package holiday’ (-2.9% per annum), travel costs and buying clothes also saw decreases overall.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Tourism expenditure in England

Table 1.7.13 – Tourism expenditure breakdown in England (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£million	£million	£million	£million	£million	
<b>Total</b>	£17,914	£19,497	<b>£18,710</b>	<b>£18,085</b>	<b>£19,571</b>	<b>£18,492</b>	<b>£19,049</b>	<b>+3.0%</b>
Price of package holiday/inclusive trip	£741	£851	£725	£728	£682	£534	£545	+2.1%
% share	4%	4%	4%	4%	3%	3%	3%	-
Accommodation	£5,976	£6,450	£6,360	£6,486	£6,896	£6,942	£7,357	+6.0%
% share	33%	33%	34%	36%	35%	38%	39%	-
Travel costs to and from destination, and during the trip	£3,756	£3,976	£3,896	£3,564	£3,706	£3,343	£3,443	+3.0%
% share	21%	20%	21%	20%	19%	18%	18%	-
Services or advice (e.g. travel guides, tourist information)	£29	£57	£36	£42	£39	£31	£34	+9.7%
% share	*	*	*	*	*	*	*	-
Buying clothes	£947	£1,082	£920	£891	£934	£864	£759	-12.2%
% share	5%	6%	5%	5%	5%	5%	4%	-
Eating and drinking out	£3,614	£3,792	£3,752	£3,610	£4,211	£3,935	£4,061	+3.2%
% share	20%	19%	20%	20%	22%	21%	21%	-
Other shopping	£1,587	£1,706	£1,562	£1,483	£1,639	£1,544	£1,493	-3.3%
% share	9%	9%	8%	8%	8%	8%	8%	-
Entertainment	£990	£1,231	£1,169	£1,039	£1,179	£1,069	£1,114	+4.2%
% share	6%	6%	6%	6%	6%	6%	6%	-
Anything else	£272	£351	£291	£243	£285	£230	£243	+5.7%
% share	2%	2%	2%	1%	1%	1%	1%	-

*Showing the breakdown of tourism expenditure in England between 2011 and 2017 for all domestic tourism*

Looking at all tourism expenditure in England between 2016-2017, the category which has seen the greatest decline is 'buying clothes', down -12.2%. 'Other shopping' also saw a decrease (-3.3%). The most notable increases were seen in 'services or advice' (+9.7%) and accommodation (+6.0%).

## Holiday Tourism expenditure in England

Table 1.7.14 (cont.) – Tourism expenditure breakdown in England (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£million	£million	£million	£million	£million	
<b>Total</b>	£10,031	£11,007	<b>£10,463</b>	<b>£10,046</b>	<b>£10,725</b>	<b>£10,413</b>	<b>£11,024</b>	<b>+5.9%</b>
Price of package holiday/inclusive trip	£621	£656	£512	£571	£453	£456	£453	-0.7%
% share	6%	6%	5%	6%	4%	4%	4%	-
Accommodation	£3,601	£3,954	£3,860	£3,959	£4,212	£4,186	£4,575	+9.3%
% share	36%	36%	37%	39%	39%	40%	42%	-
Travel costs to and from destination, and during the trip	£1,409	£1,491	£1,483	£1,296	£1,328	£1,211	£1,320	+9.0%
% share	14%	14%	14%	13%	12%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£20	£25	£23	£22	£24	£20	£23	+15.0%
% share	*	*	*	*	*	*	*	-
Buying clothes	£542	£638	£562	£494	£542	£534	£457	-14.4%
% share	5%	6%	5%	5%	5%	5%	4%	-
Eating and drinking out	£2,028	£2,162	£2,052	£2,005	£2,299	£2,152	£2,355	+9.4%
% share	20%	20%	20%	20%	21%	21%	21%	-
Other shopping	£993	£1,086	£1,025	£907	£978	£992	£978	-1.4%
% share	10%	10%	10%	9%	9%	10%	9%	-
Entertainment	£671	£834	£780	£675	£759	£745	£743	-2.3%
% share	7%	8%	7%	7%	7%	7%	7%	-
Anything else	£146	£161	£165	£116	£129	£117	£120	+2.6%
% share	1%	1%	2%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2011 and 2017 for domestic holiday tourism.

Looking at expenditure on holiday tourism within England between 2016-2017, 'services or advice' again saw the largest increase (+15.0%), along with 'accommodation' (+9.3%) and 'eating out' (+9.4%). The all tourism declines were also mirrored with 'buying clothes' seeing the greatest decrease (-14.4%).

# Tourism expenditure in Scotland

Table 1.7.15 – Tourism expenditure breakdown in Scotland (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£millions	£millions	£millions	£millions	£million	
<b>Total</b>	£3,018	£2,891	<b>£2,889</b>	<b>£2,871</b>	<b>£3,279</b>	<b>£2,897</b>	<b>£3,006</b>	<b>+3.8%</b>
Price of package holiday/inclusive trip	£97	£128	£138	£191	£134	£141	£123	-12.8%
% share	3%	4%	5%	3%	4%	5%	4%	-
Accommodation	£931	£895	£954	£978	£1,064	£1,061	£1,045	-1.5%
% share	31%	31%	33%	34%	32%	37%	35%	-
Travel costs to and from destination, and during the trip	£730	£700	£632	£644	£683	£584	£615	+5.3%
% share	24%	24%	22%	22%	21%	20%	20%	-
Services or advice (e.g. travel guides, tourist information)	£6	£10	£3	£7	£14	£3	£9	+200.0%
% share	*	*	*	*	*	*	*	-
Buying clothes	£166	£161	£171	£131	£133	£144	£118	-18.1%
% share	6%	6%	6%	5%	4%	5%	4%	-
Eating and drinking out	£596	£537	£546	£576	£664	£525	£628	+19.6%
% share	20%	19%	19%	20%	20%	18%	21%	-
Other shopping	£287	£266	£266	£238	£331	£232	£267	+15.1%
% share	10%	9%	9%	8%	10%	8%	9%	-
Entertainment	£146	£145	£135	£155	£170	£175	£145	-17.1%
% share	5%	5%	5%	5%	5%	6%	5%	-
Anything else	£59	£48	£44	£45	£84	£32	£56	+75.0%
% share	2%	2%	2%	2%	3%	1%	2%	-

Showing the breakdown of tourism expenditure in Scotland between 2011 and 2017 for all domestic tourism.

