KANTAR

The GB Tourist

2018 Annual Report

Visit Scotland

Cymru Wales

VisitEngland

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Welcome

This report presents the main findings of the 2018 Great Britain Tourism Survey (GBTS), providing volumes, values and characteristics of domestic tourism within Great Britain by residents of Great Britain taken during 2018.

The survey measures participation in overnight tourism trips taken to destinations in GB by residents of England, Scotland and Wales. GBTS replaced the previous United Kingdom Tourism Survey (UKTS) in 2011, 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).

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How to use this report

The 2018 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.

2018 – Tourism Overnight Visits at a glance

Annual trip volume in millions

- England
- Scotland
- Wales

Annual Nights Volume in millions

Annual Expenditure in billions (£)

Annual trip and nights volume in millions and **expenditure** in £ millions

	Trips	Nights	Expenditure
GB Total	118.6	371.7	£23,961
England total	97.4	295.8	£19,347
Scotland total	11.8	40.3	£2,762
Wales total	10.0	35.6	£1,853
English Regions			
North East England	4.0	12.8	£759
North West England	13.3	34.1	£2,677
Yorkshire and the Humber	10.5	29.9	£1,744
East Midlands	7.7	21.6	£1,192
West Midlands	7.7	20.6	£1,327
East of England	8.7	28.1	£1,570
London	11.9	27.9	£2,984
South East England	16.2	46.0	£2,705
South West England	19.1	73.9	£4,338

Trends over time – GB level

- Expenditure (£millions)
- Trip volume (millions)
- Nights volume (millions)

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

2018 – Tourism Overnight Visits at a glance

Trip volume in millions

Nights volume in millions

Trip expenditure in billions (£)

Trends over time – GB level – trip purpose (volume in millions)

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

Lifestage of respondents – GB trips volume (millions)

Introduction

This report is the thirtieth 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 re-calculated 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 2018 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 2006-2018.

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**
- **Overnight trips.** Day excursions, 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 (people 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 these 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, 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, month of trip 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 2018, 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

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviewing or CAPI, as part of Kantar 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 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 the total GB population. 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. Results published from the data are for trips that started in each calendar month.

After the removal of Northern Ireland in 2011, it was decided to retain the previous question wording used in UKTS, to ensure consistency of data collection. However, subsequent trip details are only collected for trips taken within GB. It should be noted that although the questionnaire 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, and are not included in the published data.

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.

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 2016 onwards are provided below.

Data for those questions may not be compared directly with earlier years, and are therefore only shown for 2016 onwards.

Questions which were not included in the 2016, 2017 or 2018 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 – removed in 2017

Travel used on longest part of journey – removed in 2017

Disabilities/impairments AND Activities – Questions were removed from the F2F survey in 2016. However this data is still collected online (for Scotland and Wales at trip level only) and is available from VisitScotland and Visit Wales.

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. 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 data for 2016 onwards. These figures only appear when there is a direct comparison of 2015 and 2016 data and should only be used for this purpose.

Formatting Notes* – throughout the document all *(RP)* data are 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).

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. E.g. One adult on a trip is 1 trip, but two adults with two children on a trip is 4 trips.

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. This is calculated as “Trips” (see above) multiplied by duration of each trip. E.g. Two adults and two children on a trip lasting 3 nights would be 12 bednights.

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 costs incurred in advance of the trip, 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.

Where a single trip includes nights spent in more than one location, the amount spent on that trip is allocated according to the proportion of nights spent in each location. E.g. for a three night trip with one night in Scotland and two nights in England, one third of spend would accrue to Scotland and two-thirds to England.

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 North, Conwy, Denbighshire, Wrexham and Flintshire
- **Mid Wales** – Ceredigion and Powys, Gwynedd South
- **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 and South Lanarkshire 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, Scottish Borders, East Ayrshire, North Ayrshire and South Ayrshire local authority areas

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

2018 Headlines

Tourism Overnight Visits – Summary of 2018 Headlines

This section outlines the general trends in tourism within Great Britain, England, Scotland and Wales of GB residents during 2018.

GB headlines by tourism type [2018]

- During 2018, GB residents took a total of 118.6 million overnight tourism trips to destinations in England, Scotland or Wales; amounting to 371.7 million bednights and £24.0 billion was spent during these trips.
- Examining tourism type, the category ‘holidays’ accounted for 57.9 million of these trips and £14.3 billion of spend.
- Those who took trips to ‘visit friends and relatives’ accounted for 41.1 million trips and £4.7 billion of spend.
- Tourism for the purpose of ‘business’ accounted for 16.3 million trips and £4.4 billion of spend.

GB trends by country [2017 vs 2018]

- At GB level, a percentage decline in tourism trips taken, of -1.8% was observed between 2017 and 2018. In the same period, nights volume increased by +0.6%, and expenditure by +1.2%.
- England saw an overall decrease across the year compared to 2017, with seven out of the 12 months seeing a reduction in domestic trip volume. This equates to a decrease in trip volume from 2017 to 2018 of -3.2%.
- The pattern in Scotland was seven months had increases in domestic trips taken relative to 2017, overall up +1.2% between 2017 and 2018.
- Wales saw seven months of increased trip volumes compared to 2017, with an overall increase of +11.1% from 2017 to 2018.

Tourism in Great Britain 2018 – general trends

Table 1.1.1 - All domestic overnight tourism*

	Trips			Bednights			Expenditure		
	2017	2018	% change	2017	2018	% change	2017	2018	% change
GB	120.7m	118.6m	-1.8%	369.4m	371.7m	+0.6%	£23.7bn	£24.0bn	+1.2%
England	100.6m	97.4m	-3.2%	299.4m	295.8m	-1.2%	£19.0bn	£19.3bn	+1.6%
Scotland	11.7m	11.8m	+1.2%	39.1m	40.3m	+3.2%	£3.0bn	£2.8bn	-8.1%
Wales	9.0m	10.0m	+11.1%	31.0m	35.6m	+15.0%	£1.6bn	£1.9bn	+13.8%

Table 1.1.2 -Holiday tourism*

	Trips			Bednights			Expenditure		
	2017	2018	% change	2017	2018	% change	2017	2018	% change
GB	59.1m	57.9m	-2.1%	202.3m	200.3m	-1.0%	£14.1bn	£14.3bn	+1.1%
England	47.2m	45.2m	-4.3%	157.8m	151.1m	-4.2%	£11.0bn	£11.1bn	+0.7%
Scotland	6.5m	6.6m	+1.5%	23.5m	24.7m	+4.7%	£1.9bn	£1.8bn	-3.9%
Wales	5.7m	6.4m	+12.3%	21.0m	24.5m	+16.8%	£1.2bm	£1.4bn	+13.3%

* % 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 decreased by -1.8% in 2018 compared with 2017, with the total number of trips taken being 118.6 million. The volume of holiday trips also declined, -2.1% to 57.9 million.

In the same period, the number of bednights spent during GB trips in 2018 increased by +0.6% to 371.7 million. Holiday bednights saw a decline of -1.0% to 200.3 million.

Expenditure on GB overnight trips increased in 2018, up by +1.2% to £24.0 billion, with a similar increase (+1.1%) in spend on holiday trips, to £14.3 billion.

Tourism in Great Britain 2018 – general trends (continued)

Table 1.1.3 - VFR tourism*

	Trips			Bednights			Expenditure		
	2017	2018	% change	2017	2018	% change	2017	2018	% change
GB	41.8m	41.1m	-1.8%	119.2m	122.6m	+2.8%	£4.7bn	£4.7bn	+1.2%
England	36.6m	35.5m	-3.1%	102.3m	104.2m	+1.8%	£4.0bn	£3.9bn	-1.1%
Scotland	3.0m	3.3m	+7.1%	10.0m	10.6m	+5.8%	£0.5bn	£0.5bn	+7.9%
Wales	2.4m	2.5m	+4.6%	6.9m	7.8m	+12.4%	£0.2bn	£0.3bn	+25.4%

Table 1.1.4 - Business tourism*

	Trips			Bednights			Expenditure		
	2017	2018	% change	2017	2018	% change	2017	2018	% change
GB	16.5m	16.3m	-1.6%	38.0m	39.0m	+2.6%	£4.2bn	£4.4bn	+3.0%
England	14.2m	14.0m	-1.6%	31.6m	32.7m	+3.4%	£3.6bn	£3.8bn	+7.8%
Scotland	1.8m	1.6m	-12.7%	4.8m	4.3m	-11.0%	£0.6bn	£0.4bn	-31.7%
Wales	0.6m	0.8m	+32.7%	1.5m	2.0m	+28.2%	£0.1bn	£0.2bn	+14.6%

* % 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 2018, VFR trips in GB were down by -1.8% to 41.1 million. These trips generated 122.6 million bednights (+2.8% compared with 2017) and spend of £4.7 billion (spend remained unchanged at £4.7 billion).

The volume of business trips taken during 2018 decreased, by -1.6% compared to 2017, to a total of 16.3 million trips. However, bednights at a GB level saw an increase of +2.6% in 2018. Spend on business trips increased by +3.0% to £4.4 billion.

GB trips, nights and expenditure

Table 1.2.1 – GB trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
All tourism													
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	118.556
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	371.747
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	£23,961
*Spend – (adjusted for inflation – £Million)	£26,508	£26,143	£25,275	£25,540	£23,250	£25,547	£26,313	£25,063	£24,293	£26,524	£24,271	£24,180	£23,961
Holidays													
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	57.894
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	200.249
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	£14,292
*Spend – (adjusted for inflation – £Million)	£13,886	£14,210	£13,705	£14,760	£13,546	£14,652	£15,104	£14,495	£13,987	£15,141	£14,000	£14,431	£14,292

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data*

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

Although there have been peaks and troughs over the last 13 years, the long term trend from 2006 to 2018 is relatively unchanged, with the number of trips in 2018 being -1.6% below the long term average of 120.6 million. Similarly 2018 bednights are -0.6% below the long term average of 374 million. Spend in 2018 is +7.2% above the long term average of £22.3 billion.

Looking specifically at holiday tourism, the number of GB trips in 2018 was +4.1% higher than the long term average of 55.6 million, with bednights +1.5% higher and spend 12.6% above the average.

GB trips, nights and expenditure (continued)

Table 1.2.2 – GB trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
VFR													
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	41.050
Nights (Millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768	118.256	131.344	116.069	119.228	122.552
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	£4,706
*Spend – (adjusted for inflation – £Million)	£5,989	£5,852	£5,629	£5,236	£4,924	£5,328	£5,578	£5,215	£5,342	£5,926	£4,937	£4,749	£4,706
Business													
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	16.272
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	38.954
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	£4,371
*Spend – (adjusted for inflation – £Million)	£5,869	£5,469	£5,345	£5,097	£4,281	£4,959	£4,923	£4,721	£4,391	£4,288	£4,595	£4,334	£4,371

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data

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

Since 2015, the number of VFR trips has been in decline, falling -11.8%, with bednights reducing by -6.7%; while spend saw a reduction of -16.6%. Prior to 2015 VFR trips have fluctuated over the years, but the overall long term trend has been gradually downward.

Since 2015 the volume of business trips and bednights taken in GB have remained broadly unchanged at -1.3% and +3.5% respectively. Similarly, spend on GB overnight business trips rose +8.9% over the same period. With the exception of during the Global Financial Crisis, the volume of overnight business trips had been consistently in the range of 18 to 19 million per year, but since 2013 this type of trip has dropped down to around 16 million per year.

Fig 1.0 % change in volume of domestic trips by month in England – 2017 versus 2018

Note: chart based on 2018 data compared with 2017

Showing the percentage change between 2017 and 2018, in number of domestic tourism trips of all purposes by month for England.

Four months in 2018 saw increases versus the same months in 2017. All four months were in the first half of the year. Five out of the last six months in 2018 saw declines in trip volume compared to 2017.

The greatest proportional decline can be seen in September, when trip volume decreased by -20%; in contrast the greatest increase was seen in January (+19%) compared with the corresponding month in 2017.

England trips, nights and expenditure

Table 1.2.3 – England trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
All tourism													
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	97.397
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	295.778
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	£19,347
*Spend – (adjusted for inflation – £Million)	£20,976	£20,847	£20,150	£20,724	£18,605	£20,191	£21,397	£20,131	£19,362	£20,911	£19,447	£19,449	£19,347
Holidays													
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	45.231
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	151.103
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	£11,100
*Spend – (adjusted for inflation – £Million)	£10,691	£11,085	£10,625	£11,710	£10,654	£11,306	£12,080	£11,258	£10,755	£11,459	£10,951	£11,254	£11,100

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data

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

During 2018, 97.4 million domestic overnight trips were taken in England, generating 295.8 million bednights and expenditure of £19.4 billion.

Examining the longer term trend from 2006 to 2018, the 2018 figures are in line with fluctuations over the last 13 years, with trips ranging from 92.6 million to 104.5 million per year.

The volume of holiday trips were -4.3% lower than 2017, nights were -4.2% lower. There was a small increase in spend +0.7%.

England trips, nights and expenditure (continued)

Table 1.2.4 – England trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
VFR													
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	35.494
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	104.232
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	£3,909
*Spend – (adjusted for inflation – £Million)	£5,052	£4,861	£4,651	£4,416	£4,085	£4,399	£4,601	£4,388	£4,351	£4,974	£4,105	£4,033	£3,909
Business													
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	13.952
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	32.715
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	£3,834
*Spend – (adjusted for inflation – £Million)	£4,644	£4,436	£4,399	£4,222	£3,478	£3,988	£4,115	£3,933	£3,746	£3,568	£3,820	£3,631	£3,834

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data

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

The volume of trips to visit friends and relatives in England decreased in 2018 by -3.0% while bednights increased by +1.8% compared to 2017. The spend associated with VFR trips in 2018 was -1.0% lower than 2017.

In 2018, the volume of business trips in England were -1.5% lower than 2017, while bednights rose +3.4% and spend grew +5.6%.

Fig 2.0 % change in volume of domestic trips by month in Scotland – 2017 versus 2018

Note: chart based on 2018 data compared with 2017

Showing the percentage change between 2017 and 2018, in number of domestic tourism trips of all purposes by month for Scotland

With the exception of April, the first eight months of 2018 all had more domestic Scottish tourism trips than the same months in 2017, while the last four all had lower trip volumes.

In particular, the peak summer months all had higher numbers of trips.

The month with the largest proportional decline was October (-31%). In contrast, the greatest percentage increase was for February (+71%).

Scotland trips, nights and expenditure

Table 1.2.5 – Scotland trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
All tourism													
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	11.803
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	40.331
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	£2,762
*Spend – (adjusted for inflation – £Million)	£3,409	£3,477	£3,365	£3,117	£2,956	£3,402	£3,173	£3,108	£3,074	£3,503	£3,047	£3,069	£2,762
Holidays													
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	6.607
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	24.659
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	£1,830
*Spend – (adjusted for inflation – £Million)	£1,826	£1,948	£1,973	£1,845	£1,661	£1,961	£1,848	£1,952	£1,854	£2,210	£1,763	£1,947	£1,830

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

In Scotland, 11.8 million domestic tourism trips were taken during 2018, which represents an increase of +1.2% versus 2017. 6.6 million of the 11.8 million domestic tourism trips were holiday trips, a +1.5% increase from 2017.

The 11.8 million trips generated 40.3 million bednights in 2018 which equates to an increase of +3.2%.

Total spend attributed to domestic tourism trips in Scotland in 2018 was £2.8 billion, down -8.1% on 2017.

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data*

Scotland trips, nights and expenditure

Table 1.2.5 – Scotland trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
All tourism													
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	11.803
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	40.331
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	£2,762
*Spend – (adjusted for inflation – £Million)	£3,409	£3,477	£3,365	£3,117	£2,956	£3,402	£3,173	£3,108	£3,074	£3,503	£3,047	£3,069	£2,762
Holidays													
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	6.607
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	24.659
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	£1,830
*Spend – (adjusted for inflation – £Million)	£1,826	£1,948	£1,973	£1,845	£1,661	£1,961	£1,848	£1,952	£1,854	£2,210	£1,763	£1,947	£1,830

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

In Scotland, 11.8 million domestic tourism trips were taken during 2018, which represents an increase of +1.2% versus 2017. 6.6 million of the 11.8 million domestic tourism trips were holiday trips, a +1.5% increase from 2017.

The 11.8 million trips generated 40.3 million bednights in 2018 which equates to an increase of +3.2%.

Total spend attributed to domestic tourism trips in Scotland in 2018 was £2.8 billion, down -8.1% on 2017.

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data*

Fig 3.0 % change in volume of domestic trips by month in Wales – 2017 versus 2018

Note: chart based on 2018 data compared with 2017

Showing the percentage change between 2017 and 2018, in number of domestic tourism trips of all purposes by month for Wales

2018 saw seven months with an increase, and five with declines in the volume of domestic trips in Wales, compared to 2017.

