

# Monthly Inbound Update August 2017

17<sup>th</sup> November 2017

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# About this data

Our monthly update presents the latest International Passenger Survey (IPS) data released by the Office for National Statistics (ONS).

The Quarterly Release for this period (Q3, July – September 2017), which may contain some revisions, is scheduled to be released on **18<sup>th</sup> January 2018**. This will provide data on visits by markets and UK region visited up to Q3 2017.

The next Monthly Release will be on **21<sup>st</sup> December 2017** covering data for September 2017.

The [Inbound research & insights](#) section of the VisitBritain website has much more detail on long term trends, visits from individual markets and to UK regions.

Short term figures give an indication of the very latest trends, but should be used with caution. IPS is not designed to report accurately by month, and figures should be treated as indicative. Analysis of the last three months or longer is more reliable. All figures are provisional and subject to revision by the ONS. All figures quoted are not “seasonally adjusted”. Numbers in some tables / charts may not sum due to rounding.

The data is based on interviews with a sample of departing visitors. The number interviewed varies but is typically 3,000-4,000 per month.

# Headlines – August 2017 (provisional)

	AUGUST 2017		LAST 3 MONTHS (JUN - AUG)		YEAR TO DATE (JAN - AUG 2017)		ROLLING 12 MONTHS (SEP 2016 - AUG 2017)	
		% change vs. Aug 2016		% change vs. Jun '16 - Aug '16		% change vs. Jan - Aug '16		% change vs. Sep '15 - Aug '16
<b>ALL VISITS (000)</b>	3,930	5%	11,510	6%	27,110	8%	39,650	8%
<b>Spend (£ million)</b>	2,800	3%	7,800	4%	16,380	10%	24,010	7%

- Visits:** The UK welcomed 3.9 million overseas visits in August, up 5% on August last year and setting a new August record. Between June and August 2017 there were a record 11.5 million inbound visits to the UK, 6% up on the same period last year. The record setting continues over the first eight months of 2017 and the rolling 12 months to August 2017. There were 27.1 million visits to the UK in the first eight months of the year and 39.7 million visits in the 12 months to August 2017 – the best ever rolling 12 month period.
- Spending:** August 2017 spending rose 3% compared to August 2016 to reach £2.8 billion (a new August record). With record setting results in all of the first eight months of the year, inbound visitors spent a record £16.4 billion, 10% more than the first eight months of 2016. Over the longer term rolling 12 months to August 2017 visitors to the UK spent a record £24.0 billion in the UK – the highest ever rolling 12 month period.
- Spend per visit:** for the last 12 months average spend per visit was £606, which is slightly higher than the average for 2016 (£599). Spending growth outpaced visit growth for the first five months of 2017, but visits have grown faster than spending in the most recent three months (June, July and August).

# Journey Purpose

By journey purpose	AUGUST 2017		LAST 3 MONTHS (JUN - AUG)		YEAR TO DATE (JAN - AUG 2017)		ROLLING 12 MONTHS (SEP 2016 - AUG 2017)	
	Visits (000)	% change vs. Aug 2016	Visits (000)	% change vs. Jun '16 - Aug '16	Visits (000)	% change vs. Jan - Aug '16	Visits (000)	% change vs. Sep '15 - Aug '16
Holiday	1,840	8%	5,170	13%	11,130	17%	15,490	15%
VFR	1,300	3%	3,410	5%	8,020	5%	11,930	7%
Business	520	-1%	2,070	-2%	5,880	-1%	9,150	1%
Miscellaneous	270	-2%	860	-4%	2,080	6%	3,080	-2%

- Holiday** visits were up 8% to an August record of 1.8 million. This is the highest ever month of holiday visits to the UK. The record breaking continues over longer time periods as well. Between June and August 2017 there were 5.2 million holiday visits to the UK (13% more than the same three month period last year). So far this year there have been a record 11.1 million holiday visits – 17% more than this time last year – and the latest 12 month period (September 2016-August 2017) is the strongest ever 12 month period for inbound holiday visits.
- Visits to friends and relatives (VFR)** were up 3% to an August record of 1.3 million this year and up to a record 3.4 million in the three months from June 2017. Following weaker results in February and May, VFR visits in the first eight months of 2017 have still reached record levels of 8 million – the first time there have been 8 million VFR visits in the first eight months of any calendar year.
- Business** visits continue to be variable in 2017, posting negative results in August this year – down 1% compared to August 2016. With only January and May registering growth this year, there were 1% fewer business visits to the UK in the first eight months of 2017, compared to 2016. Due to a strong end of 2016, business results for the 12 months to August 2017 were just enough to be on par with the previous rolling 12 month record posted last year (September 2015 – August 2016).
- Miscellaneous** journey purpose visits are a combination of a wide range of different journey purposes, including (but not limited to) short term study, looking for work, shopping, attending a sports event and many more. In August 2017 visits to the UK were 2% down on August 2016 results. Visits were down 4% in the last three months but with double digit February and March 2017 results, miscellaneous visits were 6% up in the first eight months of 2017, compared to the same period last year (but not a record).

Short term figures give an indication of the very latest trends, but should be used with caution. IPS is not designed to report accurately by month, and figures should be treated as indicative. Analysis of the last three months or longer is more reliable.

