The GB Tourist

2019 Annual Report

Contents

Welcome

This report presents the main findings of the 2019 Great Britain Tourism Survey (GBTS), providing volumes, values and characteristics of domestic tourism within Great Britain by residents of Great Britain taken during 2019.

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).

How to use this report

The 2019 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.

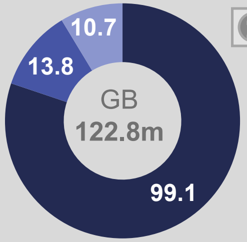
To facilitate ‘on-screen’ navigation, hyperlinks are included between the sections and between the individual figures and tables featured in the main sections and the corresponding more detailed information in the final section.

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.

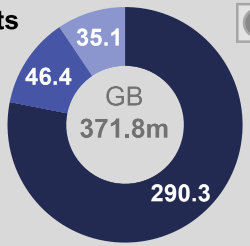
2019 – Tourism Overnight Visits at a glance

Annual trip volume in millions

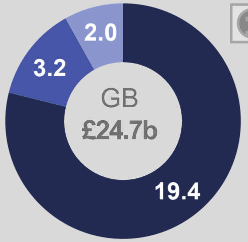


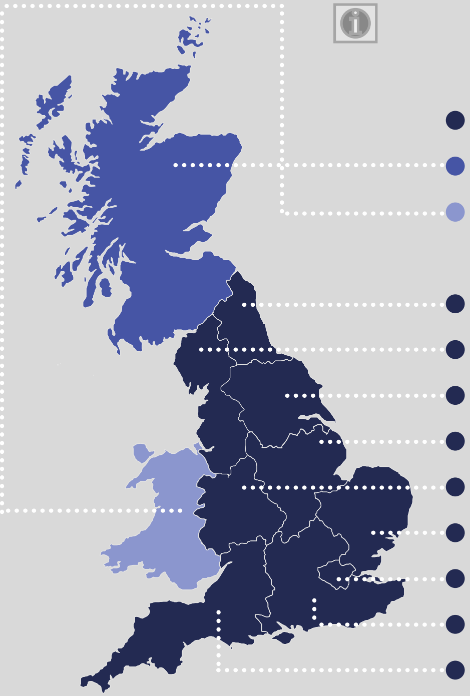
England
Scotland
Wales

Annual Nights Volume in millions



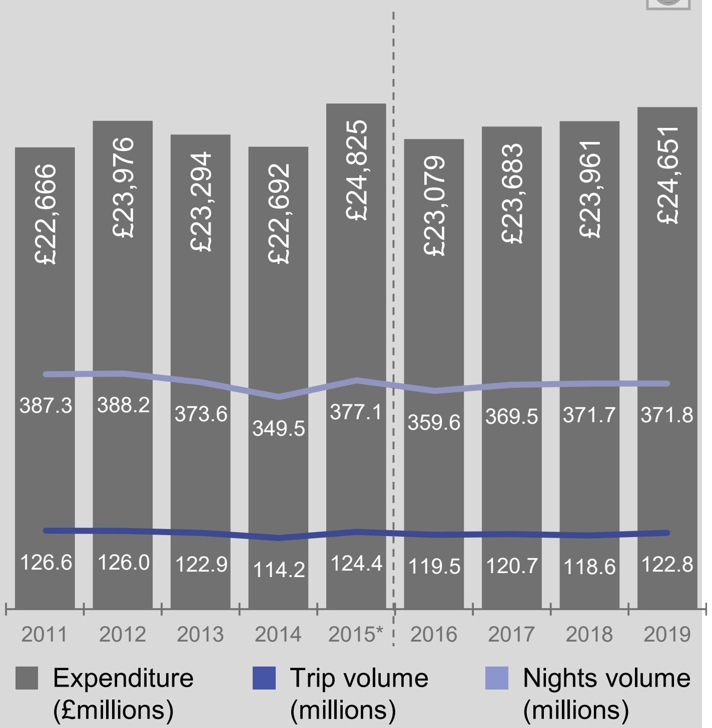
Annual Expenditure in billions (£)





-	Trips	Nights	Expenditure
GB Total	122.8	371.8	£24,651
England total	99.1	290.3	£19,448
Scotland total	13.8	46.4	£3,200
Wales total	10.7	35.1	£2,003
English Regions			
North East England	4.3	12.5	£800
North West England	14.1	37.9	£2,940
Yorkshire and the Humber	9.6	27.5	£1,690
East Midlands	7.6	21.5	£1,153
West Midlands	8.9	21.0	£1,451
East of England	9.7	31.4	£1,661
London	12.2	28.5	£3,035
South East England	15.8	42.2	£2,555
South West England	18.9	66.9	£4,133

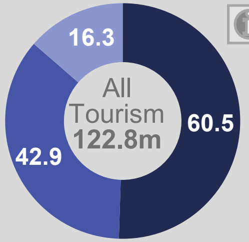
Trends over time – GB level



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

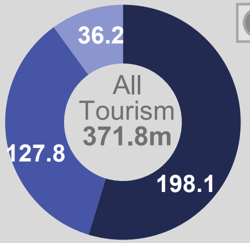
2019 – Tourism Overnight Visits at a glance

Trip volume in millions

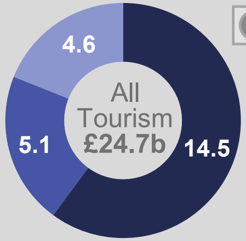


- **Holidays**
- **VFR**
- **Business**

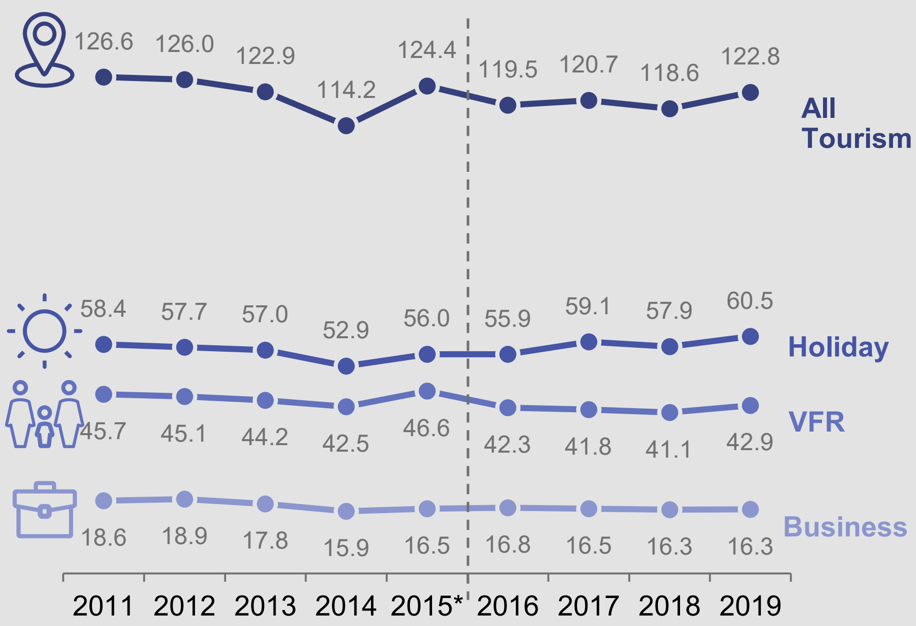
Nights volume in millions



Trip expenditure in billions (£)

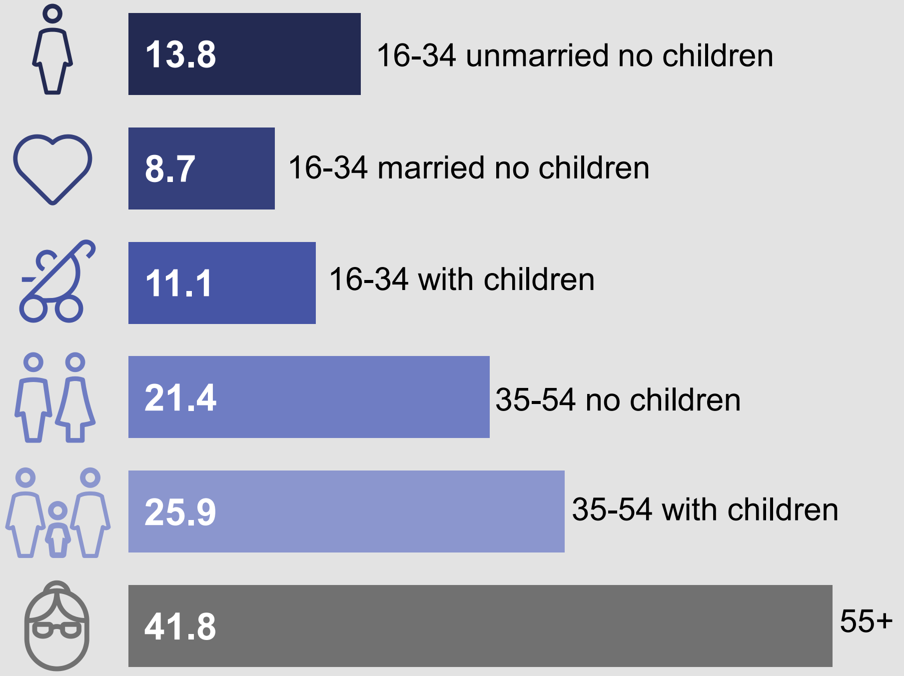


Trends over time – GB level – trip purpose (volume in millions)



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 thirty-first 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 2019 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. TNS (now Kantar) 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 the 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. Consequently, the survey data for 2005 is ‘part-year’ in nature – only covering the May-December period. Comparative data is therefore restricted to 2006-2019.

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 2019, 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 (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 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, 2018 or 2019 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

Disabilities/impairment – removed in 2016

Activities – removed in 2016

Booking questions – removed in 2017

Travel used on longest part of journey – removed in 2017

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 dashed 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, 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** – Eilean Siar, Highland, Orkney Islands, Shetland Islands, 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.

2019 Headlines

Tourism Overnight Visits – Summary of 2019 Headlines

This section outlines the general trends in tourism within Great Britain, England, Scotland and Wales of GB residents during 2019.

GB headlines by tourism type [2019]

- During 2019, GB residents took a total of 122.8 million overnight tourism trips to destinations in England, Scotland or Wales; amounting to 371.8 million bednights and £24.7 billion was spent during these trips.
- Holidays accounted for 60.5 million of these trips and £14.5 billion of spend.
- Those who took trips to visit friends and relatives (VFR) accounted for 42.9 million trips and £5.1 billion of spend.
- Tourism for the purpose of business accounted for 16.3 million trips and £4.6 billion of spend.

GB trends by country [2018 vs 2019]

- For GB as a whole, there was a +3.6% increase in tourism trips taken. In the same period, the number of bednights remained almost static at 371.8 million bednights but expenditure increased by +2.9% to £24.7 billion.
- England saw an overall increase in trips compared to 2018 of +1.7% with increases for half the months and decreases for the other six.
- Scotland had increases in trips for all but one month, with the largest percentage increases versus the previous year in spring and summer months. This was a +17.0% increase in trips for 2019 and corresponding increases in number of bednights (+15.1%) and expenditure (+15.9%).
- In 2019 Wales saw a mixture of increases and decreases monthly versus 2018. This resulted in an overall increase compared with the previous year of +6.8% and an increase in expenditure of +8.1% but reduced trip length meant a reduction in the number of bednights of -1.6%.

Tourism in Great Britain 2019 – general trends

Table 1.1.1 - All domestic overnight tourism*

-	Trips			Bednights			Expenditure		
-	2018	2019	% change	2018	2019	% change	2018	2019	% change
GB	118.6m	122.8m	+3.6%	371.7m	371.8m	0.0%	£24.0bn	£24.7bn	+2.9%
England	97.4m	99.1m	+1.7%	295.8m	290.3m	-1.8%	£19.3bn	£19.4bn	+0.5%
Scotland	11.8m	13.8m	+17.0%	40.3m	46.4m	+15.1%	£2.8bn	£3.2bn	+15.9%
Wales	10.0m	10.7m	+6.8%	35.6m	35.1m	-1.6%	£1.9bn	£2.0bn	+8.1%

Table 1.1.2 - Holiday tourism*

-	Trips			Bednights			Expenditure		
-	2018	2019	% change	2018	2019	% change	2018	2019	% change
GB	57.9m	60.5m	+4.4%	200.3m	198.1m	-1.1%	£14.3bn	£14.5bn	+1.3%
England	45.2m	46.4m	+2.6%	151.1m	147.3m	-2.5%	£11.1bn	£11.0bn	-1.1%
Scotland	6.6m	7.7m	+17.3%	24.7m	27.7m	+12.5%	£1.8bn	£2.1bn	+12.6%
Wales	6.4m	6.7m	+4.6%	24.5m	23.1m	-5.8%	£1.4bn	£1.4bn	+5.6%

* % 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 all domestic overnight tourism and holiday tourism into trips, nights and spend by country.

The number of overnight tourism trips within GB increased by +3.6% in 2019 compared with 2018, with the total number of trips taken amounting to 122.8 million. The number of bednights spent during GB trips in 2019 remained in line with 2018 at 371.8 million. Expenditure on GB overnight trips increased in 2019, up by +2.9% to £24.7 billion,

The volume of holiday trips in GB increased +4.4% in 2019 compared with 2018, amounting to 60.5 million trips. However, the volume of holiday bednights declined -1.1% in 2019 to 198.1 million. Spend on these holiday trips increased by +1.3% in 2019 to £14.5 billion.

Tourism in Great Britain 2019 – general trends (continued)

Table 1.1.3 - VFR tourism*

-	Trips			Bednights			Expenditure		
-	2018	2019	% change	2018	2019	% change	2018	2019	% change
GB	41.1m	42.9m	+4.5%	122.6m	127.8m	+4.3%	£4.7bn	£5.1bn	+7.3%
England	35.5m	36.1m	+1.8%	104.2m	105.2m	+0.9%	£3.9bn	£4.1bn	+4.6%
Scotland	3.3m	4.0m	+23.5%	10.6m	13.0m	+22.7%	£0.5bn	£0.6bn	+25.7%
Wales	2.5m	3.1m	+23.5%	7.8m	9.7m	+24.2%	£0.3bn	£0.3bn	+12.8%

Table 1.1.4 - Business tourism*

-	Trips			Bednights			Expenditure		
-	2018	2019	% change	2018	2019	% change	2018	2019	% change
GB	16.3m	16.3m	+0.3%	39.0m	36.2m	-7.1%	£4.4bn	£4.6bn	+4.4%
England	14.0m	14.0m	+0.2%	32.7m	29.8m	-8.9%	£3.8bn	£3.9bn	+2.7%
Scotland	1.6m	1.7m	+4.3%	4.3m	4.6m	+7.8%	£0.4bn	£0.5bn	+19.6%
Wales	0.8m	0.7m	-12.8%	2.0m	1.8m	-9.2%	£0.2bn	£0.2bn	+9.5%

* % 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 2019, VFR trips in GB increased +4.5% to 42.9 million. These trips generated an increased volume of bednights to 127.8 million (+4.3% compared with 2018) and increased spend of £5.1 billion (+7.3%).

The volume of business trips taken across GB during 2019 increased, by +0.3% compared to 2018, to a total of 16.3 million trips. However, bednights at a GB level saw a decrease of -7.1% in 2019. Spend on business trips increased by +4.4% to £4.6 billion.

GB trips, nights and expenditure

Table 1.2.1 – GB trips, nights and expenditure by purpose – 2006 to 2019															
-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Ave 06-19
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	122.780	120.773
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	371.806	373.844
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	£24,651	£22,435
*Spend – (adjusted for inflation – £Million)	£26,852	£26,483	£25,603	£25,872	£23,553	£25,879	£26,655	£25,389	£24,609	£26,869	£24,586	£24,495	£24,272	£24,651	£25,412
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	60.452	55.964
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	198.144	197.355
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	£14,483	£12,843
*Spend – (adjusted for inflation – £Million)	£14,066	£14,395	£13,883	£14,951	£13,722	£14,843	£15,301	£14,684	£14,169	£15,338	£14,182	£14,618	£14,478	£14,483	£14,508

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 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 fourteen years, the long term trend from 2006 to 2019 remains relatively stable, with the number of trips in 2019 being +1.7% above the long term average of 120.8 million.

The volume of bednights in 2019 was -0.5% below the long term average of 374 million. Expenditure (unadjusted) has also increased over time and is now +9.9% above the per annum average.

Looking specifically at holiday tourism, the number of GB holiday trips in 2019 was +8.0% higher than the long term average of 56 million. Holiday bednights in 2019 were +0.4% above the average of 197.4 million nights and spend (unadjusted) was +12.8% above the average of £12.8 billion.

GB trips, nights and expenditure (continued)

Table 1.2.2 – GB trips, nights and expenditure by purpose – 2006 to 2019															
-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Ave 06-20
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	42.894	43.896
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	127.781	124.538
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	£5,051	£4,746
*Spend – (adjusted for inflation – £Million)	£6,067	£5,928	£5,703	£5,304	£4,988	£5,397	£5,651	£5,283	£5,412	£6,003	£5,002	£4,810	£4,767	£5,051	£5,383
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	16.321	17.265
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	36.195	40.113
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	£4,562	£4,265
*Spend – (adjusted for inflation – £Million)	£5,945	£5,540	£5,414	£5,163	£4,336	£5,024	£4,987	£4,783	£4,448	£4,343	£4,654	£4,390	£4,428	£4,562	£4,858

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data*

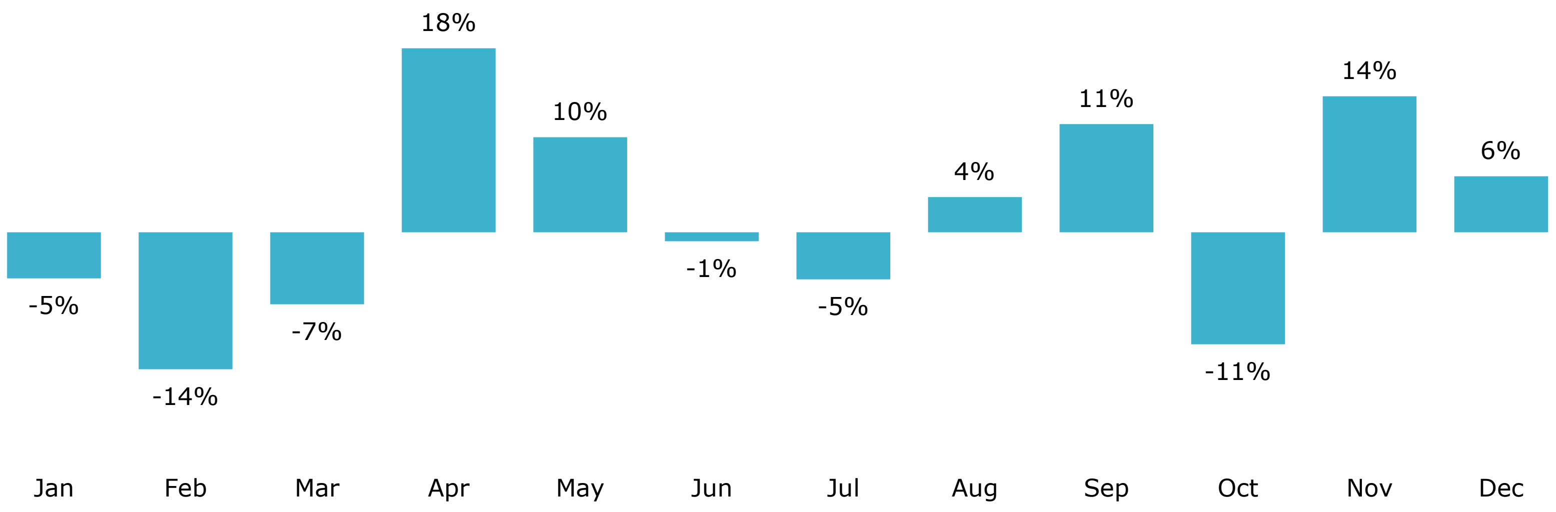
Showing trips, nights and spend over time at the overall GB level by purpose.