Looking at all tourism expenditure in Scotland between 2016-2017, the categories which have seen the greatest declines are 'buying clothes' (-18.1%) and 'entertainment' (-17.1%). The category recording the greatest increase was the 'services or advice' category (+200.0%); however the low base size means caution must be used when interpreting this change.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Holiday Tourism expenditure in Scotland

Table 1.7.16 (cont.) – Tourism expenditure breakdown in Scotland (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£millions	£millions	£millions	£millions	£million	
<b>Total</b>	£1,740	£1,684	£1,814	£1,732	£2,068	£1,676	£1,907	+13.8%
Price of package holiday/inclusive trip	£79	£99	£127	£88	£123	£107	£118	+10.3%
% share	5%	6%	7%	4%	6%	6%	6%	-
Accommodation	£586	£571	£618	£725	£720	£635	£676	+6.5%
% share	34%	34%	34%	34%	35%	38%	35%	-
Travel costs to and from destination, and during the trip	£306	£287	£289	£411	£320	£240	£280	+16.7%
% share	18%	17%	16%	19%	15%	14%	15%	-
Services or advice (e.g. travel guides, tourist information)	£4	£5	£2	£5	£11	£3	£8	+166.7%
% share	*	*	*	*	1%	*	*	-
Buying clothes	£101	£116	£132	£103	£80	£99	£89	-10.1%
% share	6%	7%	7%	5%	4%	6%	5%	-
Eating and drinking out	£355	£311	£341	£434	£420	£298	£405	+35.9%
% share	20%	18%	19%	20%	20%	18%	21%	-
Other shopping	£172	£173	£184	£197	£212	£150	£194	+29.3%
% share	10%	10%	10%	9%	10%	9%	10%	-
Entertainment	£95	£93	£97	£126	£127	£125	£109	-12.8%
% share	5%	6%	5%	6%	6%	7%	6%	-
Anything else	£41	£29	£25	£34	£55	£20	£28	+40.0%
% share	2%	2%	1%	2%	3%	1%	1%	-

*Showing the breakdown of tourism expenditure in Scotland between 2011 and 2017 for domestic holiday tourism.*

Looking at expenditure on holiday tourism within Scotland between 2016-2017, the only categories to see a decrease were 'entertainment' (-12.8%) and 'buying clothes' (-10.1%). Within holiday tourism, the greatest increases were again observed in 'services or advice' (+166.7%).

# Tourism expenditure in Wales

Table 1.7.17 – Tourism Expenditure Breakdown in Wales (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£million	£million	£million	£million	£million	
<b>Total</b>	£1,734	£1,588	<b>£1,696</b>	<b>£1,735</b>	<b>£1,975</b>	<b>£1,689</b>	£1,628	-3.6%
Price of package holiday/inclusive trip	£53	£68	£50	£50	£104	£41	£51	+24.4%
% share	3%	4%	3%	3%	5%	2%	3%	-
Accommodation	£621	£525	£574	£627	£666	£668	£640	-4.2%
% share	36%	33%	34%	36%	34%	40%	39%	-
Travel costs to and from destination, and during the trip	£327	£347	£337	£313	£361	£275	£259	-5.8%
% share	19%	22%	20%	18%	18%	16%	16%	-
Services or advice (e.g. travel guides, tourist information)	£4	£7	£2	£8	£3	£3	£3	0.0%
% share	*	*	*	*	*	*	*	-
Buying clothes	£78	£70	£64	£58	£80	£79	£65	-17.7%
% share	4%	4%	4%	3%	4%	5%	4%	-
Eating and drinking out	£333	£311	£337	£377	£394	£357	£346	-3.1%
% share	19%	20%	20%	22%	20%	21%	21%	-
Other shopping	£200	£160	£210	£160	£231	£172	£170	-1.2%
% share	12%	10%	12%	9%	12%	10%	10%	-
Entertainment	£86	£74	£94	£109	£102	£78	£73	-6.4%
% share	5%	5%	6%	6%	5%	5%	4%	-
Anything else	£33	£27	£27	£33	£33	£15	£21	+40.0%
% share	2%	2%	2%	2%	2%	1%	1%	-

Showing the breakdown of tourism expenditure in Wales between 2011 and 2017 for all domestic tourism.

Looking at all tourism expenditure in Wales between 2016-2017, declines were observed across nearly all categories, with the exception of 'package holiday' (+24.4%) and 'anything else' (+40.0%). The greatest decline was seen in the 'buying clothes' category (-17.7%).

## Holiday Tourism expenditure in Wales

Table 1.7.18 (cont.) – Tourism Expenditure Breakdown in Wales (2011-17)

	2011	2012	2013	2014	2015	2016	2017	% change (16-17)
	£million	£million	£million	£million	£million	£million	£million	
<b>Total</b>	£1,229	£1,072	<b>£1,195</b>	<b>£1,287</b>	<b>£1,378</b>	<b>£1,225</b>	£1,203	-1.8%
Price of package holiday/inclusive trip	£44	£56	£39	£46	£88	£39	£35	-10.3%
% share	4%	5%	3%	4%	6%	3%	3%	-
Accommodation	£461	£389	£433	£510	£484	£517	£493	-4.6%
% share	38%	36%	36%	40%	35%	42%	41%	-
Travel costs to and from destination, and during the trip	£191	£166	£192	£189	£190	£150	£149	-0.7%
% share	16%	16%	16%	15%	14%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£4	£6	£2	£6	£3	£2	£3	+50.0%
% share	*	1%	*	*	*	*	*	-
Buying clothes	£53	£52	£48	£35	£54	£57	£45	-21.1%
% share	4%	5%	4%	3%	4%	5%	4%	--
Eating and drinking out	£236	£215	£238	£268	£282	£260	£264	+1.5%
% share	19%	20%	20%	21%	20%	21%	22%	-
Other shopping	£152	£115	£152	£125	£183	£130	£141	+8.5%
% share	12%	11%	13%	10%	13%	11%	12%	-
Entertainment	£63	£53	£73	£84	£81	£59	£56	-5.1%
% share	5%	5%	6%	7%	6%	5%	5%	-
Anything else	£24	£21	£18	£24	£15	£12	£17	+41.7%
% share	2%	2%	2%	2%	1%	1%	1%	-