# Global Regions

By global region	AUGUST 2017		LAST 3 MONTHS (JUN - AUG)		YEAR TO DATE (JAN - AUG 2017)		ROLLING 12 MONTHS (SEP 2016 - AUG 2017)	
	Visits (000)	% change vs. Aug 2016	Visits (000)	% change vs. Jun '16 - Aug '16	Visits (000)	% change vs. Jan - Aug '16	Visits (000)	% change vs. Sep '15 - Aug '16
EU Total	2,430	6%	6,880	4%	17,620	4%	26,220	6%
EU15	2,070	6%	5,650	2%	14,410	4%	21,270	5%
Other EU	360	7%	1,230	15%	3,210	7%	4,950	9%
Rest of Europe	260	29%	650	17%	1,710	13%	2,500	8%
North America	480	-8%	1,800	12%	3,420	18%	4,800	17%
Rest of World	770	4%	2,190	8%	4,360	16%	6,150	10%

- Visits to the UK from all **EU markets** rose 6% in August 2017 compared to August last year to an August record 2.4 million. EU visits have been tracking at record breaking year to date levels, reaching 17.6 million in the first eight months of 2017, 4% more than the same period of 2016.
- Looking specifically at visits from **EU15** markets, these were up 6% during August this year to a record 2.1 million – the first August to welcome over 2 million visits. With weaker performances posted in each of February, May and June this year visits during the eight months of 2017 are up by a softer 4%, but this was still enough to set a new record of 14.4 million visits.
- Visits from all **Other EU** markets were 7% above August 2016 levels, at 360,000 visits. Recent double digit year on year monthly growth has boosted the inbound visits to a record 3.2 million visits in the first eight months of 2017. Over the longer term, there have been a record 5.0 million visits between September 2016 and August 2017, up 9% compared to the previous 12 months.
- Visit growth from the **Rest of Europe** was 29% in August 2017, the fourth month of double digit growth this year. Buoyed by these strong year on year monthly results, visits for the first eight months of 2017 are 13% higher than the same time last year to a record busting 1.7 million.
- There were 480,000 visits to the UK from **North America** in August, which is a decline after three consecutive months of record breaking levels (May, June and July). Visits from this region have continued to show the strongest growth so far this year, edging closer to record levels. From January to August 2017 there were 3.4 million visits.
- **Rest of World** reported a 4% rise in visits to the UK during August 2017. In the first eight months of this year, Rest of World visits are 16% higher than in the start of 2016 at a record 4.4 million.

# Outbound and Competitors

## Travel abroad by UK residents

LAST THREE MONTHS: June – August 2017		
		% change vs. Jun – Aug 2016
Visits (000)	23,310	1%
Spend (£ million)	£15,310	5%

- UK residents took 23.3 million visits abroad in the last three months – 1% more than the same period last year – and spent £15.3 billion, up 5% (in nominal terms) on last year.
- Between June and August 2017, UK residents took slightly more holiday visits than they did during the same time last year, more business trips (+4%), more visits to friends and relatives (+3%) and fewer miscellaneous visits (-30%) compared to the same period last year – this decline is due to a strong period for miscellaneous visits in 2016 due to Euro 2016.
- Visits by UK residents to Europe were up 2% during June to August 2017, compared to the same period the year before. Visits to EU15 countries grew 1% while visits to other EU destinations rose 12%. Visits to North America fell 2% compared to last year whilst Rest of World visits also fell 4% year-on-year.

## The international picture\*

- All of the UK's main competitors on the table below reported an increase in visits at the start of 2017.
- The UK has performed well when compared to other EU countries such as Italy and Germany and in the mix against France.
- With the exception of the USA all main competitors here are in positive territory, with four countries reporting double digit growth so far this year.
- Figures relate to various periods so comparisons should be treated with caution.

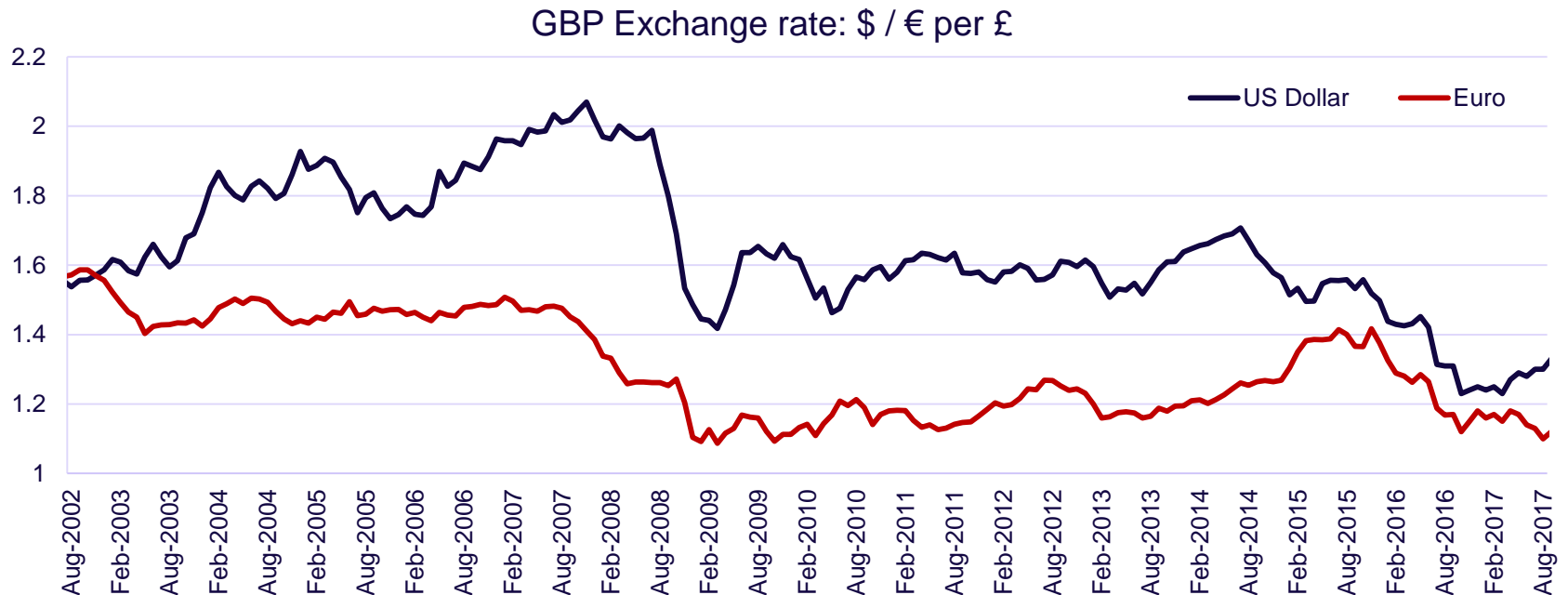
Destination	Growth in overseas visits	Period (Jan 2017 to ...)
Turkey	31%	September
Netherlands	13%	August
Spain	10%	September
France	8%	July
<b>UK</b>	<b>8%</b>	<b>August</b>
Australia	7%	August
Italy	7%	July
Switzerland	7%	September
Germany	6%	August
Canada	4%	August
Rep. of Ireland	3%	September
USA	-3%	May