In 2019, the number of VFR trips increased after a number of years in decline, as well as bednights and spend. Despite the increase in 2019, the volume of VFR trips in 2019 remained -2.3% below the average for 2006-2019. VFR bednights in 2019 were +2.6% above the long-term average of 124.5 million bednights. Spend (unadjusted) saw an increase of +6.4% versus the average of £4.7 billion.

In 2019 the volume of business trips was in line with recent years and -5.5% below the long-term average, with the number of bednights -9.8% below the average. Spend (unadjusted) on GB overnight business trips is +7.0% above the average for the last 14 years.

Fig 1. % change in volume of domestic trips by month in England – 2018 versus 2019

Note: chart based on 2019 data compared with 2018



Showing the percentage change between 2018 and 2019, in number of domestic tourism trips of all purposes by month for England.

The volume of domestic trips by month saw increases for half of the months versus 2018. The month with the largest year on year increase was April, due to Easter falling in April in 2019, whereas it was in March in 2018.

The month with the greatest percentage decline was February, which generally has the lowest trip volume in most years, but which had particularly poor weather in 2019.

England trips, nights and expenditure

Table 1.2.3 – England trips, nights and expenditure by purpose – 2006 to 2019

-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	99.071
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	290.316
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	£19,448
*Spend – (adjusted for inflation – £Million)	£21,249	£21,118	£20,412	£20,993	£18,847	£20,453	£21,675	£20,393	£19,613	£21,183	£19,700	£19,702	£19,599	£19,448
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	46.407
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	147.339
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	£10,982
*Spend – (adjusted for inflation – £Million)	£10,830	£11,229	£10,763	£11,862	£10,793	£11,453	£12,237	£11,404	£10,895	£11,608	£11,093	£11,401	£11,244	£10,982

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data

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

During 2019, 99.1 million domestic overnight trips were taken in England, generating 290.3 million bednights and expenditure of £19.4 billion. This represented an increase in trips of +1.7% and an increase in spend of +0.5% versus 2018, but a decrease in bednights of -1.8%.

Examining the longer term trend from 2006 to 2019, the 2019 figures sit within the range of the past decade (92.6 million to 104.5 million per year).

Holiday trips followed a similar pattern with volume +2.6% higher than 2018 and bednights -2.5% lower, but a decrease in spend of -1.1%.

England trips, nights and expenditure (continued)

Table 1.2.4 – England trips, nights and expenditure by purpose – 2006 to 2019

-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	36.130
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	105.180
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	£4,088
*Spend – (adjusted for inflation – £Million)	£5,118	£4,924	£4,711	£4,473	£4,138	£4,456	£4,660	£4,445	£4,407	£5,038	£4,158	£4,085	£3,960	£4,088
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	13.977
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	29.802
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	£3,937
*Spend – (adjusted for inflation – £Million)	£4,704	£4,493	£4,456	£4,277	£3,523	£4,040	£4,169	£3,984	£3,795	£3,614	£3,869	£3,678	£3,884	£3,937

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data*

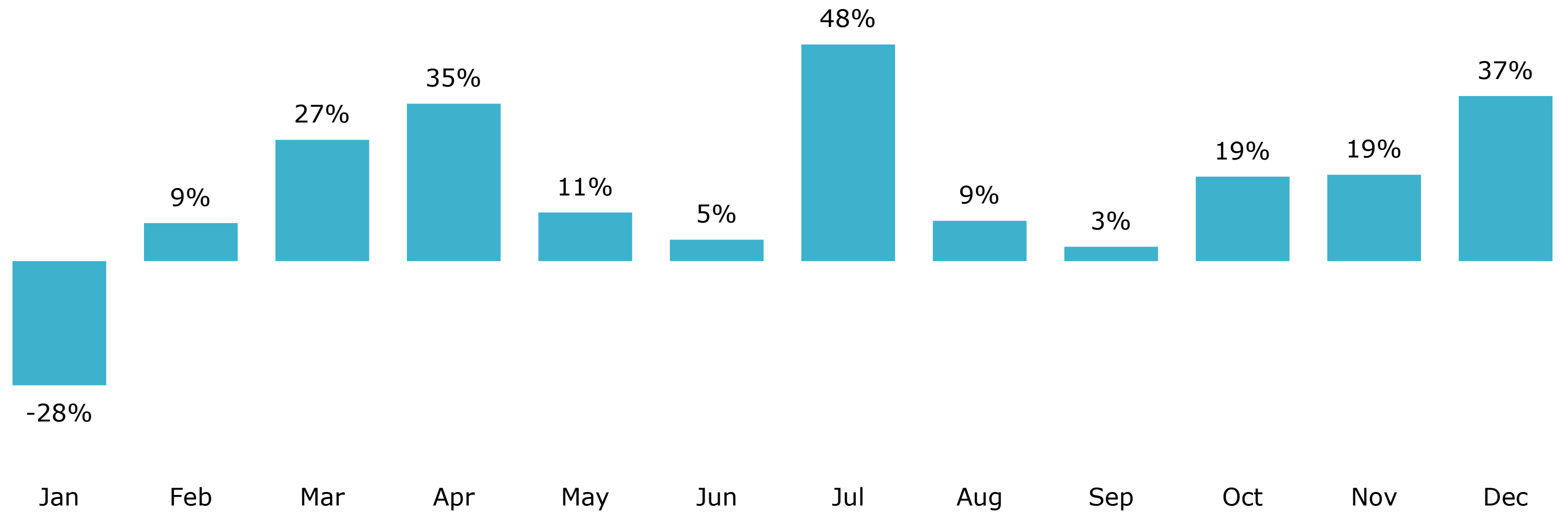
Showing trips, nights and spend over time for England by purpose.

The volume of trips to visit friends and relatives in England increased in 2019 by +1.8% and bednights increased by +0.9% compared to 2018. The spend associated with VFR trips in 2019 increased by +4.6% compared with 2018.

In 2019, the volume of business trips in England were almost unchanged (+0.2% higher than 2018) and expenditure rose +2.7%, while bednights reduced -8.9%.

Fig 2. % change in volume of domestic trips by month in Scotland – 2018 versus 2019

Note: chart based on 2019 data compared with 2018



Showing the percentage change between 2018 and 2019, in number of domestic tourism trips of all purposes by month for Scotland

In Scotland, when compared to 2018, there were increases in the number of domestic tourism trips in every month of 2019, except in January.

In particular, the peak summer month of July had higher numbers of trips than July 2018.

Scotland trips, nights and expenditure

Table 1.2.5 – Scotland trips, nights and expenditure by purpose – 2006 to 2019

-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	13.810
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	46.413
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	£3,200
*Spend – (adjusted for inflation – £Million)	£3,453	£3,522	£3,409	£3,157	£2,994	£3,446	£3,214	£3,149	£3,114	£3,549	£3,086	£3,109	£2,798	£3,200
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	7.748
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	27.743
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	£2,062
*Spend – (adjusted for inflation – £Million)	£1,849	£1,974	£1,998	£1,869	£1,682	£1,987	£1,872	£1,977	£1,878	£2,238	£1,785	£1,972	£1,854	£2,062

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data*

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

In Scotland, the volume of domestic tourism trips rose in 2019 to 13.8 million, which represents an increase of +17.0% versus 2018 and is the highest annual trip volume in the last 14 years. These 13.8 million trips generated 46.4 million bednights in 2019 (an increase of +15.1%), which is also a record number of annual bednights for the last 14 years. A similar increase in expenditure, +15.9% (£3.2 billion), was produced.

Holiday trips in Scotland also increased during 2019, with the volume of trips up +17.3% to 7.7 million, which was the highest year in the past 14 years. There was a corresponding +12.5% rise in bednights to 27.7 million – the most holiday bednights in Scotland during the past 14 years. Holiday expenditure was up +12.7% to £2.1 billion.

Scotland trips, nights and expenditure (continued)

Table 1.2.6 – Scotland trips, nights and expenditure by purpose – 2006 to 2019														
-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
VFR														
Trips (Millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470	4.036	3.461	3.037	3.041	3.255	4.021
Nights (Millions)	15.631	12.398	11.360	12.248	13.506	13.241	14.568	11.734	12.489	10.845	11.248	9.978	10.553	12.950
Spend – (historic prices – £Million)	£466	£519	£513	£432	£465	£572	£613	£496	£628	£619	£523	£468	£506	£636
*Spend – (adjusted for inflation – £Million)	£623	£679	£651	£533	£553	£653	£681	£541	£681	£670	£557	£484	£513	£636
Business														
Trips (Millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929	1.921	1.731	1.912	1.827	1.596	1.665
Nights (Millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852	5.110	4.899	4.659	4.814	4.282	4.616
Spend – (historic prices – £Million)	£654	£617	£538	£581	£561	£640	£537	£531	£465	£503	£592	£553	£378	£452
*Spend – (adjusted for inflation – £Million)	£874	£808	£683	£717	£667	£731	£597	£579	£504	£544	£631	£572	£383	£452

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data*

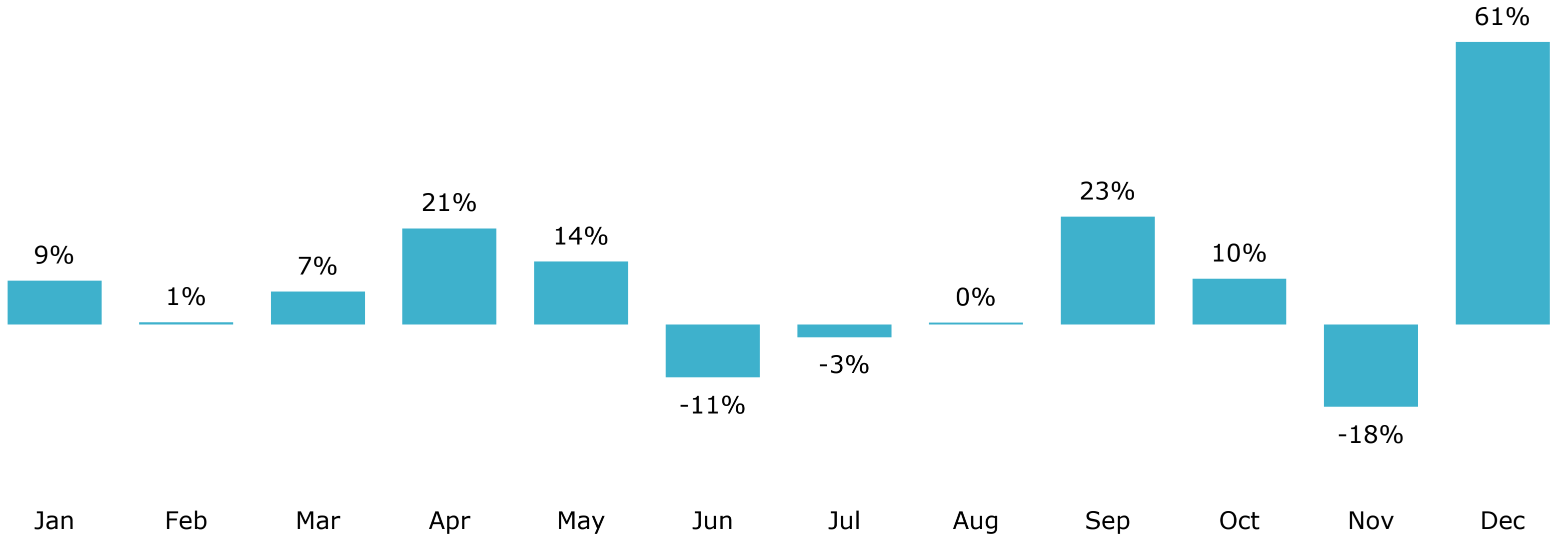
Showing trips, nights and spend over time for Scotland by purpose.

In 2019, VFR trips to Scotland increased by +23.5% to 4.0 million with a corresponding rise in bednights (up +22.7% to 13.0 million) and expenditure (up +25.7% to £636 million).

In 2019, 1.7 million overnight trips in Scotland were for business, a increase of +4.3% compared with 2018. These trips generated 4.6 million bednights and £452 million spend.

Fig 3. % change in volume of domestic trips by month in Wales – 2018 versus 2019

Note: chart based on 2019 data compared with 2018



Showing the percentage change between 2018 and 2019, in number of domestic tourism trips of all purposes by month for Wales

Seven months of 2019 had increases in the volume of trips compared with 2018.

The largest percentage increase was in December, with notable increases in April and September as well.

The greatest percentage decline was in November, although November generally has a low number of trips in most years.

Wales trips, nights and expenditure

Table 1.2.7 – Wales trips, nights and expenditure by purpose – 2006 to 2019

-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	10.698
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	35.077
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	£2,003
*Spend – (adjusted for inflation – £Million)	£2,149	£1,843	£1,782	£1,722	£1,711	£1,980	£1,765	£1,849	£1,882	£2,138	£1,799	£1,684	£1,877	£2,003
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	6.710
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	23.061
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	£1,439
*Spend – (adjusted for inflation – £Million)	£1,386	£1,192	£1,122	£1,220	£1,248	£1,403	£1,192	£1,302	£1,396	£1,491	£1,305	£1,244	£1,380	£1,439

Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data

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

In Wales, 10.7 million domestic tourism trips were taken during 2019, an increase of +6.8% versus 2018. This was the largest number of per annum trips to Wales in the past 14 years. These trips generated more revenue than in 2018 (+8.1% increase to £2.0 billion) but -2% fewer bednights compared with the previous year.

Holiday trips also increased, +4.6%, to 6.7 million – the highest number in any of the past 14 years. These trips brought a +5.7% increase in revenue to £1.4 billion, but fewer bednights (-5.8% decrease to 23.1 million).

Wales trips, nights and expenditure (continued)

Table 1.2.8 – Wales trips, nights and expenditure by purpose – 2006 to 2019

-	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
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	3.058
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	9.650
Spend – (historic prices – £Million)	£245	£248	£268	£241	£250	£251	£279	£274	£298	£371	£269	£233	£290	£327
*Spend – (adjusted for inflation – £Million)	£327	£325	£340	£297	£297	£287	£310	£299	£323	£402	£287	£241	£294	£327
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	0.720
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	1.777
Spend – (historic prices – £Million)	£275	£183	£216	£136	£123	£223	£199	£202	£137	£171	£145	£136	£158	£173
*Spend – (adjusted for inflation – £Million)	£367	£240	£274	£168	£146	£255	£221	£220	£149	£185	£154	£141	£160	£173

**Please note: Figures have been adjusted for inflation using CPI, to enable comparisons with 2019 spend data*

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

VFR trips increased +23.5% compared to 2018, with 3.1 million trips in Wales to visit friends or relatives. These trips generated 9.7 million bednights and £327 million in spend.

In 2019, the volume of business trips in Wales decreased by -12.8% to 0.7 million. These trips generated fewer bednights (down -9.2% to 1.8 million) but increased expenditure of £173 million (+9.5% increase versus 2018).

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**
2019	60.452	4.4%	47.710	1.4%
2018	57.894	-2.1%	47.042	0.9%
2017	59.149	5.8%	46.638	3.6%
2016	55.888	-0.1%	45.020	6.8%
2015	55.960	5.8%	42.150	9.4%
2014	52.903	-7.1%	38.519	3.7%
2013	56.969	-1.3%	37.149	2.7%
2012	57.695	-1.3%	36.173	-1.8%
2011	58.435	6.7%	36.819	1.1%
2010	54.743	-7.2%	36.422	-5.4%
2009	58.974	17.0%	38.490	-15.5%
2008	50.417	-	45.531	-

**Source: International Passenger Survey (IPS)*

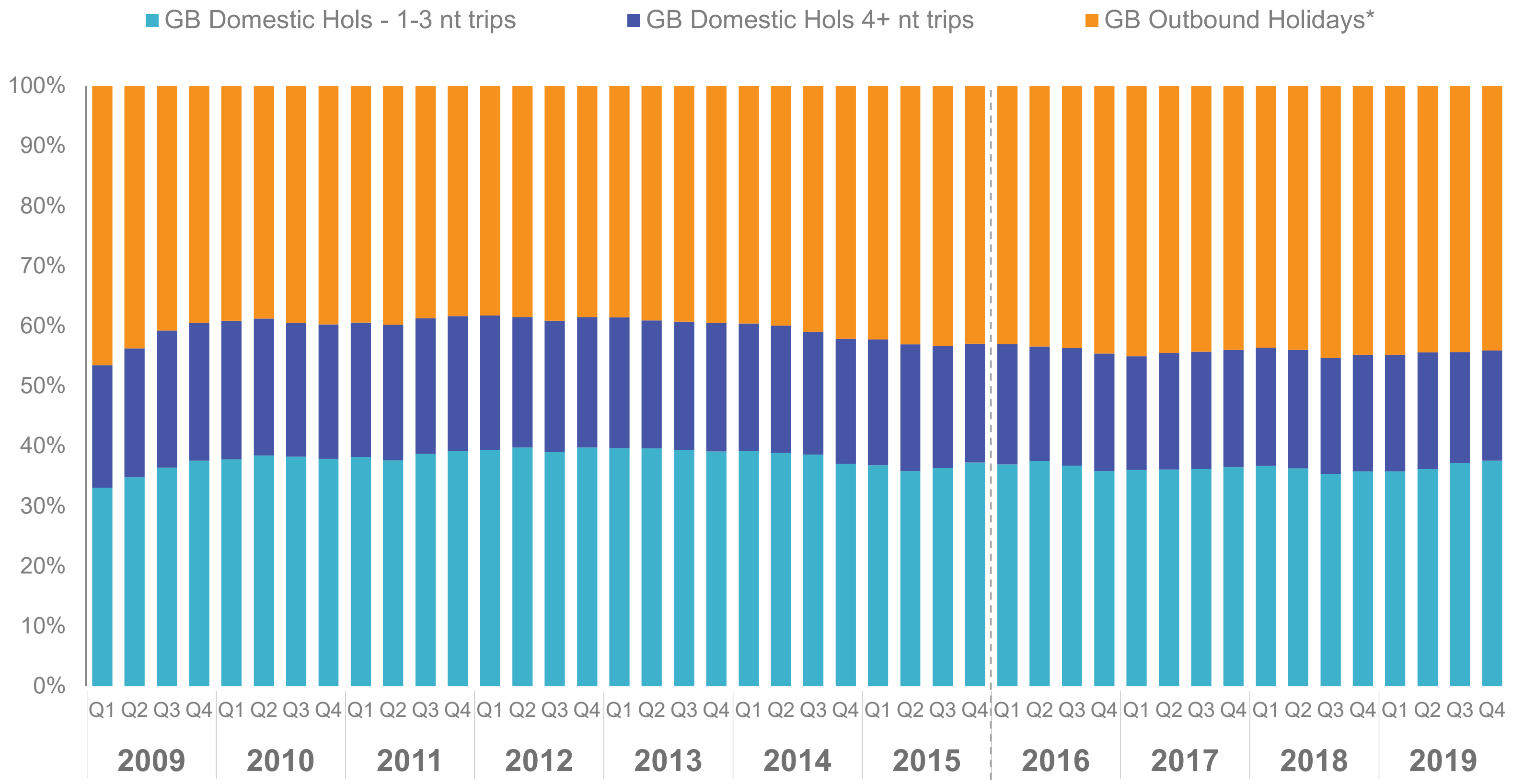
Showing holiday trip taking by GB residents in GB, and UK residents' overseas from 2008-2019.

