

## Q3 2017 Regional highlights

Region	Visits (000)			Spend (£m)		
	Q3 2016	Q3 2017P	Growth	Q3 2016	Q3 2017P	Growth
<b>Scotland</b>	1,099	1,260	15%	854	890	4%
<b>Wales</b>	406	417	3%	183	178	-3%
<b>London</b>	5,200	5,125	-1%	3,364	4,230	26%
<b>Rest Of England</b>	4,900	5,013	2%	3,037	2,751	-9%
<b>North East</b>	200	195	-2%	258	82	-68%
<b>North West</b>	882	905	3%	384	521	36%
<b>Yorkshire</b>	476	460	-3%	194	203	4%
<b>West Midlands</b>	633	658	4%	295	232	-21%
<b>East Midlands</b>	402	386	-4%	196	146	-26%
<b>East Of England</b>	709	734	3%	300	272	-9%
<b>South West</b>	947	941	-1%	636	474	-26%
<b>South East</b>	1,644	1,774	8%	773	822	6%
<b>UK TOTAL</b>	<b>10,659</b>	<b>10,950</b>	<b>3%</b>	<b>7,603</b>	<b>8,189</b>	<b>8%</b>

### London

- Visits to **London** in July to September 2017 were down 1% to 5.1 million.
- Spending reached new Q3 record levels in 2017, up 26% on Q3 last year to £4.2 billion. This is the first quarter where inbound visitor spending has topped £4 billion.
- Holiday visits represented 53% of the visits to London in Q3 with 2.7 million visits, on par with Q3 2016. There were a record 1.3 million VFR visits in Q3 2017, up 6% on Q3 2016. There were 704,000 business visits in Q3 2017, 13% down on the same period last year.

### England excluding London

- **Rest of England** saw a 2% increase in visits in Q3 up to 5.0 million visits setting a new Q3 record and the first time inbound visits between July and September has topped 5 million. Spend was down 9% compared to the record holding Q3 2016 to £2.8 billion. The number of holidays visits (+9%) and VFR visits (+8%) increased compared to Q3 2016 while business visits fell 12%.
  - **East of England** received a record 734,000 visits in Q3 2017, up 3% on the same period last year. Visitors spent £272 million in Q3 2017, down 9% on Q3 2016 spending.
  - **West Midlands** visits rose 4% to a record 658,000 in Q3 2017, the third consecutive Q3 in this region where inbound visits have topped 600,000. Spending fell 21% to £232 million compared to a Q3 record last year.
  - **East Midlands** saw both inbound visit and spend decreases compared to a record Q3 2016. There were 386,000 visits (down 4%) who spent a combined £146 million (down 26%). As 2016 was so strong, it is helpful to know that visits are up 6% compared to Q3 2015.
  - Visits to the **South West** declined 1% on Q3 last year to finish the quarter on 941,000. Spending was also down, by 26%, to £474 million (but this is compared to a record).
  - There were 195,000 visits to the **North East** in Q3 2017, 2% fewer than in the same period last year. Q3 2017 visitor spending was down by 68% to £82 million. As we have seen with some other UK regions, Q3 2016 was particularly strong. With this in mind, we can see inbound visitor spending in Q3 2017 is just 7% behind Q3 2015.
  - The **North West** set new Q3 visit and spending records in Q3 2017. The region saw visit levels increase 3% compared to the same period last year to 905,000 visits and spending grew by 36% to £521 million – the first Q3 to top £500 million.
  - **Yorkshire** welcomed 460,000 visits in Q3 2017, 3% down compared to the record Q3 last year. Spending rose by 4% to £203 million.
  - The **South East** had a record 1.8 million visits in Q3 2017, up 8% on Q3 2016. Spending also reported an increase up 6% to £822 million.

### Scotland

- Scotland has posted record levels of visits and spend in Q3 2017 - visits were up 15% compared to Q3 2016 to 1.3 million. Spending grew 4%, to a record £890 million.
- Scotland's holiday visits accounted for two third of the visits in Q3 2017. Holiday visits set a new Q3 record at 841,000 visits (up 21%). Inbound holiday visitors to Scotland spent £648 million in Q3 2017 (down 1% on Q3 2016).

### Wales

- **Wales** received 417,000 visits in Q3 2017, 3% more than in Q3 2016. Spending was down 3% compared to the record holding Q3 2016 to £178 million.

Year to date regional highlights (Q1, Q2 and Q3 2017):

Region	Visits (000)			Spend (£m)		
	Q1, Q2 & Q3 2016	Q1, Q2 & Q3 2017P	Growth	Q1, Q2 & Q3 2016	Q1, Q2 & Q3 2017P	Growth
<b>Scotland</b>	2,231	2,551	14%	1,561	1,846	18%
<b>Wales</b>	857	909	6%	368	337	-8%
<b>London</b>	14,055	15,108	7%	8,635	10,357	20%
<b>Rest Of England</b>	12,196	12,728	4%	6,116	6,063	-1%
<b>North East</b>	426	425	0%	352	190	-46%
<b>North West</b>	2,173	2,382	10%	872	1,205	38%
<b>Yorkshire</b>	1,098	1,054	-4%	415	429	3%
<b>West Midlands</b>	1,618	1,779	10%	641	619	-3%
<b>East Midlands</b>	1,017	969	-5%	371	327	-12%
<b>East Of England</b>	1,800	1,862	3%	652	646	-1%
<b>South West</b>	2,051	2,091	2%	1,123	964	-14%
<b>South East</b>	3,982	4,173	5%	1,689	1,683	0%
<b>UK TOTAL</b>	<b>28,177</b>	<b>30,105</b>	<b>7%</b>	<b>17,134</b>	<b>19,022</b>	<b>11%</b>

- Visits to **London** were up 7% in the first nine months of 2017, to a record 15.1 million. Spending too set a record of £10.4 billion in the period January to September 2017, up 20% compared to the same period in the previous year.
- Visits to **Rest of England** were up 4%, resulting in a record of 12.7 million visits in the first nine months of 2017. Spend was down marginally by 1%, compared to the record holding first nine months of 2016, to £6.1 billion.
- The number of visits to **Wales** increased 6% in the period January to September 2017 to a record of 909,000 visits. However, spend decreased by 8% compared to the record first nine months of 2016 to £337 million.
- **Scotland** has posted a record breaking nine month period. There was a 14% rise in the number of visits in the first nine months of 2017 (compared to the same period in 2016), resulting in 2.6 million visits. Spending grew 18% to a record £1.8 billion.