**More:** VisitBritain attracts inbound visitors to Britain. For outbound travel from the UK visit [ONS website](#)

\*Source: UNWTO Periods for which we have data available varies by country, so figures are indicative and not necessarily directly comparable.

# Exchange rates

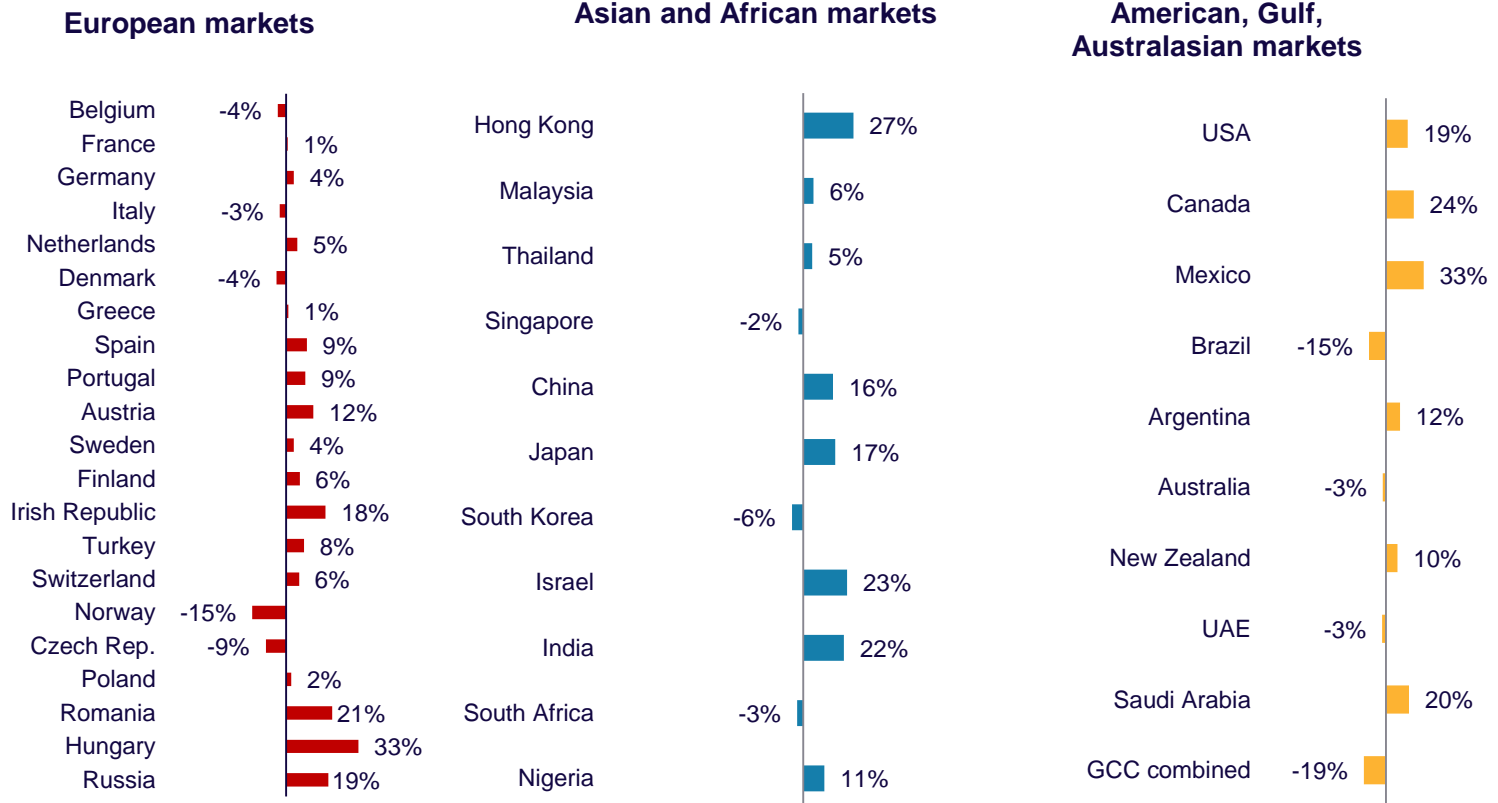
- The cost of Sterling for those visiting the UK was high in 2015 but in 2016 it began to fluctuate due to political uncertainty. From late June 2016, the sharp depreciation of the pound following the referendum result made the UK a more affordable destination for many markets.
- The value of Sterling against both the dollar and the euro has remained low since its weakest point in October 2016, although has risen slightly against the US dollar recently. Sterling was down 6% year on year against the Euro in August 2017 at €1.10, its lowest point since 2009. Against the US dollar Sterling was down 1% year on year at \$1.30, having gained from its low point in March 2017; however, the pound is 17% cheaper than two years ago.
- In August, Sterling was down 5% against the Australian dollar, 4% down against the Canadian dollar and down 1% against the Chinese Yuan compared to August 2016.