*Showing the breakdown of tourism expenditure in Wales between 2011 and 2017 for domestic holiday tourism.*

However, looking at expenditure on holiday tourism within Wales between 2016-2017, both ‘services or advice’ (+50.0%) and ‘anything else’ (+41.7%) both saw increases, although low base sizes must be considered.

## Holiday trips in GB by lifestage

Table 1.7.19 – Holiday tourism trips taken in GB by Lifestage (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
<b>Holiday trips</b>	<b>58.435</b>	<b>57.695</b>	<b>-1.3%</b>	<b>56.969</b>	<b>-1.3%</b>	<b>52.903</b>	<b>-7.1%</b>	<b>55.960</b>	<b>+5.8%</b>	<b>57.110</b>	<b>55.888</b>	<b>-2.1%</b>	<b>59.149</b>	<b>+5.8%</b>	<b>0.0%</b>
Pre Nesters	8.650	8.963	+3.6%	8.461	-5.6%	7.428	-12.2%	7.951	+7.0%	7.995	6.848	-14.3%	7.612	+11.2%	-1.7%
Families	20.288	19.869	-2.1%	19.252	-3.1%	18.550	-3.7%	19.602	+5.7%	19.989	19.692	-1.5%	21.351	+8.4%	+0.6%
Older Independents	10.751	10.593	-1.5%	10.665	+0.7%	8.753	-17.9%	9.370	+7.0%	9.709	10.225	+5.3%	9.977	-2.4%	-1.5%
Empty Nesters	18.745	18.270	-2.5%	18.591	+1.8%	18.173	-2.3%	19.038	+4.8%	19.417	19.115	-1.6%	20.139	+5.4%	+0.9%



Showing the volume of holiday tourism trips taken in GB by lifestage between 2011 and 2017.

Overall, it is the empty nesters (55+) who have seen the greatest increase in holiday tourism trips taken in GB between 2011 and 2017 (+0.9% per annum). Families (16-34 with children & 35-54 with children) also saw a similar increase, of +0.6% per annum.

The pre-nesters (16-34 unmarried & married no children) however, saw a decrease in holiday tourism trips (-1.7% per annum), as did the older independents (35-54 no children), declining by -1.5% per annum.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Holiday trips in England by lifestage

Table 1.7.20 – Holiday tourism trips taken in England by Lifestage (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
<b>Holiday trips</b>	<b>46.157</b>	<b>45.992</b>	<b>-0.4%</b>	<b>44.926</b>	<b>-2.3%</b>	<b>40.740</b>	<b>-9.3%</b>	<b>43.724</b>	<b>+7.3%</b>	<b>44.695</b>	<b>44.706</b>	<b>0.0%</b>	<b>47.245</b>	<b>+5.7%</b>	<b>+0.2%</b>
Pre Nesters	6.818	7.387	+8.4%	6.487	-12.2%	5.735	-11.6%	6.191	+8.0%	6.257	5.344	-14.6%	6.033	+12.9%	-1.5%
Families	16.071	16.104	+0.2%	15.355	-4.7%	14.291	-6.9%	15.706	+9.9%	16.090	16.166	+0.5%	17.562	+8.6%	+1.3%
Older Independents	8.470	8.541	+0.8%	8.389	-1.8%	6.631	-21.0%	7.159	+8.0%	7.598	8.338	+9.7%	7.636	-8.4%	-2.1%
Empty Nesters	14.799	13.960	-5.7%	14.695	+5.3%	14.083	-4.2%	14.669	+4.2%	14.749	14.854	+0.7%	15.979	+7.6%	+1.3%



Showing the volume of holiday tourism trips taken in England by lifestage between 2011 and 2017.

Examining holiday tourism trips taken in England between 2011 and 2017, families and the empty nesters both saw increases of (+1.3% per annum).

Pre-nesters again saw an annual average decrease (-1.5% per annum), along with the older independents, who saw the largest decline by lifestage, of -2.1% per annum.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Tourism trips taken in Scotland by lifestage

Table 1.7.21 – Holiday tourism trips taken in Scotland by Lifestage (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
<b>Holiday trips</b>	<b>6.572</b>	<b>6.168</b>	<b>-6.2%</b>	<b>6.480</b>	<b>+5.1%</b>	<b>6.302</b>	<b>-2.8%</b>	<b>6.364</b>	<b>+1.0%</b>	<b>6.516</b>	<b>5.929</b>	<b>-9.0%</b>	<b>6.512</b>	<b>+9.8%</b>	<b>-0.4%</b>
Pre Nesters	1.000	0.829	-17.1%	1.148	+38.5%	1.064	-7.3%	1.071	+0.7%	1.108	0.911	-17.8%	1.015	+11.4%	+1.4%
Families	2.056	1.787	-13.1%	1.859	+4.0%	1.966	+5.8%	1.770	-10.0%	1.824	1.520	-16.7%	1.698	+11.7%	-3.1%
Older Independents	1.347	1.091	-19.0%	1.406	+28.9%	1.196	-14.9%	1.048	-12.4%	1.108	0.994	-10.3%	1.342	+35.0%	+1.2%
Empty Nesters	2.169	2.461	+13.5%	2.067	-16.0%	2.076	0.4%	2.475	+19.2%	2.476	2.498	-1.7%	2.424	-3.0%	+2.1%



Showing the volume of holiday tourism trips taken in Scotland by lifestage between 2011 and 2017.