The key months of June, July and August all had increases over 2017, while there were decreases in February, September and October, these are months which have many fewer trips.

The greatest proportional decline was in February, when trip volume decreased by -26%; in contrast the greatest proportional increase was seen in January (+92%) compared with the corresponding month in 2017.

Wales trips, nights and expenditure

Table 1.2.7 – Wales trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
All tourism													
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	10.021
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	35.638
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	£1,853
*Spend – (adjusted for inflation – £Million)	£2,121	£1,819	£1,760	£1,700	£1,689	£1,954	£1,743	£1,825	£1,857	£2,110	£1,776	£1,662	£1,853
Holidays													
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	6.412
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	24.487
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	£1,362
*Spend – (adjusted for inflation – £Million)	£1,368	£1,177	£1,108	£1,204	£1,232	£1,385	£1,176	£1,286	£1,378	£1,472	£1,288	£1,228	£1,362

***Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data*

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

In Wales, 10.0 million domestic tourism trips were taken during 2018, which represents an increase of +11.1% since 2017. 6.4 million of these trips were holiday trips, which is the highest number of Welsh holiday trips since 2006, and an increase of +12.2% on 2017.

The 10.0 million trips generated 35.6 million bednights in 2018 an increase of +15.0% on the previous year.

The total spend attributed to tourism trips in Wales in 2018 was £1.9 billion, up +13.8% from £1.6 billion in 2017.

Wales trips, nights and expenditure (continued)

Table 1.2.8 – Wales trips, nights and expenditure by purpose – 2006 to 2018

	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
VFR													
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	2.477
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	7.767
Spend – (historic prices – £Million)	£245	£248	£268	£241	£250	£251	£279	£274	£298	£371	£269	£233	£290
*Spend – (adjusted for inflation – £Million)	£323	£320	£336	£294	£294	£283	£306	£295	£319	£396	£283	£238	£290
Business													
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	0.826
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	1.958
Spend – (historic prices – £Million)	£275	£183	£216	£136	£123	£223	£199	£202	£137	£171	£145	£136	£158
*Spend – (adjusted for inflation – £Million)	£363	£236	£271	£166	£144	£251	£218	£217	£147	£183	£152	£139	£158

***Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2018 spend data*

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

VFR trips increased +4.7% compared to 2017, with 2.5 million trips in Wales involving visiting friends or relatives. These trips generated 7.8 million bednights and £290 million of spend.

In 2018, 0.8 million trips to Wales were for business. These trips generated 2.0 million bednights and £158 million of spend.

Trends in holiday trips in Great Britain

Table 1.3.1 – Holiday trip taking by GB residents*

	GB residents' holiday trips in GB		UK residents' holiday trips overseas	
Destination	Total trips (m)	% change on previous year	Total trips (m)	% change on previous year
2008	50.417		45.531	
2009	58.974	+17.0%	38.490	-15.5%
2010	54.743	-7.2%	36.422	-5.4%
2011	58.435	+6.7%	36.819	+1.1%
2012	57.695	-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	55.960	+5.8%	42.150	+9.4%
2016	55.888	-0.1%	45.020	+6.8%
2017	59.149	+5.8%	46.638	+3.6%
2018	57.894	-2.1%	47.042	+0.9%

Source: International Passenger Survey (IPS)

Showing holiday trip taking by GB residents in GB, and UK residents' overseas from 2008-2018.

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 previous high point for domestic holidays in 2009, the volume of trips taken within GB has fluctuated, with 2017 being the highest since 2008. 2018 domestic holiday trips fell by -2.1% from this 2017 peak.

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 2013, which has continued each year since, with 2018 another record.

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

Source: International Passenger Survey (IPS)

Highlighting the trends in holiday trips for GB, broken down by domestic holiday trip length and outbound holidays from 2009 -2018.

Overall, the share of domestic holidays against outbound holidays has been declining steadily since 2013, when 39% of holidays were taken overseas, to 2018 with 45%.

2018 In Detail

Tourism Overnight Visits – Summary of 2018 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 82% share of trips, Scotland (10%) and Wales (8%) 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 and to Wales last 3.6 nights.
- Looking at spend per trip, on average, trips to Scotland generate the greatest spend at £234; compared to England (£199) and Wales (£185).

Origin and destination of trips

- Almost nine out of every ten trips (87%) taken by English residents were taken in England, with trips to Scotland and Wales making up 6% and 8% respectively.
- 62% of domestic trips taken by Scots were in Scotland, with 38% of trips to England and 1% to Wales.
- Welsh residents took 63% of trips in England, compared to 33% in Wales and 5% in Scotland.

Tourism trips – volume

Fig 5. Trips (millions)

Share of trips (%)

England Scotland Wales

Table 1.3.2 – Tourism trips compared with population

	Adult Population		Trips	
Destination	**Millions**	**%**	**Millions**	**%**
GB total	**51.462**	**100%**	**118.556**	**100%**
England	44.512	86%	97.397	82%
Scotland	4.424	9%	11.803	10%
Wales	2.526	5%	10.021	8%

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

The majority (82%) of GB trips taken during 2018 were to destinations in England (97.4 million). Scotland received 11.8 million trips during 2018, a 10% share of trips, while there were 10.0 million trips in Wales, a share of 8%.

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.

Tourism trips – bednights and spend

Fig 6. Nights (millions)

Share of nights

England Scotland Wales

Table 1.3.3 – Tourism nights in GB by country

Destination	Average nights per trip
GB total	**3.1**
England	3.0
Scotland	3.4
Wales	3.6

Table 1.3.4 – Tourism spending in GB by country visited

Destination	Spending Million	Share of spending %	Average spend per trip	Average spend per night
GB total	**£23,961**	**100%**	**£202**	**£64**
England	£19,347	81%	£199	£65
Scotland	£2,762	12%	£234	£68
Wales	£1,853	8%	£185	£52

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.

On average, GB trips in 2018 were 3.1 nights in length. Trips taken in England averaged 3.0 nights in duration. The average length of trips taken in Scotland and Wales was longer, 3.4 nights and 3.6 nights respectively.

In relation to spending on tourism trips, across GB as a whole, there was an average spend of £202 per trip. Scotland had the highest average spend, at £234 per trip, reflecting higher amounts spent on transport and accommodation. Spend per trip in England was close to the GB figure at £199 and Wales averaged £185 per trip, reflecting the higher proportion of lower priced self-catering accommodation used on trips to Wales.

In 2018, spend per night was similar on trips to England and Scotland at £65 and £68 respectively, with spend on nights in Wales being less, at £52

Purpose by destination

Table 1.4.1 – Trips in GB by purpose

Purpose	England Million	Scotland Million	Wales Million
Total	**97.397**	**11.803**	**10.021**
Total holiday (including VFR-holiday)	**69.437**	**8.824**	**8.085**
1-3 nights (total holidays)	47.848	5.522	4.772
4+ nights (total holidays)	21.590	3.302	3.314
Holiday	45.231	6.607	6.412
VFR	35.494	3.255	2.477
VFR-holiday	24.206	2.217	1.673
VFR-other	11.288	1.038	0.804
Business/work	13.952	1.596	0.826
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	**71%**	**75%**	**81%**
1-3 nights (total holidays)	49%	47%	48%
4+ nights (total holidays)	22%	28%	33%
Holiday	46%	56%	64%
VFR	36%	28%	25%
VFR-holiday	25%	19%	17%
VFR-other	12%	9%	8%
Business/work	14%	14%	8%

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 (49% of overnight trips to England).

There are some variations however – for Wales the proportion of total holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (81% compared to 71% and 75% respectively).

Longer holiday trips (4+ nights) in Wales and Scotland were also more of a feature than in England, comprising 33% and 28% 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 28% in Scotland and 25% in Wales.

Purpose by destination (continued)

Table 1.4.2 – Nights in GB by purpose

Purpose	England Million	Scotland Million	Wales Million
Total	**295.778**	**40.331**	**35.638**
Total holiday (including VFR-holiday)	**226.785**	**32.381**	**30.271**
1-3 nights (total holidays)	91.180	11.014	9.983
4+ nights (total holidays)	135.605	21.367	20.288
Holiday	151.103	24.659	24.487
VFR	104.232	10.553	7.767
VFR-holiday	75.682	7.722	5.784
VFR-other	28.550	2.831	1.983
Business/work	32.715	4.282	1.958
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	**77%**	**80%**	**85%**
1-3 nights (total holidays)	31%	27%	28%
4+ nights (total holidays)	46%	53%	57%
Holiday	51%	61%	69%
VFR	35%	26%	22%
VFR-holiday	26%	19%	16%
VFR-other	10%	7%	6%
Business/work	11%	11%	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 (69%), followed by Scotland (61%), compared to England (51%).

Purpose by destination (continued)

Table 1.4.3 – Spending in GB by purpose

Purpose	England £Million	Scotland £Million	Wales £Million
Total	**£19,347**	**£2,762**	**£1,853**
Total holiday (including VFR-holiday)	**£13,855**	**£2,180**	**£1,570**
1-3 nights (total holidays)	£7,640	£1,067	£639
4+ nights (total holidays)	£6,215	£1,113	£931
Holiday	£11,100	£1,830	£1,362
VFR	£3,909	£506	£290
VFR-holiday	£2,754	£350	£208
VFR-other	£1,155	£156	£82
Business/work	£3,834	£378	£158
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	**72%**	**79%**	**85%**
1-3 nights (total holidays)	39%	39%	34%
4+ nights (total holidays)	32%	40%	50%
Holiday	57%	66%	74%
VFR	20%	18%	16%
VFR-holiday	14%	13%	11%
VFR-other	6%	6%	4%
Business/work	20%	14%	9%

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. Also, holiday and business trips tend to be more expensive than trips to visit friends or relatives.

Accommodation by destination

Table 1.4.4 – Trips in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**Million**	**Million**	**Million**
Total	**97.397**	**11.803**	**10.021**
Commercial accommodation	60.191	8.126	7.118
Commercial serviced accommodation	42.030	5.667	3.193
Hotel/motel	35.301	4.680	2.437
Guest house/B&B	4.821	0.591	0.604
Self catering (incl caravan and camping)	18.939	2.677	4.188
Self catering (excl caravan and camping)	8.293	1.329	1.296
Caravan or camping	10.531	1.386	2.940
Touring caravan (towed)\campervan\motorhome	3.304	0.484	0.607
Static caravan – not owned	3.082	0.314	0.768
Static caravan – owned	1.470	0.232	0.689
Tent	2.530	0.310	0.812
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.472	0.038	0.006
Hostel	0.336	0.153	0.066
Airbnb/Someone else's home	1.072	0.286	0.101
Friend's home, Relative's home, Own second home\timeshare	35.573	3.359	2.681

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

In England the majority of trips involved overnight stays in hotels/motels or 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 dominant type of accommodation is self-catering.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by destination (continued)

Table 1.4.5 – Trips in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	61.8%	68.8%	71.0%
Commercial serviced accommodation	43.2%	48.0%	31.9%
Hotel/motel	36.2%	39.7%	24.3%
Guest house/B&B	4.9%	5.0%	6.0%
Self catering (incl caravan and camping)	19.4%	22.7%	41.8%
Self catering (excl caravan and camping)	8.5%	11.3%	12.9%
Caravan or camping	10.8%	11.7%	29.3%
Touring caravan (towed)\campervan\motorhome	3.4%	4.1%	6.1%
Static caravan – not owned	3.2%	2.7%	7.7%
Static caravan – owned	1.5%	2.0%	6.9%
Tent	2.6%	2.6%	8.1%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.3%	0.1%
Hostel	0.3%	1.3%	0.7%
Airbnb/Someone else's home	1.1%	2.4%	1.0%
Friend's home, Relative's home, Own second home\timeshare	36.5%	28.5%	26.8%

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

In England around 36% of trips had overnight stays in hotels/motels and a similar proportion of trips involved staying with friends, relatives or in a second home. The next most commonly used accommodations types in England are caravan or camping (11%) and other types of self catering (9%).

The most popular type of accommodation on trips to Scotland was hotels/motels (40%), followed by staying with friends, relatives or in a second home (29%), with caravan or camping on 12% of trips and other types of self catering for 11% of trips.

On trips to Wales, caravan or camping was the most commonly used accommodation (29%), followed by staying with friends, relatives or in a second home (27%) and hotels/motels (24%) and other self catering, on 13% of trips.

Accommodation by destination (continued)

Table 1.4.6 – Nights in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**Million**	**Million**	**Million**
Total	**295.778**	**40.331**	**35.638**
Commercial accommodation	176.148	27.221	25.724
Commercial serviced accommodation	93.423	14.291	7.905
Hotel/motel	74.918	10.916	5.291
Guest house/B&B	11.482	1.980	1.879
Self catering (incl caravan and camping)	82.979	13.212	18.683
Self catering (excl caravan and camping)	37.603	6.237	6.322
Caravan or camping	45.376	6.975	12.361
Touring caravan (towed)\campervan\motorhome	15.030	2.322	2.744
Static caravan – not owned	14.553	1.402	3.617
Static caravan – owned	6.503	1.166	2.845
Tent	8.571	1.969	2.881
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.182	0.077	0.006
Hostel	0.745	0.327	0.153
Airbnb/Someone else's home	3.638	0.872	0.403
Friend's home, Relative's home, Own second home\timeshare	108.009	11.168	8.421

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.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by destination (continued)

Table 1.4.7 – Nights in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	59.6%	67.5%	72.2%
Commercial serviced accommodation	31.6%	35.4%	22.2%
Hotel/motel	25.3%	27.1%	14.8%
Guest house/B&B	3.9%	4.9%	5.3%
Self catering (incl caravan and camping)	28.1%	32.8%	52.4%
Self catering (excl caravan and camping)	12.7%	15.5%	17.7%
Caravan or camping	15.3%	17.3%	34.7%
Touring caravan (towed)\campervan\motorhome	5.1%	5.8%	7.7%
Static caravan – not owned	4.9%	3.5%	10.1%
Static caravan – owned	2.2%	2.9%	8.0%
Tent	2.9%	4.9%	8.1%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.4%	0.2%	0.0%
Hostel	0.3%	0.8%	0.4%
Airbnb/Someone else's home	1.2%	2.2%	1.1%
Friend's home, Relative's home, Own second home\timeshare	36.5%	27.7%	23.6%

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

In England 37% of nights were spent staying with friends, relatives or in second homes, with 25% in hotels/motels, 15% camping or in caravans and 13% in other types of self catering accommodation.

In Scotland the situation was similar, with 28% of nights spent staying with friends, relatives or in second homes, 27% in hotels/motels, 17% camping or in caravans and 16% in other types of self catering accommodation.

In Wales things were slightly different, with 35% of nights spent camping or in caravans, 24% staying with friends, relatives or in second homes, 18% in other types of self catering accommodation, and 15% in hotels/motels.

Accommodation by destination (continued)

Table 1.4.8 – Spend in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**£Million**	**£Million**	**£Million**
Total	**£19,347**	**£2,762**	**£1,853**
Commercial accommodation	£15,569	£2,273	£1,549
Commercial serviced accommodation	£11,104	£1,575	£770
Hotel/motel	£9,439	£1,275	£544
Guest house/B&B	£1,088	£171	£176
Self catering (incl caravan and camping)	£4,582	£708	£809
Self catering (excl caravan and camping)	£2,754	£467	£378
Caravan or camping	£1,828	£241	£431
Touring caravan (towed)\campervan\motorhome	£500	£82	£72
Static caravan – not owned	£783	£96	£180
Static caravan – owned	£181	£24	£74
Tent	£333	£35	£94
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£90	£6	£1
Hostel	£75	£34	£7
Airbnb/Someone else's home	£305	£89	£42
Friend's home, Relative's home, Own second home\timeshare	£3,177	£406	£239

NB This table shows the total amount spent on the nights where these types of accommodation were used, NOT the amount spent on the accommodation itself.

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

More is spent per trip on those involving commercial accommodation, compared to those staying with friends and relatives. Therefore, in all three countries, the highest spend was on trips involving staying in hotels/motels, and the second highest spend was on trips utilising non caravan and camping self-catering.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by destination (continued)

Table 1.4.9 – Spend in GB by Accommodation Type

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	80.5%	82.3%	83.6%
Commercial serviced accommodation	57.4%	57.0%	41.6%
Hotel/motel	48.8%	46.2%	29.4%
Guest house/B&B	5.6%	6.2%	9.5%
Self catering (incl caravan and camping)	23.7%	25.6%	43.7%
Self catering (excl caravan and camping)	14.2%	16.9%	20.4%
Caravan or camping	9.4%	8.7%	23.3%
Touring caravan (towed)\campervan\motorhome	2.6%	3.0%	3.9%
Static caravan – not owned	4.0%	3.5%	9.7%
Static caravan – owned	0.9%	0.9%	4.0%
Tent	1.7%	1.3%	5.1%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.2%	0.1%
Hostel	0.4%	1.2%	0.4%
Airbnb/Someone else's home	1.6%	3.2%	2.3%
Friend's home, Relative's home, Own second home\timeshare	16.4%	14.7%	12.9%

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

In England 49% of money spent was on trips where hotel or motel accommodation was used. In Scotland the percentage is similar, at 46%, while in Wales it was 29% of spend.