# Individual markets – quarterly results

Using the latest available market level data, the following three charts show the percentage change in visits to the UK from a number of markets in the latest rolling year of data (the latest four quarters compared to the previous four quarters, in this case from **July 2016 – June 2017 v July 2015 – June 2016**).

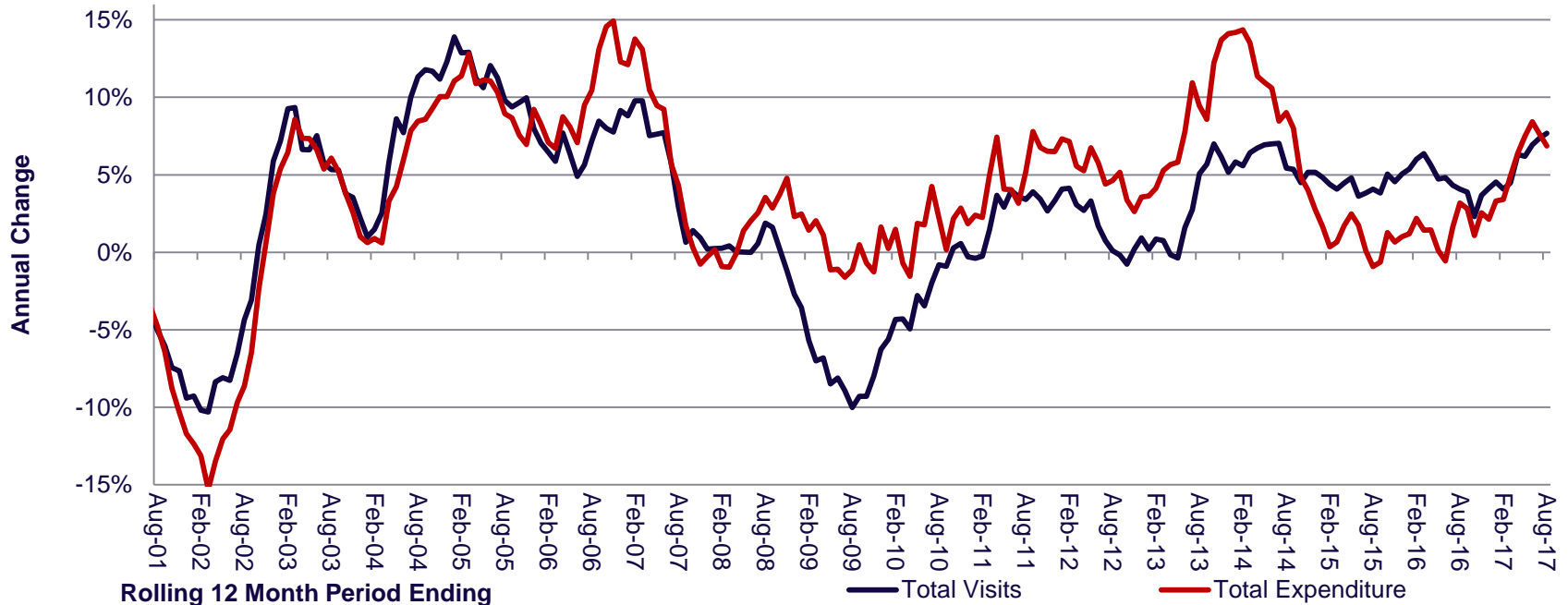


**More:** Long term trends in visits from individual origin markets and world regions available [here](#).

# Longer term trends

Visits and spend since 2001

## Trends in inbound tourism since 2000



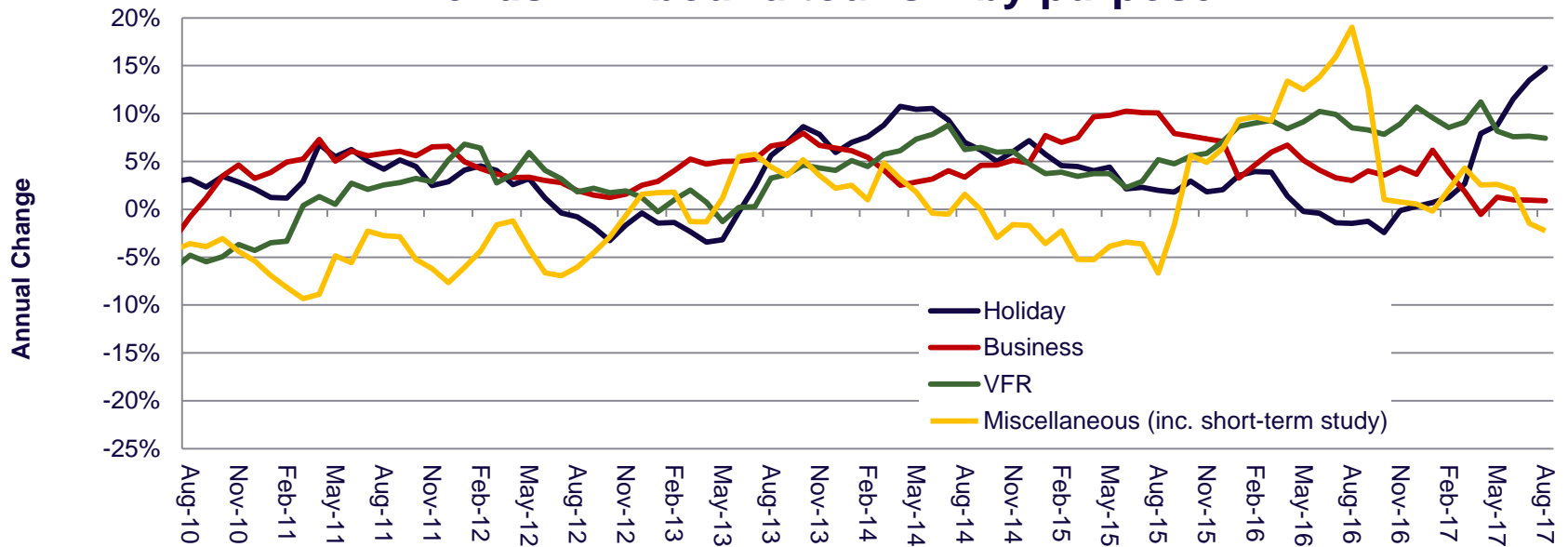
- This chart shows the year-on-year change in headline IPS results based on a 'rolling twelve month' basis. Presenting the data in this way enables us to spot emerging trends and helps to 'smooth out' erratic results for any single month.
- This clearly illustrates the dip in inbound tourism seen post 9/11 in 2002, and subsequent recovery in the mid-2000s. The impact of the global economic crisis can be seen in 2009 followed by slow but reasonably steady recovery over the more recent years.
- Whilst visits growth has remained positive in recent years, spend has fluctuated more. Results for the last 12 month period to August 2017 show visits tracking 8% higher and spend up 7% compared to the previous 12 months.

