

# Great Britain Tourism Survey

February 2015 Update



# Summary – February 2015 Update

## ALL TOURISM

- The number of GB overnight trips taken in February 2015 was 7.8 million, compared to 6.9 million in February 2014, a rise of +13%. Overnight trips to England were up +17% and Scotland +10%, while those to Wales reduced by -16% for the month. 7.8 million trips is relatively high for February, although there have been two previous years since 2006 with higher February trip volumes. February last year had fewer overnight trips than the norm, due to record rainfall, storms, high winds and severe flooding in parts of the country, which accounts for most of the +13% year on year increase.
- The number of nights spent away from home within GB during February 2015 was 18.4 million, a +10% increase over February 2014. In all three countries the change in number of nights was roughly in line with change in number of trips: Nights spent in England were up +13%, Scotland +18% and Wales down -27%.
- Claimed expenditure during overnight trips was £1,328 million for GB in February 2015, an increase of +13%. This was made up by an increase in spend of +13% on trips to England, +28% on trips to Scotland and -13% for trips to Wales.

## HOLIDAYS

- Holidays accounted for 2.8 million (about a third) of all trips in February 2015, -1% fewer than the year before. Domestic holidays to England were up +8%, whereas those to Scotland and Wales were down, -16% and -52% respectively.
- The number of nights spent away from home on holiday in GB was +5% greater than in February 2014. England and Scotland both experienced increases (+10% and +17% respectively), while in Wales the number of holiday nights declined -62% versus February 2014.
- The amount spent during these holiday trips increased to £589 million (+6% year on year), with an increase of +12% in England, no change in Scotland and a reduction of -44% in Wales.

## VISITING FRIENDS & RELATIVES

- Trips to visit friends and relatives accounted for about 3.6 million (just under half) of total GB tourism trips, in February 2015, an increase of +26%. This was +21% in England, +85% in Scotland and +36% in Wales.
- The number of nights spent visiting friends and relatives showed a similar pattern, with an overall GB increase of +19%, split +18% in England, +27% in Scotland and +19% in Wales.
- The amount of money spent on this type of trip also rose, to £400 million, an increase of +46%.

## BUSINESS TOURISM

- Domestic business trips accounted for 1.1 million of the total (around one sixth), no change versus February 2014. The number of business trips in England increased, by +14%, whereas in Scotland and Wales they fell by -36% and -33% respectively.
- Both the length of business trips and the amount spent were down by similar amounts, -10% and -12% respectively.

# GB Domestic Tourism: Monthly Volume & Value 2015

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.532	6.951	+25.7%	6.920	7.831	+13.2%												
England	4.846	5.912	+22.0%	5.695	6.647	+16.7%												

  

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.992	16.687	+28.4%	16.710	18.416	+10.2%												
England	11.490	13.839	+20.4%	13.506	15.277	+13.1%												

  

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£945	£1,233	+30.5%	£1,179	£1,328	+12.6%												
England	£834	£1,000	+19.9%	£968	£1,090	+12.6%												

TRIPS	July			August			September			October			November			December			YTD – Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			12.452	14.782	+18.7%
England																			10.541	12.558	+19.1%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			29.702	35.103	+18.2%
England																			24.996	29.116	+16.5%

  

EXPENDITURE	July			August			September			October			November			December			YTD – Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£2,123	£2,561	+20.6%
England																			£1,802	£2,090	+16.0%



Fieldwork: 11<sup>th</sup> Feb – 29<sup>th</sup> Mar  
TNS Face-to-Face Omnibus Survey

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# GB Domestic Tourism: Monthly Volume & Value 2015

## HOLIDAYS

	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																		
GB	1.778	2.073	+16.6%	2.788	2.765	-0.8%												
England	1.497	1.612	+7.7%	2.201	2.365	+7.5%												
BEDNIGHTS																		
GB	4.154	4.982	+19.9%	6.458	6.776	+4.9%												
England	3.558	3.637	+2.2%	5.172	5.711	+10.4%												
EXPENDITURE																		
GB	£407	£489	+20.1%	£556	£589	+5.9%												
England	£358	£368	+2.8%	£442	£493	+11.5%												

	July			August			September			October			November			December			YTD – Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																					
GB																			4.566	4.837	+5.9%
England																			3.698	3.977	+7.5%
BEDNIGHTS																					
GB																			10.611	11.758	+10.8%
England																			8.730	9.349	+7.1%
EXPENDITURE																					
GB																			£963	£1,078	+11.9%
England																			£800	£861	+7.6%