Examining holiday tourism trips taken in Scotland between 2011 and 2017, empty nesters (+2.1%) again saw an increase in the average annual percentage change; as did the pre-nesters (+1.4% per annum) and older independents (+1.2% per annum).

By lifestage group, families (-3.1% per annum) were the only ones to see a decrease.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

## Tourism trips taken in Wales by lifestage

Table 1.7.22 – Holiday tourism trips taken in Wales by Lifestage (2011-2017)\*

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015 (O)	% change (14-15)	2015 (RP)	2016	% change (15-16)	2017	% change (16-17)	Average annual % change (11-17)
<b>Holiday trips</b>	<b>6.036</b>	<b>5.914</b>	<b>-2.0%</b>	<b>6.091</b>	<b>+3.0%</b>	<b>6.357</b>	<b>+4.4%</b>	<b>6.251</b>	<b>-1.7%</b>	<b>6.293</b>	<b>5.588</b>	<b>-11.2%</b>	<b>5.712</b>	<b>+2.2%</b>	<b>-0.9%</b>
Pre Nesters	0.887	0.780	-12.1%	0.893	+14.5%	0.667	-25.3%	0.741	+11.1%	0.692	0.648	-6.4%	0.685	+5.7%	-2.1%
Families	2.221	2.072	-6.7%	2.18	+5.2%	2.442	+12.0%	2.240	-8.3%	2.265	2.020	-10.8%	2.163	+7.1%	-0.3%
Older Independents	0.977	1.009	+3.3%	0.995	-1.4%	1.010	+1.5%	1.190	+17.8%	1.196	0.990	-17.2%	1.055	+6.6%	+1.8%
Empty Nesters	1.95	2.053	+5.3%	2.023	-1.5%	2.237	+10.6%	2.080	-7.0%	2.140	1.931	-9.8%	1.890	-2.1%	-0.8%



Showing the volume of holiday tourism trips taken in Wales by lifestage between 2011 and 2017.

Finally, looking at the holiday tourism trips taken in Wales between 2011 and 2017, the only lifestage group to see an increase in the annual average were the older independents (+1.8% per annum).

The pre-nesters (-2.1%), the families (-0.3%) and the empty nesters (-0.8%) all saw average annual decreases.

\*Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) (Reprocessed 2015) figures. When comparing 2015 to earlier years use 2015 (O) (Original 2015) figures. For full explanation please see slide 14.

# Full Data Tables



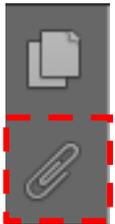
Navigation menu with location pin icons above each item. The 'Full data tables' item is highlighted with a green pin icon.

- Welcome
- Summary
- Introduction
- 2017 Headlines
- 2017 Detail
- 2017 Long-term trends
- Full data tables
- Methods & Performance Report
- Further details



Master Data 2017

## Master Data Tables

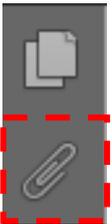


*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

-   
Welcome
-   
Summary
-   
Introduction
-   
2017  
Headlines
-   
2017  
Detail
-   
2017  
Long-term trends
-   
Full  
data tables
-   
Methods &  
Performance Report
-   
Further details



Table 2.1 – All Tourism GB



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

-   
Welcome
-   
Summary
-   
Introduction
-   
2017  
Headlines
-   
2017  
Detail
-   
2017  
Long-term trends
-   
Full  
data tables
-   
Methods &  
Performance Report
-   
Further details



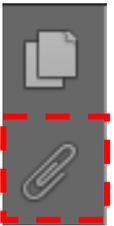
Table 2.2a – Holiday trips in GB



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*



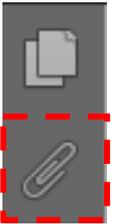
Table 2.2b – Holiday nights in GB



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*



Table 2.2c – Holiday spend in GB



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

-   
Welcome
-   
Summary
-   
Introduction
-   
2017  
Headlines
-   
2017  
Detail
-   
2017  
Long-term trends
-   
Full  
data tables
-   
Methods &  
Performance Report
-   
Further details



Table 2.3a – VFR trips in GB

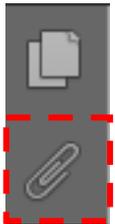


*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details



Table 2.3b – VFR nights in GB

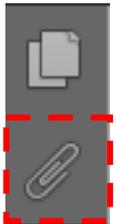


*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details



Table 2.3c – VFR spend in GB



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

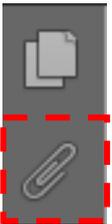
Navigation menu with location pin icons:

- Welcome
- Summary
- Introduction
- 2017 Headlines
- 2017 Detail
- 2017 Long-term trends
- Full data tables** (highlighted with a green pin)
- Methods & Performance Report
- Further details



**Business and work tourism**

## Table 2.4 – Business and work tourism



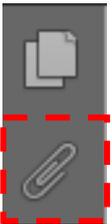
*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

Navigation menu with location pin icons and text labels: Welcome, Summary, Introduction, 2017 Headlines, 2017 Detail, 2017 Long-term trends, Full data tables (highlighted in green), Methods & Performance Report, Further details.



Destination and purpose

Table 2.5 – Destination and purpose



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details



Table 2.6 – National Parks

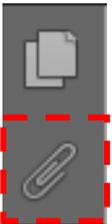


*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details



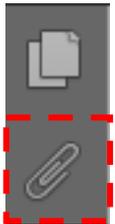
Table 2.7 – County destination and purpose



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*



Table 2.8 – Local authority destination and purpose



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

# Methods and Performance Report



## Introduction

This section of the report provides details of the approaches followed in the 2017 Great Britain Tourism Survey (GBTS) and the work undertaken to develop these methods.