Similarly, in England and Scotland, 24% and 26% respectively of spend was on trips involving self catering or caravan/camping, whereas in Wales it was 44%.

In England 16% of spend was on stays with friends, family or a second home, in Scotland it was 15% and in Wales 13%.

Accommodation by Holiday Trips

Table 1.4.10 – Holiday Trips in GB

All Holiday Trips (millions)

Accommodation	England	Scotland	Wales
Total	**45.231**	**6.607**	**6.412**
Commercial accommodation	38.707	5.652	5.560
Commercial serviced accommodation	22.979	3.523	2.023
Hotel/motel	18.360	2.772	1.438
Guest house/B&B	3.294	0.430	0.454
Self catering (incl caravan and camping)	16.515	2.353	3.791
Self catering (excl caravan and camping)	7.009	1.067	1.153
Caravan or camping	9.394	1.323	2.652
Touring caravan (towed)\campervan\motorhome	2.978	0.477	0.593
Static caravan – not owned	2.884	0.294	0.759
Static caravan – owned	1.408	0.219	0.667
Tent	2.018	0.288	0.605
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.441	0.030	0.006
Hostel	0.234	0.112	0.050
Airbnb/Someone else's home	0.766	0.165	0.077
Friend's home, Relative's home, Own second home\timeshare	5.377	0.781	0.674

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/motels, whereas in Wales it was caravan and camping.

In England and Scotland the second most popular was caravan and camping, and in Wales it was hotels/motels.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by Holiday Trips (continued)

Table 1.4.11 – Holiday Trips in GB

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	85.6%	85.5%	86.7%
Commercial serviced accommodation	50.8%	53.3%	31.6%
Hotel/motel	40.6%	42.0%	22.4%
Guest house/B&B	7.3%	6.5%	7.1%
Self catering (incl caravan and camping)	36.5%	35.6%	59.1%
Self catering (excl caravan and camping)	15.5%	16.1%	18.0%
Caravan or camping	20.8%	20.0%	41.4%
Touring caravan (towed)\campervan\motorhome	6.6%	7.2%	9.2%
Static caravan – not owned	6.4%	4.4%	11.8%
Static caravan – owned	3.1%	3.3%	10.4%
Tent	4.5%	4.4%	9.4%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.0%	0.5%	0.1%
Hostel	0.5%	1.7%	0.8%
Airbnb/Someone else's home	1.7%	2.5%	1.2%
Friend's home, Relative's home, Own second home\timeshare	11.9%	11.8%	10.5%

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

In England around 41% of holidays had overnight stays in hotels or motels, caravan or camping was 21% and self-catering (excl. caravan & camping) was 16%.

The most popular type of accommodation on holiday trips to Scotland was hotels or motels (42%), followed by caravan or camping on 20% of trips and self-catering (excl. caravan & camping) on 16% of trips.

On holiday trips to Wales, caravan or camping (41%) was most popular, followed by hotels or motels (22%) and self-catering (excl. caravan & camping) on 18% of trips.

Accommodation by Holiday Trips (continued)

Table 1.4.12 – Holiday Nights in GB

All Holiday Trips (millions)

Accommodation	England	Scotland	Wales
Total	**151.103**	**24.659**	**24.487**
Commercial accommodation	126.172	21.065	21.516
Commercial serviced accommodation	54.348	9.420	5.754
Hotel/motel	41.071	6.585	3.593
Guest house/B&B	8.172	1.611	1.585
Self catering (incl caravan and camping)	73.049	11.981	16.498
Self catering (excl caravan and camping)	32.180	5.225	5.363
Caravan or camping	40.869	6.756	11.135
Touring caravan (towed)\campervan\motorhome	13.800	2.294	2.713
Static caravan – not owned	13.605	1.302	3.546
Static caravan – owned	6.166	1.125	2.814
Tent	6.841	1.918	1.962
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.104	0.069	0.006
Hostel	0.517	0.270	0.058
Airbnb/Someone else's home	2.719	0.583	0.326
Friend's home, Relative's home, Own second home\timeshare	17.243	2.722	1.951

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

In England and Scotland a similar number of holiday nights were spent camping or in caravans as were spent in hotels and motels, whereas in Wales far more nights were spent camping or in caravans than any other type of accommodation.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by Holiday Trips (continued)

Table 1.4.13 – Holiday Nights in GB

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	83.5%	85.4%	87.9%
Commercial serviced accommodation	36.0%	38.2%	23.5%
Hotel/motel	27.2%	26.7%	14.7%
Guest house/B&B	5.4%	6.5%	6.5%
Self catering (incl caravan and camping)	48.3%	48.6%	67.4%
Self catering (excl caravan and camping)	21.3%	21.2%	21.9%
Caravan or camping	27.0%	27.4%	45.5%
Touring caravan (towed)\campervan\motorhome	9.1%	9.3%	11.1%
Static caravan – not owned	9.0%	5.3%	14.5%
Static caravan – owned	4.1%	4.6%	11.5%
Tent	4.5%	7.8%	8.0%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.7%	0.3%	0.0%
Hostel	0.3%	1.1%	0.2%
Airbnb/Someone else's home	1.8%	2.4%	1.3%
Friend's home, Relative's home, Own second home\timeshare	11.4%	11.0%	8.0%

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

In England 27% of holiday nights were spent camping or in caravans with 27% in hotels or motels, and 21% in other types of self catering accommodation.

In Scotland 27% of holiday nights were spent camping or in caravans with 27% in hotels or motels, and 21% in other types of self catering.

In Wales 46% of holiday nights were spent camping or in caravans, 22% in other types of self catering accommodation, and 15% 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
Total	**£11,100**	**£1,830**	**£1,362**
Commercial accommodation	£10,003	£1,653	£1,247
Commercial serviced accommodation	£6,080	£1,026	£542
Hotel/motel	£4,874	£784	£355
Guest house/B&B	£775	£133	£142
Self catering (incl caravan and camping)	£4,053	£640	£735
Self catering (excl caravan and camping)	£2,384	£417	£341
Caravan or camping	£1,669	£223	£394
Touring caravan (towed)\campervan\motorhome	£457	£81	£71
Static caravan – not owned	£724	£84	£176
Static caravan – owned	£171	£22	£72
Tent	£290	£32	£68
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£79	£6	£1
Hostel	£43	£30	£5
Airbnb/Someone else's home	£227	£64	£39
Friend's home, Relative's home, Own second home\timeshare	£644	£123	£58

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 or motels, whereas in Wales, trips including caravan or camping account for the largest total spend.

Commercial accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp, Caravan or camping, Glamping/Alternative accommodation, AirBnB/Someone else's home, Rented self catering, University/School, Boat, Cruise ship,

Commercial serviced accommodation: Hotel, Motel, Serviced apartment, B & B, Guest house, Farmhouse, Hostel, Holiday camp with meals provided.

Self catering (incl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Tent, Touring caravan/motorhome, Static caravan, Holiday camp without meals provided, Hostel, Boat.

Self catering (excl caravan and camping): Rented flat/apartment/house/ chalet/villa/bungalow, Holiday camp without meals provided, Hostel, Boat.

Accommodation by Holiday Trips (continued)

Table 1.4.15 – Holiday Spend in GB

All Holiday Trips (millions)

	England	Scotland	Wales
Accommodation	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Commercial accommodation	90.1%	90.3%	91.6%
Commercial serviced accommodation	54.8%	56.1%	39.8%
Hotel/motel	43.9%	42.8%	26.1%
Guest house/B&B	7.0%	7.3%	10.4%
Self catering (incl caravan and camping)	36.5%	35.0%	54.0%
Self catering (excl caravan and camping)	21.5%	22.8%	25.0%
Caravan or camping	15.0%	12.2%	28.9%
Touring caravan (towed)\campervan\motorhome	4.1%	4.4%	5.2%
Static caravan – not owned	6.5%	4.6%	12.9%
Static caravan – owned	1.5%	1.2%	5.3%
Tent	2.6%	1.7%	5.0%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.7%	0.3%	0.1%
Hostel	0.4%	1.6%	0.4%
Airbnb/Someone else's home	2.0%	3.5%	2.9%
Friend's home, Relative's home, Own second home\timeshare	5.8%	6.7%	4.3%

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

In England and Scotland around 44% of money spent was on holiday trips using hotel or motel accommodation, while in Wales this was 26% of spend.

Similarly, in England 22% and Scotland 23% of spend was on holiday trips involving self catering (excluding caravan or camping), while in Wales this was 25%.

29% of money spent on holiday trips to Wales was on trips in which caravanning or camping were the main accommodation types used, compared to 15% in England and 12% in Scotland.

Type of place by destination

Table 1.4.16 – Trips in GB by type of place visited

	England	Scotland	Wales
Type of place visited	**Million**	**Million**	**Million**
Total	**97.397**	**11.803**	**10.021**
Seaside	21.188	1.786	4.594
City/large town	43.480	5.428	1.878
Small town	18.127	2.470	1.747
Countryside\village	15.879	2.431	2.138
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	21.8%	15.1%	45.8%
City/large town	44.6%	46.0%	18.7%
Small town	18.6%	20.9%	17.4%
Countryside\village	16.3%	20.6%	21.3%

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

In England 45% and Scotland 46% of trips had the main type of place visited as a city or large town, whereas for Wales the most popular location type was seaside and coastal (46%), which is higher than recent years.

Type of place by destination (continued)

Table 1.4.17 – Nights in GB by type of place visited

	England	Scotland	Wales
Purpose	**Million**	**Million**	**Million**
Total	**295.778**	**40.331**	**35.638**
Seaside	82.018	7.340	18.382
City/large town	110.710	14.009	4.222
Small town	49.733	7.514	5.046
Countryside\village	50.212	10.314	7.615
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	27.7%	18.2%	51.6%
City/large town	37.4%	34.7%	11.9%
Small town	16.8%	18.6%	14.2%
Countryside\village	17.0%	25.6%	21.4%

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

In England 37% and Scotland 35% of nights 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 12% of nights. In Wales most nights were spent on trips where the main type of place visited was seaside or coastal (52%).

Type of place by destination (continued)

Table 1.4.18 – Spend in GB by type of place visited

	England	Scotland	Wales
Purpose	**£Million**	**£Million**	**£Million**
Total	**£19,347**	**£2,762**	**£1,853**
Seaside	£4,755	£333	£968
City/large town	£8,646	£1,298	£275
Small town	£2,954	£489	£233
Countryside\village	£2,819	£541	£359
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	24.6%	12.1%	52.2%
City/large town	44.7%	47.0%	14.9%
Small town	15.3%	17.7%	12.6%
Countryside\village	14.6%	19.6%	19.4%

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

In England 45% and Scotland 47% of money was spent on trips where the main place visited was a city or large town. In Wales it was only 15% for city or large town, but 52% of spend was on trips were 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

	England	Scotland	Wales
Type of place visited	**Million**	**Million**	**Million**
Total	**45.231**	**6.607**	**6.412**
Seaside	15.984	1.192	3.783
City/large town	14.474	2.461	0.618
Small town	6.517	1.417	0.882
Countryside\village	8.877	1.759	1.310
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	35.3%	18.0%	59.0%
City/large town	32.0%	37.2%	9.6%
Small town	14.4%	21.4%	13.8%
Countryside\village	19.6%	26.6%	20.4%

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

In Wales 59% of holiday trips 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 (37%).

Type of place by holiday trips (continued)

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

	England	Scotland	Wales
Purpose	**Million**	**Million**	**Million**
Total	**151.103**	**24.659**	**24.487**
Seaside	65.416	4.992	15.749
City/large town	33.079	6.344	1.482
Small town	20.013	4.567	2.549
Countryside\village	30.914	7.959	4.565
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	43.3%	20.2%	64.3%
City/large town	21.9%	25.7%	6.1%
Small town	13.2%	18.5%	10.4%
Countryside\village	20.5%	32.3%	18.6%

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

In England and Wales the largest number of nights was spent on trips where the main place visited was seaside or coastal. This was 43% of holiday nights for England and 64% for trips to Wales. In Scotland the largest number of nights were spent on trips to countryside/village, 32%.

Type of place by holiday trips (continued)

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

	England	Scotland	Wales
Purpose	**£Million**	**£Million**	**£Million**
Total	**£11,100**	**£1,830**	**£1,362**
Seaside	£3,956	£247	£842
City/large town	£3,507	£716	£102
Small town	£1,487	£345	£140
Countryside\village	£2,051	£442	£267
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside	35.6%	13.5%	61.8%
City/large town	31.6%	39.1%	7.5%
Small town	13.4%	18.9%	10.3%
Countryside\village	18.5%	24.2%	19.6%

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

For holiday trips to Wales 62% 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 (39%).

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 (including child trips) (million)	118.556	103.798	9.401	5.357
Share of trips taken (%)	100%	88%	8%	5%
Adult resident population (million)	51.462	44.512	4.424	2.526
Share of population (%)	100%	86%	9%	5%
Average number of trips taken per adult resident	2.30	2.33	2.13	2.12

Table 1.5.2 – Nights taken & spend by country of residence

Residents of…

	GB	England	Scotland	Wales
Nights (including child trips) (million)	371.747	325.353	29.757	16.637
Average number of nights taken per adult resident	7.22	7.31	6.73	6.59
Spending (£ million)	£23,961	£20,770	£2,158	£1,033
Average spend per adult resident (£)	£466	£467	£488	£409

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

Residents of England took 103.8 million trips in 2018, 88% of all GB trips, while residents of Scotland took around 9.4 million and Welsh residents 5.4 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, around seven nights in total away on GB trips in 2017 (across an average of two trips) and spent an average of £466 on these trips overall. Welsh and Scottish residents spent slightly fewer nights away than English residents (6.6 and 6.7 compared to 7.3). Scottish residents spent the most, spending an average of £488 per resident, followed by English residents, who spent £466 and Welsh residents, who spent £409.

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	118.556	103.798	9.401	5.357
England	97.397	90.425	3.573	3.399
Scotland	11.803	5.751	5.788	0.264
Wales	10.021	8.155	0.116	1.750

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	82%	87%	38%	63%
Scotland	10%	6%	62%	5%
Wales	8%	8%	1%	33%

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

Almost nine out of every ten trips (87%) in England were taken by English residents, with trips from Scotland and Wales making up 6% and 8% respectively. Residents of Scotland were also most likely to take trips within their own country with 62% of trips being taken within Scotland. English residents' trips in Scotland made up 38% of the Scottish total, while just 1% of trips were from Wales.

In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of Wales – only 33% of Welsh trips were made by Welsh residents. 63% of trips to Wales were from England.

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	371.747	325.323	29.757	16.637
England	295.778	272.700	13.058	10.020
Scotland	40.331	23.168	16.123	1.039
Wales	35.638	29.485	0.575	5.578

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	80%	84%	44%	60%
Scotland	11%	7%	54%	6%
Wales	10%	9%	2%	34%

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 84% of nights (87% trips) on domestic trips taken in England**
- **For Scottish residents, the equivalent figure for nights was 54% (62% trips)**
- **For Welsh residents, the equivalent figure was 34% of nights (33% trips)**

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	£23,961	£20,770	£2,158	£1033
England	£19,347	£17,556	£1,092	£698
Scotland	£2,762	£1,667	£1,036	£58
Wales	£1,853	£1,547	£30	£276

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	81%	85%	51%	68%
Scotland	12%	8%	48%	6%
Wales	8%	7%	1%	27%

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

Similarly, spend shows the same pattern when looking at destination share:

- **English residents generate 85% of spend (84% nights) on domestic trips taken in England**
- **For Scottish residents, the equivalent figure was 48% of spend (54% nights)**
- **For Welsh residents, the equivalent figure was 27% of spend (34% nights)**

Origin and destination of trips

Table 1.5.11 – Net gains/losses of domestic tourism – 2018

	Trips	Nights	Spend
	Millions	Millions	Millions
England	-6.934	-29.575	-£1,424
Scotland	2.326	10.574	£603
Wales	4.608	19.001	£821

Table 1.5.10 – 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

Table 1.5.9 – 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

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	5.788	0.116	0.356	0.843	0.441	0.145	0.306	0.233	0.851	0.358	0.257
Wales	0.264	1.750	0.030	0.736	0.153	0.170	0.431	0.167	0.546	0.457	0.772
North East England	0.773	0.091	0.981	0.987	1.104	0.284	0.214	0.215	0.370	0.301	0.218
North West England	1.199	1.926	0.535	3.816	1.380	0.746	0.957	0.530	1.468	0.854	1.103
Yorkshire and the Humber	0.822	0.357	0.793	1.499	3.038	0.908	0.708	0.421	1.252	0.605	0.808
East Midlands	0.405	0.720	0.355	0.797	1.056	1.659	0.668	1.068	0.955	1.282	1.417
West Midlands	0.365	1.905	0.226	1.447	0.734	0.970	1.367	0.762	1.344	1.243	2.336
East of England	0.359	0.370	0.190	0.592	0.776	0.808	0.577	2.181	0.909	1.502	1.389
London	0.719	0.613	0.166	0.789	0.691	0.687	0.692	1.254	0.694	3.103	1.777
South East England	0.767	1.139	0.265	1.106	0.907	0.897	1.264	1.425	2.248	5.027	4.088
South West England	0.342	1.033	0.092	0.666	0.200	0.473	0.564	0.490	1.220	1.439	4.902
Total	11.803	10.021	3.989	13.278	10.479	7.747	7.749	8.746	11.858	16.172	19.066

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.