**More:** Data on long term trends are available [here](#)

# Longer term trends

## Journey Purpose

### Trends in inbound tourism by purpose



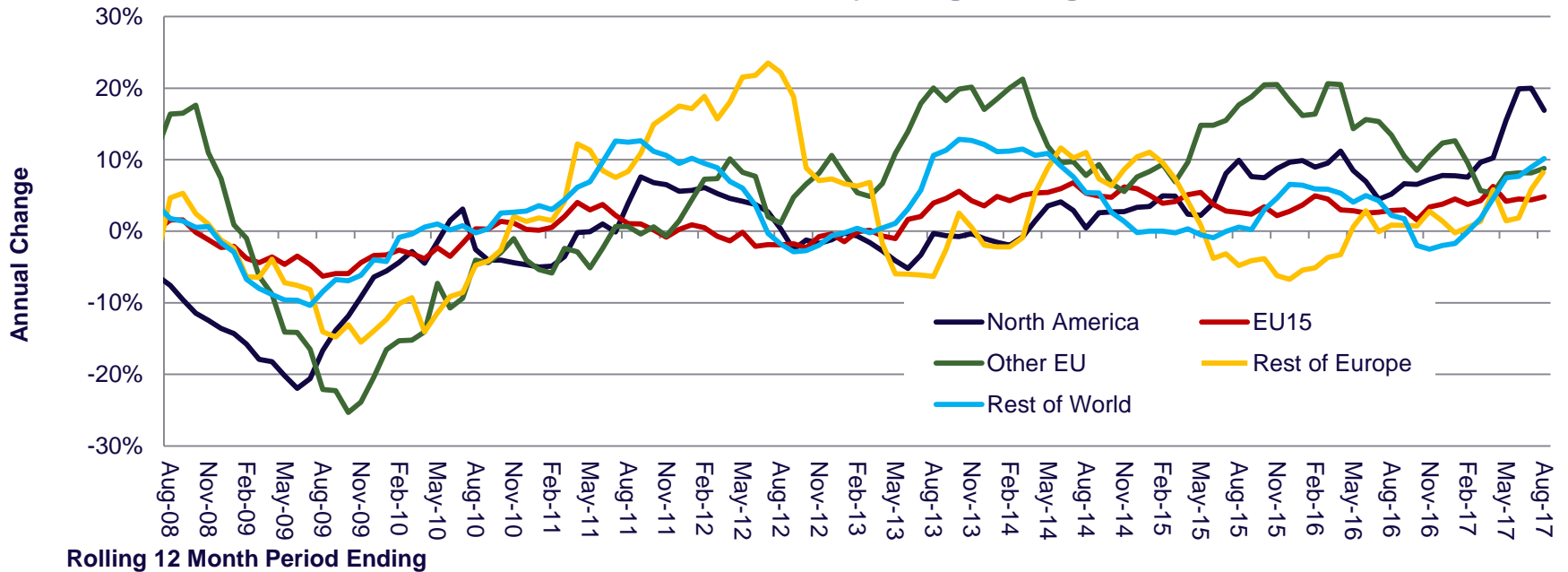
#### Rolling 12 Month Period Ending

- By journey purpose holiday visits were far more resilient to the economic downturn in the late 2000s and have shown long term growth. There has been some variability in recent years; trends in 2014 and 2015 were positive but visit numbers for 2016 were flat; however, holiday visits are up 15% for the latest 12 month period, late 2016 having been a turning point.
- After suffering a significant downturn in 2009, business visits have seen steady growth since, which intensified in 2015 and through 2016. Results for 2017 so far have been more variable.
- Since 2011, trips to visit friends and relatives have largely shown growth in recent years, and have stayed in positive growth territory since mid-2013. Trips for other (miscellaneous) purposes account for a smaller number of visits and show the most variation.