The survey aims to measure the volume, value and profile of overnight trips taken by GB residents to destinations in England, Scotland and Wales. Fieldwork is undertaken on a weekly basis.

GBTS is jointly sponsored by the statutory tourist boards of England and Scotland and Visit Wales (the Tourism Department of the Welsh Government).

### Contents

<b>Introduction</b>	<a href="#"><u>07</u></a>
Broad objectives of the study	<a href="#"><u>116</u></a>
Survey method overview	<a href="#"><u>117</u></a>
Survey samples	<a href="#"><u>118</u></a>
Fieldwork	<a href="#"><u>119</u></a>
Respondent recall periods	<a href="#"><u>120</u></a>
Percentage of sample reporting trips	<a href="#"><u>121</u></a>
Questionnaire content	<a href="#"><u>122</u></a>
Imputation approach	<a href="#"><u>123</u></a>
Calculation methodology	<a href="#"><u>126</u></a>
Survey analysis	<a href="#"><u>131</u></a>
Calculation of GBTS confidence limits	<a href="#"><u>132</u></a>
Further information	<a href="#"><u>138</u></a>

## Broad Objectives of the Study

GBTS is designed as a continuous measurement of the volume and value of overnight tourism by residents of Great Britain, in such a way as to provide absolute estimates at any point in its currency, and relative change over time.

Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by GB residents
- the number of bednights (including child nights) on those trips
- the value of spending on those trips.

For the purposes of this survey, overnight tourism is taken to be any journey away from home lasting one or more nights, to any destination within Great Britain, by any mode of transport, for any purpose, and staying in any type of accommodation. Those topics of destination, purpose, accommodation type, and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

In previous methodologies, an upper limit of 60 days was applied to the number of nights away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer used.

## Survey Method

### Overview

The GBTS survey is conducted continuously throughout the year, using face-to-face CAPI interviewing, as part of the TNS in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within GB. Respondents are asked whether they have taken trips in the UK in the previous four calendar weeks that involved at least one night away from home.

When such trips are reported, further questions are asked about a maximum of three trips – the most recent three trips – with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

Each topic outlined above is covered in some detail in the sections below.

## The Sample

The sample design is based on the TNS master sample frame which divides GB into 605 sample points.

The TNS omnibus operates on pairs of weeks. Each week has 208 points in GB (of which a subset of 192, 176, 150 or 131 could be used depending on the interview length). Sampling points are selected after stratification by Government Office Region and Social Grade.

Each sample point is divided into geographic halves. Selected addresses from the point are taken from one half the first time it is used, and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week.

Within each geographic half, an Output Area/group of Output Areas with a minimum of 200-250 addresses, taken from the Postcode Address File, is issued to achieve an adult sample of 10, 13, 14, 16 or 18 interviews (10, 11, 14 or 15 in London) depending on the length.

---

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details

## Fieldwork

Interviewer assignments are conducted over two days (one day for very short questionnaire lengths) of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with parallel adults (16+) quotas of gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing was not conducted during the two weeks either side of Christmas. The weighting procedures for data for November and December were amended to compensate for the missing weeks.

## Respondent recall periods

Respondents report on all trips taken in the UK and Ireland in the preceding 4 weeks.

The questionnaire reads:

“We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.”

**Q.1** Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip.

To ensure only information on GB trips was collected the questionnaire was amended for 2011 to subsequently filter out those respondents who had only taken a trip to the Republic of Ireland or Northern Ireland in the previous four weeks. See revised questionnaire in Appendix A below.

## Percentage of sample reporting trips

During 2017, respondents were asked to report about trips taken in the last 4 weeks.

As can be seen from the table below, this typically amounted to between 7% and 19% of respondents reporting such trips – with major seasonal variations across the year, coinciding with main holiday periods, bank holidays and seasonal holidays:

Fieldwork Wk	% Reporting Trips	Fieldwork Wk	% Reporting Trips	Fieldwork Wk	% Reporting Trips
1	13%	18	13%	35	16%
2	14%	19	15%	36	19%
3	11%	20	13%	37	16%
4	10%	21	11%	38	15%
5	7%	22	12%	39	15%
6	8%	23	15%	40	13%
7	9%	24	13%	41	13%
8	8%	25	14%	42	12%
9	10%	26	11%	43	12%
10	10%	27	12%	44	15%
11	9%	28	12%	45	11%
12	9%	29	13%	46	12%
13	10%	30	13%	47	12%
14	10%	31	14%	48	12%
15	11%	32	16%	49	11%
16	12%	33	14%	50	9%
17	14%	34	15%		

## Questionnaire Content

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS's weekly RSGB Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use (Computer Assisted Personal Interviewing). In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

In recent years there have been further updates to the questionnaire, following the inclusion of CAPI interviewing. The most recent version of the questionnaire conducted in 2017 is appended, alongside a copy of the instructions provided to the interviewer. These documents are located on page 134.

## Imputation Approach

For imputation purposes data has been analysed within imputation (fieldwork) periods. These are generally made up of four or five ‘trip-reporting’ weeks consistent with the monthly reporting periods. This allows for a viable number of interviews from which to perform the imputation and adequate control of seasonality. Figure 7 below shows the imputation periods for 2017.

The final GBTS Dataset being made available to users must be capable of analysis at the weighted individual data level. This requirement means that the applied solution should be at the individual data record level, rather than via some form of modelling or interpolation. This permits the data to be analysed by any combination of variables. Furthermore, the results produced, subject to rounding error, will be identical for all users if the analysis is carried out correctly and the database is uncorrupted.

This approach thus requires the calculation of a ‘probable’ value to replace each missing value. Imputation for the earlier period of the survey has been made more complex by the use of different detailed questions. This has necessitated different sets of calculations.

Following extensive analyses by TNS, the solutions implemented are based on common sense principles of sufficient data for reliability and replicability.