The largest proportion of all tourism trips to Wales are from the West Midlands and North West of England, both exceeding the number of trips taken by welsh residence.

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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	49.0%	1.2%	8.9%	6.3%	4.2%	1.9%	3.9%	2.7%	7.2%	2.2%	1.3%
Wales	2.2%	17.5%	0.8%	5.5%	1.5%	2.2%	5.6%	1.9%	4.6%	2.8%	4.0%
North East England	6.5%	0.9%	24.6%	7.4%	10.5%	3.7%	2.8%	2.5%	3.1%	1.9%	1.1%
North West England	10.2%	19.2%	13.4%	28.7%	13.2%	9.6%	12.3%	6.1%	12.4%	5.3%	5.8%
Yorkshire and the Humber	7.0%	3.6%	19.9%	11.3%	29.0%	11.7%	9.1%	4.8%	10.6%	3.7%	4.2%
East Midlands	3.4%	7.2%	8.9%	6.0%	10.1%	21.4%	8.6%	12.2%	8.1%	7.9%	7.4%
West Midlands	3.1%	19.0%	5.7%	10.9%	7.0%	12.5%	17.6%	8.7%	11.3%	7.7%	12.3%
East of England	3.0%	3.7%	4.8%	4.5%	7.4%	10.4%	7.4%	24.9%	7.7%	9.3%	7.3%
London	6.1%	6.1%	4.2%	5.9%	6.6%	8.9%	8.9%	14.3%	5.9%	19.2%	9.3%
South East England	6.5%	11.4%	6.6%	8.3%	8.7%	11.6%	16.3%	16.3%	19.0%	31.1%	21.4%
South West England	2.9%	10.3%	2.3%	5.0%	1.9%	6.1%	7.3%	5.6%	10.3%	8.9%	25.7%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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

The origins of visitors to London were more than other regions; 94% of overnight visits were made by non-London residents. The highest proportion of trips to London were from the South East of England (19%).

Except for Scotland, the region with the highest proportion of trips from residents of the same region is South East England, with 31% of trips.

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	16.123	0.575	1.604	2.341	1.413	0.588	1.168	0.757	2.608	1.235	1.312
Wales	1.039	5.578	0.097	1.752	0.339	0.399	1.282	0.879	1.384	1.483	2.253
North East England	2.491	0.359	2.753	2.568	3.038	0.808	1.026	0.905	0.870	1.259	0.956
North West England	4.203	7.088	1.244	9.456	4.106	2.415	2.745	1.630	4.263	3.350	5.254
Yorkshire and the Humber	4.541	1.228	2.507	4.243	7.987	2.485	2.454	1.588	2.993	2.043	3.893
East Midlands	1.635	2.581	1.199	2.126	3.307	4.282	1.463	3.384	1.846	3.832	6.304
West Midlands	1.545	6.719	0.650	3.028	2.530	2.297	3.315	2.965	2.851	3.611	10.620
East of England	1.395	1.508	0.499	1.687	2.026	2.558	1.208	6.406	1.954	4.204	6.213
London	2.519	2.100	0.413	1.937	1.832	1.907	1.874	3.343	1.713	7.740	5.478
South East England	3.269	4.224	0.915	3.158	2.709	2.690	2.677	4.732	4.718	12.860	15.953
South West England	1.570	3.678	0.933	1.819	0.575	1.207	1.381	1.464	2.682	4.404	15.629
Total	**40.331**	**35.638**	**12.814**	**34.116**	**29.862**	**21.637**	**20.595**	**28.050**	**27.880**	**46.021**	**73.865**

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 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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	40.0%	1.6%	12.5%	6.9%	4.7%	2.7%	5.7%	2.7%	9.4%	2.7%	1.8%
Wales	2.6%	15.7%	0.8%	5.1%	1.1%	1.8%	6.2%	3.1%	5.0%	3.2%	3.1%
North East England	6.2%	1.0%	21.5%	7.5%	10.2%	3.7%	5.0%	3.2%	3.1%	2.7%	1.3%
North West England	10.4%	19.9%	9.7%	27.7%	13.7%	11.2%	13.3%	5.8%	15.3%	7.3%	7.1%
Yorkshire and the Humber	11.3%	3.5%	19.6%	12.4%	26.7%	11.5%	11.9%	5.7%	10.7%	4.4%	5.3%
East Midlands	4.1%	7.2%	9.4%	6.2%	11.1%	19.8%	7.1%	12.1%	6.6%	8.3%	8.5%
West Midlands	3.8%	18.9%	5.1%	8.9%	8.5%	10.6%	16.1%	10.6%	10.2%	7.8%	14.4%
East of England	3.5%	4.2%	3.9%	4.9%	6.8%	11.8%	5.9%	22.8%	7.0%	9.1%	8.4%
London	6.2%	5.9%	3.2%	5.7%	6.1%	8.8%	9.1%	11.9%	6.1%	16.8%	7.4%
South East England	8.1%	11.9%	7.1%	9.3%	9.1%	12.4%	13.0%	16.9%	16.9%	27.9%	21.6%
South West England	3.9%	10.3%	7.3%	5.3%	1.9%	5.6%	6.7%	5.2%	9.6%	9.6%	21.2%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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

The regions with the largest proportion of nights spent by non–residents were London (94%), Wales (84%) and the West Midlands (84%).

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	£1,036	£30	£96	£211	£121	£37	£64	£65	£296	£119	£80
Wales	£58	£276	£4	£144	£23	£24	£81	£41	£149	£98	£133
North East England	£199	£16	£148	£243	£210	£51	£77	£43	£146	£78	£84
North West England	£304	£344	£82	£653	£252	£111	£158	£108	£485	£183	£322
Yorkshire and the Humber	£226	£117	£147	£266	£406	£137	£145	£59	£456	£133	£260
East Midlands	£94	£153	£71	£137	£173	£201	£104	£162	£192	£239	£361
West Midlands	£118	£346	£36	£276	£116	£163	£151	£149	£337	£238	£597
East of England	£140	£86	£32	£154	£122	£132	£88	£371	£157	£271	£391
London	£209	£127	£27	£174	£116	£71	£150	£174	£70	£430	£380
South East England	£262	£227	£101	£267	£157	£169	£228	£310	£437	£704	£884
South West England	£115	£130	£15	£153	£47	£95	£81	£89	£259	£212	£846
Total	**£2,762**	**£1,853**	**£759**	**£2,677**	**£1,744**	**£1,192**	**£1,327**	**£1,570**	**£2,984**	**£2,705**	**£4,338**

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. In particular, London residents spend even less per night in London than those from other regions.

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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	37.5%	1.6%	12.6%	7.9%	6.9%	3.1%	4.8%	4.1%	9.9%	4.4%	1.8%
Wales	2.1%	14.9%	0.5%	5.4%	1.3%	2.0%	6.1%	2.6%	5.0%	3.6%	3.1%
North East England	7.2%	0.9%	19.5%	9.1%	12.0%	4.3%	5.8%	2.7%	4.9%	2.9%	1.9%
North West England	11.0%	18.6%	10.8%	24.4%	14.4%	9.3%	11.9%	6.9%	16.3%	6.8%	7.4%
Yorkshire and the Humber	8.2%	6.3%	19.4%	9.9%	23.3%	11.5%	10.9%	3.8%	15.3%	4.9%	6.0%
East Midlands	3.4%	8.3%	9.4%	5.1%	9.9%	16.9%	7.8%	10.3%	6.4%	8.8%	8.3%
West Midlands	4.3%	18.7%	4.7%	10.3%	6.7%	13.7%	11.4%	9.5%	11.3%	8.8%	13.8%
East of England	5.1%	4.6%	4.2%	5.8%	7.0%	11.1%	6.6%	23.6%	5.3%	10.0%	9.0%
London	7.6%	6.9%	3.6%	6.5%	6.7%	6.0%	11.3%	11.1%	2.3%	15.9%	8.8%
South East England	9.5%	12.3%	13.3%	10.0%	9.0%	14.2%	17.2%	19.7%	14.6%	26.0%	20.4%
South West England	4.2%	7.0%	2.0%	5.7%	2.7%	8.0%	6.1%	5.7%	8.7%	7.8%	19.5%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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

In percentage terms, the pattern for expenditure is similar to that evident for bednights. The only region where residents spend more per night than visitors from outside the region is East of England, where 24% of spend is made by residents, but only 23% of nights.

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	3.437	0.051	0.190	0.524	0.212	0.071	0.101	0.083	0.295	0.077	0.125
Wales	0.107	1.074	0.006	0.349	0.053	0.081	0.143	0.049	0.173	0.135	0.468
North East England	0.511	0.040	0.601	0.613	0.841	0.213	0.082	0.131	0.123	0.143	0.093
North West England	0.664	1.477	0.218	2.435	0.626	0.287	0.357	0.110	0.478	0.270	0.576
Yorkshire and the Humber	0.484	0.237	0.352	0.779	1.664	0.444	0.231	0.130	0.482	0.149	0.417
East Midlands	0.179	0.479	0.136	0.468	0.673	0.778	0.242	0.537	0.313	0.567	0.859
West Midlands	0.198	1.544	0.086	0.822	0.308	0.600	0.580	0.245	0.442	0.518	1.757
East of England	0.245	0.195	0.086	0.242	0.337	0.350	0.171	1.254	0.257	0.726	0.892
London	0.272	0.252	0.034	0.258	0.154	0.221	0.154	0.472	0.128	1.403	0.865
South East England	0.324	0.568	0.062	0.273	0.210	0.229	0.321	0.573	0.712	2.356	2.395
South West England	0.185	0.494	0.022	0.273	0.031	0.118	0.140	0.101	0.388	0.429	3.276
Total	**6.607**	**6.412**	**1.792**	**7.036**	**5.110**	**3.393**	**2.521**	**3.686**	**3.793**	**6.773**	**11.723**

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 East and North West of England.

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

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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	52.0%	0.8%	10.6%	7.4%	4.1%	2.1%	4.0%	2.3%	7.8%	1.1%	1.1%
Wales	1.6%	16.7%	0.3%	5.0%	1.0%	2.4%	5.7%	1.3%	4.6%	2.0%	4.0%
North East England	7.7%	0.6%	33.5%	8.7%	16.5%	6.3%	3.3%	3.6%	3.2%	2.1%	0.8%
North West England	10.0%	23.0%	12.2%	34.6%	12.3%	8.5%	14.2%	3.0%	12.6%	4.0%	4.9%
Yorkshire and the Humber	7.3%	3.7%	19.6%	11.1%	32.6%	13.1%	9.2%	3.5%	12.7%	2.2%	3.6%
East Midlands	2.7%	7.5%	7.6%	6.7%	13.2%	22.9%	9.6%	14.6%	8.3%	8.4%	7.3%
West Midlands	3.0%	24.1%	4.8%	11.7%	6.0%	17.7%	23.0%	6.6%	11.7%	7.6%	15.0%
East of England	3.7%	3.0%	4.8%	3.4%	6.6%	10.3%	6.8%	34.0%	6.8%	10.7%	7.6%
London	4.1%	3.9%	1.9%	3.7%	3.0%	6.5%	6.1%	12.8%	3.4%	20.7%	7.4%
South East England	4.9%	8.9%	3.5%	3.9%	4.1%	6.7%	12.7%	15.5%	18.8%	34.8%	20.4%
South West England	2.8%	7.7%	1.2%	3.9%	0.6%	3.5%	5.6%	2.7%	10.2%	6.3%	27.9%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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.

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	10.296	0.248	0.668	1.551	0.711	0.316	0.386	0.250	0.863	0.196	0.823
Wales	0.720	3.355	0.032	0.750	0.165	0.257	0.439	0.221	0.301	0.423	1.574
North East England	1.755	0.193	1.824	1.753	2.537	0.637	0.248	0.670	0.238	0.549	0.438
North West England	2.538	6.049	0.603	6.118	1.770	0.820	1.184	0.353	1.205	0.943	3.558
Yorkshire and the Humber	2.958	0.881	1.016	2.178	4.559	1.413	0.588	0.629	1.032	0.448	2.250
East Midlands	0.936	1.976	0.445	1.426	2.068	2.560	0.684	2.162	0.496	1.807	4.549
West Midlands	0.908	5.625	0.297	1.721	1.752	1.588	1.110	0.840	0.820	1.718	8.612
East of England	1.050	0.848	0.232	0.847	0.962	1.310	0.454	4.072	0.515	2.504	4.693
London	1.236	1.044	0.073	0.697	0.545	0.558	0.272	1.360	0.194	4.080	3.124
South East England	1.345	2.364	0.202	1.102	0.603	0.961	0.701	2.214	1.199	7.099	10.190
South West England	0.917	1.905	0.055	0.924	0.065	0.302	0.314	0.311	0.823	1.525	11.463
Total	**24.659**	**24.487**	**5.447**	**19.066**	**15.736**	**10.721**	**6.380**	**13.083**	**7.688**	**21.292**	**51.274**

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.

The West Midlands had an equivalent number of bednights taken by residents of the North West as the West Midlands itself.

The largest number of bednights in any region are taken by residents of the South West, taking trips within the South West of England.

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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	41.8%	1.0%	12.3%	8.1%	4.5%	2.9%	6.1%	1.9%	11.2%	0.9%	1.6%
Wales	2.9%	13.7%	0.6%	3.9%	1.0%	2.4%	6.9%	1.7%	3.9%	2.0%	3.1%
North East England	7.1%	0.8%	33.5%	9.2%	16.1%	5.9%	3.9%	5.1%	3.1%	2.6%	0.9%
North West England	10.3%	24.7%	11.1%	32.1%	11.2%	7.6%	18.6%	2.7%	15.7%	4.4%	6.9%
Yorkshire and the Humber	12.0%	3.6%	18.7%	11.4%	29.0%	13.2%	9.2%	4.8%	13.4%	2.1%	4.4%
East Midlands	3.8%	8.1%	8.2%	7.5%	13.1%	23.9%	10.7%	16.5%	6.5%	8.5%	8.9%
West Midlands	3.7%	23.0%	5.5%	9.0%	11.1%	14.8%	17.4%	6.4%	10.7%	8.1%	16.8%
East of England	4.3%	3.5%	4.3%	4.4%	6.1%	12.2%	7.1%	31.1%	6.7%	11.8%	9.2%
London	5.0%	4.3%	1.3%	3.7%	3.5%	5.2%	4.3%	10.4%	2.5%	19.2%	6.1%
South East England	5.5%	9.7%	3.7%	5.8%	3.8%	9.0%	11.0%	16.9%	15.6%	33.3%	19.9%
South West England	3.7%	7.8%	1.0%	4.8%	0.4%	2.8%	4.9%	2.4%	10.7%	7.2%	22.4%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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

Scotland has the highest proportion of holiday bednights taken by residents, followed by North East, South East, North West and East of England.

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)

	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
Area of origin	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**	**Millions**
Scotland	£757	£16	£73	£151	£87	£24	£23	£33	£131	£43	£51
Wales	£32	£191	£2	£96	£11	£16	£37	£14	£44	£39	£92
North East England	£141	£10	£96	£186	£178	£44	£15	£30	£59	£47	£29
North West England	£195	£290	£48	£486	£143	£69	£89	£21	£155	£56	£204
Yorkshire and the Humber	£160	£89	£69	£184	£286	£85	£39	£29	£163	£33	£165
East Midlands	£45	£117	£39	£99	£136	£155	£44	£106	£82	£138	£267
West Midlands	£75	£314	£23	£195	£66	£123	£96	£62	£137	£130	£502
East of England	£112	£55	£17	£81	£67	£76	£31	£271	£70	£161	£290
London	£106	£64	£4	£66	£54	£31	£29	£95	£29	£272	£252
South East England	£124	£135	£20	£94	£43	£77	£64	£175	£151	£481	£649
South West England	£83	£81	£3	£79	£6	£29	£25	£16	£111	£102	£669
Total	**£1,830**	**£1,362**	**£395**	**£1,716**	**£1,078**	**£727**	**£490**	**£850**	**£1,131**	**£1,502**	**£3,171**

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 and Wales.

