

# Regional Quarterly Inbound Update Q2 2018

11<sup>th</sup> October 2018

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# About this data

This report is based on the latest International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on the morning of 11<sup>th</sup> October 2018.

When available the [Inbound research & insights](#) section of the VisitBritain website will contain much more detail on visits to UK regions.

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.

- All percentage changes in spend are nominal. All data is sourced from the International Passenger Survey by the Office for National Statistics.
- All figures quoted are not “seasonally adjusted”.
- Numbers in some tables / charts may not sum due to rounding.

Refer to the [ONS website](#) for more on IPS methodology and UK outbound travel

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Q2 2018

(April – June)

# Inbound UK regional statistics



# Regional Highlights

Q2 2018

Visits and spend

| Region          | Visits (000)  |               |            |            | Region          | Spend (£m)    |               |             |            |
|-----------------|---------------|---------------|------------|------------|-----------------|---------------|---------------|-------------|------------|
|                 | Q2 2017       | Q2 2018P      | Growth     | New record |                 | Q2 2017       | Q2 2018P      | Growth      | New record |
| Scotland        | 877           | 1,055         | 20%        | yes        | Scotland        | £770          | £632          | -18%        |            |
| Wales           | 307           | 279           | -9%        |            | Wales           | £106          | £102          | -4%         |            |
| London          | 5,514         | 4,936         | -10%       |            | London          | £3,442        | £3,077        | -11%        |            |
| Rest Of England | 4,471         | 4,192         | -6%        |            | Rest Of England | £2,009        | £1,905        | -5%         |            |
| North East*     | 140           | 114           | -19%       |            | North East*     | £62           | £64           | 3%          |            |
| North West      | 874           | 772           | -12%       |            | North West      | £387          | £333          | -14%        |            |
| Yorkshire       | 328           | 352           | 7%         |            | Yorkshire       | £127          | £127          | 0%          |            |
| West Midlands   | 601           | 514           | -14%       |            | West Midlands   | £230          | £183          | -21%        |            |
| East Midlands   | 345           | 312           | -10%       |            | East Midlands   | £99           | £115          | 15%         |            |
| East Of England | 628           | 594           | -5%        |            | East Of England | £230          | £179          | -22%        |            |
| South West      | 730           | 665           | -9%        |            | South West      | £337          | £351          | 4%          | yes        |
| South East      | 1,468         | 1,405         | -4%        |            | South East      | £536          | £549          | 2%          |            |
| <b>UK TOTAL</b> | <b>10,877</b> | <b>10,038</b> | <b>-8%</b> |            | <b>UK TOTAL</b> | <b>£6,507</b> | <b>£5,839</b> | <b>-10%</b> |            |

All quarterly data is provisional. Final 2018 data to be released in 2019.

NB the number of visits by region does not add up to the total as some visitors stayed in more than one region

\*sample size below 100

# Regional Summary

## Q2 2018

### Visits and spend

- **London**

At 4.9 million, visits were 10% down on a very strong Q2 2017, which itself was 11% up on Q2 2016. Spending was down 11% to £3.1 billion.

- **Rest of England**

Visits (4.2 million) down 6% on the record Q2 2017, but in line with Q2 2016 results. Q2 spending was down 5% to £1.9 billion.

- **Scotland**

The strong growth in inbound visits seen in Q1 2018 has continued at pace into Q2 this year. There were a record 1.1 million inbound visits in Q2 2018, 20% up on Q2 2017. Inbound visitor spending was down 18% on a very strong Q2 2017 (which was 42% up on Q2 2016). Visitors spent £632 million in Q2, which is the second highest Q2 spend (after Q2 2017).

- **Wales**

Visits fell 9% to 279,000 compared to Q2 2017. Spending too was down 4% to £102 million.

Year to Date 2018  
(January – June)  
**Inbound UK regional  
statistics**



# Regional highlights

Year to Date (Q1 and Q2 2018)

Visits and spend

| Region          | Visits (000)  |               |            | New record |
|-----------------|---------------|---------------|------------|------------|
|                 | Q1 & Q2 2017  | Q1 & Q2 2018P | Growth     |            |
| Scotland        | 1,306         | 1,692         | 30%        | yes        |
| Wales           | 493           | 430           | -13%       |            |
| London          | 9,998         | 8,968         | -10%       |            |
| Rest Of England | 7,731         | 7,276         | -6%        |            |
| North East      | 230           | 209           | -9%        |            |
| North West      | 1,485         | 1,468         | -1%        |            |
| Yorkshire       | 598           | 647           | 8%         | yes        |
| West Midlands   | 1,124         | 994           | -12%       |            |
| East Midlands   | 583           | 511           | -12%       |            |
| East Of England | 1,129         | 980           | -13%       |            |
| South West      | 1,152         | 1,032         | -10%       |            |
| South East      | 2,401         | 2,293         | -5%        |            |
| <b>UK TOTAL</b> | <b>19,184</b> | <b>17,874</b> | <b>-7%</b> |            |

| Region          | Spend (£m)     |                |            | New record |
|-----------------|----------------|----------------|------------|------------|
|                 | Q1 & Q2 2017   | Q1 & Q2 2018P  | Growth     |            |
| Scotland        | £966           | £967           | 0%         | yes        |
| Wales           | £160           | £167           | 5%         |            |
| London          | £6,125         | £5,642         | -8%        |            |
| Rest Of England | £3,325         | £3,289         | -1%        |            |
| North East      | £108           | £126           | 16%        | yes        |
| North West      | £678           | £594           | -13%       |            |
| Yorkshire       | £227           | £228           | 1%         |            |
| West Midlands   | £389           | £413           | 6%         | yes        |
| East Midlands   | £182           | £183           | 0%         |            |
| East Of England | £379           | £303           | -20%       |            |
| South West      | £496           | £513           | 3%         | yes        |
| South East      | £866           | £923           | 7%         |            |
| <b>UK TOTAL</b> | <b>£10,852</b> | <b>£10,289</b> | <b>-5%</b> |            |



# Regional summary

## Year to Date (Q1 and Q2 2018)

### Visits and spend

- Visits to **London** were down 10% in the first six months of 2018, at 9.0 million. Spending was also down at £5.6 billion in the period January to June 2018, down 8% compared to the same period in the previous year.
- Visits to the **Rest of England** were down 6%, to 7.3 million visits in the first six months of 2018. Spend was down marginally by 1%, compared to the record holding first six months of 2017, to £3.3 billion.
  - **North East:** visits down 9%. Spend was up 16% to set a new record of £126 million.
  - **North West:** visits declined marginally by 1% and spend to fell 13% - compared to the record start of 2017.
  - **Yorkshire:** visits rose 8% to a new first six month record of 647,000. Spend up 1% but not quite a new record.
  - **West Midlands:** visits down 12% on a good start to 2017. Spend up 6% to a record £413 million.
  - **East Midlands:** visits down (12%) and spend on par with the first six months of last year.
  - **East of England:** visits down 13% on the record last year and spend down 20%.
  - **South West:** although visits were 10% lower than the record last year, spend was 3% up to a record £513 million.
  - **South East:** visits 5% lower but spend rose 7% - not quite a new record.
- **Scotland** has posted a record busting first six month period. There was a 30% rise in the number of visits in the first six months of 2018 (compared to the same period in 2017), resulting in 1.7 million visits. Spending was in line with the start of 2017 – just enough to claim a new record of £967 million.
- The number of visits to **Wales** decreased 13% in the period January to June 2018 to 430,000 visits. Spend increased by 5% compared to the first six months of 2017 to £167 million.

# 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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