# Longer term trends

## Global Region

### Trends in inbound tourism by origin region since 2007

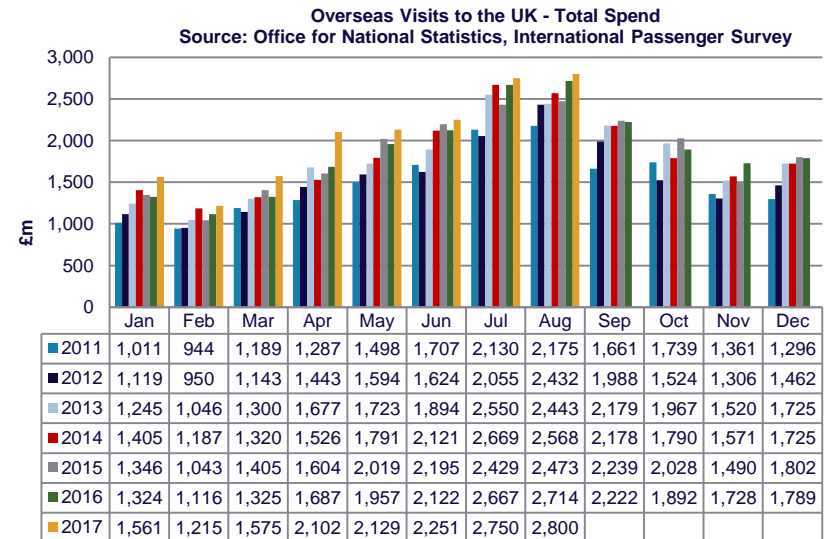
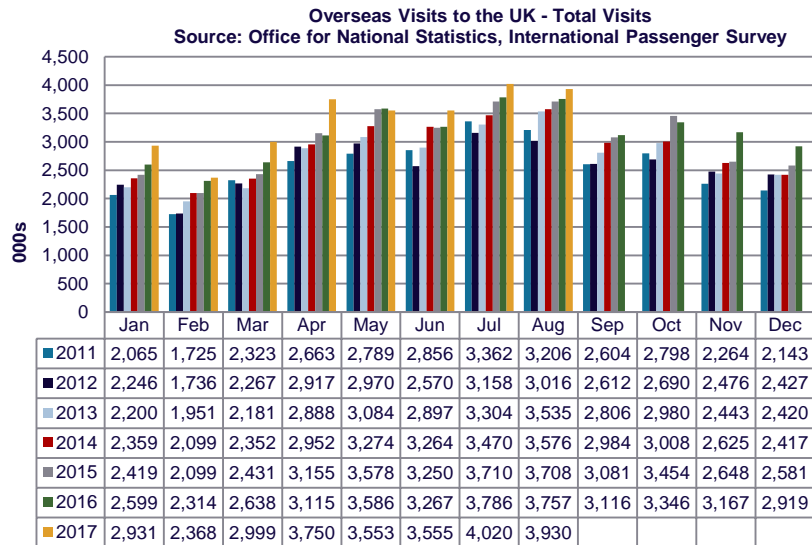


#### Rolling 12 Month Period Ending

- This chart shows the longer term picture and the varying rates of recovery in visit numbers after the global financial crisis.
- Recently visits from EU15 markets have shown slow but steady growth. Visits from 'Other EU' regions had strong visit growth in recent years, although has been inconsistent in recent months. Visits from the 'Rest of Europe' had the strongest recovery growth between 2011/2012 although have shown to be more volatile over the past couple of years.
- After a period of gradual recovery post global financial crisis, visits from North America have grown strongly at the start of 2017 but slowed in August. Visits from the 'Rest of World' region had a couple of periods of strong growth, declined slightly in 2016 but have been growing in 2017.

# Detailed monthly trends

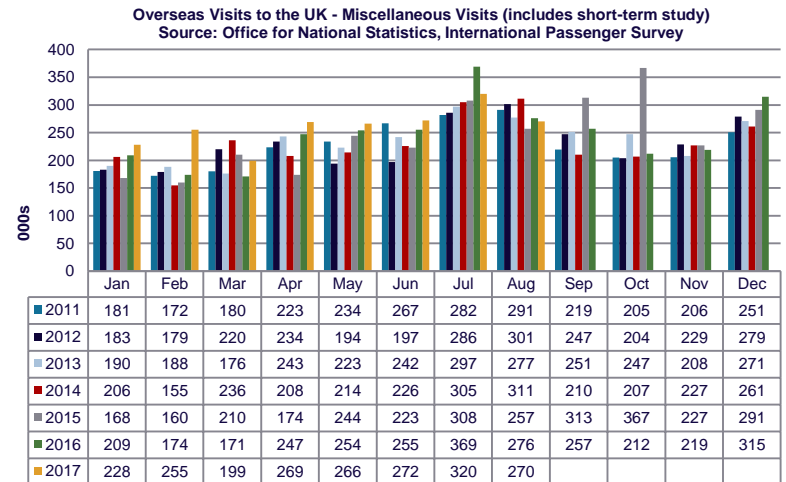
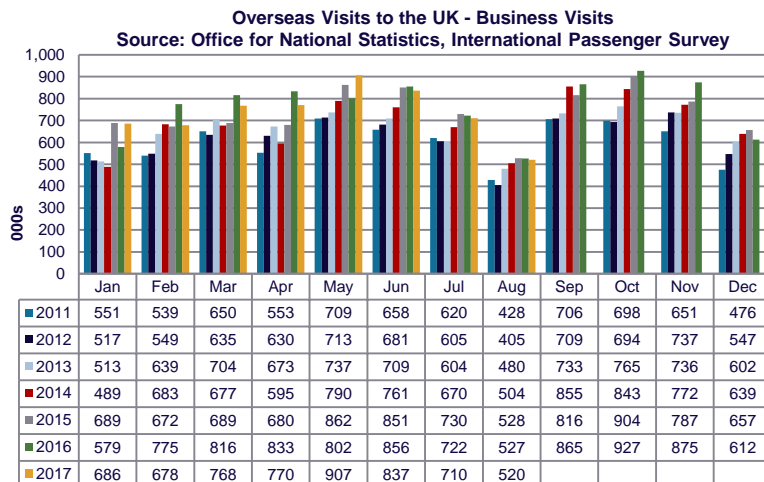
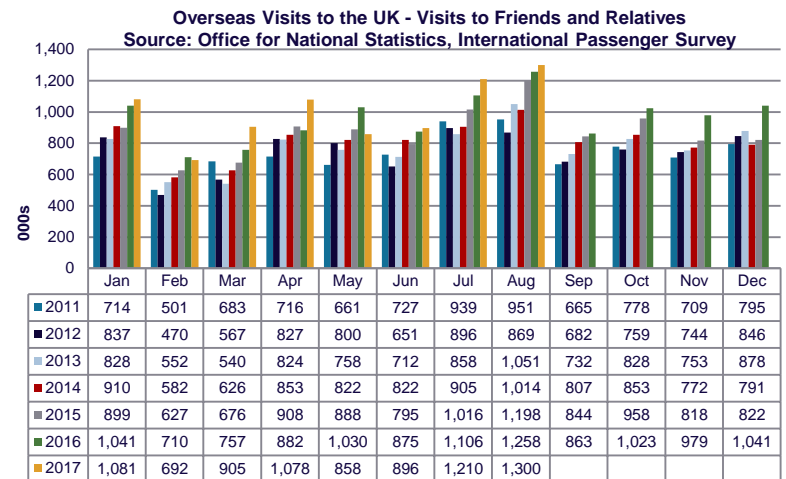
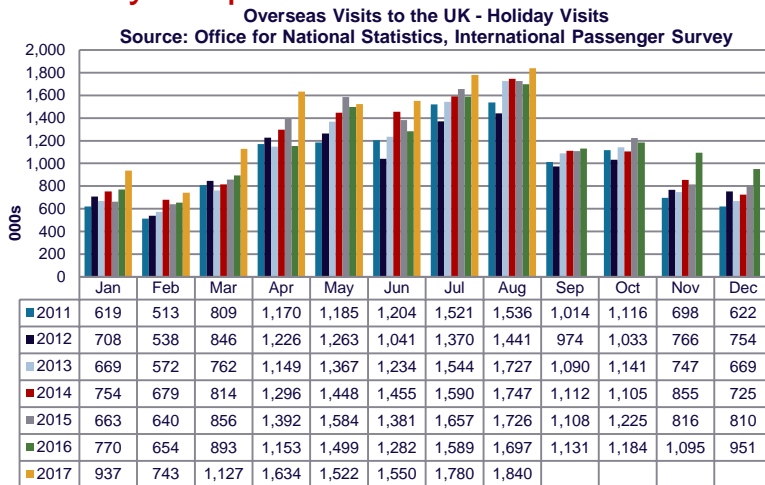
## Visits and spend