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.

Over the 12 year review period, 2019 saw the largest volume of domestic holiday trips, up +4.4% on 2018 but also +2.2% higher than 2017 (the previous year with the highest volume).

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 2019 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 -2019.

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%. This stabilised In 2019, with 44% of holidays being overseas.

2019 In Detail

Tourism Overnight Visits – Summary of 2019 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

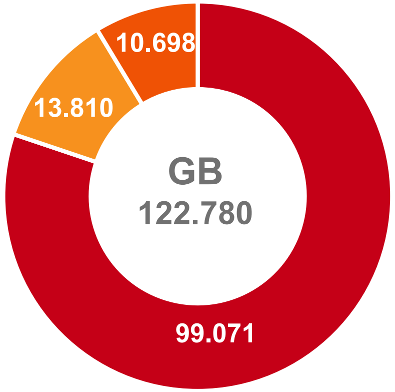
- A breakdown of all tourism trips by country, shows England dominate with an 81% share of trips, Scotland (11%) and Wales (9%) account for smaller shares.
- The average trip duration in GB is 3.0 nights and examining this measure by country, trips to England are shortest in duration at 2.9 nights. Trips to Scotland on average last 3.4 nights and to Wales last 3.3 nights.
- On average, Scotland has the highest spend per trip, at £232, compared to England (£196) and Wales (£187).

Origin and destination of trips

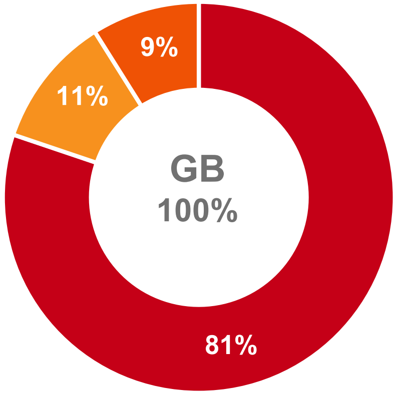
- Almost nine out of every ten trips (87%) taken by English residents were taken in England, with trips to Scotland and Wales making up 6% and 8% respectively.
- 65% of domestic trips taken by Scottish residents were in Scotland, with 34% of trips to England and 1% to Wales.
- Welsh residents took 62% of trips in England, compared to 35% in Wales and 3% 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	**52.323**	**100%**	**122.780**	**100%**
England	45.229	86%	99.071	81%
Scotland	4.519	9%	13.810	11%
Wales	2.576	5%	10.698	9%

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

The majority (81%) of GB trips taken during 2019 were to destinations in England (99 million). Scotland received 13.8 million trips during 2019, 11% of trips, while there were 10.7 million trips in Wales, a share of 9%.

Comparing the proportion of trips taken compared to each nation's population, England has a smaller share of trips taken (81%) than share of the GB population (86%), while Scotland (11%) and Wales (9%) both have a higher proportion of GB trips compared to population share (9% and 5% respectively).

Tourism trips – bednights and spend

Fig 6. Nights (millions)

Share of nights

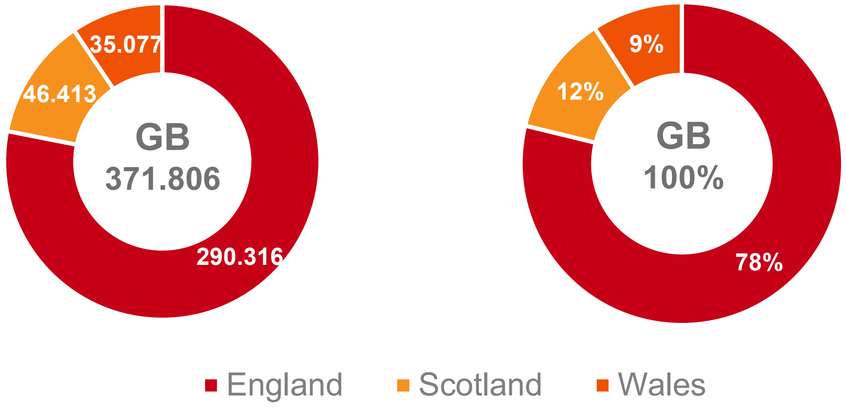


Table 1.3.3 – Tourism nights in GB by country	
-	Average nights per trip
Destination	-
GB total	**3.0**
England	2.9
Scotland	3.4
Wales	3.3

Table 1.3.4 – Tourism spending in GB by country visited				
-	Spending	Share of spending	Average spend per trip	Average spend per night
Destination	**Million**	**%**	-	-
GB total	**£24,651**	**100%**	**£201**	**£66**
England	£19,448	79%	£196	£67
Scotland	£3,200	13%	£232	£69
Wales	£2,003	8%	£187	£57

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

On average, GB trips in 2019 were 3.0 nights in length. Trips taken in England averaged 2.9 nights in duration. The average length of trips taken in Scotland and Wales was longer, 3.4 nights and 3.3 nights respectively.

Across GB as a whole, there was an average spend of £201 per tourism trip. Scotland had the highest average spend, at £232 per trip, reflecting higher amounts spent on transport and accommodation. Spend per trip in England was just below the GB figure at £196 with spend in Wales averaging £187 per trip. Lower spend in Wales reflects a higher proportion of lower priced self-catering accommodation used during trips.

In 2019, spend per night was similar on trips to England and Scotland at £67 and £69 respectively, with spend per night in Wales being lower, at £57.

Purpose by destination

Table 1.4.1 – Trips in GB by purpose			
-	England	Scotland	Wales
Purpose	**Million**	**Million**	**Million**
Total	**99.071**	**13.810**	**10.698**
Total holiday (including VFR-holiday)	71.470	10.521	8.946
1-3 nights (total holidays)	50.469	6.693	5.811
4+ nights (total holidays)	21.001	3.828	3.135
Holiday	46.407	7.748	6.710
VFR	36.130	4.021	3.058
VFR-holiday	25.063	2.773	2.235
VFR-other	11.067	1.248	0.823
Business/work	13.977	1.665	0.720
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	72%	76%	84%
1-3 nights (total holidays)	51%	48%	54%
4+ nights (total holidays)	21%	28%	29%
Holiday	47%	56%	63%
VFR	36%	29%	29%
VFR-holiday	25%	20%	21%
VFR-other	11%	9%	8%
Business/work	14%	12%	7%

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

Holiday trips make up the greatest proportion of trips, with most being shorter trips of 1-3 nights in duration (51% of overnight trips to England, 48% to Scotland and 54% to Wales).

There is some variation in the figures. In Wales the proportion of total holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (84% compared to 72% and 76% respectively).

Longer holiday trips (4+ nights) are more common in Wales (29% of trips taken) and Scotland (28%), compared to 21% in England.

Trips for the purpose of visiting friends and relatives (VFR) are most common in England, where 36% of trips were taken for this reason compared to 29% in Scotland or Wales. Business trips are more common in England (14%) and Scotland (12%) than they are in Wales (7%)

Purpose by destination (continued)

Table 1.4.2 – Nights in GB by purpose			
-	**England**	**Scotland**	**Wales**
Purpose	**Million**	**Million**	**Million**
Total	290.316	46.413	35.077
Total holiday (including VFR-holiday)	224.225	37.134	30.013
1-3 nights (total holidays)	95.318	13.589	11.814
4+ nights (total holidays)	128.907	23.546	18.199
Holiday	147.339	27.743	23.061
VFR	105.180	12.950	9.650
VFR-holiday	76.886	9.391	6.952
VFR-other	28.295	3.559	2.699
Business/work	29.802	4.616	1.777
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	77%	80%	86%
1-3 nights (total holidays)	33%	29%	34%
4+ nights (total holidays)	44%	51%	52%
Holiday	51%	60%	66%
VFR	36%	28%	28%
VFR-holiday	26%	20%	20%
VFR-other	10%	8%	8%
Business/work	10%	10%	5%

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

The higher share of longer holiday trips in Scotland and Wales results in Scotland and Wales having a higher share of bednights being for the purpose of taking a holiday (80% and 86% respectively).

Purpose by destination (continued)

Table 1.4.3 – Spending in GB by purpose			
-	England	Scotland	Wales
Purpose	**£Million**	**£Million**	**£Million**
Total	19,448	3,200	2,003
Total holiday (including VFR-holiday)	13,904	2,537	1,692
1-3 nights (total holidays)	8,008	1,248	841
4+ nights (total holidays)	5,896	1,289	852
Holiday	10,982	2,062	1,439
VFR	4,088	636	327
VFR-holiday	2,922	475	253
VFR-other	1,166	161	74
Business/work	3,937	452	173
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Total holiday (including VFR-holiday)	71%	79%	84%
1-3 nights (total holidays)	41%	39%	42%
4+ nights (total holidays)	30%	40%	43%
Holiday	56%	64%	72%
VFR	21%	20%	16%
VFR-holiday	15%	15%	13%
VFR-other	6%	5%	4%
Business/work	20%	14%	9%

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

Spend on holidays is relatively equally distributed between short trips (1-3 nights) and longer trips (4+ nights) in Scotland and Wales (around 40% of spend on each). Whereas in England 30% of spend is on holiday trips of four nights or longer.

Holiday and business trips tend to be more expensive than trips to visit friends or relatives, because VFR trips generally have no accommodation costs.

Accommodation by destination

Table 1.4.4 – Trips in GB by Accommodation Type

-	England	Scotland	Wales
Accommodation	**Million**	**Million**	**Million**
Total	**99.071**	**13.810**	**10.698**
Commercial accommodation	61.167	9.619	7.676
Commercial serviced accommodation	42.771	6.520	3.716
Hotel/motel	35.813	5.375	2.710
Guest house/B&B	4.855	0.901	0.758
Self-catering (incl caravan and camping)	19.136	3.157	4.125
Self-catering (excl caravan and camping)	8.944	1.441	1.545
Caravan or camping	10.138	1.748	2.562
Touring caravan (towed)\campervan\motorhome	2.926	0.840	0.691
Static caravan – not owned	2.834	0.211	0.707
Static caravan – owned	1.457	0.250	0.641
Tent	2.686	0.399	0.501
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.482	0.063	0.034
Hostel	0.552	0.096	0.087
Airbnb/Someone else's home	1.378	0.284	0.171
Friend's home, Relative's home, Own second home\timeshare	36.480	4.109	2.913

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

In all three nations the most common type of commercial accommodation is Hotel/motel and the next most common type of commercial accommodation is Caravan/Camping.

In England and Wales there were more trips that involved staying in a friend's home, relative's home, second home or timeshare than another type, but in Scotland there were more trips utilising hotels or 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 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	61.7%	69.7%	71.8%
Commercial serviced accommodation	43.2%	47.2%	34.7%
Hotel/motel	36.1%	38.9%	25.3%
Guest house/B&B	4.9%	6.5%	7.1%
Self-catering (incl caravan and camping)	19.3%	22.9%	38.6%
Self-catering (excl caravan and camping)	9.0%	10.4%	14.4%
Caravan or camping	10.2%	12.7%	23.9%
Touring caravan (towed)\campervan\motorhome	3.0%	6.1%	6.5%
Static caravan – not owned	2.9%	1.5%	6.6%
Static caravan – owned	1.5%	1.8%	6.0%
Tent	2.7%	2.9%	4.7%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.5%	0.3%
Hostel	0.6%	0.7%	0.8%
Airbnb/Someone else's home	1.4%	2.1%	1.6%
Friend's home, Relative's home, Own second home\timeshare	36.8%	29.8%	27.2%

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

In England around 36% of trips involved overnight stays in hotels/motels and a similar proportion (37%) of trips involved staying with friends, relatives or in a timeshare/second home. The next most commonly used accommodation types in England are caravan or camping (10%) and other types of self-catering (9%).

The most popular type of accommodation on trips to Scotland was hotels/motels (39%), followed by staying with friends, relatives or in a timeshare/second home (30%), with caravan or camping on 13% of trips and other types of self-catering for 10% of trips.

On trips to Wales, staying with friends or relatives or in a timeshare/second home was the most commonly used accommodation (27%), followed closely by hotels/motels (25%) and caravans or camping on 24% of trips.

Accommodation by destination (continued)

Table 1.4.6 – Nights in GB by Accommodation Type

-	England	Scotland	Wales
Accommodation	**Million**	**Million**	**Million**
Total	**290.316**	**46.413**	**35.077**
Commercial accommodation	168.662	30.646	24.685
Commercial serviced accommodation	90.039	15.295	8.644
Hotel/motel	71.390	11.926	5.796
Guest house/B&B	11.916	2.489	2.034
Self-catering (incl caravan and camping)	80.276	14.527	16.051
Self-catering (excl caravan and camping)	36.901	7.103	6.785
Caravan or camping	42.900	7.366	9.195
Touring caravan (towed)\campervan\motorhome	13.976	3.539	2.284
Static caravan – not owned	12.562	1.132	3.107
Static caravan – owned	6.080	1.240	2.108
Tent	9.544	1.349	1.637
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.415	0.180	0.124
Hostel	1.465	0.177	0.253
Airbnb/Someone else's home	4.296	1.042	0.682
Friend's home, Relative's home, Own second home\timeshare	111.584	14.308	9.424

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

In England more nights were spent staying with friends, relatives or in timeshare/second homes than other types of accommodation, whereas in Scotland there was an equal number of nights in self-catering accommodation.

However, for Wales the highest volume of nights were spent in self-catering accommodation, particularly caravan or campsite.

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	58.1%	66.0%	70.4%
Commercial serviced accommodation	31.0%	33.0%	24.6%
Hotel/motel	24.6%	25.7%	16.5%
Guest house/B&B	4.1%	5.4%	5.8%
Self-catering (incl caravan and camping)	27.7%	31.3%	45.8%
Self-catering (excl caravan and camping)	12.7%	15.3%	19.3%
Caravan or camping	14.8%	15.9%	26.2%
Touring caravan (towed)\campervan\motorhome	4.8%	7.6%	6.5%
Static caravan – not owned	4.3%	2.4%	8.9%
Static caravan – owned	2.1%	2.7%	6.0%
Tent	3.3%	2.9%	4.7%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.4%	0.4%
Hostel	0.5%	0.4%	0.7%
Airbnb/Someone else's home	1.5%	2.2%	1.9%
Friend's home, Relative's home, Own second home\timeshare	38.4%	30.8%	26.9%

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

In England 38% of nights were spent staying with friends, relatives or in timeshare/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 31% of nights spent staying with friends, relatives or in timeshare/ second homes, 26% in hotels/motels, 16% camping or in caravans and 15% in other types of self-catering accommodation.

In Wales there was a similar proportion of nights spent staying with friends, relatives or in timeshare/second homes (27%) or camping/caravanning (26%). A further 19% of nights were spent in other types of self-catering accommodation, and 17% 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	**£19,448**	**£3,200**	**£2,003**
Commercial accommodation	£15,554	£2,680	£1,731
Commercial serviced accommodation	£11,067	£1,790	£934
Hotel/motel	£9,296	£1,440	£625
Guest house/B&B	£1,259	£265	£211
Self-catering (incl caravan and camping)	£4,554	£797	£811
Self-catering (excl caravan and camping)	£2,764	£512	£440
Caravan or camping	£1,759	£285	£369
Touring caravan (towed)\campervan\motorhome	£474	£139	£76
Static caravan – not owned	£684	£40	£172
Static caravan – owned	£182	£28	£55
Tent	£389	£73	£61
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£100	£11	£7
Hostel	£75	£21	£39
Airbnb/Someone else's home	£375	£123	£52
Friend's home, Relative's home, Own second home\timeshare	£3,333	£472	£240

NB This table shows the total amount spent on the trips 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	80.0%	83.8%	86.4%
Commercial serviced accommodation	56.9%	55.9%	46.6%
Hotel/motel	47.8%	45.0%	31.2%
Guest house/B&B	6.5%	8.3%	10.5%
Self-catering (incl caravan and camping)	23.4%	24.9%	40.5%
Self-catering (excl caravan and camping)	14.2%	16.0%	22.0%
Caravan or camping	9.0%	8.9%	18.4%
Touring caravan (towed)\campervan\motorhome	2.4%	4.3%	3.8%
Static caravan – not owned	3.5%	1.3%	8.6%
Static caravan – owned	0.9%	0.9%	2.7%
Tent	2.0%	2.3%	3.0%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.5%	0.3%	0.3%
Hostel	0.4%	0.7%	1.9%
Airbnb/Someone else's home	1.9%	3.8%	2.6%
Friend's home, Relative's home, Own second home\timeshare	17.1%	14.8%	12.0%

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

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

Because hotels generally cost more per night than most other types of accommodation trips which utilise hotel/motel accommodation tend to be more expensive. Therefore, in England 48% of money spent on all overnight trips was spent on trips where hotel or motel accommodation was used. In Scotland the percentage is similar, at 45%, while in Wales it was 31% of all spend.

In England and Scotland, 23% and 25% respectively of spend was on trips involving self-catering (including caravan/camping), whereas in Wales self-catering trips represented a higher proportion of spend (41%).

In England 17% of spend was on stays with friends, family, a second home or timeshare, in Scotland it was 15% and in Wales 12%. The price of these accommodation types tends to be much less expensive, often resulting in a lower total spend overall, and reducing the proportion of total spend accounted for by these trips.