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 (%)

	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
Area of origin	%	%	%	%	%	%	%	%	%	%	%
Scotland	41.4%	1.2%	18.5%	8.8%	8.1%	3.3%	4.7%	3.9%	11.6%	2.9%	1.6%
Wales	1.7%	14.0%	0.5%	5.6%	1.0%	2.2%	7.6%	1.6%	3.9%	2.6%	2.9%
North East England	7.7%	0.7%	24.3%	10.8%	16.5%	6.1%	3.1%	3.5%	5.2%	3.1%	0.9%
North West England	10.7%	21.3%	12.2%	28.3%	13.3%	9.5%	18.2%	2.5%	13.7%	3.7%	6.4%
Yorkshire and the Humber	8.7%	6.5%	17.5%	10.7%	26.5%	11.7%	8.0%	3.4%	14.4%	2.2%	5.2%
East Midlands	2.5%	8.6%	9.9%	5.8%	12.6%	21.3%	9.0%	12.5%	7.3%	9.2%	8.4%
West Midlands	4.1%	23.1%	5.8%	11.4%	6.1%	16.9%	19.6%	7.3%	12.1%	8.7%	15.8%
East of England	6.1%	4.0%	4.3%	4.7%	6.2%	10.5%	6.3%	31.9%	6.2%	10.7%	9.1%
London	5.8%	4.7%	1.0%	3.8%	5.0%	4.3%	5.9%	11.2%	2.6%	18.1%	7.9%
South East England	6.8%	9.9%	5.1%	5.5%	4.0%	10.6%	13.1%	20.6%	13.4%	32.0%	20.5%
South West England	4.5%	5.9%	0.8%	4.6%	0.6%	4.0%	5.1%	1.9%	9.8%	6.8%	21.1%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

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

The regions with the largest proportion of spend by their own residents are Scotland, South East and East of England.

2018 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 – 2018 by both country visited and purpose.

Longer term domestic tourism trends in trips of all purposes [2011-2018]

- In 2018 there were 118.6 million trips to GB. This represents a -0.9% annual decrease on the average volume of trips in the past 8 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 2018 there were 97.4 million trips to England. This represents a -0.9% average annual decrease on the average volume of trips in the past 8 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 2018 there were 11.8 million trips to Scotland. This represents an average -1.8% per annum decrease on the average volume of trips in the past 8 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 2018 there were 10.0 million trips to Wales. This represents a +0.6% per annum increase on the average volume of trips in the past 8 years. The volume of trips reached the peak in 2015 at 10.4 million trips, and the low point in 2017 at 9.0 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 -0.9% per annum, as has the volume of nights, decreasing by -0.5% 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 -1.8% per annum. The volume of nights in Scotland has also decreased since 2011, by -1.9% per annum. In the same period, the spend on these trips was down by -0.3% per annum.

Trends in tourism trips, nights and spend within Wales

- The long term trend of tourism trips in Wales, from 2011 to 2018, shows an average annual increase in trip volume of +0.6%. The volume of bednights shows a decrease since 2011, of -0.4% per annum. In the same period spend is up +1.8% 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 2018, of +1.1% per annum. Families have seen no change over time. However, both the pre-nesters and the older independents saw declines in holiday tourism trips over this period.

Tourism trips taken in GB

Table 1.7.1 – Tourism trips taken in GB (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
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%	118.556	-1.8%	-0.9%
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%	371.747	+0.6%	-0.6%
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%	£23,961	+1.2%	+1.3%
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%**	**3.12**	**+2.0%**	**+0.3%**
Average spend per trip	**£179**	**£190**	**+6.2%**	**£190**	**0.0%**	**£199**	**+4.7%**	**£200**	**+0.3%**	***£193***	**£193**	**0.0%**	**£196**	**+1.6%**	**£202**	**+3.1%**	**+2.3%**
Average spend per night	**£59**	**£62**	**+5.1%**	**£62**	**0.0%**	**£65**	**+4.8%**	**£66**	**+1.3%**	***£64***	**£64**	**0.0%**	**£64**	**0.0%**	**£64**	**0.0%**	**+1.6%**

Showing GB tourism trips, nights and spend for all purposes between 2011 and 2018.

Compared with 2017 the volume of tourism trips has fallen by -1.8%. The trend since 2011, is a marginally negative one with a decrease of -0.9% each year in this period.

During 2018 the number of bednights increased by +0.6%, and since 2011 bednights have seen a similar decrease to trips (-0.6%)

Spend in 2018 was +1.2% higher than the previous year, and has increased by an average of +1.3% per annum since 2011.

**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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	Millions		Millions		Millions		Millions			Millions		Millions				
All tourism	126.635	126.019	-0.5%	122.905	-2.5%	114.242	-7.0%	124.426	+8.9%	*125.162*	119.455	-4.6%	120.676	+1.0%	118.556	-1.8%	-0.9%
Total holiday (including VFR - holiday)	**82.350**	**83.142**	**+1.0%**	**82.616**	**-0.6%**	**79.210**	**-4.1%**	**85.185**	**+7.5%**	***86.265***	**84.833**	**-1.7%**	**88.024**	**+3.8%**	**85.845**	**-2.5%**	**+0.5%**
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%	58.096	-3.7%	+0.6%
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%	23.582	-0.1%	+0.7%
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%	4.167	+1.6%	-1.9%
Holiday	**58.435**	**57.695**	**-1.3%**	**56.969**	**-1.3%**	**52.903**	**-7.1%**	**55.960**	**+5.8%**	***57.110***	**55.888**	**-2.1%**	**59.149**	**+5.8%**	**57.894**	**-2.1%**	**-0.3%**
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%	37.538	-2.5%	0.0%
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%	17.622	-1.7%	-0.5%
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%	2.734	1.2%	-2.7%
VFR	**45.723**	**45.137**	**-1.3%**	**44.200**	**-2.1%**	**42.533**	**-3.8%**	**46.554**	**+9.5%**	***46.582***	**42.294**	**-9.2%**	**41.805**	**-1.2%**	**41.050**	**-1.8%**	**-1.4%**
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%	27.951	-3.2%	+2.4%
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%	13.099	1.3%	-6.6%
Business / work	**18.572**	**18.944**	**+2.0%**	**17.772**	**-6.2%**	**15.895**	**-10.6%**	**16.495**	**+3.8%**	***16.997***	**16.765**	**-1.4%**	**16.531**	**-1.4%**	**16.272**	**-1.6%**	**-2.2%**

Showing the volume of trips in GB between 2011 and 2018 split by purpose.

In total, across all trip purposes, a fall of -1.8% was observed in 2018; although examining the trend from 2011 to 2018, a decrease of -0.9% 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 85.8 million trips having been taken for this purpose during 2018, a decrease compared to 2017, of -2.5%. Of these trips, 58.1 million were shorter in length, lasting 1-3 nights.

Holiday trips in Britain (excluding VFR) have similarly decreased in 2018, by -2.1% to 57.9 million, compared to 2017.

2018 saw a decrease in VFR trips, with 41.1 million trips taken, a decline of -1.8%. A decline was also evident amongst overnight business trips, down -1.6% on 2017, to 16.3 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 (2011-2018) *

	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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	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%	371.75	+0.6%	-0.6%
Total holiday (including VFR - holiday)	**281.51**	**282.41**	**+0.3%**	**277.70**	**-1.7%**	**264.45**	**-4.8%**	**283.13**	**+7.0%**	***285.87***	**275.26**	**-3.7%**	**290.35**	**+5.5%**	**289.44**	**-0.3%**	**+0.3%**
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%	112.18	-2.4%	+0.9%
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%	123.95	-0.1%	+0.5%
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%	53.31	+3.7%	-1.1%
Holiday	**208.49**	**203.10**	**-2.6%**	**198.23**	**-2.4%**	**184.80**	**-6.8%**	**194.64**	**+5.3%**	***196.10***	**190.90**	**-2.7%**	**202.32**	**+6.0%**	**200.25**	**-1.0%**	**-0.6%**
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%	73.13	-1.5%	+0.2%
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%	93.78	-1.6%	-0.6%
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%	33.35	+1.9%	-2.6%
VFR	**125.70**	**129.03**	**+2.7%**	**124.77**	**-3.3%**	**118.26**	**-5.2%**	**131.34**	**+11.1%**	***131.38***	**116.07**	**-11.7%**	**119.23**	**+2.7%**	**122.55**	**+2.8%**	**-0.1%**
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%	89.12	+1.2%	+3.0%
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%	33.34	+6.9%	-5.7%
Business / work	**41.76**	**44.47**	**+6.5%**	**41.53**	**-6.6%**	**38.11**	**-8.2%**	**37.64**	**-1.2%**	***38.83***	**38.72**	**-0.3%**	**37.98**	**-1.9%**	**38.95**	**+2.6%**	**-1.3%**

Showing the volume of nights in GB between 2011 and 2018 split by purpose.

In 2018, the number of nights spent has increased to 371.8 million, with a +0.6% uplift on 2017. However, between 2011 and 2018 the overall average annual percentage change was -0.6%.

Total domestic holiday bednights (including VFR) saw a fall of -0.3% compared to 2017 (at 289.4 million). Trips of more than a week increased the most within this holiday type (+3.7%).

Similarly, thrse was a decrease (-1.0%) in the number of holiday bednights in 2018. Again, trips of more than a week saw the greatest increase within holidays (exc. VFR) (+1.9%).

Nights visiting friends & relatives increased by +2.8% to 119.2 million. The number of nights spent on business trips also increased (by +2.6%) to 39.0 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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
	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%	£23,961	+1.2%	+1.3%
Total holiday (including VFR - holiday)	**£15,698**	**£16,765**	**+6.8%**	**£16,457**	**-1.8%**	**£16,286**	**-1.0%**	**£17,903**	**+9.9%**	***£17,411***	**£16,585**	**-4.7%**	**£17,404**	**+4.9%**	**£17,604**	**+1.1%**	**+2.2%**
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%	£9,346	-0.1%	+2.6%
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%	£6,684	-0.1%	+2.5%
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%	£1,575	+15.8%	-0.8%
Holiday	**£13,000**	**£13,763**	**+5.9%**	**£13,472**	**-2.1%**	**£13,065**	**-3.0%**	**£14,171**	**+8.5%**	***£13,874***	**£13,313**	**-4.0%**	**£14,134**	**+6.2%**	**£14,292**	**+1.1%**	**+1.8%**
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%	£7,336	+1.2%	+2.3%
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%	£5,724	-1.5%	+1.9%
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%	£1,232	+14.6%	-1.1%
VFR	**£4,727**	**£5,083**	**+7.5%**	**£4,847**	**-4.6%**	**£4,990**	**+3.0%**	**£5,646**	**+13.2%**	***£5,438***	**£4,695**	**-13.7%**	**£4,651**	**-0.9%**	**£4,705**	**+1.2%**	**+0.8%**
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%	£3,312	+1.3%	+4.0%
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%	£1,393	+0.9%	-4.7%
Business / work	**£4,400**	**£4,486**	**+2.0%**	**£4,388**	**-2.2%**	**£4,101**	**-6.5%**	**£4,013**	**-2.1%**	***£4,090***	**£4,369**	**+6.8%**	**£4,245**	**-2.8%**	**£4,371**	**+3.0%**	**-0.2%**

Showing the value of spend in GB between 2011 and 2018 split by purpose.

Expenditure on total overnight trips was up +1.2% compared to 2017, with an increase of +1.3% per annum between 2011-2018.

Spend on holiday overnights (including VFR) increased in 2018 by +1.1% to £17.6 billion; that spent on holidays (excluding VFR) was also up, by +1.1% compared to 2017 at £14.3 billion.

Spend on trips to visit friends and relatives was higher (+1.2%) in 2018 to £4.7 billion, as was spend on business trips, up by +3.0% to £4.4 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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	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%	97.397	-3.2%	-0.9%
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%	295.778	-1.2%	-0.5%
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%	£19,347	+1.6%	+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%**	**3.02**	**+1.3%**	**+0.4%**
Average spend per trip	**£172**	**£187**	**+8.5%**	**£184**	**-1.6%**	**£195**	**+6.0%**	**£191**	**-2.3%**	***£184***	**£186**	**+1.1%**	**£189**	**+1.6%**	**£198**	**+4.8%**	**+2.6%**
Average spend per night	**£58**	**£63**	**+8.4%**	**£63**	**0.0%**	**£66**	**+4.8%**	**£65**	**-1.0%**	***£63***	**£64**	**+1.6%**	**£64**	**0.0%**	**£65**	**+1.6%**	**+2.2%**

Showing England tourism trips, nights and spend for all purposes between 2011 and 2018.

For 2018, the volume of overnight domestic trips to England was 97.4 million, a decrease of -3.2% compared to 2017.

There was also a decrease in the number of nights spent in England to 295.8 million (-1.2%) and an increase in spend (+1.6%) to £19.3 billion.

While the average length of trips in England has remained relatively unchanged since 2011 (+0.4% per annum increase), the value of these trips has increase slightly (+2.6% 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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	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%	97.397	-3.2%	-0.9%
Total holiday (including VFR - holiday)	**66.645**	**67.468**	**+1.2%**	**66.868**	**-0.9%**	**63.003**	**-5.8%**	**68.920**	**+9.4%**	***69.843***	**69.934**	**+0.1%**	**72.224**	**+3.3%**	**69.437**	**-3.9%**	**+0.5%**
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%	47.848	-5.4%	+0.6%
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%	18.420	+0.3%	+0.9%
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%	3.170	-4.3%	-2.0%
Holiday	**46.157**	**45.992**	**-0.4%**	**44.926**	**-2.3%**	**40.740**	**-9.3%**	**43.724**	**+7.3%**	***44.695***	**44.706**	**0.0%**	**47.245**	**+5.7%**	**45.231**	**-4.3%**	**-0.5%**
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%	29.724	-5.4%	-0.3%
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%	13.512	-1.3%	-0.3%
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%	1.996	-6.6%	-2.6%
VFR	**39.382**	**38.920**	**-1.2%**	**38.194**	**-1.9%**	**35.908**	**-6.0%**	**40.552**	**+12.9%**	***40.610***	**36.912**	**-9.1%**	**36.606**	**-0.8%**	**35.494**	**-3.0%**	**-1.3%**
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%	24.206	-3.2%	+2.6%
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%	11.288	-2.7%	-6.5%
Business / work	**15.502**	**15.901**	**+2.6%**	**15.589**	**-2.0%**	**13.547**	**-13.1%**	**13.868**	**+2.4%**	***14.207***	**14.125**	**-0.6%**	**14.166**	**+0.3%**	**13.952**	**-1.5%**	**-1.7%**

Showing the volume of trips in England between 2011 and 2018 split by purpose.

A decrease of -3.2% over 2017 was observed at the total level of trips to England (across all purposes). If examining the long term trend from 2011 a decrease is observed (-0.9% per annum).

In 2018 total holiday trips to England (including VFR) saw a decrease of -3.9% compared to 2017, with an annual average increase of +0.5% since 2011. Holidays lasting 8+ nights have decreased by -2.0% on average each year.

Non-VFR holiday volumes also saw a decrease, of -4.3% compared to 2017 and the total for VFR trips in 2018 was down by -3.0% over the same period.

Looking at business trips taken in England there was a decrease of -1.5% over 2017.

**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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
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%	11.803	+1.2%	-1.8%
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%	40.331	+3.2%	-1.9%
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%	£2,762	-8.1%	-0.3%
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%**	**3.42**	**+2.1%**	**0.0%**
Average spend per trip	**£226**	**£227**	**+0.3%**	**£238**	**+4.9%**	**£229**	**-3.8%**	**£274**	**+19.7%**	***£257***	**£252**	**-1.9%**	**£258**	**+2.4%**	**£234**	**-9.3%**	**+1.8%**
Average spend per night	**£66**	**£67**	**+1.1%**	**£68**	**+1.5%**	**£69**	**+1.5%**	**£79**	**+14.5%**	***£74***	**£75**	**+1.4%**	**£77**	**+2.7%**	**£69**	**-10.4%**	**+1.8%**

Showing Scotland tourism trips, nights and spend for all purposes between 2011 and 2018.

The volume of trips taken in Scotland during 2018 increased by +1.2% compared to 2017, with 11.8 million trips being taken. On average, there has been a fall in trip volume across the period 2011 to 2018, of -1.8% per annum.

The average length of trips in Scotland has remained unchanged since 2011. In 2018 average spend per trip fell by -9.3% versus 2017, and spend per night spend also fell, by -10.4%.