# GB Domestic Tourism: Monthly Volume & Value 2015

## VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																		
GB	2.524	3.089	+22.4%	2.816	3.558	+26.3%												
England	2.248	2.836	+26.2%	2.489	3.018	+21.3%												
BEDNIGHTS																		
GB	5.681	7.243	+27.5%	7.135	8.502	+19.2%												
England	4.995	6.495	+30.0%	5.888	6.961	+18.2%												
EXPENDITURE																		
GB	£262	£293	+11.8%	273	399	+46.2%												
England	£234	£263	+12.4%	228	324	+42.1%												

	July			August			September			October			November			December			YTD - Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
TRIPS																					
GB																			5.341	6.647	+24.5%
England																			4.737	5.854	+23.6%
BEDNIGHTS																					
GB																			12.816	15.745	+22.9%
England																			10.883	13.456	+23.6%
EXPENDITURE																					
GB																			£534	£692	+29.6%
England																			£461	£586	+27.1%

# GB Domestic Tourism: Monthly Volume & Value 2015

## BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	1.099	1.376	25.2%	1.148	1.147	-0.1%												
England	0.971	1.115	14.8%	0.871	0.990	+13.7%												

  

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	2.087	3.407	63.2%	2.629	2.358	-10.3%												
England	1.867	2.780	48.9%	2.024	1.997	-1.3%												

  

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£239	£363	51.9%	311	275	-11.6%												
England	£205	£295	43.9%	263	222	-15.6%												

TRIPS	July			August			September			October			November			December			YTD - Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			2.247	2.524	+12.3%
England																			1.842	2.105	+14.3%

  

BEDNIGHTS	July			August			September			October			November			December			YTD - Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			4.716	5.765	+22.2%
England																			3.891	4.777	+22.8%

  

EXPENDITURE	July			August			September			October			November			December			YTD - Feb		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£550	£639	+16.2%
England																			£467	£516	+10.5%

# GB Domestic Tourism: Year to Date – 2010-2015

## Trips, Bednights & Expenditure, Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
<b>TRIPS</b>																								
GB	12.366	14.035	13.005	13.119	12.452	14.782	4.012	4.410	4.284	4.308	4.566	4.837	5.624	6.406	5.398	5.312	5.341	6.647	2.276	2.676	2.780	2.954	2.247	2.524
England	10.388	11.830	11.096	11.063	10.541	12.558	3.097	3.602	3.418	3.452	3.698	3.977	4.964	5.628	4.767	4.611	4.737	5.854	1.914	2.251	2.428	2.514	1.842	2.105
<b>BEDNIGHTS</b>																								
GB	30.049	34.873	29.547	31.702	29.702	35.103	10.113	11.219	10.174	9.747	10.611	11.758	13.870	14.876	12.372	13.47	12.816	15.745	4.631	5.486	5.973	7.051	4.716	5.765
England	23.644	29.025	24.736	25.957	24.996	29.116	7.658	8.739	8.105	7.381	8.730	9.349	11.394	12.808	10.501	11.508	10.883	13.456	3.918	4.560	5.251	5.831	3.891	4.777
<b>EXPENDITURE</b>																								
GB	£1,793	£2,138	£2,134	£2,330	£2,123	£2,561	£765	£878	£900	£837	£963	£1,078	£483	£570	£511	£569	£534	£692	£451	£606	£633	£827	£550	£639
England	£1,431	£1,736	£1,795	£1,923	£1,802	£2,090	£586	£681	£717	£646	£800	£861	£401	£492	£431	£484	£461	£586	£383	£493	£565	£705	£467	£516

# GB Domestic Tourism: Year to Date – 2010-2015

## Trip Characteristics, Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
<b>Av. Trip Length</b>																								
GB	2.43	2.48	2.27	2.42	2.39	2.37	2.52	2.54	2.37	2.26	2.32	2.43	2.47	2.32	2.29	2.54	2.40	2.37	2.03	2.05	2.15	2.39	2.10	2.28
England	2.28	2.45	2.23	2.35	2.37	2.32	2.47	2.43	2.37	2.14	2.36	2.35	2.30	2.28	2.20	2.50	2.30	2.30	2.05	2.03	2.16	2.32	2.11	2.27
<b>Av. £/Night</b>																								
GB	£60	£61	£72	£73	£71	£73	£76	£78	£88	£86	£91	£92	£35	£38	£41	£42	£42	£44	£97	£110	£106	£117	£117	£111
England	£61	£60	£73	£74	£72	£72	£77	£78	£88	£88	£92	£92	£35	£38	£41	£42	£42	£44	£98	£108	£108	£121	£120	£108
<b>Av. £/Trip</b>																								
GB	£145	£152	£164	£178	£170	£173	£191	£199	£210	£194	£211	£223	£86	£89	£95	£107	£100	£104	£198	£226	£228	£280	£245	£253
England	£138	£147	£162	£174	£171	£166	£189	£189	£210	£187	£216	£216	£81	£87	£90	£105	£97	£100	£200	£219	£233	£280	£254	£245