Figure 7 – Imputation Periods

2017 Fieldwork Periods	Weeks	Imputation Months
30 January – 26 February	4	January 2017
27 February – 3 April	5	February 2017
3 April – 30 April	4	March 2017
1 May – 28 May	4	April 2017
29 May – 2 July	5	May 2017
3 July – 30 July	4	June 2017
31 July – 3 September	5	July 2017
4 September – 1 October	4	August 2017
2 October – 29 October	4	September 2017
30 October – 3 December	5	October 2017
4 December – 17 December	2	November 2017
1 January – 28 January	4	December 2017

Imputation over the Christmas period was carried out on data for 6 weeks to ensure consistency over the fieldwork period covering December, which had only two weeks of fieldwork

## Imputation Approach

### Expenditure Imputation – Incomplete Data

Expenditure on travel and tourism varies greatly from one person to another and from one trip to the next depending on the purpose, the duration, the participants and the time of the year to name just a few of the influences. The totality of this expenditure builds up from a wide range of specific sub-categories of expenditure e.g. travel, accommodation, entertainment, sustenance, which are not necessarily correlated with each other within any one trip.

It has been recognised through experience that the most accurate estimates that respondents can provide of their expenditure should be constructed via the systematic questioning about each of the major categories of possible expenditure type that a traveller away from home can incur. However, the complexities of trip party composition, combined with the social habits surrounding expenditure decisions and individual payment, result in respondents being either ineligible, or unable to answer accurately and reliably about the absolute sums of money spent. The scale and nature of these incomplete data are such that it is impractical economically, and inaccurate statistically, to reject records for which the data set is incomplete.

It is necessary to provide some form of numeric substitution for these ‘missing values’ to overcome the consequent difficulties that arise at the detailed analysis stage. Survey practitioners have developed a wide range of different approaches to this common problem. Imputation was necessary for missing values where a question has been asked but the respondent could not answer. In addition, values were changed from ‘zero’ expenditure to ‘missing’ where trip details indicate that some expenditure would have been incurred. The methodology used is outlined below.

## Imputation Approach

### Partner Correction Factor

Firstly, prior to any expenditure imputation, a ‘partner corrected’ expenditure calculation was applied to some of the data. This was applied to expenditures for which the respondent and a spouse/partner were both present. This correction divides expenditure on all items other than “buying clothes” and “other shopping” by two. The rationale for this is that experience on a number of surveys indicates that both of the persons present at the time of that expenditure, if subsequently interviewed, would report it. The exception would be ‘shopping’, irrespective of which one actually made the purchase. This correction has therefore been applied to all partnered purchasing apart from ‘shopping’.

### Zero Values

Secondly, some categories of expenditure were recoded to missing value status from zero value, where trip details indicated that some expenditure must have been incurred. A complete list of these categories is given below. This allowed these records to have values imputed and thus be included. The following expenditure categories are not permitted zero values.

Initially re-coded as ‘missing’ values and later imputed.

1. **Within “the accommodation bill” spend**
  - Hotel
  - Motel
  - Guesthouse
  - Farmhouse
  - Bed & Breakfast
  - Self – Catering
  - Hostel
  - Holiday Camp/ Village
  - Caravan-static not owned

2. **Travel costs**

### Missing values for most recent trips

The last stage for the most recent trips was to impute the missing values. Extensive analysis of the expenditure distributions within various variables concluded that the median value for the category was the most reliable proxy for those missing values. Not all travellers will have expenditure in every possible expenditure category. Hence, so that the correct proportion of valid zero category expenditure was reflected in the imputed records, the missing values were proportionally imputed as non-zero spend and zero spend. Within type of trip, the median partner corrected value was used to impute the non-zero spend.

## Calculation Methodology

### Weighting and Reporting Periods

The methodology used for weighting and calculations was devised around trip end dates and also the reporting periods of complete calendar weeks designated as reporting months. Details of end date reporting periods and their corresponding fieldwork dates are shown in Figure 8.

The National Tourist Boards requested that results should be for calendar months and based on trip start dates. A complete change to a system based on start dates would have created problems. Long trips can span several months. Hence, a methodology based on start dates would either entail changes of weights whenever a long trip was reported, or delays in reporting results to allow for the collection of data on a small number of long trips. Therefore, it was agreed that weighting would be determined by end date reporting periods and the weights thus calculated would be applied to the start dates of those trips.

Figure 8 – End Date Reporting Periods

Reporting Month	Reporting Period	Fieldwork Period
January '17	2 January – 29 January	4 January – 26 February
February '17	30 January – 26 February	8 February – 26 March
March '17	27 February – 3 April	8 March – 30 April
April '17	3 April – 30 April	12 April – 29 May
May '17	1 May – 28 May	10 May – 25 June
June '17	29 May – 2 July	7 June – 30 July
July '17	3 July – 30 July	12 July – 28 August
August '17	31 July – 3 September	9 August – 1 October
September '17	4 September – 1 October	13 September – 29 October
October '17	2 October – 29 October	11 October – 26 November
November '17	30 October – 3 December	8 November – 17 December
December '17	4 December – 31 December	13 December – 28 January



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Calculation Methodology

### Demographic Weights

The eligible sample for a reporting period is defined as all respondents that provided information for one or more weeks in that period. A rim weighting procedure is applied to each eligible respondent. The rims used are age by sex, Government Office Region, Social Grade, Presence of Children, and Car Ownership. The target values used in the weighting were expressed in terms of the adult population. This enables trip estimates to be produced as absolute population values. Full details of the rims are given overleaf.