**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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	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%	11.803	+1.2%	-1.8%
Total holiday (including VFR - holiday)	**8.908**	**8.718**	**-2.1%**	**8.799**	**+0.9%**	**8.867**	**+0.8%**	**8.660**	**-2.3%**	***8.792***	**8.062**	**-8.3%**	**8.755**	**+8.6%**	**8.824**	**+0.8%**	**-0.2%**
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%	5.522	+4.4%	0.0%
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%	2.562	-10.9%	0.0%
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%	0.739	+24.8%	-0.1%
Holiday	**6.572**	**6.168**	**-6.2%**	**6.480**	**+5.1%**	**6.302**	**-2.8%**	**6.364**	**+1.0%**	***6.516***	**5.929**	**-9.0%**	**6.512**	**+9.8%**	**6.608**	**+1.5%**	**-0.1%**
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%	4.137	+9.0%	+0.1%
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%	1.947	-15.8%	-0.4%
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%	0.524	+29.4%	+0.1%
VFR	**4.106**	**4.031**	**-1.8%**	**3.470**	**-13.9%**	**4.036**	**+16.3%**	**3.461**	**-14.3%**	***3.433***	**3.037**	**-11.5%**	**3.041**	**+0.1%**	**3.255**	**+7.0%**	**-2.6%**
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%	2.217	-1.2%	-0.3%
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%	1.038	+30.1%	-5.0%
Business / work	**2.186**	**2.146**	**-1.8%**	**1.973**	**-8.1%**	**1.921**	**-2.6%**	**1.731**	**-9.9%**	***1.857***	**1.912**	**+3.0%**	**1.827**	**-4.5%**	**1.596**	**-12.6%**	**-5.2%**

Showing the volume of trips in Scotland between 2011 and 2018 split by purpose.

Overall, the volume of total trips, for any purpose was up +1.2% on 2017 to 11.8 million.

Looking at holiday trips (including VFR) taken in Scotland, they also increased during 2018, by +0.8% to 8.8 million but decreased by -0.2% per annum over 2011 – 2018.

Holiday trips (excluding VFR) followed a similar pattern, with a +1.5% increase in 2018, driven by an increase in shorter (1-3 nights) and longer (8 night +) holidays.

VFR trips to Scotland increased by +7.0% during 2018, while the volume of business trips taken in Scotland decreased by -12.6%.

**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.*

Tourism trips taken in Wales

Table 1.7.9 – Tourism trips taken in Wales (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
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%	10.021	+11.1%	+0.6%
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%	35.638	+15.0%	-0.4%
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%	£1,853	+13.8%	+1.8%
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%**	**3.56**	**+3.8%**	**-0.2%**
Average spend per trip	**£179**	**£165**	**-7.8%**	**£171**	**+3.6%**	**£173**	**+1.2%**	**£189**	**+9.3%**	***£184***	**£181**	**-1.5%**	**£180**	**-0.6%**	**£185**	**+2.8%**	**+1.0%**
Average spend per night	**£50**	**£46**	**-8.0%**	**£50**	**+8.7%**	**£49**	**-2.0%**	**£55**	**+12.2%**	***£53***	**£51**	**-3.8%**	**£53**	**+3.9%**	**£52**	**-1.9%**	**+1.2%**

Showing Wales tourism trips, nights and spend for all purposes between 2011 and 2018.

In 2018, the volume of overnight domestic tourism trips in Wales increased by +11.1% to 10.0 million trips. The long term trend shows a an average increase of +0.6% per annum.

The volume of bednights also increased during 2018, by +15.0% to 35.7 million. The long term trend from 2011 is an average decrease of -0.4% per annum.

In the same period (2011-2018) spend increased by +1.8% per annum. This increase was greater between 2017 and 2018 (+13.8%).

**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 (2011-2018)*

	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)	2018	% change (17-18)	Average annual % change (11-18)
	Millions	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%	10.021	+11.1%	+0.6%
Total holiday (including VFR - holiday)	**7.290**	**7.458**	**+2.3%**	**7.652**	**+2.6%**	**7.972**	**+4.2%**	**8.188**	**+2.7%**	***8.248***	**7.445**	**-9.7%**	**7.508**	**+0.9%**	**8.085**	**+7.7%**	**+1.5%**
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%	4.772	+5.0%	+2.6%
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%	2.799	+6.4%	+0.8%
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%	0.515	+54.7%	+1.9%
Holiday	**6.036**	**5.914**	**-2.0%**	**6.091**	**+3.0%**	**6.357**	**+4.4%**	**6.251**	**-1.7%**	***6.293***	**5.588**	**-11.2%**	**5.712**	**+2.2%**	**6.412**	**+12.3%**	**+1.0%**
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%	3.706	+10.2%	+2.6%
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%	2.285	+9.3%	-0.5%
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%	0.421	+61.9%	+5.9%
VFR	**2.438**	**2.372**	**-2.7%**	**2.753**	**+16.1%**	**2.839**	**+3.1%**	**2.793**	**-1.6%**	***2.809***	**2.632**	**-6.3%**	**2.366**	**-10.1%**	**2.477**	**+4.7%**	**+0.5%**
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%	1.673	-6.8%	+4.7%
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%	0.804	+40.8%	-1.2%
Business / work	**0.994**	**1.101**	**+10.8%**	**0.870**	**-21.0%**	**0.574**	**-34.0%**	**0.974**	**+69.7%**	***0.992***	**0.790**	**-20.4%**	**0.622**	**-21.3%**	**0.826**	**+32.8%**	**+2.4%**

Showing the volume of trips in Wales between 2011 and 2018 split by purpose.

Overall, the volume of all tourism trips taken in Wales rose during 2018, by +11.1% to 10.0 million.

Looking at total holidays (including VFR), an increase was observed from 2017 to 2018, by +7.7% and the average annual percentage change was +1.5% per annum.

Holidays excluding VFR, increased by +12.3% from 2017 to 2018, and when looking at the past 8 years overall an increase of +1.0% was observed.

VFR trips to Wales increase by +4.7% during 2018, as did the volume of business trips taken in Wales, by +32.8% (although from a small base).

**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 (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	Average annual % change (11-18)
	£million	£million		£million		£million		£million				£million		£million		
Total	**£22,666**	**£23,976**	**+5.8%**	**£23,294**	**-2.8%**	**£22,692**	**-2.6%**	**£24,825**	**+9.4%**	£23,079	**-7.0%**	**£23,683**	**+2.6%**	**£23,961**	**+1.2%**	**+0.9%**
Price of package holiday / inclusive trip	£891	£1,046	+17.4%	£912	-12.8%	£875	-4.1%	£920	+5.1%	£716	-22.2%	£719	+0.4%	£732	+1.8%	-2.0%
% share	4%	4%	-	4%		4%	-	4%	-	3%	-	3%	-	3%	-	-
Accommodation	£7,528	£7,870	+4.5%	£7,888	+0.2%	£8,091	+2.6%	£8,627	+6.6%	£8,672	+0.5%	£9,042	+4.3%	£9,170	+1.4%	+2.5%
% share	33%	33%	-	34%	-	36%	-	35%	-	38%	-	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%	£4,202	-11.5%	£4,316	+2.7%	£4,450	+3.1%	-0.9%
% share	21%	21%	-	21%	-	20%	-	19%	-	18%	-	18%	-	19%	-	-
Services or advice (e.g. travel guides, tourist information)	£39	£74	+89.7%	£42	-43.2%	£57	+35.7%	£56	-1.8%	£37	-33.9%	£46	+24.3%	£44	-4.3%	+9.5%
% share	*	*	-	*	-	*	-	*	-	*	-	*	-	*	-	-
Buying clothes	£1,191	£1,313	+10.2%	£1,155	-12.0%	£1,080	-6.5%	£1,147	+6.2%	£1,087	-5.2%	£942	-13.3%	£914	-3.0%	-3.4%
% share	5%	5%	-	5%	-	5%	-	5%	-	5%	-	4%	-	4%	-	-
Eating and drinking out	£4,543	£4,640	+2.1%	£4,635	-0.1%	£4,563	-1.6%	£5,269	+15.5%	£4,817	-8.6%	£5,035	+4.5%	£5,099	+1.3%	+1.9%
% 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%	£1,949	-11.4%	£1,931	-0.9%	£1,952	+1.1%	-0.5%
% share	9%	9%	-	9%	-	8%	-	9%	-	8%	-	8%	-	8%	-	-
Entertainment	£1,223	£1,450	+18.6%	£1,398	-3.6%	£1,303	-6.8%	£1,452	+11.4%	£1,323	-8.9%	£1,332	+0.7%	£1,323	-0.7%	+1.5%
% share	5%	6%	-	6%	-	6%	-	6%	-	6%	-	6%	-	6%	-	-
Anything else	£364	£427	+17.3%	£362	-15.2%	£321	-11.3%	£402	+25.2%	£276	-31.3%	£320	+15.9%	£278	-13.1%	-1.8%
% share	2%	2%	-	2%	-	1%	-	2%	-	1%	-	1%	-	1%	-	-

Showing the breakdown of tourism expenditure in GB between 2011 and 2018.

Overall, tourism expenditure in GB over the period 2011-2018 has increased by +0.9% per annum (before inflation).

Accommodation continues to be the largest part of spend on overnight domestic trips, accounting for 38% on average. Over the past eight years accommodation (+2.5% per annum) has seen the greatest increases in spend, of the major categories.

The other major components of spend are easting a drinking out (21%) and travel costs (19%).

The 'services or advice' category has seen the largest increase in spend (+9.5% per annum), although caution should be used when examining this category due to the low base size.

Holiday tourism expenditure in GB

Table 1.7.12 – Holiday tourism expenditure breakdown in GB (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	Average annual % change (11-18)
	£million	£million		£million		£million		£million		£million		£million		£million		
Total	**£13,000**	**£13,763**	**+5.9%**	**£13,472**	**-2.1%**	**£13,065**	**-3.0%**	**£14,171**	**8.5%**	**£13,313**	**-6.1%**	**£14,134**	**+6.2%**	**£14,292**	**+1.1%**	**+1.5%**
Price of package holiday/ inclusive trip	£745	£812	+9.0%	£678	-16.5%	£699	+3.1%	£664	-5.0%	£602	-9.3%	£606	+0.7%	£666	+9.9%	-1.2%
% share	6%	6%	-	5%	-	5%	-	5%	-	5%	-	4%	-	5%	-	-
Accommodation	£4,649	£4,913	+5.7%	£4,911	0.0%	£5,097	+3.8%	£5,415	+6.2%	£5,337	-1.4%	£5,744	+7.6%	£5,824	+1.4%	+3.3%
% share	36%	36%	-	36%	-	39%	-	38%	-	40%	-	41%	-	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%	£1,601	-12.9%	£1,748	+9.2%	£1,779	+1.8%	-0.7%
% share	15%	14%	-	15%	-	14%	-	13%	-	12%	-	12%	-	12%	-	-
Services or advice (e.g. travel guides, tourist information)	£28	£36	+28.6%	£27	-25.0%	£32	+18.5%	£38	+18.8%	£25	-34.2%	£34	+36.0%	£30	-11.8%	+4.4%
% share	*	*	-	-	-	*	-	*	-	*	-	*	-	*	-	-
Buying clothes	£696	£807	+16.0%	£742	-8.1%	£619	-16.6%	£676	+9.2%	£690	+2.1%	£590	-14.5%	£581	-1.5%	-1.9%
% share	5%	6%	-	6%	-	5%	-	5%	-	5%	-	4%	-	4%	-	-
Eating and drinking out	£2,620	£2,688	+2.6%	£2,631	-2.1%	£2,618	-0.5%	£3,000	+14.6%	£2,710	-9.7%	£3,024	+11.6%	£3,027	+0.1%	+2.4%
% share	20%	20%	-	20%	-	20%	-	21%	-	20%	-	21%	-	21%	-	-
Other shopping	£1,317	£1,373	+4.3%	£1,360	-1.0%	£1,194	-12.2%	£1,373	+15.0%	£1,271	-7.4%	£1,314	+3.4%	£1,307	-0.5%	+0.2%
% share	10%	10%	-	10%	-	9%	-	10%	-	10%	-	9%	-	9%	-	-
Entertainment	£829	£980	+18.2%	£951	-3.0%	£863	-9.3%	£967	+12.1%	£929	-3.9%	£908	-2.3%	£920	+1.3%	+1.9%
% share	6%	7%	-	7%	-	7%	-	7%	-	7%	-	6%	-	6%	-	-
Anything else	£211	£211	0.0%	£208	-1.4%	£168	-19.2%	£199	+18.5%	£149	-25.1%	£165	+10.7%	£159	-3.6%	-2.9%
% share	2%	2%	-	2%	-	1%	-	1%	-	1%	-	1%	-	1%	-	-

Showing the breakdown of holiday tourism expenditure in GB between 2011 and 2018.

Spend on holidays shows a similar pattern, with 41% of spend going on accommodation, 21% on eating a drinking and 12% on travel.

Holiday trips show a similar long term trend, with accommodation (+3.3% per annum) again seeing a large increase.

The category to see the largest decrease was 'package holiday' (-1.2% per annum on average).

Tourism expenditure in England

Table 1.7.13 – Tourism expenditure breakdown in England (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	£17,914	£19,497	**£18,710**	**£18,085**	**£19,571**	**£18,492**	**£19,049**	**£19,347**	**+1.6%**
Price of package holiday/inclusive trip	£741	£851	£725	£728	£682	£534	£545	£545	0.0%
% share	4%	4%	4%	4%	3%	3%	3%	3%	-
Accommodation	£5,976	£6,450	£6,360	£6,486	£6,896	£6,942	£7,357	£7,468	+1.5%
% share	33%	33%	34%	36%	35%	38%	39%	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	£3,593	+4.4%
% share	21%	20%	21%	20%	19%	18%	18%	19%	-
Services or advice (e.g. travel guides, tourist information)	£29	£57	£36	£42	£39	£31	£34	£38	+11.8%
% share	*	*	*	*	*	*	*	*	-
Buying clothes	£947	£1,082	£920	£891	£934	£864	£759	£754	-0.7%
% share	5%	6%	5%	5%	5%	5%	4%	4%	-
Eating and drinking out	£3,614	£3,792	£3,752	£3,610	£4,211	£3,935	£4,061	£4,131	+1.7%
% share	20%	19%	20%	20%	22%	21%	21%	21%	-
Other shopping	£1,587	£1,706	£1,562	£1,483	£1,639	£1,544	£1,493	£1,512	+1.3%
% share	9%	9%	8%	8%	8%	8%	8%	8%	-
Entertainment	£990	£1,231	£1,169	£1,039	£1,179	£1,069	£1,114	£1,091	-2.1%
% share	6%	6%	6%	6%	6%	6%	6%	6%	-
Anything else	£272	£351	£291	£243	£285	£230	£243	£216	-11.1%
% share	2%	2%	2%	1%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2011 and 2018 for all domestic tourism

Looking at all tourism expenditure in England between 2017 and 2018, apart from 'services or advice' (which has a very low base), the category which has seen the greatest increase is 'travel costs' (+4.4%)

Other categories of spend are generally fairly flat versus 2017, eating and drinking and accommodation spend increased by +1.7% and +1.5% respectively, with 'other shopping' +1.3%, clothes -0.7% and entertainment -2.1%.

Holiday Tourism expenditure in England

Table 1.7.14 (cont.) – Tourism expenditure breakdown in England (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	**£10,031**	**£11,007**	**£10,463**	**£10,046**	**£10,725**	**£10,413**	**£11,024**	**£11,100**	**+0.7%**
Price of package holiday/inclusive trip	£621	£656	£512	£571	£453	£456	£453	£489	+7.9%
% share	6%	6%	5%	6%	4%	4%	4%	4%	-
Accommodation	£3,601	£3,954	£3,860	£3,959	£4,212	£4,186	£4,575	£4,561	-0.3%
% share	36%	36%	37%	39%	39%	40%	42%	41%	-
Travel costs to and from destination, and during the trip	£1,409	£1,491	£1,483	£1,296	£1,328	£1,211	£1,320	£1,341	+1.6%
% share	14%	14%	14%	13%	12%	12%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£20	£25	£23	£22	£24	£20	£23	£25	+8.7%
% share	*	*	*	*	*	*	*	*	-
Buying clothes	£542	£638	£562	£494	£542	£534	£457	£467	+2.2%
% share	5%	6%	5%	5%	5%	5%	4%	4%	-
Eating and drinking out	£2,028	£2,162	£2,052	£2,005	£2,299	£2,152	£2,355	£2,360	+0.2%
% share	20%	20%	20%	20%	21%	21%	21%	21%	-
Other shopping	£993	£1,086	£1,025	£907	£978	£992	£978	£988	+1.0%
% share	10%	10%	10%	9%	9%	10%	9%	9%	-
Entertainment	£671	£834	£780	£675	£759	£745	£743	£747	+0.5%
% share	7%	8%	7%	7%	7%	7%	7%	7%	-
Anything else	£146	£161	£165	£116	£129	£117	£120	£122	+1.7%
% share	1%	1%	2%	1%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2011 and 2018 for domestic holiday tourism.