Accommodation by Holiday Trips

Table 1.4.10 – Holiday Trips in GB			
All Holiday Trips (millions)			
Accommodation	**England**	**Scotland**	**Wales**
Total	**46.407**	**7.748**	**6.710**
Commercial accommodation	39.630	6.819	5.976
Commercial serviced accommodation	23.857	4.160	2.487
Hotel/motel	19.349	3.328	1.724
Guest house/B&B	3.080	0.671	0.577
Self-catering (incl caravan and camping)	16.868	2.771	3.643
Self-catering (excl caravan and camping)	7.554	1.165	1.370
Caravan or camping	9.258	1.624	2.255
Touring caravan (towed)\campervan\motorhome	2.613	0.805	0.602
Static caravan – not owned	2.696	0.192	0.635
Static caravan – owned	1.366	0.221	0.587
Tent	2.355	0.372	0.409
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.434	0.052	0.025
Hostel	0.320	0.096	0.044
Airbnb/Someone else's home	0.737	0.184	0.123
Friend's home, Relative's home, Own second home\timeshare	5.398	0.853	0.574

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 or camping.

In contrast, in England and Scotland the second most popular was caravan or camping, while 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	85.4%	88.0%	89.1%
Commercial serviced accommodation	51.4%	53.7%	37.1%
Hotel/motel	41.7%	43.0%	25.7%
Guest house/B&B	6.6%	8.7%	8.6%
Self-catering (incl caravan and camping)	36.3%	35.8%	54.3%
Self-catering (excl caravan and camping)	16.3%	15.0%	20.4%
Caravan or camping	19.9%	21.0%	33.6%
Touring caravan (towed)\campervan\motorhome	5.6%	10.4%	9.0%
Static caravan – not owned	5.8%	2.5%	9.5%
Static caravan – owned	2.9%	2.9%	8.7%
Tent	5.1%	4.8%	6.1%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.9%	0.7%	0.4%
Hostel	0.7%	1.2%	0.7%
Airbnb/Someone else's home	1.6%	2.4%	1.8%
Friend's home, Relative's home, Own second home\timeshare	11.6%	11.0%	8.6%

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

In England around 42% of holidays had overnight stays in hotels or motels, caravan or camping was 20% and other types of self-catering (i.e. excluding caravan & camping) was 16%.

The most popular type of accommodation on holiday trips to Scotland was hotels or motels (43%), followed by caravan or camping (21%) and other self-catering on 15% of trips.

On holiday trips to Wales, caravan or camping was most popular, being used on 34% of trips, followed by hotels or motels (26%) and other types of self-catering on 20% of holiday trips.

Accommodation by Holiday Trips (continued)

Table 1.4.12 – Holiday Nights in GB			
All Holiday Trips (millions)			
Accommodation	**England**	**Scotland**	**Wales**
Total	**147.339**	**27.743**	**23.061**
Commercial accommodation	122.992	23.768	20.174
Commercial serviced accommodation	53.138	10.633	6.099
Hotel/motel	40.090	8.033	3.849
Guest house/B&B	8.195	1.985	1.647
Self-catering (incl caravan and camping)	73.004	12.884	14.349
Self-catering (excl caravan and camping)	32.583	5.830	6.225
Caravan or camping	39.957	6.966	8.052
Touring caravan (towed)\campervan\motorhome	12.985	3.430	1.914
Static caravan – not owned	12.020	1.076	2.734
Static caravan – owned	5.757	1.136	1.965
Tent	8.486	1.249	1.380
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	1.187	0.054	0.077
Hostel	0.848	0.177	0.090
Airbnb/Someone else's home	2.575	0.567	0.344
Friend's home, Relative's home, Own second home\timeshare	16.974	3.060	1.984

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

In England, a similar number of holiday bednights were spent in hotels or motels as caravans or camping. In Scotland there were more bednights in hotels or motels, and in Wales there were more camping or caravanning bednights.

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%	85.7%	87.5%
Commercial serviced accommodation	36.1%	38.3%	26.4%
Hotel/motel	27.2%	29.0%	16.7%
Guest house/B&B	5.6%	7.2%	7.1%
Self-catering (incl caravan and camping)	49.5%	46.4%	62.2%
Self-catering (excl caravan and camping)	22.1%	21.0%	27.0%
Caravan or camping	27.1%	25.1%	34.9%
Touring caravan (towed)\campervan\motorhome	8.8%	12.4%	8.3%
Static caravan – not owned	8.2%	3.9%	11.9%
Static caravan – owned	3.9%	4.1%	8.5%
Tent	5.8%	4.5%	6.0%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.8%	0.2%	0.3%
Hostel	0.6%	0.6%	0.4%
Airbnb/Someone else's home	1.7%	2.0%	1.5%
Friend's home, Relative's home, Own second home\timeshare	11.5%	11.0%	8.6%

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

In England, 27% of holiday bednights were spent in hotels or motels, the same as spent camping or in a caravan, with other self-catering accommodation taking 22%, resulting in all self-catering making up half of all holiday bednights.

In Scotland 29% of holiday bednights were spent in hotels or motels, with camping or caravans accounting for 25% and other self-catering adding a further 21%, to give total self-catering a 46% share of holiday bednights.

In Wales 35% of holiday bednights were spent camping or in caravans, while other types of self-catering added made a further 27%, so all self-catering accommodation accounted for 62% of Welsh holiday bednights, while hotels or motels were 17%.

Accommodation by Holiday Trips (continued)

Table 1.4.14 – Holiday Spend in GB			
All Holiday Trips (£millions)			
Accommodation	**England**	**Scotland**	**Wales**
Total	**£10,982**	**£2,062**	**£1,439**
Commercial accommodation	£9,927	£1,913	£1,347
Commercial serviced accommodation	£6,038	£1,165	£644
Hotel/motel	£4,801	£898	£428
Guest house/B&B	£878	£202	£157
Self-catering (incl caravan and camping)	£4,045	£701	£705
Self-catering (excl caravan and camping)	£2,402	£434	£376
Caravan or camping	£1,612	£263	£326
Touring caravan (towed)\campervan\motorhome	£425	£137	£63
Static caravan – not owned	£648	£38	£156
Static caravan – owned	£174	£22	£50
Tent	£337	£64	£53
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	£90	£6	£4
Hostel	£44	£21	£3
Airbnb/Someone else's home	£232	£70	£33
Friend's home, Relative's home, Own second home\timeshare	£601	£117	£64

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

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

In all three nations the highest spend on holiday trips was for those which involved staying in hotels or motels. Trips which utilised self-catering accommodation (excluding camping or caravans) accounted for the second-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	90.4%	92.8%	93.6%
Commercial serviced accommodation	55.0%	56.5%	44.8%
Hotel/motel	43.7%	43.5%	29.7%
Guest house/B&B	8.0%	9.8%	10.9%
Self-catering (incl caravan and camping)	36.8%	34.0%	49.0%
Self-catering (excl caravan and camping)	21.9%	21.0%	26.1%
Caravan or camping	14.7%	12.8%	22.7%
Touring caravan (towed)\campervan\motorhome	3.9%	6.6%	4.4%
Static caravan – not owned	5.9%	1.8%	10.8%
Static caravan – owned	1.6%	1.1%	3.5%
Tent	3.1%	3.1%	3.7%
Glamping/alternative accommodation e.g. yurt, tipi, ecopod	0.8%	0.3%	0.3%
Hostel	0.4%	1.0%	0.2%
Airbnb/Someone else's home	2.1%	3.4%	2.3%
Friend's home, Relative's home, Own second home\timeshare	5.5%	5.7%	4.4%

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

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

In England and Scotland 44% of money spent on holiday trips was for those using hotel or motel accommodation, while in Wales this accounted for 30% of money spent on holiday trips.

Trips utilising self-catering accommodation (excluding caravan and camping) account for a further 22% of money spent on holiday trips in England, 21% in Scotland and 26% in Wales.

Caravan and camping trips take an additional 15% of holiday spend in England, 13% in Scotland and 23% in Wales.

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	**99.071**	**13.810**	**10.698**
Seaside/coastal	20.614	2.309	4.579
City/large town	45.224	6.538	1.898
Small town	18.786	2.829	2.076
Countryside/village	15.712	2.716	2.514
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside/coastal	20.8%	16.7%	42.8%
City/large town	45.6%	47.3%	17.7%
Small town	19.0%	20.5%	19.4%
Countryside/village	15.9%	19.7%	23.5%

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

In England and Scotland nearly half of trips (46% and 47% respectively) had a city or large town as the main focus of the visit. For trips taken in Wales the most popular location type was seaside or coastal (43%).

Type of place by destination (continued)

Table 1.4.17 – Nights in GB by type of place visited

-	England	Scotland	Wales
Type of place visited	**Million**	**Million**	**Million**
Total	**290.316**	**46.413**	**35.077**
Seaside/coastal	77.730	8.321	16.313
City/large town	108.249	17.024	3.868
Small town	51.593	10.140	5.515
Countryside/village	48.218	9.760	9.068
Purpose	% share	% share	% share
Total	**100%**	**100%**	**100%**
Seaside/coastal	26.8%	17.9%	46.5%
City/large town	37.3%	36.7%	11.0%
Small town	17.8%	21.8%	15.7%
Countryside/village	16.6%	21.0%	25.9%

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

In England and Scotland, 37% of bednights were spent on trips where the main type of place visited was a city or large town. In Wales, city or town visits accounted for only 11% of bednights.

In Wales the largest number of bednights were spent on trips where the main type of place visited was seaside or coastal (47%) which account for 27% of bednights in England and 18% in Scotland.

Type of place by destination (continued)

Table 1.4.18 – Spend in GB by type of place visited

-	England	Scotland	Wales
Type of place visited	**£Million**	**£Million**	**£Million**
Total	**£19,448**	**£3,200**	**£2,003**
Seaside/coastal	£4,463	£448	£948
City/large town	£9,086	£1,483	£276
Small town	£2,880	£636	£326
Countryside/village	£2,798	£560	£436
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside/coastal	22.9%	14.0%	47.3%
City/large town	46.7%	46.3%	13.8%
Small town	14.8%	19.9%	16.3%
Countryside/village	14.4%	17.5%	21.8%

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

In England and Scotland almost half of money (47% and 46% respectively) was spent on trips where the main place visited was a city or large town, whereas in Wales this destination type accounted for only 14% of spend.

By contrast, in Wales visits where the main type of destination was seaside or coastal accounted for 47% of spend.

NB This table shows the proportion of the total amount spent on the trips where these destination types were visited, NOT the proportion of amount spent at the destination type itself.

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	**46.407**	**7.748**	**6.710**
Seaside/coastal	15.033	1.556	3.583
City/large town	15.223	3.306	0.730
Small town	7.614	1.700	1.103
Countryside/village	8.963	1.727	1.520
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside/coastal	32.4%	20.1%	53.4%
City/large town	32.8%	42.7%	10.9%
Small town	16.4%	21.9%	16.4%
Countryside/village	19.3%	22.3%	22.7%

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

In Wales over half (53%) of holiday trips had the main type of place visited as seaside or coastal.

In England the largest proportion of holiday trips had the main type of place visited as a city/large town (33%), or coastal/seaside (32%).

In Scotland the largest number of holiday trips have the main place visited as cities or large towns (43%).

Type of place by holiday trips (continued)

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

-	England	Scotland	Wales
Type of place visited	**Million**	**Million**	**Million**
Total	**147.339**	**27.743**	**23.061**
Seaside/coastal	59.798	6.035	13.166
City/large town	32.930	8.495	1.374
Small town	21.918	5.962	2.916
Countryside/village	30.276	6.687	5.457
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside/coastal	40.6%	21.8%	57.1%
City/large town	22.3%	30.6%	6.0%
Small town	14.9%	21.5%	12.6%
Countryside/village	20.5%	24.1%	23.7%

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

In England and Wales the largest number of bednights was spent on holiday trips where the main place visited was seaside or coastal (41% and 57% respectively), whereas in Scotland the largest number of holiday bednights were spent on trips to cities or large towns (31%).

Type of place by holiday trips (continued)

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

-	England	Scotland	Wales
Type of place visited	**£Million**	**£Million**	**£Million**
Total	**£10,982**	**£2,062**	**£1,439**
Seaside/coastal	£3,652	£302	£784
City/large town	£3,603	£867	£128
Small town	£1,537	£438	£209
Countryside/village	£2,030	£410	£307
Purpose	**% share**	**% share**	**% share**
Total	**100%**	**100%**	**100%**
Seaside/coastal	33.3%	14.6%	54.5%
City/large town	32.8%	42.0%	8.9%
Small town	14.0%	21.2%	14.5%
Countryside/village	18.5%	19.9%	21.3%

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

In Wales over half (55%) of all money spent on holiday trips was where the main place visited was seaside or coastal.

In Scotland it was trips to cities/large towns that took the largest share of holiday spend (42%).

In England the majority of spend was split between trips where the main place visited was seaside or coastal (33%) or cities/large towns (33%).

NB This table shows the proportion of the total amount spent on the trips where these destination types were visited, NOT the proportion of amount spent at the destination type itself.

Country of residence

Table 1.5.1 – Trips taken by country of residence

Residence				
-	British	English	Scottish	Welsh
Trips (including child trips) (million)	122.780	105.192	11.747	5.841
Share of trips taken (%)	100%	86%	10%	5%
Adult resident population (million)	52.323	45.229	4.519	2.576
Share of population (%)	100%	86%	9%	5%
Average number of trips taken per adult resident	2.35	2.33	2.60	2.27

Table 1.5.2 – Nights taken & spend by country of residence

Residence				
-	British	English	Scottish	Welsh
Nights (including child trips) (million)	371.806	317.097	37.359	17.350
Average number of nights taken per adult resident	7.11	7.01	8.27	6.74
Spending (£ million)	£24,651	£20,810	£2,758	£1,083
Average spend per adult resident (£)	£471	£460	£610	£420

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

English residents took 105.2 million trips in 2019, 86% of all GB trips, while Scottish residents took around 11.8 million (10%) and Welsh residents 5.8 million (5%) 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 2019 (across an average of 2.3 trips) and spent an average of £471 on these trips overall.

Welsh residents spent slightly fewer nights away than English or Scottish residents (6.7 compared to 7.0 or 8.3) across 2.3 trips spending only slightly less than English residents (an average of around £420).

Scottish residents spent the longest time away, an average of 8 days across 2.6 trips, spending an average of £610 per resident. Scottish residents spent considerably more in 2019 than in 2018 (£610 on average in 2019 compared with £490 in 2018).

Trips by country of residence

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

-	Residence			
Trips	**British**	**English**	**Scottish**	**Welsh**
Destination	**Million**	**Million**	**Million**	**Million**
GB	122.780	105.192	11.747	5.841
England	99.071	91.439	3.985	3.647
Scotland	13.810	5.936	7.692	0.183
Wales	10.698	8.507	0.136	2.055

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

-	Residence			
Trips	**British**	**English**	**Scottish**	**Welsh**
Destination	**% Share**	**% Share**	**% Share**	**% Share**
GB	100%	100%	100%	100%
England	81%	87%	34%	62%
Scotland	11%	6%	65%	3%
Wales	9%	8%	1%	35%

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

Almost nine out of every ten trips (87%) taken by English residents were within England, with trips to Scotland and Wales making up 6% and 8% respectively.

Scottish residents were also most likely to take trips within their own country, with 65% of trips being taken in Scotland, 34% to England and just 1% of trips to Wales.

62% of trips made by Welsh residents were to England, 35% were within Wales and only 3% were to Scotland.

Nights by country of residence

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

-	Residence			
Nights	**British**	**English**	**Scottish**	**Welsh**
Destination	**Million**	**Million**	**Million**	**Million**
GB	371.806	317.097	37.359	17.350
England	290.316	265.203	14.471	10.642
Scotland	46.413	23.179	22.263	0.971
Wales	35.077	28.715	0.625	5.737

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

-	Residence			
Nights	**British**	**English**	**Scottish**	**Welsh**
Destination	**% Share**	**% Share**	**% Share**	**% Share**
GB	100%	100%	100%	100%
England	78%	84%	39%	61%
Scotland	12%	7%	60%	6%
Wales	9%	9%	2%	33%

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 residency:

- **84% of nights (87% trips) generated by English residents were on domestic overnight trips within England**
- **For Scottish residents, the equivalent figure for nights was 60% (65% trips)**
- **For Welsh residents, the equivalent figure was 33% of nights (35% trips)**

Spend by country of residence

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

-	Residence			
Spend	**British**	**English**	**Scottish**	**Welsh**
Destination	**£Million**	**£Million**	**£Million**	**£Million**
GB	£24,651	£20,810	£2,758	£1,083
England	£19,448	£17,415	£1,300	£732
Scotland	£3,200	£1,712	£1,422	£66
Wales	£2,003	£1,683	£37	£284

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

-	Residence			
Spend	**British**	**English**	**Scottish**	**Welsh**
Destination	**% Share**	**% Share**	**% Share**	**% Share**
GB	100%	100%	100%	100%
England	79%	84%	47%	68%
Scotland	13%	8%	52%	6%
Wales	8%	8%	1%	26%

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 share of residency:

- **84% of English residents' spend (87% trips) was on domestic trips taken in England**
- **For Scottish residents, the equivalent figure was 52% of spend (65% trips)**
- **For Welsh residents, the equivalent figure was 26% of spend (35% trips)**

Origin and destination of trips

Table 1.5.11 – Net gains/losses of domestic tourism – 2019			
-	Trips	Nights	Spend
-	Millions	Millions	Millions
England	-6.811	-26.781	-£1,362
Scotland	1.997	9.054	£441
Wales	4.813	17.727	£921

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

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	**7.692**	0.136	0.570	1.093	0.367	0.279	0.357	0.158	0.802	0.247	0.349
Wales	0.183	**2.055**	0.057	0.629	0.236	0.167	0.576	0.194	0.463	0.470	1.024
North East England	0.661	0.118	**0.806**	0.902	0.862	0.254	0.257	0.137	0.471	0.187	0.261
North West England	1.346	2.268	0.825	**4.158**	1.510	0.584	0.991	0.469	1.329	0.739	1.110
Yorkshire and the Humber	0.727	0.443	0.565	1.589	**2.247**	0.990	0.543	0.647	0.942	0.738	0.550
East Midlands	0.390	0.732	0.290	0.948	1.245	**1.670**	0.625	0.956	1.170	0.888	1.154
West Midlands	0.490	2.001	0.172	1.462	0.946	0.876	**1.720**	0.497	1.461	0.971	2.277
East of England	0.509	0.395	0.224	0.828	0.513	0.754	0.874	**2.812**	0.887	1.591	1.339
London	0.580	0.529	0.215	1.098	0.697	0.783	0.779	1.780	**1.160**	3.075	2.392
South East England	0.898	1.305	0.326	0.930	0.591	0.909	1.438	1.686	2.224	**5.478**	3.517
South West England	0.335	0.716	0.202	0.428	0.335	0.290	0.721	0.386	1.245	1.448	**4.962**
Total	**13.810**	**10.698**	**4.253**	**14.067**	**9.550**	**7.558**	**8.879**	**9.721**	**12.155**	**15.833**	**18.937**

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

With the exception of Wales, London and North East England, 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 also from the North West of England, exceeding the number of trips taken by Welsh residents, and the West Midlands.