The values to the right were derived from:

- Census 2011
- Broadcasters' Audience Research Board Establishment Survey
- Office for National Statistics Population Projections for 2017

Figure 9 – Demographic Weighting (000s)

Rim	Population
<b>Age by Sex</b>	
Male 16-24	3525
Male 25-34	4335
Male 35-44	3936
Male 45-54	4328
Male 55-64	3643
Male 65-74	3034
Male 75-84	1649
Male 85+	557
Female 16-24	3348
Female 25-34	4282
Female 35-44	3992
Female 45-54	4463
Female 55-64	3767
Female 65-74	3265
Female 75-84	2015
Female 85+	991
<b>Total</b>	<b>51128</b>

Rim	Population
<b>Government Office Region</b>	
North East	2136
North West	5748
Yorkshire & The Humber	4327
East Midlands	3781
West Midlands	4603
East of England	4912
London	7043
South East	7195
South West	4468
Wales	2519
Scotland	4397
<b>Total</b>	<b>51128</b>

Rim	Population
<b>Social Grade</b>	
AB	12988
C1	14319
C2	10765
D	7910
E	5146
<b>Total</b>	<b>51128</b>

Rim	Population
<b>Car Ownership</b>	
1	21589
2+	18951
0	10587
<b>Total</b>	<b>51128</b>

Rim	Population
<b>Presence of Children</b>	
Yes	36625
No	14503
<b>Total</b>	<b>51128</b>

## Calculation Methodology

### Trip Correction Factor

Trip data are only available for the three reported trips. Therefore, a trip correction factor is needed to report results in terms of total trips. This factor is calculated for each respondent as the ratio of their 'eligible trips' to their 'eligible reported trips'.

'*Eligible trips*' are those completed in the report month, as defined by the return dates captured for the trips. These values are the 'total eligible trips' for each respondent.

'*Reported trips*' are the trips for which data is held in addition to return dates and 'eligible reported trips' are any reported trips with a return date in the report month.

The ratio of 'eligible trips' to 'eligible reported trips' is 1 for all but the few respondents that claimed four or more trips in their reporting period and whose fourth or later trip is in the report month.

### Partial Reporting Factor

Respondents report on their trips in the four weeks prior to their interview. Hence, they provide data on a varying number of weeks of the report period. On average four sevenths of the eligible sample provide data in a week for a month consisting of four weeks and half [4/8] for a month consisting of five weeks. The sum of the weights of the respondents in each week is increased to the total population to correct for this partial reporting. The partial reporting factors to do this are the reciprocals of the values above, 1.75 [7/4] for a four weeks' month and 2.0 [8/4] for a five weeks' month.

### Child Trip Correction Factor

The child trip correction factor is the ratio of the number of children on a trip to the number of adults on that trip. This 'shares out' the children present among the adults on the trip and thereby gives child trips an equal probability of inclusion in the data. This is zero if children were not present on the trip.

It should be noted that this only makes allowance for children that take trips with adults. It does not make any allowance for child trips unaccompanied by an adult.

### Overall Weight

The overall weight for each respondent is the product of their rim weight, trip correction factor, and partial reporting factor.

The overall weights are used in the calculation of published trip related values for the report period. For example, the number of adult trips in the month is the sum of the products of the number of 'eligible reported trips' and the overall weight. Similarly, the number of adult nights away is the sum of the products of the nights away on each trip and the overall weight. The distribution of trip purposes is obtained by summing the products of each trip purpose and the overall weight.

## Changes to data processing

### Trips with missing travel and accommodation detail

As mentioned above, some missing data has to be imputed (estimated) for affected trips using other information from the survey. However if that information is also not provided by the respondent then these estimates will be less accurate. Therefore in 2016 a change was made to the process for dealing with trips where respondents did not provide certain information:

- The type of accommodation they stayed in
- Whether they were travelling with other people
- What form of transport they used
- If they were on a package trip

The previous data processing approach allowed these respondents' data to remain in the database and any missing spend data were imputed using a nominal average spend amount. However, when designing the data processing approach for 2016 onwards a new rule was introduced, to remove respondents where at least three of these four pieces of information was not provided. This was felt to be more accurate, since having respondents in the database where all of their spend data was just the survey average added little to the validity of the data.

### Trips with large claimed spend amounts

The previous data processing approach set limits on how large the claimed spend on particular types of expenditure was allowed to be. This was to prevent mistakes by respondents or interviewers from overinflating the reported expenditure amounts. These spend limits were set in 2005 and had not been increased to account for inflation. If a claimed amount of spend exceeded the limit it was automatically reduced to that limit. Two changes were made for 2016 onwards. The limits for each spend type were re-evaluated in the context of 2016 trip costs and revised. Now, if claimed spend exceeds these limits the data for the entire trip is examined and a decision taken about what the appropriate levels of spend for the trip are. This is felt to be more accurate, as simply reducing large spend amounts to the upper limit for the relevant spend type creates an arbitrary peak in the data at these particular spend amounts.

## Changes to data processing

### Trips with large claimed party sizes

In the previous data processing approach, trips with a party size of ten or more were automatically reduced to a value of nine or lower. This was changed with the new processes to allow a party size of ten or more within the data. In the new process, trips with a party size of ten or more are manually examined on a range of criteria to determine if the stated party size appears realistic. If not it is edited to a more credible party size. On average around 2.5% of trips have a claimed party size of 10 or more. After being examined, around 90% of these are reduced to a party size of less than 10.

Claimed party sizes of greater than ten typically occur when the respondent is part of a larger trip, such as a hen/stag party, business trip with colleagues, extended family trip, several families travelling together, organised coach trip or school/children's trip. When they are asked about party size, the wording of the question tries to make clear that respondents should only include other people who they paid for, who paid for them, or they were responsible for. However a few respondents misunderstand this and include everyone they travelled with. It is relatively straightforward to identify and correct these manually, which is the revised process. Since reported trips are "person trips", rather than physical trips this produces some differences between the volume estimates from the previous and current processes for trips and nights.

## Survey Analysis

The following types of analysis are provided by Kantar TNS in relation to the 2017 GBTS data:

- Monthly data tables
- Monthly reports (including 3-month, year to date, and rolling 12 month data)
- 3-Year Average Local Authority and other regional analyses
- Survey Reporter databases
- Special analyses provided to the ONS for transmission to Eurostat.
- GBTS online data viewers
- Quarterly regional reports
- Adhoc reporting as required throughout the year
- GB Tourist, 2017 annual report

### Eurostat Analysis

The Eurostat analysis is provided directly by Kantar TNS to the Office for National Statistics. It consists of:

- Monthly estimates of the number of trips and arrivals of residents to certain, strictly defined, types of tourism accommodation
- Annual estimates of trips and arrivals to certain types of tourism accommodation split by UK NUTS regions, degree of urbanisation and coastal locations.
- Annual trip taking behaviour from a single survey in January asking about the full preceding calendar year.