Looking at expenditure on holiday tourism within England between 2017 and 2018 most categories have shown little change 'travel costs' increased +1.6%, 'buying clothes' (+2.2%), 'other shopping' (+1.0%), 'accommodation at -0.3%. However, spend on package trips increased +7.9%.

Tourism expenditure in Scotland

Table 1.7.15 – Tourism expenditure breakdown in Scotland (2011-18)

	2011 £million	2012 £million	2013 £millions	2014 £millions	2015 £millions	2016 £millions	2017 £million	2018 £million	% change (17-18)
Total	**£3,018**	**£2,891**	**£2,889**	**£2,871**	**£3,279**	**£2,897**	**£3,006**	**£2,762**	**-8.1%**
Price of package holiday/inclusive trip	£97	£128	£138	£191	£134	£141	£123	£109	-11.4%
% share	3%	4%	5%	3%	4%	5%	4%	4%	-
Accommodation	£931	£895	£954	£978	£1,064	£1,061	£1,045	£979	-6.3%
% share	31%	31%	33%	34%	32%	37%	35%	35%	-
Travel costs to and from destination, and during the trip	£730	£700	£632	£644	£683	£584	£615	£558	-9.3%
% share	24%	24%	22%	22%	21%	20%	20%	20%	-
Services or advice (e.g. travel guides, tourist information)	£6	£10	£3	£7	£14	£3	£9	£5	-44.4%
% share	*	*	*	*	*	*	*	*	-
Buying clothes	£166	£161	£171	£131	£133	£144	£118	£101	-14.4%
% share	6%	6%	6%	5%	4%	5%	4%	4%	-
Eating and drinking out	£596	£537	£546	£576	£664	£525	£628	£582	-7.3%
% share	20%	19%	19%	20%	20%	18%	21%	21%	-
Other shopping	£287	£266	£266	£238	£331	£232	£267	236	-11.6%
% share	10%	9%	9%	8%	10%	8%	9%	9%	-
Entertainment	£146	£145	£135	£155	£170	£175	£145	£145	0.0%
% share	5%	5%	5%	5%	5%	6%	5%	5%	-
Anything else	£59	£48	£44	£45	£84	£32	£56	£46	-17.9%
% share	2%	2%	2%	2%	3%	1%	2%	2%	-

Showing the breakdown of tourism expenditure in Scotland between 2011 and 2018 for all domestic tourism.

Looking at all tourism expenditure in Scotland between 2017 and 2018, all categories have seen declines. Spend on travel fell -9.3%, accommodation -6.3%, eating and drinking out -7.3%, other shopping -11.6% and package holidays -8.1%

Holiday Tourism expenditure in Scotland

Table 1.7.16 (cont.) – Tourism expenditure breakdown in Scotland (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£millions	£millions	£millions	£millions	£million	£million	
Total	**£1,740**	**£1,684**	**£1,814**	**£1,732**	**£2,068**	**£1,676**	**£1,907**	**£1,830**	**-4.0%**
Price of package holiday/inclusive trip	£79	£99	£127	£88	£123	£107	£118	£104	-11.9%
% share	5%	6%	7%	4%	6%	6%	6%	6%	-
Accommodation	£586	£571	£618	£725	£720	£635	£676	£684	+1.2%
% share	34%	34%	34%	34%	35%	38%	35%	37%	-
Travel costs to and from destination, and during the trip	£306	£287	£289	£411	£320	£240	£280	£268	-4.3%
% share	18%	17%	16%	19%	15%	14%	15%	15%	-
Services or advice (e.g. travel guides, tourist information)	£4	£5	£2	£5	£11	£3	£8	£4	-50.0%
% share	*	*	*	*	1%	*	*	*	-
Buying clothes	£101	£116	£132	£103	£80	£99	£89	£77	-13.5%
% share	6%	7%	7%	5%	4%	6%	5%	4%	-
Eating and drinking out	£355	£311	£341	£434	£420	£298	£405	£387	-4.4%
% share	20%	18%	19%	20%	20%	18%	21%	21%	-
Other shopping	£172	£173	£184	£197	£212	£150	£194	£171	-11.9%
% share	10%	10%	10%	9%	10%	9%	10%	9%	-
Entertainment	£95	£93	£97	£126	£127	£125	£109	£110	+0.9%
% share	5%	6%	5%	6%	6%	7%	6%	6%	-
Anything else	£41	£29	£25	£34	£55	£20	£28	£25	-10.7%
% share	2%	2%	1%	2%	3%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in Scotland between 2011 and 2018 for domestic holiday tourism.

Looking at expenditure on holiday tourism within Scotland between 2017 and 2018, the amount spent on accommodation increased by +1.2% although the amount spent on other categories fell. Eating and drinking out -4.4%, travel costs -4.3%, other shopping and package trips -11.9%.

Tourism expenditure in Wales

Table 1.7.17 – Tourism Expenditure Breakdown in Wales (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	**£1,734**	**£1,588**	**£1,696**	**£1,735**	**£1,975**	**£1,689**	**£1,628**	**£1,853**	**+13.8%**
Price of package holiday/inclusive trip	£53	£68	£50	£50	£104	£41	£51	£80	+56.9%
% share	3%	4%	3%	3%	5%	2%	3%	4%	-
Accommodation	£621	£525	£574	£627	£666	£668	£640	£722	+12.8%
% share	36%	33%	34%	36%	34%	40%	39%	39%	-
Travel costs to and from destination, and during the trip	£327	£347	£337	£313	£361	£275	£259	£299	+15.4%
% share	19%	22%	20%	18%	18%	16%	16%	16%	-
Services or advice (e.g. travel guides, tourist information)	£4	£7	£2	£8	£3	£3	£3	£1	-66.7%
% share	*	*	*	*	*	*	*	*	-
Buying clothes	£78	£70	£64	£58	£80	£79	£65	£58	-10.8%
% share	4%	4%	4%	3%	4%	5%	4%	3%	-
Eating and drinking out	£333	£311	£337	£377	£394	£357	£346	£387	+11.8%
% share	19%	20%	20%	22%	20%	21%	21%	21%	-
Other shopping	£200	£160	£210	£160	£231	£172	£170	£204	+20.0%
% share	12%	10%	12%	9%	12%	10%	10%	11%	-
Entertainment	£86	£74	£94	£109	£102	£78	£73	£87	+19.2%
% share	5%	5%	6%	6%	5%	5%	4%	5%	-
Anything else	£33	£27	£27	£33	£33	£15	£21	£17	-19.0%
% share	2%	2%	2%	2%	2%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in Wales between 2011 and 2018 for all domestic tourism.

Looking at all tourism expenditure in Wales between 2017 and 2018, increases were observed across nearly all categories, with accommodation up +12.8%, travel costs +15.4%, eating and drinking +11.8%, other shopping +20.0% and package trips +56.9%.

Holiday Tourism expenditure in Wales

Table 1.7.18 (cont.) – Tourism Expenditure Breakdown in Wales (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	**£1,229**	**£1,072**	**£1,195**	**£1,287**	**£1,378**	**£1,225**	**£1,203**	**£1,362**	**13.2%**
Price of package holiday/inclusive trip	£44	£56	£39	£46	£88	£39	£35	£73	+108.6%
% share	4%	5%	3%	4%	6%	3%	3%	5%	-
Accommodation	£461	£389	£433	£510	£484	£517	£493	£578	+17.2%
% share	38%	36%	36%	40%	35%	42%	41%	42%	-
Travel costs to and from destination, and during the trip	£191	£166	£192	£189	£190	£150	£149	£170	+14.1%
% share	16%	16%	16%	15%	14%	12%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£4	£6	£2	£6	£3	£2	£3	£1	-66.7%
% share	*	1%	*	*	*	*	*	*	-
Buying clothes	£53	£52	£48	£35	£54	£57	£45	£37	-17.8%
% share	4%	5%	4%	3%	4%	5%	4%	3%	-
Eating and drinking out	£236	£215	£238	£268	£282	£260	£264	£280	+6.1%
% share	19%	20%	20%	21%	20%	21%	22%	21%	-
Other shopping	£152	£115	£152	£125	£183	£130	£141	£148	+5.0%
% share	12%	11%	13%	10%	13%	11%	12%	11%	-
Entertainment	£63	£53	£73	£84	£81	£59	£56	£64	+14.3%
% share	5%	5%	6%	7%	6%	5%	5%	5%	-
Anything else	£24	£21	£18	£24	£15	£12	£17	£12	-29.4%
% share	2%	2%	2%	2%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in Wales between 2011 and 2018 for domestic holiday tourism.

Expenditure on holiday tourism within Wales between 2017 and 2018 saw a similar picture, with spend on accommodation +17.2%, eating and drinking +6.1%, travel costs +14.1%, other shopping +5.0% and package trips +108.6%

Holiday trips in GB by lifestage

Table 1.7.19 – Holiday tourism trips taken in GB by Lifestage (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	Average annual % change (11-18)
Holiday trips	**58.435**	**57.695**	**-1.3%**	**56.969**	**-1.3%**	**52.903**	**-7.1%**	**55.960**	**+5.8%**	**55.888**	**-0.1%**	**59.149**	**+5.8%**	**57.894**	**-2.1%**	**0.0%**
Pre Nesters	8.650	8.963	+3.6%	8.461	-5.6%	7.428	-12.2%	7.951	+7.0%	6.848	-13.9%	7.612	+11.2%	7.390	-2.9%	-1.8%
Families	20.288	19.869	-2.1%	19.252	-3.1%	18.550	-3.7%	19.602	+5.7%	19.692	+0.5%	21.351	+8.4%	20.608	-3.5%	-0.3%
Older Independents	10.751	10.593	-1.5%	10.665	+0.7%	8.753	-17.9%	9.370	+7.0%	10.225	+9.1%	9.977	-2.4%	9.294	-6.8%	-1.7%
Empty Nesters	18.745	18.270	-2.5%	18.591	+1.8%	18.173	-2.3%	19.038	+4.8%	19.115	+0.4%	20.139	+5.4%	20.583	+2.2%	+1.4%

Showing the volume of holiday tourism trips taken in GB by lifestage between 2011 and 2018.

Overall, it is the Empty Nesters (55+) who have seen the greatest increase in holiday tourism trips taken in GB between 2011 and 2018 (+1.4% per annum on average), and now at record levels. The volume of trips taken by Families grew in 2017 and only fell slightly in 2018. There have been longer term declines in trip taking by Pre-nesters and Older Independents

The Empty Nesters were also the only demographic to have increased holiday trip–taking over the course of 2018, by +2.2%

Pre Nesters: 16-34 without children in household
Families: 16-54 with children in household
Older Independents 35-54 without children in household
Empty Nesters: 55+

Holiday trips in England by lifestage

Table 1.7.20 – Holiday tourism trips taken in England by Lifestage (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	201	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	Average annual % change (11-18)
Holiday trips	**46.157**	**45.992**	**-0.4%**	**44.926**	**-2.3%**	**40.740**	**-9.3%**	**43.724**	**+7.3%**	**44.706**	**+2.2%**	**47.245**	**+5.7%**	**45.231**	**-4.3%**	**-0.1%**
Pre Nesters	6.818	7.387	+8.4%	6.487	-12.2%	5.735	-11.6%	6.191	+8.0%	5.344	-13.7%	6.033	+12.9%	5.730	-5.0%	-1.9%
Families	16.071	16.104	+0.2%	15.355	-4.7%	14.291	-6.9%	15.706	+9.9%	16.166	+2.9%	17.562	+8.6%	16.370	-6.8%	+0.5%
Older Independents	8.470	8.541	+0.8%	8.389	-1.8%	6.631	-21.0%	7.159	+8.0%	8.338	+16.5%	7.636	-8.4%	7.144	-6.4%	-1.8%
Empty Nesters	14.799	13.960	-5.7%	14.695	+5.3%	14.083	-4.2%	14.669	+4.2%	14.854	+1.3%	15.979	+7.6%	15.972	0.0%	+1.2%

Showing the volume of holiday tourism trips taken in England by lifestage between 2011 and 2018.

Examining holiday tourism trips taken in England between 2011 and 2018, empty nesters have seen average increases of +1.2% per annum.

It was also empty nesters who were the only group that did not decline between 2017 and 2018.

Pre Nesters: 16-34 without children in household
Families: 16-54 with children in household
Older Independents 35-54 without children in household
Empty Nesters: 55+

Tourism trips taken in Scotland by lifestage

Table 1.7.21 – Holiday tourism trips taken in Scotland by Lifestage (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% chance (17-18)	Average annual % change (11-18)
Holiday trips	**6.572**	**6.168**	**-6.2%**	**6.480**	**+5.1%**	**6.302**	**-2.8%**	**6.364**	**+1.0%**	**5.929**	**-6.8%**	**6.512**	**+9.8%**	**6.607**	**+1.5%**	**+0.2%**
Pre Nesters	1.000	0.829	-17.1%	1.148	+38.5%	1.064	-7.3%	1.071	+0.7%	0.911	-14.9%	1.015	+11.4%	0.921	-9.3%	+0.3%
Families	2.056	1.787	-13.1%	1.859	+4.0%	1.966	+5.8%	1.770	-10.0%	1.520	-14.1%	1.698	+11.7%	1.939	+14.2%	-0.2%
Older Independents	1.347	1.091	-19.0%	1.406	+28.9%	1.196	-14.9%	1.048	-12.4%	0.994	-5.2%	1.342	+35.0%	1.256	-6.4%	+0.9%
Empty Nesters	2.169	2.461	+13.5%	2.067	-16.0%	2.076	0.4%	2.475	+19.2%	2.498	+0.9%	2.424	-3.0%	2.487	+2.6%	+2.5%

Showing the volume of holiday tourism trips taken in Scotland by lifestage between 2011 and 2018.

Examining holiday tourism trips taken in Scotland between 2011 and 2018, empty nesters (+2.5%) again saw positive average annual percentage change.

This group, along with families took more holiday trips in Scotland in 2018; +2.6% for the empty nesters and +14.2% for families.

Pre Nesters: 16-34 without children in household
Families: 16-54 with children in household
Older Independents 35-54 without children in household
Empty Nesters: 55+

Tourism trips taken in Wales by lifestage

Table 1.7.22 – Holiday tourism trips taken in Wales by Lifestage (2011-2018)

	2011	2012	% change (11-12)	2013	% change (12-13)	2014	% change (13-14)	2015	% change (14-15)	2016	% change (15-16)	2017	% change (16-17)	2018	% change (17-18)	Average annual % change (11-18)
Holiday trips	**6.036**	**5.914**	**-2.0%**	**6.091**	**+3.0%**	**6.357**	**+4.4%**	**6.251**	**-1.7%**	**5.588**	**-10.6%**	**5.712**	**+2.2%**	**6.412**	**+12.3%**	**+1.1%**
Pre Nesters	0.887	0.780	-12.1%	0.893	+14.5%	0.667	-25.3%	0.741	+11.1%	0.648	-12.6%	0.685	+5.7%	0.764	+11.5%	-0.1%
Families	2.221	2.072	-6.7%	2.180	+5.2%	2.442	+12.0%	2.240	-8.3%	2.020	-9.8%	2.163	+7.1%	2.412	+11.5%	+1.6%
Older Independents	0.977	1.009	+3.3%	0.995	-1.4%	1.010	+1.5%	1.190	+17.8%	0.990	-16.8%	1.055	+6.6%	0.927	-12.1%	-0.2%
Empty Nesters	1.95	2.053	+5.3%	2.023	-1.5%	2.237	+10.6%	2.080	-7.0%	1.931	-7.2%	1.890	-2.1%	2.302	+21.8%	+2.8%

Showing the volume of holiday tourism trips taken in Wales by lifestage between 2011 and 2018.

Finally, looking at holiday tourism trips taken in Wales between 2011 and 2018, the lifestage groups to see positive annual averages were families and empty nesters.

All lifestage groups expect older independents took more holiday trips in Wales in 2018 than the previous year.