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	**55.7%**	1.3%	13.4%	7.8%	3.8%	3.7%	4.0%	1.6%	6.6%	1.6%	1.8%
Wales	1.3%	**19.2%**	1.3%	4.5%	2.5%	2.2%	6.5%	2.0%	3.8%	3.0%	5.4%
North East England	4.8%	1.1%	**19.0%**	6.4%	9.0%	3.4%	2.9%	1.4%	3.9%	1.2%	1.4%
North West England	9.7%	21.2%	19.4%	**29.6%**	15.8%	7.7%	11.2%	4.8%	10.9%	4.7%	5.9%
Yorkshire and the Humber	5.3%	4.1%	13.3%	11.3%	**23.5%**	13.1%	6.1%	6.7%	7.7%	4.7%	2.9%
East Midlands	2.8%	6.8%	6.8%	6.7%	13.0%	**22.1%**	7.0%	9.8%	9.6%	5.6%	6.1%
West Midlands	3.5%	18.7%	4.0%	10.4%	9.9%	11.6%	**19.4%**	5.1%	12.0%	6.1%	12.0%
East of England	3.7%	3.7%	5.3%	5.9%	5.4%	10.0%	9.8%	**28.9%**	7.3%	10.0%	7.1%
London	4.2%	4.9%	5.1%	7.8%	7.3%	10.4%	8.8%	18.3%	**9.5%**	19.4%	12.6%
South East England	6.5%	12.2%	7.7%	6.6%	6.2%	12.0%	16.2%	17.3%	18.3%	**34.6%**	18.6%
South West England	2.4%	6.7%	4.7%	3.0%	3.5%	3.8%	8.1%	4.0%	10.2%	9.1%	**26.2%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

Visitors to London were more likely to be from other regions; 90% of overnight trips were made by non-London residents. The highest proportion of trips to London were from the South East of England (18%).

Except for Scotland, the region with the highest proportion of trips from residents in the same region is South East England, with 35% of trips from that region.

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	**22.263**	0.625	1.619	3.087	1.391	1.324	1.015	0.806	2.417	1.093	1.707
Wales	0.971	**5.737**	0.186	1.332	0.742	0.390	1.031	0.504	1.184	1.714	3.516
North East England	1.648	0.451	**2.016**	2.531	1.998	0.685	0.702	0.485	0.994	0.608	1.328
North West England	5.385	7.555	2.142	**10.339**	4.196	1.799	2.183	1.389	3.324	2.244	5.200
Yorkshire and the Humber	2.245	1.696	1.885	4.629	**5.827**	3.460	1.430	2.654	2.194	2.043	2.013
East Midlands	1.434	2.693	0.904	2.699	3.636	**4.501**	2.062	4.054	3.897	3.299	5.449
West Midlands	2.555	6.656	0.438	3.176	2.408	2.336	**3.617**	1.477	3.058	3.453	8.600
East of England	2.170	1.488	0.500	2.612	1.605	1.870	2.213	**7.687**	1.570	3.991	5.175
London	2.076	1.745	0.914	2.937	2.274	1.928	1.877	5.365	**2.836**	7.000	7.702
South East England	4.233	4.187	1.384	3.115	2.120	2.283	3.239	5.730	4.198	**12.843**	11.336
South West England	1.434	2.243	0.529	1.448	1.253	0.905	1.595	1.289	2.811	3.902	**14.908**
Total	**46.413**	**35.077**	**12.517**	**37.903**	**27.450**	**21.481**	**20.965**	**31.439**	**28.483**	**42.188**	**66.936**

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

In terms of bednights spent in each region, with the exception of London, Wales and North East England all other regions see the largest number of bednights being utilised by residents of that region.

Scotland has the largest number of bednights taken by residents of that region with 22.3 million in 2019.

The next highest is South West England with 14.9 million bednights taken by residents of the South West, followed by 12.8 million bednights taken by residents of South East England in the South East

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	**48.0%**	1.8%	12.9%	8.1%	5.1%	6.2%	4.8%	2.6%	8.5%	2.6%	2.6%
Wales	2.1%	**16.4%**	1.5%	3.5%	2.7%	1.8%	4.9%	1.6%	4.2%	4.1%	5.3%
North East England	3.6%	1.3%	**16.1%**	6.7%	7.3%	3.2%	3.3%	1.5%	3.5%	1.4%	2.0%
North West England	11.6%	21.5%	17.1%	**27.3%**	15.3%	8.4%	10.4%	4.4%	11.7%	5.3%	7.8%
Yorkshire and the Humber	4.8%	4.8%	15.1%	12.2%	**21.2%**	16.1%	6.8%	8.4%	7.7%	4.8%	3.0%
East Midlands	3.1%	7.7%	7.2%	7.1%	13.2%	**21.0%**	9.8%	12.9%	13.7%	7.8%	8.1%
West Midlands	5.5%	19.0%	3.5%	8.4%	8.8%	10.9%	**17.3%**	4.7%	10.7%	8.2%	12.8%
East of England	4.7%	4.2%	4.0%	6.9%	5.8%	8.7%	10.6%	**24.5%**	5.5%	9.5%	7.7%
London	4.5%	5.0%	7.3%	7.7%	8.3%	9.0%	9.0%	17.1%	**10.0%**	16.6%	11.5%
South East England	9.1%	11.9%	11.1%	8.2%	7.7%	10.6%	15.4%	18.2%	14.7%	**30.4%**	16.9%
South West England	3.1%	6.4%	4.2%	3.8%	4.6%	4.2%	7.6%	4.1%	9.9%	9.2%	**22.3%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

The regions with the largest proportion of bednights spent by non–residents were London (90%), Wales and the North East (both 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	**£1,422**	£37	£124	£280	£118	£68	£69	£35	£354	£74	£175
Wales	£66	**£284**	£8	£99	£36	£23	£87	£30	£144	£92	£210
North East England	£105	£26	**£92**	£190	£141	£47	£63	£35	£158	£40	£91
North West England	£322	£372	£127	**£659**	£284	£101	£129	£86	£329	£168	£286
Yorkshire and the Humber	£199	£94	£126	£413	**£304**	£158	£83	£181	£283	£144	£149
East Midlands	£104	£165	£45	£215	£226	**£182**	£86	£122	£322	£132	£291
West Midlands	£165	£404	£28	£310	£184	£128	**£196**	£98	£389	£182	£550
East of England	£169	£105	£38	£235	£98	£128	£178	**£450**	£211	£234	£325
London	£199	£114	£71	£230	£116	£144	£167	£253	**£117**	£478	£501
South East England	£352	£267	£96	£227	£98	£138	£255	£290	£418	**£781**	£725
South West England	£96	£134	£44	£82	£85	£37	£138	£82	£310	£229	**£830**
Total	**£3,200**	**£2,003**	**£800**	**£2,940**	**£1,690**	**£1,153**	**£1,451**	**£1,661**	**£3,035**	**£2,555**	**£4,133**

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

Residents of Scotland spent more on overnight trips within Scotland than the residents of any other region (£1.4 billion), followed by residents of the South West who spent £830 million in their region and residents of the South East who spent £781 million on overnight trips in that region.

People from the West Midlands spent the most on overnight trips to Wales (£404 million) and those from the South East spent most on trips to London (£418), followed by trip-takers from the West Midlands (£389 million).

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	**44.4%**	1.8%	15.5%	9.5%	7.0%	5.9%	4.8%	2.1%	11.7%	2.9%	4.2%
Wales	2.1%	**14.2%**	1.0%	3.4%	2.1%	2.0%	6.0%	1.8%	4.7%	3.6%	5.1%
North East England	3.3%	1.3%	**11.5%**	6.5%	8.3%	4.1%	4.3%	2.1%	5.2%	1.6%	2.2%
North West England	10.1%	18.6%	15.9%	**22.4%**	16.8%	8.8%	8.9%	5.2%	10.8%	6.6%	6.9%
Yorkshire and the Humber	6.2%	4.7%	15.8%	14.0%	**18.0%**	13.7%	5.7%	10.9%	9.3%	5.6%	3.6%
East Midlands	3.3%	8.2%	5.6%	7.3%	13.4%	**15.8%**	5.9%	7.3%	10.6%	5.2%	7.0%
West Midlands	5.2%	20.2%	3.5%	10.5%	10.9%	11.1%	**13.5%**	5.9%	12.8%	7.1%	13.3%
East of England	5.3%	5.2%	4.8%	8.0%	5.8%	11.1%	12.3%	**27.1%**	7.0%	9.2%	7.9%
London	6.2%	5.7%	8.9%	7.8%	6.9%	12.5%	11.5%	15.2%	**3.9%**	18.7%	12.1%
South East England	11.0%	13.3%	12.0%	7.7%	5.8%	12.0%	17.6%	17.5%	13.8%	**30.6%**	17.5%
South West England	3.0%	6.7%	5.5%	2.8%	5.0%	3.2%	9.5%	4.9%	10.2%	9.0%	**20.1%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

Just under half (44%) of all spend on overnight trips in Scotland is spent by Scottish residents. In comparison, South East residents accounted for 31% of spend in that region and 27% of spend in East of England is from residents in their own region.

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	**4.413**	0.045	0.256	0.615	0.195	0.130	0.108	0.063	0.412	0.064	0.167
Wales	0.095	**1.347**	0.042	0.264	0.096	0.052	0.210	0.038	0.123	0.155	0.720
North East England	0.394	0.052	**0.589**	0.629	0.557	0.100	0.097	0.068	0.139	0.037	0.132
North West England	0.819	1.495	0.361	**2.351**	0.793	0.232	0.372	0.110	0.357	0.288	0.628
Yorkshire and the Humber	0.386	0.275	0.322	1.088	**1.345**	0.686	0.177	0.290	0.291	0.268	0.250
East Midlands	0.206	0.466	0.127	0.463	0.810	**0.946**	0.275	0.371	0.311	0.262	0.518
West Midlands	0.318	1.452	0.045	0.730	0.503	0.497	**0.806**	0.282	0.580	0.391	1.832
East of England	0.283	0.242	0.064	0.376	0.294	0.312	0.314	**1.649**	0.379	0.774	0.756
London	0.275	0.307	0.099	0.292	0.251	0.222	0.176	0.593	**0.242**	1.457	1.170
South East England	0.412	0.599	0.098	0.336	0.164	0.238	0.364	0.624	0.706	**2.273**	2.009
South West England	0.147	0.429	0.072	0.172	0.152	0.051	0.172	0.114	0.450	0.525	**3.268**
Total	**7.748**	**6.710**	**2.074**	**7.316**	**5.159**	**3.468**	**3.070**	**4.202**	**3.991**	**6.494**	**11.452**

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

Similar trends were observed with holiday trips as with all tourism trips with the largest proportion of holiday trips likely to be in region or to neighbouring regions.

In Scotland 4.4 million holiday trips were taken by Scottish residents, accounting for more than half of all holiday trips taken in Scotland.

By comparison, 3.3 million holiday trips were taken in the South West by that region's residents, just over a quarter of all South West holiday trips.

Whereas, for Wales 1.3 million holiday trips were taken by Welsh residents, one fifth of the total for Wales.

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	**57.0%**	0.7%	12.3%	8.4%	3.8%	3.7%	3.5%	1.5%	10.3%	1.0%	1.5%
Wales	1.2%	**20.1%**	2.0%	3.6%	1.9%	1.5%	6.8%	0.9%	3.1%	2.4%	6.3%
North East England	5.1%	0.8%	**28.4%**	8.6%	10.8%	2.9%	3.2%	1.6%	3.5%	0.6%	1.2%
North West England	10.6%	22.3%	17.4%	**32.1%**	15.4%	6.7%	12.1%	2.6%	8.9%	4.4%	5.5%
Yorkshire and the Humber	5.0%	4.1%	15.5%	14.9%	**26.1%**	19.8%	5.8%	6.9%	7.3%	4.1%	2.2%
East Midlands	2.7%	6.9%	6.1%	6.3%	15.7%	**27.3%**	9.0%	8.8%	7.8%	4.0%	4.5%
West Midlands	4.1%	21.6%	2.2%	10.0%	9.7%	14.3%	**26.3%**	6.7%	14.5%	6.0%	16.0%
East of England	3.7%	3.6%	3.1%	5.1%	5.7%	9.0%	10.2%	**39.2%**	9.5%	11.9%	6.6%
London	3.5%	4.6%	4.8%	4.0%	4.9%	6.4%	5.7%	14.1%	**6.1%**	22.4%	10.2%
South East England	5.3%	8.9%	4.7%	4.6%	3.2%	6.9%	11.9%	14.9%	17.7%	**35.0%**	17.5%
South West England	1.9%	6.4%	3.5%	2.4%	2.9%	1.5%	5.6%	2.7%	11.3%	8.1%	**28.5%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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. From Scotland where 57% of trips were taken by Scottish residents to Yorkshire and Humber where 26% of trips were residents of that region.

For holiday trips to Wales, 20% were taken by Welsh residents, with 22% coming from each of North West England and West Midlands.

Only 6% of holiday trips in London were made by London residents. Most trips were made by residents of South East England (18%), West Midlands (15%) and South West England (11%).

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	**12.650**	0.180	0.889	1.875	0.775	0.779	0.222	0.318	1.186	0.219	0.906
Wales	0.606	**3.544**	0.125	0.520	0.315	0.126	0.365	0.179	0.261	0.345	2.638
North East England	1.036	0.296	**1.698**	1.657	1.410	0.344	0.216	0.247	0.293	0.104	1.025
North West England	3.865	5.327	1.178	**5.994**	2.277	0.959	0.933	0.487	0.817	0.832	3.586
Yorkshire and the Humber	1.299	1.044	1.109	2.976	**3.718**	2.538	0.311	1.502	0.546	0.685	1.066
East Midlands	0.944	1.738	0.402	1.140	2.371	**2.692**	0.532	1.921	0.746	0.756	2.702
West Midlands	1.981	5.049	0.144	1.985	1.402	1.445	**1.771**	1.003	0.986	1.264	7.595
East of England	1.418	0.943	0.139	1.547	1.098	0.917	0.803	**5.165**	0.567	2.081	3.508
London	1.168	1.194	0.521	0.948	0.699	0.721	0.330	1.765	**0.451**	3.498	3.885
South East England	2.145	2.311	0.653	1.138	0.650	0.886	0.702	2.734	1.071	**5.437**	7.569
South West England	0.630	1.434	0.234	0.687	0.769	0.120	0.393	0.333	1.001	1.510	**11.029**
Total	**27.743**	**23.061**	**7.092**	**20.468**	**15.484**	**11.526**	**6.578**	**15.655**	**7.926**	**16.730**	**45.508**

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

Wales and London were the regions where the largest number of holiday bednights were generated by non-residents. In Wales, the largest number of bednights originated from residents of North West England (5.327 million) and West Midlands (5.049 million).

In London similar numbers of holiday bednights are filled by residents of several regions; Scotland (1.186 million), South East England (1.071), South West England (1.001), West Midlands (0.986) and North West England (0.817).

Scotland has the highest number of holiday bednights from residents of the region, 12.650 million bednights from Scottish residents.

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	**45.6%**	0.8%	12.5%	9.2%	5.0%	6.8%	3.4%	2.0%	15.0%	1.3%	2.0%
Wales	2.2%	**15.4%**	1.8%	2.5%	2.0%	1.1%	5.5%	1.1%	3.3%	2.1%	5.8%
North East England	3.7%	1.3%	**23.9%**	8.1%	9.1%	3.0%	3.3%	1.6%	3.7%	0.6%	2.3%
North West England	13.9%	23.1%	16.6%	**29.3%**	14.7%	8.3%	14.2%	3.1%	10.3%	5.0%	7.9%
Yorkshire and the Humber	4.7%	4.5%	15.6%	14.5%	**24.0%**	22.0%	4.7%	9.6%	6.9%	4.1%	2.3%
East Midlands	3.4%	7.5%	5.7%	5.6%	15.3%	**23.4%**	8.1%	12.3%	9.4%	4.5%	5.9%
West Midlands	7.1%	21.9%	2.0%	9.7%	9.1%	12.5%	**26.9%**	6.4%	12.4%	7.6%	16.7%
East of England	5.1%	4.1%	2.0%	7.6%	7.1%	8.0%	12.2%	**33.0%**	7.2%	12.4%	7.7%
London	4.2%	5.2%	7.3%	4.6%	4.5%	6.3%	5.0%	11.3%	**5.7%**	20.9%	8.5%
South East England	7.7%	10.0%	9.2%	5.6%	4.2%	7.7%	10.7%	17.5%	13.5%	**32.5%**	16.6%
South West England	2.3%	6.2%	3.3%	3.4%	5.0%	1.0%	6.0%	2.1%	12.6%	9.0%	**24.2%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

Scotland has 46% of holiday bednights taken by Scottish residents, while East of England and South East England have 33% with 29% in the North West.

Wales has 15% of holiday bednights from Welsh residents and in London it is 6%.

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	**£937**	£11	£71	£195	£76	£42	£16	£17	£183	£22	£102
Wales	£39	**£209**	£6	£43	£21	£9	£43	£7	£28	£20	£170
North East England	£74	£20	**£80**	£137	£103	£15	£19	£17	£40	£7	£41
North West England	£240	£280	£77	**£478**	£193	£52	£57	£25	£110	£71	£196
Yorkshire and the Humber	£135	£70	£77	£324	**£243**	£118	£22	£93	£109	£69	£94
East Midlands	£62	£128	£27	£113	£169	**£135**	£54	£75	£73	£48	£177
West Midlands	£113	£327	£10	£188	£104	£80	**£124**	£45	£160	£94	£490
East of England	£96	£50	£8	£137	£75	£87	£47	**£353**	£76	£143	£247
London	£127	£78	£49	£91	£50	£70	£44	£148	**£40**	£294	£299
South East England	£203	£164	£25	£71	£39	£56	£64	£168	£169	**£425**	£506
South West England	£36	£102	£18	£33	£52	£7	£38	£33	£134	£107	**£669**
Total	**£2,062**	**£1,439**	**£446**	**£1,809**	**£1,125**	**£671**	**£529**	**£980**	**£1,122**	**£1,299**	**£2,990**

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

Holiday expenditure exhibits the same broad regional pattern as trips and bednights, with the largest spends being made by residents of their home region, except for London and Wales.

In Scotland, £937 million was spent by Scottish residents on holiday trips in 2019.

In South West England, £669 million was spent by residents of that region, £506 million by residents of South East England and £490 million from the West Midlands.

In North West England, £478 million was spent on holiday trips by residents of that region and the equivalent figure for South East England was £425 million.