Since these topics do not form part of the core survey of direct interest to the sponsoring national tourist boards, these parts of the contract are not reported in this volume.

### Online Data Viewer

In addition to the reports and data tables, Kantar TNS also provide an online data analysis package which allows the client group to access the latest results and undertake pre-defined analysis in a straightforward and user-friendly fashion via the data viewer.

### Management Meetings

During 2017, regular meetings of the survey management group and the contractors were held.



Welcome



Summary



Introduction



2017  
Headlines



2017  
Detail



2017  
Long-term trends



Full  
data tables



Methods &  
Performance Report



Further details

## Calculation of GBTS Confidence Limits

The estimates of the number of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data is from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2017 GBTS data those values are given in the following table.

Confidence limits of GBTS 2017 at the 95% level

	Trips %	Nights %	Spend %
GB	2.6	3.1	3.5
England	2.8	3.3	3.8
Scotland	6.5	7.8	8.7
Wales	5.9	9.9	9.5

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2017 will lie in the range of plus or minus 2.6% of the estimate on 95% of occasions.

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details

## The GBTS questionnaire

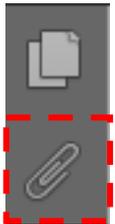


GBTS F2F  
Questionnaire

## GBTS Interviewer instructions



Interviewer  
instructions



*To open the file(s) mentioned above, please download the report from your web browser and open the report with Adobe Reader. When you have done so, navigate to the left hand side of the page to the attachments area, symbolised by a paperclip icon, and click on the relevant file to open the attachment.*

## Definitions of Regions

The regions of England, Scotland, Wales and Northern Ireland by which destination of trip is analysed in United Kingdom Tourism Survey reports are as follows:

### England

*Cumbria:* County of Cumbria

*Northumbria:* Northumberland, Durham, Tyne & Wear, Tees Valley

*North West:* Lancashire, Merseyside, Greater Manchester, Cheshire

*Yorkshire:* North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

*Heart of England:* Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

*...cont'd*

*East of England:* Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

*London:* Greater London

*South West:* Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

*Southern:* Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, and Oxfordshire

*South East:* Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis in each of the regions:

West Midlands

East of England

East Midlands

London

North West

North East

South East

South West

Yorkshire

## Definitions of Regions

### Scotland

*Highlands & Islands:* Highland, Western Isles, Orkney, Shetland

*Aberdeen & Grampian:* Aberdeen City, Aberdeenshire, Moray

*Angus & Dundee:* Angus, City of Dundee

*Perthshire:* Perth & Kinross

*Argyll, the Isles, Loch Lomond, Stirling & Trossachs:* Argyll & Bute, Clackmannanshire, Dumbarton and Clydebank, Falkirk, Stirling

*Kingdom of Fife:* Fife

*Greater Glasgow and Clyde Valley:* City of Glasgow, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire, South Lanarkshire

*Argyll & Arran:* East Ayrshire, North Ayrshire and South Ayrshire

*Edinburgh & Lothians:* City of Edinburgh, East Lothian, Midlothian, West Lothian

*Dumfries & Galloway:* Dumfries & Galloway

*Scottish Borders:* Scottish Borders

*HIE Area* Highland and 3 Island Councils of Scotland plus Argyll and Moray

From 2009 onwards, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland – North – (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland – West – (AILLST, Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland – East – (Perthshire, Angus & Dundee, Kingdom of Fife, Edinburgh & Lothians)

Scotland – South (Dumfries & Galloway, Scottish Borders),

Edinburgh

Glasgow

## Definitions of Regions

### Wales

*North Wales:* Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd

*Mid Wales:* Ceredigion and Powys

*South West Wales:* Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

*South East Wales:* Bridgend, Rhondda Cynon Taff, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

## Application of updated boundary changes on GBTS datasets

In 2013, VisitEngland and TNS agreed to make changes to the data to reflect the latest local authority (LA) boundary changes (i.e. towns moving from one LA to another).

The GBTS place name gazetteers were changed so that LAs and counties were in line with the latest recognised boundaries. At the same time, the gazetteers were also updated to reflect the new LEP (local enterprise partnership), Parliamentary Constituency and Eurostat locality type definitions (proximity to the sea and degree of urbanisation).

Some towns had not only moved at the LA and county level, but had also moved from one region to another and even from England to Wales. Further changes were made to the GBTS database so that not only were the LA and counties amended, but the regions and nations were also followed through (i.e. sum of LAs matched county, sum of counties matched region, sum of regions matched national figures).

---

								
Welcome	Summary	Introduction	2017 Headlines	2017 Detail	2017 Long-term trends	Full data tables	Methods & Performance Report	Further details

## Further details

For information about GBTS, write to the nearest address below:

### Humphrey Walwyn

Head of Research & Insight  
VisitEngland  
Upper ground floor  
1 Victoria Street  
London  
SW1H 0ET  
[Humphrey.Walwyn@visitbritain.org](mailto:Humphrey.Walwyn@visitbritain.org)

### Chris Greenwood

Senior Tourism Insight Manager  
VisitScotland  
94 Ocean Drive  
Edinburgh  
EH6 6JH  
[Chris.Greenwood@visitscotland.com](mailto:Chris.Greenwood@visitscotland.com)

### Robert Lewis

Head of Research  
Visit Wales  
QED Centre  
Treforest Estate  
Pontypridd  
Rhondda Cynon Taf  
CF37 5YR  
[Robert.Lewis@wales.gsi.gov.uk](mailto:Robert.Lewis@wales.gsi.gov.uk)

The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) jointly sponsor the GBTS.