Pre Nesters: 16-34 without children in household
Families: 16-54 with children in household
Older Independents 35-54 without children in household
Empty Nesters: 55+

Tourism by party size in GB

Table 1.7.23 – Tourism in GB (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	126.635	126.019	122.905	114.242	124.426	119.455	120.676	118.556	-1.8%
One	38.020	36.283	36.930	33.376	35.672	33.28	33.759	35.146	+4.1%
	30%	29%	30%	29%	29%	28%	28%	30%	
Two	43.767	43.834	41.582	38.941	43.128	43.016	42.324	40.802	-3.6%
	35%	35%	34%	34%	35%	36%	35%	34%	
Three	14.075	14.058	13.707	13.784	13.882	12.003	13.209	12.940	-2.0%
	11%	11%	11%	12%	11%	10%	11%	11%	
Four	17.500	17.968	17.484	16.584	18.548	16.228	16.643	16.156	-2.9%
	14%	14%	14%	15%	15%	14%	14%	14%	
Five	5.892	6.158	6.141	5.825	6.400	5.596	6.124	5.867	-4.2%
	5%	5%	5%	5%	5%	5%	5%	5%	
Six-Ten	4.280	4.731	4.090	3.526	4.171	6.821	6.560	6.192	-5.6%
	3%	4%	3%	3%	3%	6%	5%	5%	
Ten or more	*	*	*	*	*	2.425	2.029	1.420	-30.0%
	*	*	*	*	*	2%	2%	1%	

Showing tourism trips by party size in GB between 2011 and 2018.

The proportion of trips accounted for by different party sizes is stable over time. The greatest number of trips are party size of two (34%), but a similar number of trips (30%) are made by people on their own.

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Holiday tourism by party size in GB

Table 1.7.24 – Tourism in GB (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	58.435	57.695	56.969	52.903	55.96	55.888	59.149	57.894	-2.1%
One	6.078	5.542	5.561	5.397	5.218	4.949	5.923	5.934	+0.2%
	10%	10%	10%	10%	9%	9%	10%	10%	
Two	24.412	24.675	23.802	22.052	22.850	24.503	24.518	24.292	-0.9%
	42%	43%	42%	42%	41%	44%	41%	42%	
Three	7.271	7.021	7.121	7.051	6.955	6.259	7.118	7.239	+1.7%
	12%	12%	12%	13%	12%	11%	12%	13%	
Four	11.361	11.204	11.294	10.638	11.765	10.495	11.534	10.696	-7.3%
	19%	19%	20%	20%	21%	19%	19%	18%	
Five	4.059	3.843	4.026	3.542	4.326	3.597	3.872	3.989	+3.0%
	7%	7%	7%	7%	8%	6%	7%	7%	
Six-Ten	3.486	3.678	3.254	2.841	3.353	4.817	5.065	4.869	-3.9%
	6%	6%	6%	5%	6%	9%	9%	8%	
Ten or more	*	*	*	*	*	1.251	1.119	0.862	-23.0%
	*	*	*	*	*	2%	2%	1%	

Showing holiday tourism trips by party size in GB between 2011 and 2018.

The proportion of trips accounted for by single person parties is smaller for holiday trips than other types of trip, at 10%. The greatest number of trips are party size of two (42%).

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Tourism by party size in England

Table 1.7.25 – Tourism in GB (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	104.280	104.458	101.742	92.613	102.730	99.342	100.622	97.397	-3.2%
One	32.318	31.229	31.873	27.884	30.556	28.671	28.994	30.147	+4.0%
	31%	30%	31%	30%	30%	29%	29%	31%	
Two	36.024	35.809	33.951	31.640	35.167	35.547	34.833	33.453	-4.0%
	35%	34%	33%	34%	34%	36%	35%	34%	
Three	11.295	11.448	11.098	11.217	11.345	9.913	10.885	10.248	-5.9%
	11%	11%	11%	12%	11%	10%	11%	11%	
Four	13.999	14.726	14.190	12.977	15.467	13.176	13.901	13.178	-5.2%
	13%	14%	14%	14%	15%	13%	14%	14%	
Five	4.684	4.801	4.813	4.677	4.859	4.460	4.989	4.641	-7.0%
	4%	5%	5%	5%	5%	4%	5%	5%	
Six-Ten	3.465	4.046	3.344	2.571	3.380	5.653	5.286	4.764	-9.9%
	3%	4%	3%	3%	3%	6%	5%	5%	
Ten or more	*	*	*	*	*	1.854	1.707	0.934	-45.3%
	*	*	*	*	*	2%	2%	1%	

Showing tourism trips by party size in England between 2011 and 2018.

The proportion of trips accounted for by different party sizes is stable over time. The greatest number of trips are party size of two (34%), but a similar number of trips (31%) are made by people on their own.

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Holiday tourism by party size in England

Table 1.7.26 – Tourism in GB (2011-18)

	2011	2012	2013	2014	2015	2016	2017	2018	% change (17-18)
	£million	£million	£million	£million	£million	£million	£million	£million	
Total	46.157	45.992	44.918	40.74	43.724	44.706	47.245	45.231	-4.3%
One	4.963	4.490	4.581	4.248	4.150	4.052	4.725	4.800	+1.6%
	11%	10%	10%	10%	9%	9%	10%	11%	
Two	19.395	19.538	18.608	17.209	17.840	19.646	19.481	19.267	-1.1%
	42%	42%	41%	42%	41%	44%	41%	43%	
Three	5.628	5.547	5.595	5.506	5.439	4.917	5.644	5.406	-4.2%
	12%	12%	12%	14%	12%	11%	12%	12%	
Four	8.890	8.988	8.924	7.991	9.552	8.367	9.407	8.360	-11.1%
	19%	20%	20%	20%	22%	19%	20%	18%	
Five	3.064	2.940	3.069	2.780	3.022	2.709	3.056	3.115	+1.9%
	7%	6%	7%	7%	7%	6%	6%	7%	
Six-Ten	2.822	3.126	2.611	1.958	2.643	3.888	4.022	3.683	-8.4%
	6%	7%	6%	5%	6%	9%	9%	8%	
Ten or more	*	*	*	*	*	1.117	0.910	0.586	-35.6%
	*	*	*	*	*	2%	2%	1%	

Showing holiday tourism trips by party size in England between 2011 and 2018.

The proportion of trips accounted for by single person parties is smaller for holiday trips than other types of trip, at 11%. The greatest number of trips are party size of two (43%).

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Tourism by party size in Scotland

Table 1.7.27 – Tourism in GB (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	13.360	12.752	12.122	12.519	11.988	11.514	11.664	11.803	+1.2%
One	3.906	3.305	3.262	3.698	3.150	3.099	3.088	3.286	+6.4%
	29%	26%	27%	30%	26%	27%	26%	28%	
Two	4.754	4.945	4.428	4.446	4.697	4.388	4.744	4.179	-11.9%
	36%	39%	37%	36%	39%	38%	41%	35%	
Three	1.656	1.430	1.514	1.377	1.330	1.085	1.130	1.319	+16.7%
	12%	11%	12%	11%	11%	9%	10%	11%	
Four	1.811	1.698	1.550	1.867	1.441	1.498	1.250	1.510	+20.8%
	14%	13%	13%	15%	12%	13%	11%	13%	
Five	0.472	0.645	0.630	0.584	0.615	0.446	0.476	0.524	+10.1%
	4%	5%	5%	5%	5%	4%	4%	4%	
Six-Ten	0.362	0.317	0.462	0.350	0.413	0.613	0.705	0.725	+2.8%
	3%	2%	4%	3%	3%	5%	6%	6%	
Ten or more	*	*	*	*	*	0.373	0.271	0.259	-4.4%
	*	*	*	*	*	3%	2%	2%	

Showing tourism trips by party size in Scotland between 2011 and 2018.

The proportion of trips accounted for by different party sizes is stable over time. The greatest number of trips (35%) are party size of two, but a 28% of trips are made by people on their own.

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Holiday tourism by party size in Scotland

Table 1.7.28 – Tourism in GB (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	6.572	6.168	6.480	6.302	6.364	5.929	6.512	6.607	+1.5%
One	0.711	0.653	0.514	0.763	0.662	0.605	0.754	0.713	-5.4%
	11%	11%	8%	12%	10%	10%	12%	11%	
Two	3.005	2.997	3.099	2.808	2.861	2.780	3.122	2.751	-11.9%
	46%	49%	48%	45%	45%	47%	48%	42%	
Three	0.875	0.674	0.830	0.611	0.771	0.722	0.655	0.914	+39.5%
	13%	11%	13%	10%	12%	12%	10%	14%	
Four	1.166	1.096	1.025	1.288	0.978	0.934	0.969	1.141	+17.8%
	18%	18%	16%	20%	15%	16%	15%	17%	
Five	0.350	0.319	0.391	0.396	0.472	0.335	0.311	0.360	+15.8%
	5%	5%	6%	6%	7%	6%	5%	5%	
Six-Ten	0.249	0.220	0.396	0.303	0.365	0.449	0.543	0.594	+9.4%
	4%	4%	6%	5%	6%	8%	8%	9%	
Ten or more	*	*	*	*	*	0.097	0.158	0.135	-14.6%
	*	*	*	*	*	2%	2%	2%	

Showing holiday tourism trips by party size in Scotland between 2011 and 2018.

The proportion of trips accounted for by single person parties is smaller for holiday trips than other types of trip, at 11%. The greatest number of trips are party size of two (42%).

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Tourism by party size in Wales

Table 1.7.29 – Tourism in GB (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	9.697	9.603	9.943	10.002	10.449	9.307	9.024	10.021	+11.0%
One	1.995	2.003	1.997	2.000	2.180	1.661	1.798	1.922	+6.9%
	21%	21%	20%	20%	21%	18%	20%	19%	
Two	3.239	3.402	3.455	3.234	3.575	3.480	3.080	3.378	+9.7%
	33%	35%	35%	32%	34%	37%	34%	34%	
Three	1.237	1.270	1.228	1.279	1.274	1.047	1.260	1.453	+15.3%
	13%	13%	12%	13%	12%	11%	14%	14%	
Four	1.772	1.634	1.885	1.864	1.730	1.651	1.550	1.529	-1.4%
	18%	17%	19%	19%	17%	18%	17%	15%	
Five	0.765	0.722	0.821	0.612	0.965	0.690	0.677	0.772	+14.0%
	8%	8%	8%	6%	9%	7%	8%	8%	
Six-Ten	0.464	0.368	0.329	0.645	0.378	0.574	0.607	0.729	+20.1%
	5%	4%	3%	6%	4%	6%	7%	7%	
Ten or more	*	*	*	*	*	0.199	0.051	0.237	+364.7%
	*	*	*	*	*	2%	1%	2%	

Showing tourism trips by party size in Wales between 2011 and 2018.

The proportion of trips accounted for by different party sizes is stable over time. The greatest number of trips (34%) are party size of two. The number of trips with a single person is 19%, a lower proportion than in England and Scotland.

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Holiday tourism by party size in Wales

Table 1.7.30 – Tourism in GB (2011-18)

	2011 £million	2012 £million	2013 £million	2014 £million	2015 £million	2016 £million	2017 £million	2018 £million	% change (17-18)
Total	6.036	5.914	6.100	6.357	6.251	5.588	5.712	6.412	+12.3%
One	0.436	0.440	0.521	0.420	0.467	0.357	0.479	0.448	-6.5%
	7%	7%	9%	7%	7%	6%	8%	7%	
Two	2.176	2.353	2.284	2.291	2.343	2.290	2.087	2.419	+15.9%
	36%	40%	37%	36%	37%	41%	37%	38%	
Three	0.821	0.847	0.756	1.013	0.790	0.651	0.866	0.967	+11.7%
	14%	14%	12%	16%	13%	12%	15%	15%	
Four	1.346	1.179	1.431	1.439	1.278	1.210	1.175	1.256	+6.9%
	22%	20%	23%	23%	20%	22%	21%	20%	
Five	0.659	0.594	0.660	0.374	0.870	0.553	0.524	0.562	+7.3%
	11%	10%	11%	6%	14%	10%	9%	9%	
Six-Ten	0.427	0.333	0.285	0.620	0.345	0.490	0.531	0.618	+16.4%
	7%	6%	5%	10%	6%	9%	9%	10%	
Ten or more	*	*	*	*	*	0.037	0.051	0.142	+178.4%
	*	*	*	*	*	1%	1%	2%	

Showing holiday tourism trips by party size in Wales between 2011 and 2018.

The proportion of trips accounted for by single person parties is smaller for holiday trips than other types of trip, at 7%. The greatest number of trips are party size of two (38%).

**NB Since 2016 the approach to dealing with party sizes of 10 or more was changed, as prior to 2016 they had not been included.* *See page 138*

Full Data Tables

GB Tourist Master Data Tables 2018

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.

All tourism in GB

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.

Holiday trips in GB

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.

Holiday nights in GB

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.

Holiday spend in GB

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.

VFR trips in GB

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.

VFR nights in GB

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.

VFR spend in GB

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.

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.

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.

National Parks

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.

County destina
tion/purpose

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.

Local authority dest/purpose

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.

Please note that Nights data for Local Authorities in Wales in the embedded Excel file (Table 2.8 – Local authority destination and purpose) was revised in December 2018.

Methods and Performance Report

Introduction

This section of the report provides details of the approaches followed in the 2018 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).

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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 Kantar 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 Kantar master sample frame which divides GB into 605 sample points.

The Kantar 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 omnibus survey length.

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 from 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 questionnaire in Appendix A below.

Percentage of sample reporting trips

During 2018, 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 9% and 17% 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	17%
2	13%	19	12%	36	16%
3	13%	20	12%	37	13%
4	11%	21	11%	38	12%
5	9%	22	14%	39	12%
6	9%	23	13%	40	10%
7	10%	24	14%	41	11%
8	11%	25	11%	42	10%
9	10%	26	12%	43	13%
10	9%	27	12%	44	10%
11	9%	28	14%	45	11%
12	9%	29	11%	46	11%
13	10%	30	13%	47	11%
14	10%	31	17%	48	9%
15	12%	32	15%	49	9%
16	12%	33	15%	50	8%
17	12%	34	15%		

Questionnaire Content

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach 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, and the most recent version of the questionnaire, used in 2018, 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 2018.

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

2018 Fieldwork Periods	Weeks	Imputation Months
29 January – 25 February	4	January 2018
26 February – 1 April	5	February 2018
2 April – 29 April	4	March 2018
30 April – 3 June	5	April 2018
4 June – 1 July	4	May 2018
2 July – 29 July	4	June 2018
30 July – 2 September	5	July 2018
3 Sept – 30 September	4	August 2018
1 October – 28 October	4	September 2018
29 October – 2 December	5	October 2018
3 December – 16 December	2	November 2018
31 December – 3 February	5	December 2018

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 ’18	1 January – 28 January	10 January – 25 February
February ’18	29 January – 25 February	7 February – 25 March
March ’18	27 February – 1 April	7 March – 29 April
April ’18	2 April – 29 April	11 April – 27 May
May ’18	30 April – 3 June	9 May – 1 July
June ’18	4 June – 1 July	13 June – 29 July
July ’18	2 July – 29 July	11 July – 27 August
August ’18	30 July – 2 September	8 August – 30 September
September ’18	3 September – 30 September	12 September – 28 October
October ’18	1 October – 28 October	11 October – 26 November
November ’18	29 October – 2 December	7 November – 16 December
December ‘18	3 December – 30 December	12 December – 27 January

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:

a. Census 2011
b. Broadcasters' Audience Research Board Establishment Survey
c. Office for National Statistics Population Projections for 2018

Figure 9 – Demographic Weighting (000s)

Rim	Population
Age by Sex	
Male 16-24	3488
Male 25-34	4383
Male 35-44	3946
Male 45-54	4287
Male 55-64	3730
Male 65-74	3069
Male 75-84	1710
Male 85+	581
Female 16-24	3306
Female 25-34	4299
Female 35-44	4006
Female 45-54	4418
Female 55-64	3865
Female 65-74	3300
Female 75-84	2070
Female 85+	1007
Total	**51462**

Rim	Population
Government Office Region	
East Midlands	3804
East of England	4950
London	7135
North East	2141
North West	5766
South East	7248
South West	4497
West Midlands	4627
Yorkshire & the Humber	4345
Scotland	4424
Wales	2526
Total	**51462**

Rim	Population
Social Grade	
AB	13073
C1	14412
C2	10835
D	7962
E	5180
Total	**51462**

Rim	Population
Car Ownership	
1	21730
2+	19075
0	10657
Total	**51462**

Rim	Population
Presence of Children	
Yes	36864
No	14598
Total	**51462**

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 in relation to the 2018 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, 2018 annual report (this report)

Eurostat Analysis

The Eurostat analysis is provided directly by Kantar 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 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 2018, regular meetings of the survey management group and the contractors were held.

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 2018 GBTS data those values are given in the following table.

Confidence limits of GBTS 2018 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 2018 will lie in the range of plus or minus 2.6% of the estimate on 95% of occasions.

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 and Wales by which destination of trip is analysed in the GB 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

Ayrshire & 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 macro-tourism areas:

Scotland North: Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles

Scotland West: AILLST and Glasgow & Clyde Valley

Scotland East: Perthshire, Angus & Dundee, Kingdom of Fife, Edinburgh & Lothians

Scotland South: Dumfries & Galloway, Scottish Borders, Ayrshire and Arran

Edinburgh

Glasgow

Definitions of Regions

Wales

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

Mid Wales: Ceredigion and Powys, Gwynedd South

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 Kantar 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).

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