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	**45.4%**	0.8%	15.9%	10.8%	6.8%	6.3%	3.0%	1.7%	16.3%	1.7%	3.4%
Wales	1.9%	**14.5%**	1.3%	2.4%	1.9%	1.3%	8.1%	0.7%	2.5%	1.5%	5.7%
North East England	3.6%	1.4%	**17.9%**	7.6%	9.2%	2.2%	3.6%	1.7%	3.6%	0.5%	1.4%
North West England	11.6%	19.5%	17.3%	**26.4%**	17.2%	7.7%	10.8%	2.6%	9.8%	5.5%	6.6%
Yorkshire and the Humber	6.5%	4.9%	17.3%	17.9%	**21.6%**	17.6%	4.2%	9.5%	9.7%	5.3%	3.1%
East Midlands	3.0%	8.9%	6.1%	6.2%	15.0%	**20.1%**	10.2%	7.7%	6.5%	3.7%	5.9%
West Midlands	5.5%	22.7%	2.2%	10.4%	9.2%	11.9%	**23.4%**	4.6%	14.3%	7.2%	16.4%
East of England	4.7%	3.5%	1.8%	7.6%	6.7%	13.0%	8.9%	**36.0%**	6.8%	11.0%	8.3%
London	6.2%	5.4%	11.0%	5.0%	4.4%	10.4%	8.3%	15.1%	**3.6%**	22.6%	10.0%
South East England	9.8%	11.4%	5.6%	3.9%	3.5%	8.3%	12.1%	17.1%	15.1%	**32.7%**	16.9%
South West England	1.7%	7.1%	4.0%	1.8%	4.6%	1.0%	7.2%	3.4%	11.9%	8.2%	**22.4%**
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

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

45% of holiday spend in Scotland was from Scottish residents, compared to London residents who only accounted for 4% of holiday spend in London.

The equivalent figure for Wales is 15% of holiday trips being taken by Welsh residents.

2019 Long-term trends

Tourism Overnight Trips – Summary of longer term trends

This section focuses on identifying the long-term trends in the data between 2011 – 2019 by both country visited and purpose.

Longer term domestic tourism trends in trips of all purposes [2011-2019]

- In 2019 there were 122.8 million trips in GB. This represents an annual average -0.4% decline over the past eight years. The volume of trips peaked in 2011 at 126.6 million, and the lowest point was in 2014 at 114.2 million trips.
- In 2019 there were 99.1 million overnight trips in England. This represents an annual average percentage decline of -0.6% in the past eight years. The volume of trips peaked in 2012 at 104.5 million, and the low point was in 2014 at 92.6 million trips.
- In 2019 there were 13.8 million trips in Scotland. This represents an average +0.6% per annum increase in trips over the past eight years. The volume of trips was highest in 2019 and lowest in 2016 at 11.5 million.
- In 2019 there were 10.7 million overnight trips to Wales. This represents an annual average +1.4% increase in trips over the past eight years. The volume of trips reached a peak in 2019, 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 -0.6% per annum, as has the volume of nights, decreasing by -0.6%. The value of these trips has increased however, by +1.5%.

Trends in tourism trips, nights and spend within Scotland

- On average, there has been an increase in trip volume within Scotland since 2011 at +0.6% per annum. The number of bednights in Scotland has also increased since 2011, by +0.3% per annum. In the same period, the spend on these trips increased by +1.8% per annum.

Trends in tourism trips, nights and spend within Wales

- The long term trend of tourism trips in Wales, from 2011 to 2019, shows an average annual increase in trip volume of +1.4%. The volume of bednights shows a increase since 2011, of +0.2% per annum. In the same period spend is up +2.6% per annum.

Holiday trips by lifestage

- For holiday tourism trips taken in GB, the Empty Nesters segment has seen the greatest increase between 2011 and 2019, an average of +1.8% per annum. Families and Older Independents have seen little change over time, whilst the number of trips taken by Pre Nesters decreased on average by -0.9% per annum over the period.

Tourism trips taken in GB

Table 1.7.1 – Tourism trips taken in GB (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%	122.780	+3.6%	-0.4%
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%	371.806	0.0%	-0.5%
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%	£24,651	+2.9%	+1.5%
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%**	**3.0**	**-3.8%**	**-0.2%**
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%**	**£201**	**-0.5%**	**+1.9%**
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%**	**£66**	**+3.1%**	**+1.8%**

Showing GB tourism trips, nights and spend for all purposes between 2011 and 2019.

Compared with 2018 the volume of tourism trips increased by +3.6%. However, the trend since 2011 remains negative with an average decrease of -0.4% per year in this period on average, using 2015 (RP) figures.

There was no change to the number of bednights compared with 2018 but since 2011 bednights have seen a similar decrease to trips (-0.5%) on average per year, using 2015 (RP) figures.

Spend in 2019 was +2.9% higher than the previous year, and has increased by an average of +1.5% per annum since 2011, using 2015 (RP) figures.

**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 (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	Millions	-	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%	122.780	+3.6%	-0.4%
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%**	**90.240**	**+5.1%**	**+1.1%**
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%	62.902	+8.3%	+1.6%
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%	23.745	+0.7%	+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%	3.594	-13.8%	-3.4%
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%**	**60.452**	**+4.4%**	**+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%	40.619	+8.2%	+1.0%
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%	17.698	+0.4%	-0.4%
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%	2.134	-21.9%	-4.8%
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%**	**42.894**	**+4.5%**	**-0.7%**
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%	29.788	+6.6%	+2.9%
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%	13.106	+0.1%	-5.8%
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%**	**16.321**	+0.3%	**-1.9%**

Showing the volume of trips in GB between 2011 and 2019 split by purpose.

In total, across all trip purposes, an increase of +3.6% was observed in 2019. Despite this, the trend since 2011 shows a decline of -0.4% per annum.

90.2 million holiday trips were taken during 2019 (including those to visit friends or relatives), an increase compared to 2018, of +5.1%. Of these trips, 62.9 million lasted 1-3 days, 23.7 million lasted 4-7 days and 3.6 million lasted 8 days or more. Only the volume of the longest trips decreased in 2019 (-13.8%).

Holiday trips in GB (excluding VFR) have similarly increased +4.4% to 60.5 million and there was a further increase of +4.5% in VFR trips, with 42.9 million trips taken.

**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 (2011-2019) *

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	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%	371.81	0.0%	-0.5%
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%**	**291.372**	**+0.7%**	**+0.4%**
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%	120.72	+7.6%	+1.8%
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%	122.85	-0.9%	+0.3%
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%	47.81	-10.3%	-2.3%
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%**	**198.14**	**-1.1%**	**-0.7%**
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%	78.60	+7.5%	+1.2%
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%	92.60	-1.3%	-0.7%
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%	26.95	-19.2%	-4.7%
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%**	**127.78**	**+4.3%**	**+0.4%**
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%	93.23	+4.6%	+3.3%
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%	34.55	+3.6%	-4.5%
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%**	**36.20**	**-7.1%**	**-2.0%**

Showing the volume of nights in GB between 2011 and 2019 split by purpose.

The number of bednights was unchanged from 2018 at 371.8 million, with the average 2011–2019 change at -0.5%.

Total domestic holiday bednights (including VFR) increased +0.7% compared to 2018 (at 291.4 million). Bednights on 1-3 night trips increased by +7.6% versus 2018, but bednights on trips of 4-7 nights decreased by -0.9% and bednights on trips of 8+ nights fell by -10.3%.

Holiday bednights decreased by -1.1% to 198.1 million nights. Holiday bednights on trips of 1-3 nights rose by +7.5% to 78.6 million, while holiday bednights on longer trips fell, especially those on trips lasting over 8 nights (-19.2%).

Nights visiting friends & relatives increased by +4.3% to 127.8 million. The number of bednights spent on business trips also decreased (-7.1%) to 36.2 million.

**Please note: When comparing between 2015 and 2016 it is recommended to use 2015 (RP) 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 (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	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%	£24,651	+2.9%	+1.5%
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%**	**£18,133**	**+3.0%**	**+2.3%**
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%	£10,096	+8.0%	+3.3%
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%	£6,762	+1.2%	+2.3%
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%	£1,275	-19.0%	-3.1%
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%**	**£14,483**	**+1.3%**	**+1.7%**
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%	£7,837	+6.8%	+2.9%
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%	£5,692	-0.6%	+1.6%
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%	£954	-22.6%	-3.8%
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%**	**£5,051**	**+7.4%**	**+1.6%**
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%	£3,650	+10.2%	+4.8%
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%	£1,401	+0.6%	-4.1%
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%**	**£4,562**	**+4.4%**	**+0.3%**

Showing the value of spend in GB between 2011 and 2019 split by purpose.

Expenditure on total overnight trips was up +2.9% compared to 2018, with an average increase of +1.5% per annum between 2011-2019.

Spend on Total Holiday overnights increased in 2019 by +3.0% to £18.1 billion.

For holidays excluding VFR, spend increased by +1.3% to £14.5 billion.

Spend on trips to visit friends and relatives increased +7.4% on 2018 to £5.1 billion. Spend on business trips increased by +4.4% to £4.6 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 (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%	99.071	+1.7%	-0.6%
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%	290.316	-1.8%	-0.6%
Spend (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%	£19,448	+0.5%	+1.5%
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%**	**2.93**	**-3.0%**	**0.0%**
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%**	**£196**	**-1.0%**	**+2.1%**
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%**	**£67**	**+3.1%**	**+2.3%**

Showing England tourism trips, nights and spend for all purposes between 2011 and 2019.

In 2019, the volume of overnight domestic trips to England was 99.1 million, an increase of +1.7% compared to 2018.

There was a decrease in the number of nights spent in England, down -1.8% to 290.3 million, but an increase in spend (+0.5%) to £19.5 billion.

The average length of trips in England has remained relatively unchanged since 2011, but the value of these trips has increased (average +2.1% per annum).

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

Purpose of tourism trips in England

Table 1.7.6 – Purpose of tourism trips in England (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	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%	99.071	+1.7%	-0.6%
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%**	**71.470**	**+2.9%**	**+0.8%**
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%	50.469	+5.5%	+1.2%
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%	18.334	-0.5%	+0.7%
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%	2.667	-15.9%	-3.8%
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%**	**46.407**	**+2.6%**	**-0.1%**
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%	31.577	+6.2%	+0.5%
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%	13.352	-1.2%	-0.4%
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%	1.478	-26.0%	-5.5%
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%**	**36.130**	**+1.8%**	**-0.9%**
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%	25.063	+3.5%	+2.7%
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%	11.067	-2.0%	-6.0%
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%**	**13.977**	**+0.2%**	**-1.5%**

Showing the volume of trips in England between 2011 and 2019 split by purpose.

In 2019 trips to England (across all purposes) increased +1.7%. The long-term trend since 2011 shows a decrease on average of -0.6% per annum.

Total holiday trips to England (including VFR) increased by +2.9% compared to 2018, with an annual average increase of +0.8% since 2011. The volume of trips up to four nights increased, but trips of 8+ nights decreased (-15.9%).

Non-VFR holiday volume also increased (+2.6%) versus 2018 and VFR trips in 2019 were up by +1.8%.

There was a increase of +0.2% in the number of business trips taken in 2019.

**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 (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%	13.810	+17.0%	+0.6%
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%	46.413	+15.1%	+0.3%
Spend (£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%	£3,200	+15.9%	+1.8%
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%	3.36	-1.8%	**-0.2%**
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%	£232	-0.9%	**+1.4%**
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%	£69	0.0%	**+1.5%**

Showing Scotland tourism trips, nights and spend for all purposes between 2011 and 2019.

The volume of trips taken in Scotland during 2019 increased by +17.0% compared to 2018, with 13.8 million trips being taken. Over the period from 2011 to 2019, there has been an average increase of +0.6% per annum.

The average length of trips in Scotland decreased by -1.8% in 2019 to 3.4 nights per trip and whilst the average spend per night was stable versus 2018 this resulted in a decrease in spend per trip of -0.9% in 2019. Despite this the long-term trend for spend is upwards.

**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 tourism trips in Scotland

Table 1.7.8 – Purpose of tourism trips in Scotland (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	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%	13.810	+17.0%	+0.6%
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%**	**10.521**	**+19.2%**	**+2.2%**
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%	6.693	+21.2%	+2.7%
4-7 Nights	2.633	2.555	-3.0%	2.815	+10.2%	2.432	-13.6%	2.748	+13.0%	*2.795*	2.514	-10.1%	2.875	+14.4%	2.562	-10.9%	3.091	+20.6%	+2.6%
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%	0.737	-0.3%	-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%**	**7.748**	**+17.3%**	**+2.1%**
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%	4.839	+17.0%	+2.7%
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%	2.359	+21.2%	+2.3%
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%	0.550	+5.0%	+0.7%
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%**	**4.021**	**+23.5%**	**+0.7%**
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%	2.773	+25.1%	+2.9%
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%	1.248	+20.2%	-1.9%
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%**	**1.665**	**+4.3%**	**-4.0%**

Showing the volume of trips in Scotland between 2011 and 2019 split by purpose.

The volume of total trips, for any purpose was up +17.0% on 2018 to 13.8 million.

Holiday trips (including VFR) also increased during 2019, by +19.2% to 10.5 million, a +2.2% per annum increase over 2011 – 2019.

Holiday trips (excluding VFR) followed a similar pattern, with a +17.3% increase in 2019, driven primarily by an increase in trips of 1-7 nights.

VFR trips to Scotland increased by +23.5% during 2019. Business trips also increased in 2019.

**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 (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%	10.698	+6.8%	+1.4%
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%	35.077	-1.6%	+0.2%
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%	£2,003	+8.1%	+2.6%
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%**	**3.28**	**-7.9%**	**-1.2%**
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%**	**£187**	**+1.1%**	**+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%**	**£57**	**+9.6%**	**+2.3%**

Showing Wales tourism trips, nights and spend for all purposes between 2011 and 2019.

In 2019, the volume of overnight domestic tourism trips in Wales increased by +6.8% to 10.7 million. The long term trend shows an average increase of +1.4% per annum.

The volume of bednights decreased during 2019, by -1.6% to 35.1 million. However, the long term trend from 2011 remained upwards (+0.2% per annum).

Spend increased +8.1% compared with 2018 to £2.0 billion with the per annum trend at +2.6% on average.

**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 tourism trips in Wales

Table 1.7.10 – Purpose of tourism trips in Wales (2011-2019)*

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	Millions	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%	10.698	+6.8%	+1.4%
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%**	**8.946**	**+10.6%**	**+2.7%**
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%	5.811	+21.8%	+5.0%
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%	2.676	-4.4%	+0.2%
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%	0.458	-11.1%	+0.3%
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%**	**6.710**	**+4.6%**	**+1.5%**
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%	4.240	+14.4%	+4.1%
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%	2.195	-3.9%	-0.9%
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%	0.276	-34.4%	+0.9%
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%**	**3.058**	**+23.5%**	**+3.3%**
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%	2.235	+33.6%	+8.3%
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%	0.823	+2.4%	-0.8%
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%**	**0.720**	**-12.8%**	**+0.5%**

Showing the volume of trips in Wales between 2011 and 2019 split by purpose.

Overall, the volume of all tourism trips taken in Wales rose during 2019, by +6.8% to 10.7 million.

For total holidays (including VFR), an increase of +10.6% was observed in 2019 and the average annual percentage change was +2.7%.

Holidays excluding VFR increased by +4.6% to 6.7 million across 2019, and the long-term annual trend was +1.5%.

VFR trips to Wales increased by +23.5% during 2019 to 3.1 million. The volume of business trips taken in Wales declined by -12.8% versus 2018 (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 (2011-2019)

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	£million	£million	-	£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%**	**£24,651**	**+2.9%**	**+1.2%**
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%	£626	-14.5%	-3.6%
% share	4%	4%	-	4%		4%	-	4%	-	3%	-	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%	£9,378	+2.3%	+2.8%
% share	33%	33%	-	34%	-	36%	-	35%	-	38%	-	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%	£4,628	+4.0%	-0.3%
% share	21%	21%	-	21%	-	20%	-	19%	-	18%	-	18%	-	19%	-	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%	£46	+4.5%	+8.9%
% 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%	£878	-3.9%	-3.4%
% share	5%	5%	-	5%	-	5%	-	5%	-	5%	-	4%	-	4%	-	4%	-	-
Eating/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%	£5,372	+5.4%	+2.3%
% share	20%	19%	-	20%	-	20%	-	21%	-	21%	-	21%	-	21%	-	22%	-	-
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%	£1,964	+0.6%	-0.4%
% share	9%	9%	-	9%	-	8%	-	9%	-	8%	-	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%	£1,445	+9.2%	+2.5%
% share	5%	6%	-	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%	£315	+13.3%	+0.1%
% share	2%	2%	-	2%	-	1%	-	2%	-	1%	-	1%	-	1%	-	1%	-	-

Showing the breakdown of tourism expenditure in GB between 2011 and 2019.

Overall, tourism spend in GB from 2011-2019 rose by +1.2% per annum (ignoring inflation), using original 2015 figures.

Accommodation continues to be the largest part of spend on overnight domestic trips, accounting for 38% of spend in 2019. Over the past nine years, accommodation spend has increased at +2.8% per annum, on average.

Other major spend items are eating and drinking out (22% of average 2019 trip cost), with an average annual +2.3% rise since 2011, and travel costs (19% of 2019 trip spend), with average -0.3% per annum change in spend over the period.

'Services or advice' saw the largest percentage increase in spend (+8.9% per annum), although this was still less than 1% of overall trip spend in 2019.

Holiday tourism expenditure in GB

Table 1.7.12 – Holiday tourism expenditure breakdown in GB (2011-2019)

-	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)	2019	% change (18-19)	Average annual % change (11-19)
-	£million	£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%**	**£14,483**	**+1.3%**	**+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%	£565	-15.2%	-2.9%
% share	6%	6%	-	5%	-	5%	-	5%	-	5%	-	4%	-	5%	-	4%	-	-
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%	£5,980	+2.7%	+3.3%
% share	36%	36%	-	36%	-	39%	-	38%	-	40%	-	41%	-	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%	£1,905	+7.1%	+0.3%
% share	15%	14%	-	15%	-	14%	-	13%	-	12%	-	12%	-	12%	-	13%	-	-
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%	£27	-10.0%	+2.6%
% 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%	£544	-6.4%	-2.5%
% share	5%	6%	-	6%	-	5%	-	5%	-	5%	-	4%	-	4%	-	4%	-	-
Eating/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%	£3,074	+1.6%	+2.3%
% share	20%	20%	-	20%	-	20%	-	21%	-	20%	-	21%	-	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%	£1,278	-2.2%	-0.1%
% share	10%	10%	-	10%	-	9%	-	10%	-	10%	-	9%	-	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%	£948	+3.0%	+2.0%
% share	6%	7%	-	7%	-	7%	-	7%	-	7%	-	6%	-	6%	-	7%	-	-
Anything else	£211	£211	0.0%	£208	-1.4%	£168	-19.2%	£199	+18.5%	£149	-25.1%	£165	+10.7%	£159	-3.6%	£161	+1.3%	-2.4%
% share	2%	2%	-	2%	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-	-

Showing the breakdown of holiday tourism expenditure in GB between 2011 and 2019.

For 2019 holidays the largest proportion of spend (41%) was on accommodation, with 21% on eating and drinking and 13% on travel.

For holiday trips the long term trends in spend, are a +3.3% per annum rise in accommodation, followed by services (+2.6%) and eating and drinking out (+2.3%).

The category to see the largest decrease was package holidays (-2.9% per annum on average) followed by buying clothes (-2.5% per annum on average).