**More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available [here](#)

# Detailed monthly trends

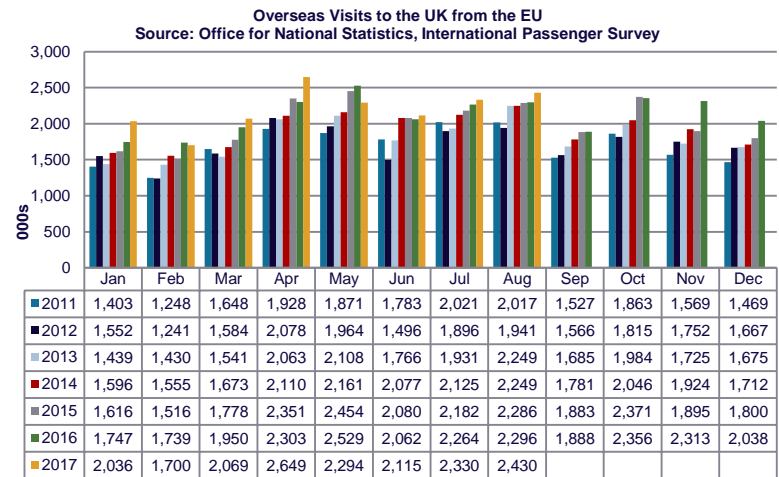
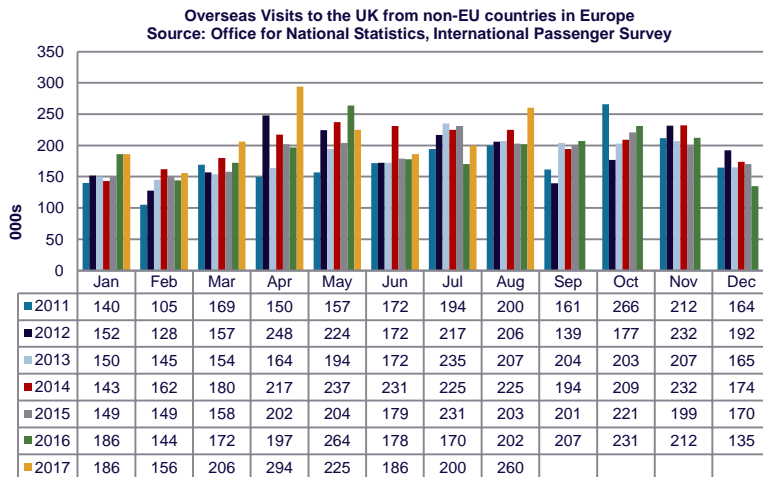
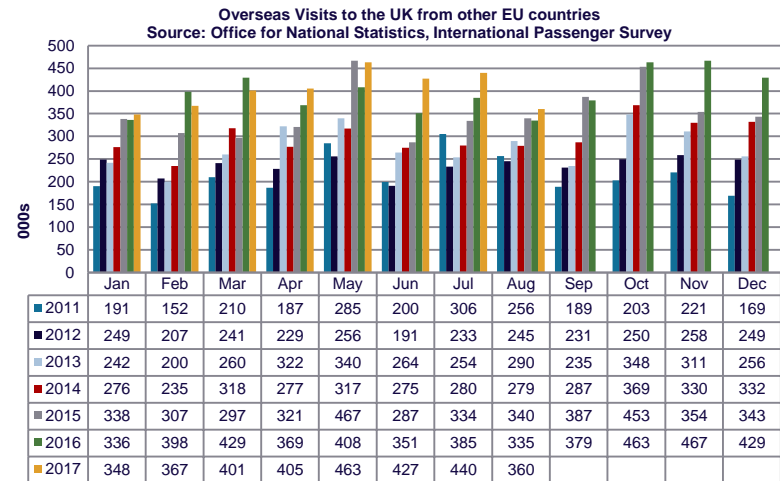
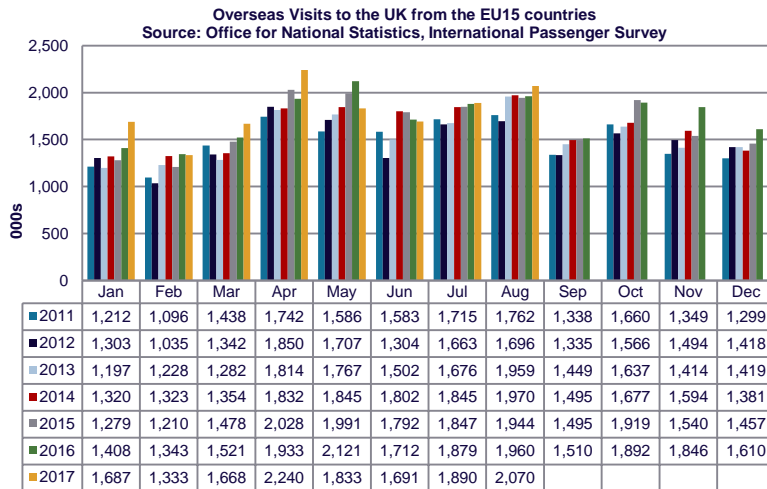
## Journey Purpose