Tourism expenditure in England

Table 1.7.13 – Tourism expenditure breakdown in England (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	£million	£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**	**£19,448**	**+0.5%**
Price of package holiday/inclusive trip	£741	£851	£725	£728	£682	£534	£545	£545	£505	-7.3%
% share	4%	4%	4%	4%	3%	3%	3%	3%	3%	-
Accommodation	£5,976	£6,450	£6,360	£6,486	£6,896	£6,942	£7,357	£7,468	£7,389	-1.1%
% share	33%	33%	34%	36%	35%	38%	39%	39%	38%	-
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	£3,595	+0.1%
% share	21%	20%	21%	20%	19%	18%	18%	19%	18%	-
Services or advice (e.g. travel guides, tourist information)	£29	£57	£36	£42	£39	£31	£34	£38	£39	+2.6%
% share	*	*	*	*	*	*	*	*	*	*
Buying clothes	£947	£1,082	£920	£891	£934	£864	£759	£754	£725	-3.8%
% share	5%	6%	5%	5%	5%	5%	4%	4%	4%	-
Eating and drinking out	£3,614	£3,792	£3,752	£3,610	£4,211	£3,935	£4,061	£4,131	£4,280	+3.6%
% share	20%	19%	20%	20%	22%	21%	21%	21%	22%	-
Other shopping	£1,587	£1,706	£1,562	£1,483	£1,639	£1,544	£1,493	£1,512	£1,481	-2.1%
% share	9%	9%	8%	8%	8%	8%	8%	8%	8%	-
Entertainment	£990	£1,231	£1,169	£1,039	£1,179	£1,069	£1,114	£1,091	£1,181	+8.2%
% share	6%	6%	6%	6%	6%	6%	6%	6%	6%	-
Anything else	£272	£351	£291	£243	£285	£230	£243	£216	£254	+17.6%
% share	2%	2%	2%	1%	1%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2011 and 2019 for all domestic tourism

Looking at all tourism expenditure in England between 2018 and 2019, total spend increased +0.5%. Within this, individual categories show a mixture of small increases and decreases versus the previous year.

Spend on entertainment had the biggest percentage rise (+8.2%) and eating and drinking out increased +3.6%.

Spend on package holidays had the largest percentage fall (-7.3%). Spend on clothes (-3.8%), other shopping (-2.1%) and accommodation (-1.1%) all declined.

Travel spend remained stable (+0.1%).

Holiday Tourism expenditure in England

Table 1.7.14 (cont.) – Tourism expenditure breakdown in England (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	£million	£million	£million	£million	£million	£million	£million	£million	£million	-
Total	**£10,031**	**£11,007**	**£10,463**	**£10,046**	**£10,725**	**£10,413**	**£11,024**	**£11,100**	**£10,982**	**-1.1%**
Price of package holiday/inclusive trip	£621	£656	£512	£571	£453	£456	£453	£489	£454	-7.2%
% share	6%	6%	5%	6%	4%	4%	4%	4%	4%	-
Accommodation	£3,601	£3,954	£3,860	£3,959	£4,212	£4,186	£4,575	£4,561	£4,556	-0.1%
% share	36%	36%	37%	39%	39%	40%	42%	41%	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	£1,349	+0.6%
% share	14%	14%	14%	13%	12%	12%	12%	12%	12%	-
Services or advice (e.g. travel guides, tourist information)	£20	£25	£23	£22	£24	£20	£23	£25	£21	-16.0%
% share	*	*	*	*	*	*	*	*	*	*
Buying clothes	£542	£638	£562	£494	£542	£534	£457	£467	£442	-5.4%
% share	5%	6%	5%	5%	5%	5%	4%	4%	4%	-
Eating and drinking out	£2,028	£2,162	£2,052	£2,005	£2,299	£2,152	£2,355	£2,360	£2,348	-0.5%
% share	20%	20%	20%	20%	21%	21%	21%	21%	21%	-
Other shopping	£993	£1,086	£1,025	£907	£978	£992	£978	£988	£946	-4.3%
% share	10%	10%	10%	9%	9%	10%	9%	9%	9%	-
Entertainment	£671	£834	£780	£675	£759	£745	£743	£747	£754	+0.9%
% share	7%	8%	7%	7%	7%	7%	7%	7%	7%	-
Anything else	£146	£161	£165	£116	£129	£117	£120	£122	£112	-8.2%
% share	1%	1%	2%	1%	1%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in England between 2011 and 2019 for domestic holiday tourism.

Comparing expenditure on holiday tourism within England between 2018 and 2019, major categories have shown little change.

Travel spend increased +0.6%, accommodation spend decreased by -0.1% and eating and drinking fell -0.5% whilst spending on entertainment increased by +0.9%.

There were larger percentage declines in spending on categories such as buying clothes (-5.4%) or other shopping (-4.3%).

Tourism expenditure in Scotland

Table 1.7.15 – Tourism expenditure breakdown in Scotland (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
	£million	£million	£millions	£millions	£millions	£millions	£million	£million	£million	
Total	**£3,018**	**£2,891**	**£2,889**	**£2,871**	**£3,279**	**£2,897**	**£3,006**	**£2,762**	**£3,200**	**+15.9%**
Price of package holiday/inclusive trip	£97	£128	£138	£191	£134	£141	£123	£109	£74	-32.1%
% share	3%	4%	5%	3%	4%	5%	4%	4%	2%	-
Accommodation	£931	£895	£954	£978	£1,064	£1,061	£1,045	£979	£1,170	+19.5%
% share	31%	31%	33%	34%	32%	37%	35%	35%	37%	-
Travel costs to and from destination, and during the trip	£730	£700	£632	£644	£683	£584	£615	£558	£696	+24.7%
% share	24%	24%	22%	22%	21%	20%	20%	20%	22%	-
Services or advice (e.g. travel guides, tourist information)	£6	£10	£3	£7	£14	£3	£9	£5	£4	-20.0%
% share	*	*	*	*	*	*	*	*	*	*
Buying clothes	£166	£161	£171	£131	£133	£144	£118	£101	£113	+11.9%
% share	6%	6%	6%	5%	4%	5%	4%	4%	4%	-
Eating and drinking out	£596	£537	£546	£576	£664	£525	£628	£582	£664	+14.1%
% share	20%	19%	19%	20%	20%	18%	21%	21%	21%	-
Other shopping	£287	£266	£266	£238	£331	£232	£267	236	£284	+20.3%
% share	10%	9%	9%	8%	10%	8%	9%	9%	9%	-
Entertainment	£146	£145	£135	£155	£170	£175	£145	£145	£170	+17.2%
% share	5%	5%	5%	5%	5%	6%	5%	5%	5%	-
Anything else	£59	£48	£44	£45	£84	£32	£56	£46	£24	-47.8%
% share	2%	2%	2%	2%	3%	1%	2%	2%	1%	-

Showing the breakdown of tourism expenditure in Scotland between 2011 and 2019 for all domestic tourism.

Comparing all tourism expenditure in Scotland between 2018 and 2019, spend overall increased +15.9% and, as a result, many categories saw increases in spending.

The largest categories: accommodation up +19.5%, travel spend up +24.7% and eating and drinking out up +14.1%.

However, spend on package holidays declined -32.1%.

Holiday Tourism expenditure in Scotland

Table 1.7.16 (cont.) – Tourism expenditure breakdown in Scotland (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	£million	£million	£million	£million	£million	£million	£million	£million	£million	-
Total	**£1,740**	**£1,684**	**£1,814**	**£1,732**	**£2,068**	**£1,676**	**£1,907**	**£1,830**	**£2,062**	**+12.7%**
Price of package holiday/inclusive trip	£79	£99	£127	£88	£123	£107	£118	£104	£67	-35.6%
% share	5%	6%	7%	4%	6%	6%	6%	6%	3%	-
Accommodation	£586	£571	£618	£725	£720	£635	£676	£684	£803	+17.4%
% share	34%	34%	34%	34%	35%	38%	35%	37%	39%	-
Travel costs to and from destination, and during the trip	£306	£287	£289	£411	£320	£240	£280	£268	£357	+33.2%
% share	18%	17%	16%	19%	15%	14%	15%	15%	17%	-
Services or advice (e.g. travel guides, tourist information)	£4	£5	£2	£5	£11	£3	£8	£4	£4	0.0%
% share	*	*	*	*	1%	*	*	*	*	*
Buying clothes	£101	£116	£132	£103	£80	£99	£89	£77	£76	-1.3%
% share	6%	7%	7%	5%	4%	6%	5%	4%	4%	-
Eating and drinking out	£355	£311	£341	£434	£420	£298	£405	£387	£419	+8.3%
% share	20%	18%	19%	20%	20%	18%	21%	21%	20%	-
Other shopping	£172	£173	£184	£197	£212	£150	£194	£171	£194	+13.5%
% share	10%	10%	10%	9%	10%	9%	10%	9%	9%	-
Entertainment	£95	£93	£97	£126	£127	£125	£109	£110	£124	+12.7%
% share	5%	6%	5%	6%	6%	7%	6%	6%	6%	-
Anything else	£41	£29	£25	£34	£55	£20	£28	£25	£18	-28.0%
% share	2%	2%	1%	2%	3%	1%	1%	1%	1%	-

Showing the breakdown of tourism expenditure in Scotland between 2011 and 2019 for domestic holiday tourism.

With total spend on holidays increasing +12.7%, expenditure in most categories rose.

For the main categories; the amount spent on accommodation increased +17.4%, travel spend +33.2%, eating and drinking out +8.3%.

Other shopping spend rose +13.5% and entertainment by +12.7%.

Expenditure on package holidays and clothing declined (-35.6% and -1.3% respectively).

Tourism expenditure in Wales

Table 1.7.17 – Tourism Expenditure Breakdown in Wales (2011-19)										
-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	£million	£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**	**£2,003**	**+8.1%**
Price of package holiday/inclusive trip	£53	£68	£50	£50	£104	£41	£51	£80	£47	-41.3%
% share	3%	4%	3%	3%	5%	2%	3%	4%	2%	-
Accommodation	£621	£525	£574	£627	£666	£668	£640	£722	£820	+13.6%
% share	36%	33%	34%	36%	34%	40%	39%	39%	41%	-
Travel costs to and from destination, and during the trip	£327	£347	£337	£313	£361	£275	£259	£299	£337	+12.7%
% share	19%	22%	20%	18%	18%	16%	16%	16%	17%	-
Services or advice (e.g. travel guides, tourist information)	£4	£7	£2	£8	£3	£3	£3	£1	£3	+200.0%
% share	*	*	*	*	*	*	*	*	*	*
Buying clothes	£78	£70	£64	£58	£80	£79	£65	£58	£39	-32.8%
% share	4%	4%	4%	3%	4%	5%	4%	3%	2%	-
Eating and drinking out	£333	£311	£337	£377	£394	£357	£346	£387	£428	+10.6%
% share	19%	20%	20%	22%	20%	21%	21%	21%	21%	-
Other shopping	£200	£160	£210	£160	£231	£172	£170	£204	£199	-2.5%
% share	12%	10%	12%	9%	12%	10%	10%	11%	10%	-
Entertainment	£86	£74	£94	£109	£102	£78	£73	£87	£94	+8.0%
% share	5%	5%	6%	6%	5%	5%	4%	5%	5%	-
Anything else	£33	£27	£27	£33	£33	£15	£21	£17	£37	+117.6%
% share	2%	2%	2%	2%	2%	1%	1%	1%	2%	-

Showing the breakdown of tourism expenditure in Wales between 2011 and 2019 for all domestic tourism.

Comparing all tourism expenditure in Wales between 2018 and 2019, total spend increased +8.1% and there were increases across many categories.

The main categories all had higher levels of spend; accommodation +13.6%, travel +12.7%, eating and drinking +10.6%.

However, items such as package trips, buying clothes and other shopping declined (-41.3%, -32.8% and -2.5% respectively).

Holiday Tourism expenditure in Wales

Table 1.7.18 (cont.) – Tourism Expenditure Breakdown in Wales (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	£million	£million	£million	£million	£million	£million	£million	£million	£million	-
Total	**£1,229**	**£1,072**	**£1,195**	**£1,287**	**£1,378**	**£1,225**	**£1,203**	**£1,362**	**£1,439**	**+5.7%**
Price of package holiday/inclusive trip	£44	£56	£39	£46	£88	£39	£35	£73	£44	-39.7%
% share	4%	5%	3%	4%	6%	3%	3%	5%	3%	-
Accommodation	£461	£389	£433	£510	£484	£517	£493	£578	£622	+7.6%
% share	38%	36%	36%	40%	35%	42%	41%	42%	43%	-
Travel costs to and from destination, and during the trip	£191	£166	£192	£189	£190	£150	£149	£170	£199	+17.1%
% share	16%	16%	16%	15%	14%	12%	12%	12%	14%	-
Services or advice (e.g. travel guides, tourist information)	£4	£6	£2	£6	£3	£2	£3	£1	£2	+100.0%
% share	*	1%	*	*	*	*	*	*	*	*
Buying clothes	£53	£52	£48	£35	£54	£57	£45	£37	£26	-29.7%
% share	4%	5%	4%	3%	4%	5%	4%	3%	2%	-
Eating and drinking out	£236	£215	£238	£268	£282	£260	£264	£280	£306	+9.3%
% share	19%	20%	20%	21%	20%	21%	22%	21%	21%	-
Other shopping	£152	£115	£152	£125	£183	£130	£141	£148	£137	-7.4%
% share	12%	11%	13%	10%	13%	11%	12%	11%	10%	-
Entertainment	£63	£53	£73	£84	£81	£59	£56	£64	£71	+10.9%
% share	5%	5%	6%	7%	6%	5%	5%	5%	5%	-
Anything else	£24	£21	£18	£24	£15	£12	£17	£12	£32	+166.7%
% share	2%	2%	2%	2%	1%	1%	1%	1%	2%	-

Showing the breakdown of tourism expenditure in Wales between 2011 and 2019 for domestic holiday tourism.

Expenditure on holiday tourism within Wales increased by +5.7% between 2018 and 2019. Spend on the main categories increased; accommodation +7.6%, eating and drinking +9.3%, travel +17.1% and entertainment +10.9%.

The amount spent on package trips declined (-39.7%) as did spend on clothes (-29.7%) and other shopping (-7.4%).

Holiday trips in GB by lifestage

Table 1.7.19 – Holiday tourism trips taken in GB by Lifestage (2011-2019)

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%**	**60.452**	**+4.4%**	**+0.5%**
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%	7.780	+5.3%	-0.9%
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%	20.496	-0.5%	+0.2%
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%	10.561	+13.6%	+0.2%
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%	21.518	+4.5%	+1.8%

Showing the volume of holiday tourism trips taken in GB by lifestage between 2011 and 2019.

Overall, it is the Empty Nesters who have seen the greatest increase in holiday tourism trips taken in GB between 2011 and 2019 (+1.8% per annum on average), and now at record levels.

The volume of trips taken by Families and Older Independents remained stable over the period with fluctuations on a year by year basis.

Pre-nesters is the only group to have seen an average annual reduction in trip volume, -0.9%.

All groups, apart from Families, had increases in trip volume between 2018 and 2019, with the largest percentage increase being Older Independents (+13.6%).

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 (2011-2019)																	
-	**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)	**2019**	% change (18-19)	Average annual % change (11-19)
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%**	**46.407**	**+2.6%**	**+0.2%**
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%	6.008	+4.9%	-1.0%
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%	16.051	-1.9%	+0.2%
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%	8.091	+13.3%	+0.1%
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%	16.227	+1.6%	+1.3%

Showing the volume of holiday tourism trips taken in England by lifestage between 2011 and 2019.

Holiday tourism trips taken in England between 2011 and 2019, have seen average increases of +1.3% per annum for Empty Nesters. By contrast, the average number of holiday trips by Pre Nesters decreased on average at -1.0% per annum.

Other groups had an average no change across the eight year period.

Apart from Families, all other groups increased the number of holiday trips taken, with Older Independents increasing by +13.3%.

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 (2011-2019)

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%**	**7.748**	**+17.3%**	**+2.4%**
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%	1.007	+9.3%	+1.4%
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%	2.232	+15.1%	+1.7%
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%	1.239	-1.4%	+0.6%
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%	3.234	+30.0%	+6.0%

Showing the volume of holiday tourism trips taken in Scotland by lifestage between 2011 and 2019.

Holiday tourism trips taken in Scotland between 2011 and 2019, increased in all groups, Empty Nesters showing the largest average annual percentage change (+6.0%).

In 2019 there were increases in holiday trips taken among all groups except Older Independents. Empty Nesters +30%, Families +15.1% and Pre Nesters +9.3%.

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 (2011-2019)

-	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)	2019	% change (18-19)	Average annual % change (11-19)
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%**	**6.710**	**+4.6%**	**+1.5%**
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%	0.802	+5.0%	-0.3%
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%	2.278	-5.6%	+0.7%
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%	1.284	+38.5%	+4.7%
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%	2.316	+0.6%	+2.6%

Showing the volume of holiday tourism trips taken in Wales by lifestage between 2011 and 2019.

Holiday tourism trips taken in Wales between 2011 and 2019 saw every lifestage group except Pre Nesters with positive average annual increases over the period. Older Independents had the greatest average annual increase of +4.7%.

In 2019 the volume of holiday trips increased considerably among Older Independents (+38.5%), but there was also an increase among Pre Nesters.

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 (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	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**	**122.780**	**+3.6%**
One	38.020	36.283	36.930	33.376	35.672	33.28	33.759	35.146	36.252	+3.1%
-	30%	29%	30%	29%	29%	28%	28%	30%	30%	-
Two	43.767	43.834	41.582	38.941	43.128	43.016	42.324	40.802	43.397	+6.4%
-	35%	35%	34%	34%	35%	36%	35%	34%	35%	-
Three	14.075	14.058	13.707	13.784	13.882	12.003	13.209	12.940	14.295	+10.5%
-	11%	11%	11%	12%	11%	10%	11%	11%	12%	-
Four	17.500	17.968	17.484	16.584	18.548	16.228	16.643	16.156	15.868	-1.8%
-	14%	14%	14%	15%	15%	14%	14%	14%	13%	-
Five	5.892	6.158	6.141	5.825	6.400	5.596	6.124	5.867	5.834	-0.6%
-	5%	5%	5%	5%	5%	5%	5%	5%	5%	-
Six-Nine	4.280	4.731	4.090	3.526	4.171	6.821	6.560	6.192	5.605	-9.5%
-	3%	4%	3%	3%	3%	6%	5%	5%	5%	-
Ten or more	*	*	*	*	*	2.425	2.029	1.420	1.511	+6.4%
-	*	*	*	*	*	2%	2%	1%	1%	-

Showing tourism trips by party size in GB between 2011 and 2019.

The proportion of trips accounted for by different party sizes is stable over time with trips of one or two people accounting for the majority of the total.

The greatest number of trips are party size of two (35%, increase of +6.4%), but a similar number of trips (30%, increase of +3.1%) are made by people on their own.

The largest percentage increase in trips was for parties of three, up by +10.5% versus 2018.