**More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available [here](#). Please note that different scales are used on these charts to allow differences to be identified.

# Detailed monthly trends

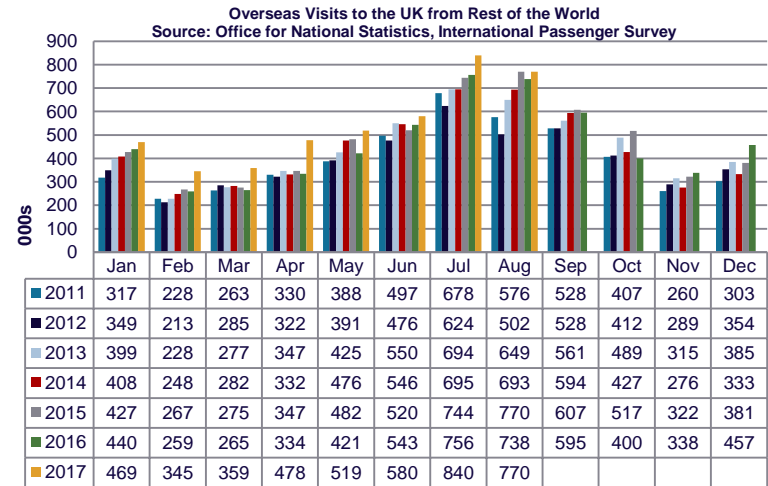
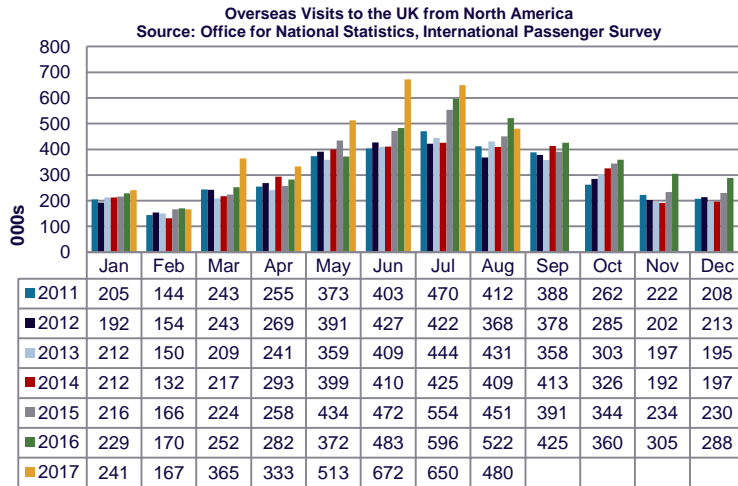
## Global Regions (1 of 2)



**More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available [here](#). Please note that different scales are used on these charts to allow differences to be identified.

# Detailed monthly trends

## Global Regions (2 of 2)



**More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available [here](#). Please note that different scales are used on these charts to allow differences to be identified.



# Definitions

**EU15** - Austria, Belgium, Denmark, France, Finland, Germany, Greece, Irish Republic, Italy, Luxembourg, Netherlands, Portugal, Spain and Sweden. Note that the UK is among the 15 countries that formed the European Union prior to January 2004, but due to the inbound nature of the data displayed in the IPS reference tables data for the UK is excluded.

**Other EU** - Bulgaria, Cyprus (South), Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia. Note that Croatia has been included in the 'Other EU' category since it joined in July 2013, before July 2013 this group was labelled as A12.

**EU** – Total EU, therefore combined EU15 and Other EU (as defined above).

**Rest of Europe** – European countries outside the EU (including Russia, Norway and Switzerland). Before July 2013 Croatia was also included here, but from July 2013 appears in Other EU.

**North America** - Canada (including Greenland and St Pierre et Miquelon), USA (including Puerto Rico and US Virgin Islands)

**Rest of World** – Countries outside Europe and North America (Africa, Asia, Central America, Middle East, Oceania, South America)

**VFR** - Visiting Friends and Relatives

**Miscellaneous visits** - includes those for short term study, to attend sports events, for personal shopping, health or religious purposes, accompanying others and many more

**Visit** - all departing visits from overseas residents (including those who may be UK nationals but live elsewhere, excluding other nationals who have been in the UK for 12 months or longer)

**Spend** - the amount visitors report spending in the UK during their stay

## More information

*The Inbound research & insights section of the VisitBritain website has much more detail on long term trends, data for individual markets and UK regions*

*Refer to the ONS website for more on IPS methodology and UK outbound travel*

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# Monthly Inbound Update August 2017