**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 137*

Holiday tourism by party size in GB

Table 1.7.24 – Tourism in GB (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	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**	**60.452**	**+4.4%**
One	6.078	5.542	5.561	5.397	5.218	4.949	5.923	5.934	6.141	+3.5%
-	10%	10%	10%	10%	9%	9%	10%	10%	10%	-
Two	24.412	24.675	23.802	22.052	22.850	24.503	24.518	24.292	26.040	+7.2%
-	42%	43%	42%	42%	41%	44%	41%	42%	43%	-
Three	7.271	7.021	7.121	7.051	6.955	6.259	7.118	7.239	8.099	+11.9%
-	12%	12%	12%	13%	12%	11%	12%	13%	13%	-
Four	11.361	11.204	11.294	10.638	11.765	10.495	11.534	10.696	10.737	+0.4%
-	19%	19%	20%	20%	21%	19%	19%	18%	18%	-
Five	4.059	3.843	4.026	3.542	4.326	3.597	3.872	3.989	3.847	-3.6%
-	7%	7%	7%	7%	8%	6%	7%	7%	6%	-
Six-Nine	3.486	3.678	3.254	2.841	3.353	4.817	5.065	4.869	4.412	-9.4%
-	6%	6%	6%	5%	6%	9%	9%	8%	7%	-
Ten or more	*	*	*	*	*	1.251	1.119	0.862	1.169	+35.6%
-	*	*	*	*	*	2%	2%	1%	2%	-

Showing holiday tourism trips by party size in GB between 2011 and 2019.

The proportion of holiday 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 (43%).

The largest percentage increase was for parties of ten or more (+35.6%) but these still account for only 2% of all holiday trips.

**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 137*

Tourism by party size in England

Table 1.7.25 – Tourism in GB (2011-19)										
-	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	% change (18-19)
-	Million	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**	**99.071**	**+1.7%**
One	32.318	31.229	31.873	27.884	30.556	28.671	28.994	30.147	30.828	+2.3%
-	31%	30%	31%	30%	30%	29%	29%	31%	31%	-
Two	36.024	35.809	33.951	31.640	35.167	35.547	34.833	33.453	34.612	+3.5%
-	35%	34%	33%	34%	34%	36%	35%	34%	35%	-
Three	11.295	11.448	11.098	11.217	11.345	9.913	10.885	10.248	10.890	+6.3%
-	11%	11%	11%	12%	11%	10%	11%	11%	11%	-
Four	13.999	14.726	14.190	12.977	15.467	13.176	13.901	13.178	12.663	-3.9%
-	13%	14%	14%	14%	15%	13%	14%	14%	13%	-
Five	4.684	4.801	4.813	4.677	4.859	4.460	4.989	4.641	4.428	-4.6%
-	4%	5%	5%	5%	5%	4%	5%	5%	4%	-
Six-Nine	3.465	4.046	3.344	2.571	3.380	5.653	5.286	4.764	4.391	-7.8%
-	3%	4%	3%	3%	3%	6%	5%	5%	4%	-
Ten or more	*	*	*	*	*	1.854	1.707	0.934	1.247	+33.5%
-	*	*	*	*	*	2%	2%	1%	1%	-

Showing tourism trips by party size in England between 2011 and 2019.

In England, the proportion of trips by different party sizes is stable over time. The greatest number of trips are party size of two (35%), but a similar number of trips (31%) are made by people on their own.

The largest percentage increase was for parties of ten or more (+33.5%) but these still account for only 1% of all trips in England.

**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 137*

Holiday tourism by party size in England

Table 1.7.26 – Tourism in GB (2011-19)										
-	**2011**	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**	% change (18-19)
-	Million	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**	**46.407**	**+2.6%**
One	4.963	4.490	4.581	4.248	4.150	4.052	4.725	4.800	4.738	-1.3%
-	11%	10%	10%	10%	9%	9%	10%	11%	10%	-
Two	19.395	19.538	18.608	17.209	17.840	19.646	19.481	19.267	20.064	+4.1%
-	42%	42%	41%	42%	41%	44%	41%	43%	43%	-
Three	5.628	5.547	5.595	5.506	5.439	4.917	5.644	5.406	6.029	+11.5%
-	12%	12%	12%	14%	12%	11%	12%	12%	13%	-
Four	8.890	8.988	8.924	7.991	9.552	8.367	9.407	8.360	8.466	+1.3%
-	19%	20%	20%	20%	22%	19%	20%	18%	18%	-
Five	3.064	2.940	3.069	2.780	3.022	2.709	3.056	3.115	2.737	-12.1%
-	7%	6%	7%	7%	7%	6%	6%	7%	6%	-
Six-Nine	2.822	3.126	2.611	1.958	2.643	3.888	4.022	3.683	3.377	-8.3%
-	6%	7%	6%	5%	6%	9%	9%	8%	7%	-
Ten or more	*	*	*	*	*	1.117	0.910	0.586	0.991	+69.1%
-	*	*	*	*	*	2%	2%	1%	2%	-

Showing holiday tourism trips by party size in England between 2011 and 2019.

In England, 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 (43%).

The largest percentage increase was for parties of ten or more (+69.1%) but these still account for only 2% of all holiday trips in England.

**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 137*

Tourism by party size in Scotland

Table 1.7.27 – Tourism in GB (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	Million	Million	Million	Million	Million	Million	Million	Million	-
Total	**13.360**	**12.752**	**12.122**	**12.519**	**11.988**	**11.514**	**11.664**	**11.803**	**13.810**	**+17.0%**
One	3.906	3.305	3.262	3.698	3.150	3.099	3.088	3.286	3.648	+11.0%
-	29%	26%	27%	30%	26%	27%	26%	28%	26%	-
Two	4.754	4.945	4.428	4.446	4.697	4.388	4.744	4.179	5.393	+29.1%
-	36%	39%	37%	36%	39%	38%	41%	35%	39%	-
Three	1.656	1.430	1.514	1.377	1.330	1.085	1.130	1.319	1.845	+39.9%
-	12%	11%	12%	11%	11%	9%	10%	11%	13%	-
Four	1.811	1.698	1.550	1.867	1.441	1.498	1.250	1.510	1.736	+15.0%
-	14%	13%	13%	15%	12%	13%	11%	13%	13%	-
Five	0.472	0.645	0.630	0.584	0.615	0.446	0.476	0.524	0.547	+4.4%
-	4%	5%	5%	5%	5%	4%	4%	4%	4%	-
Six-Nine	0.362	0.317	0.462	0.350	0.413	0.613	0.705	0.725	0.537	-25.9%
-	3%	2%	4%	3%	3%	5%	6%	6%	4%	-
Ten or more	*	*	*	*	*	0.373	0.271	0.259	0.096	-62.9%
-	*	*	*	*	*	3%	2%	2%	1%	-

Showing tourism trips by party size in Scotland between 2011 and 2019.

The distribution of trips in Scotland accounted for by different party sizes remains unchanged over time.

The overall +17.0% increase in overnight trips in Scotland came from parties of fewer than six, and particularly those with one, two or three trip-takers.

**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 137*

Holiday tourism by party size in Scotland

Table 1.7.28 – Tourism in GB (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	Million	Million	Million	Million	Million	Million	Million	Million	-
Total	**6.572**	**6.168**	**6.480**	**6.302**	**6.364**	**5.929**	**6.512**	**6.607**	**7.748**	**+17.3%**
One	0.711	0.653	0.514	0.763	0.662	0.605	0.754	0.713	0.859	+20.5%
-	11%	11%	8%	12%	10%	10%	12%	11%	11%	-
Two	3.005	2.997	3.099	2.808	2.861	2.780	3.122	2.751	3.723	+35.3%
-	46%	49%	48%	45%	45%	47%	48%	42%	48%	-
Three	0.875	0.674	0.830	0.611	0.771	0.722	0.655	0.914	1.097	+20.0%
-	13%	11%	13%	10%	12%	12%	10%	14%	14%	-
Four	1.166	1.096	1.025	1.288	0.978	0.934	0.969	1.141	1.203	+5.4%
-	18%	18%	16%	20%	15%	16%	15%	17%	16%	-
Five	0.350	0.319	0.391	0.396	0.472	0.335	0.311	0.360	0.379	+5.3%
-	5%	5%	6%	6%	7%	6%	5%	5%	5%	-
Six-Nine	0.249	0.220	0.396	0.303	0.365	0.449	0.543	0.594	0.422	-29.0%
-	4%	4%	6%	5%	6%	8%	8%	9%	5%	-
Ten or more	*	*	*	*	*	0.097	0.158	0.135	0.065	-51.9%
-	*	*	*	*	*	2%	2%	2%	1%	-

Showing holiday tourism trips by party size in Scotland between 2011 and 2019.

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 (48%) showing an increase against 2018 of +35.3%.

The overall +17.3% increase in overnight holiday trips in Scotland came from parties of fewer than six, and particularly those with one, two or three trip-takers.

**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 137*

Tourism by party size in Wales

Table 1.7.29 – Tourism in GB (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	Million	Million	Million	Million	Million	Million	Million	Million	-
Total	**9.697**	**9.603**	**9.943**	**10.002**	**10.449**	**9.307**	**9.024**	**10.021**	**10.698**	**+6.8%**
One	1.995	2.003	1.997	2.000	2.180	1.661	1.798	1.922	1.891	-1.6%
-	21%	21%	20%	20%	21%	18%	20%	19%	18%	-
Two	3.239	3.402	3.455	3.234	3.575	3.480	3.080	3.378	3.809	+12.8%
-	33%	35%	35%	32%	34%	37%	34%	34%	36%	-
Three	1.237	1.270	1.228	1.279	1.274	1.047	1.260	1.453	1.644	+13.1%
-	13%	13%	12%	13%	12%	11%	14%	14%	15%	-
Four	1.772	1.634	1.885	1.864	1.730	1.651	1.550	1.529	1.599	+4.6%
-	18%	17%	19%	19%	17%	18%	17%	15%	15%	-
Five	0.765	0.722	0.821	0.612	0.965	0.690	0.677	0.772	0.890	+15.3%
-	8%	8%	8%	6%	9%	7%	8%	8%	8%	-
Six-Nine	0.464	0.368	0.329	0.645	0.378	0.574	0.607	0.729	0.697	-4.4%
-	5%	4%	3%	6%	4%	6%	7%	7%	7%	-
Ten or more	*	*	*	*	*	0.199	0.051	0.237	0.167	-29.5%
-	*	*	*	*	*	2%	1%	2%	2%	-

Showing tourism trips by party size in Wales between 2011 and 2019.

The proportion of trips taken by different party sizes is stable over time. The greatest number of trips (36%) are party size of two. The number of trips with a single person is 18%, a lower proportion than in England and Scotland.

Over the period 2011 – 2019 there has been a decrease in trips among solus trip takers and an increase in trips among two person groups.

The overall 2019 growth in trips of +6.8% came from an increased number of trips by parties of size two to five.

**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 137*

Holiday tourism by party size in Wales

Table 1.7.30 – Tourism in GB (2011-19)

-	2011	2012	2013	2014	2015	2016	2017	2018	2019	% change (18-19)
-	Million	Million	Million	Million	Million	Million	Million	Million	Million	-
Total	**6.036**	**5.914**	**6.100**	**6.357**	**6.251**	**5.588**	**5.712**	**6.412**	**6.710**	**+4.6%**
One	0.436	0.440	0.521	0.420	0.467	0.357	0.479	0.448	0.559	+24.8%
-	7%	7%	9%	7%	7%	6%	8%	7%	8%	-
Two	2.176	2.353	2.284	2.291	2.343	2.290	2.087	2.419	2.518	+4.1%
-	36%	40%	37%	36%	37%	41%	37%	38%	38%	-
Three	0.821	0.847	0.756	1.013	0.790	0.651	0.866	0.967	1.013	+4.8%
-	14%	14%	12%	16%	13%	12%	15%	15%	15%	-
Four	1.346	1.179	1.431	1.439	1.278	1.210	1.175	1.256	1.120	-10.8%
-	22%	20%	23%	23%	20%	22%	21%	20%	17%	-
Five	0.659	0.594	0.660	0.374	0.870	0.553	0.524	0.562	0.763	+35.8%
-	11%	10%	11%	6%	14%	10%	9%	9%	11%	-
Six-Nine	0.427	0.333	0.285	0.620	0.345	0.490	0.531	0.618	0.623	+0.8%
-	7%	6%	5%	10%	6%	9%	9%	10%	9%	-
Ten or more	*	*	*	*	*	0.037	0.051	0.142	0.114	-19.7%
-	*	*	*	*	*	1%	1%	2%	2%	-

Showing holiday tourism trips by party size in Wales between 2011 and 2019.

The proportion of Welsh trips accounted for by single person parties is smaller for holiday trips than other types of trip, at 8%. The greatest number of trips are party size of two (38%).

200,000 of the 300,000 increase in holiday trips has come from trips made by party sizes of five (+35.8%).

**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 137*

Full Data Tables

GB Tourist Master Data Tables 2019

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

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Holiday spend in GB

Table 2.2c – Holiday spend in GB

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VFR trips in GB

Table 2.3a – VFR trips in GB

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VFR nights in GB

Table 2.3b – VFR nights in GB

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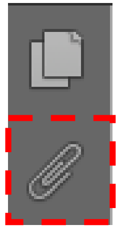
VFR spend in GB

Table 2.3c – VFR spend in GB



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Business and work tourism

Table 2.4 – Business and work tourism

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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
stination and purp

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
stination and purp

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 2019 Great Britain Tourism Survey (GBTS) and the work undertaken to develop these methods.

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

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

Contents

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.

Prior to 2005, 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 and Fieldwork

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 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 (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 adult (16+) quotas of gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

At least 2,000 interviews were conducted in each fieldwork week, some 90,000 interviews in 2019. Interviewing was not conducted during the two weeks around Christmas. The weighting procedures for data for November and December were amended to compensate for the missing weeks.

There were seven other weeks in 2019 when no interviewing took place. These weeks were in April, May, June, August, October and December, with the weighting procedures for these months also being amended to compensate for these additional missing weeks.

This resulted in a total of 43 weeks of interviewing in 2019.

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 2019, 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	12%	18	14%	35	N/A
2	13%	19	14%	36	18%
3	11%	20	13%	37	15%
4	9%	21	15%	38	12%
5	7%	22	N/A	39	13%
6	8%	23	14%	40	13%
7	8%	24	13%	41	12%
8	10%	25	13%	42	11%
9	9%	26	N/A	43	N/A
10	9%	27	14%	44	12%
11	8%	28	13%	45	12%
12	10%	29	14%	46	13%
13	10%	30	12%	47	12%
14	9%	31	15%	48	11%
15	10%	32	N/A	49	10%
16	12%	33	16%	50	N/A
17	N/A	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 2019, is appended alongside a copy of the instructions provided to the interviewer and can be accessed via this link.

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 2019.

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 Kantar, the solutions implemented are based on common sense principles of sufficient data for reliability and replicability.

Figure 7 – Imputation Periods

2019 Fieldwork Periods	Weeks	Imputation Months
29 January – 3 March	5	January 2019
4 March – 31 March	4	February 2019
1 April – 28 April	4	March 2019
29 April – 2 June	5	April 2019
3 June – 30 June	4	May 2019
1 July – 28 July	4	June 2019
29 July – 1 September	5	July 2019
2 September – 29 September	4	August 2019
30 September – 3 November	5	September 2019
4 November – 1 December	4	October 2019
2 December – 15 December	2	November 2019
30 December – 2 February	5	December 2019

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 ’19	31 December – 3 February	9 January – 3 March
February ’19	4 February – 3 March	13 February – 31 March
March ’19	4 March – 31 March	3 March – 28 April
April ’19	1 April – 28 April	10 April – 27 May
May ’19	29 April – 2 June	8 May – 30 June
June ’19	3 June – 30 June	12 June – 28 July
July ’19	1 July – 28 July	10 July – 27 August
August ’19	29 July – 1 September	7 August – 29 September
September ’19	2 September – 29 September	11 September – 27 October
October ’19	20 September – 3 November	9 October – 1 December
November ’19	4 November – 1 December	15 November – 15 December
December ‘1	2 December – 29 December	11 December – 26 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 on the next page.

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 2019

Figure 9 – Demographic Weighting (000s)

Rim	Population
Age by Sex	-
Male 16-24	3454
Male 25-34	4371
Male 35-44	3988
Male 45-54	4260
Male 55-64	3825
Male 65-74	3081
Male 75-84	1757
Male 85+	581
Female 16-24	3278
Female 25-34	4280
Female 35-44	4043
Female 45-54	4383
Female 55-64	3963
Female 65-74	3322
Female 75-84	2119
Female 85+	990
Total	**51696**

Rim	Population
Government Office Region	-
East Midlands	3840
East of England	4968
London	7101
North East	2142
North West	5802
South East	4459
South West	7280
West Midlands	4531
Yorkshire & the Humber	2543
Scotland	4671
Wales	4359
Total	**51696**

Rim	Population
Social Grade	-
AB	13133
C1	14478
C2	10884
D	7998
E	5203
Total	**51696**

Rim	Population
Car Ownership	-
1	21829
2+	19162
0	10705
Total	**51696**

Rim	Population
Presence of Children	-
Yes	37032
No	14664
Total	**51696**

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 2019 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
- Ad-hoc reporting as required throughout the year
- GB Tourist, 2019 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 2019, 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 2019 GBTS data those values are given in the following table.

Confidence limits of GBTS 2019 at the 95% level

-	Trips %	Nights %	Spend %
GB	2.9	3.4	3.9
England	3.1	3.7	4.2
Scotland	7.2	8.7	9.7
Wales	6.5	11.0	10.6

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 2019 will lie in the range of plus or minus 2.9% 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.

English Regions

The regions of England by which destination of trip is analysed in the GB Tourist Annual Report include the following counties, plus London:

West Midlands

Herefordshire, Shropshire, Staffordshire, Warwickshire, West Midlands, Worcestershire

East of England

Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk

East Midlands

Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire, Rutland

North West England

Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside

North East England

Durham, Northumberland, Tees Valley, Tyne And Wear

South East England

Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle Of Wight, Kent, Oxfordshire, Surrey, West Sussex

South West England

Bristol/Bath Area, Cornwall And Isles Of Scilly, Devon, Dorset, Gloucestershire, Somerset, South Gloucestershire, Wiltshire

Yorkshire and the Humber

North Lincolnshire/Humberside, North Yorkshire, South Yorkshire, West Yorkshire

London

Scottish Regions

The regions of Scotland by which destination of trip is analysed in the GB Tourist Annual Report include the following local authorities, plus the cities of Edinburgh and Glasgow:

Scotland North

Eilean Siar, Highland, Orkney Islands, Shetland Islands, Aberdeen City, Aberdeenshire and Moray

Scotland West

Argyll & Bute, Clackmannanshire, West Dunbartonshire, Falkirk, Stirling, East Dunbartonshire, East Renfrewshire, Inverclyde, North Lanarkshire, Renfrewshire and South Lanarkshire

Scotland East

Perth & Kinross, Angus, City of Dundee, Fife, East Lothian, Midlothian and West Lothian

Scotland South

Dumfries & Galloway, Scottish Borders, East Ayrshire, North Ayrshire and South Ayrshire

Edinburgh

Glasgow

Welsh Regions

The regions of Wales by which destination of trip is analysed in the GB Tourist Annual Report include the following local authorities:

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).

Further details

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