

Great Britain Tourism Survey

August 2014 Update



GB Domestic Tourism: Monthly Volume & Value 2014

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	5.702	5.532	-3.0%	7.418	6.932	-6.6%	8.408	6.957	-17.3%	9.357	10.172	+8.7%	11.178	11.271	+0.8%	11.041	9.708	-12.1%
England	4.776	4.846	+1.5%	6.287	5.707	-9.2%	6.983	5.516	-21.0%	7.800	8.209	+5.2%	9.129	9.100	-0.3%	9.090	7.967	-12.4%
BEDNIGHTS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	12.577	12.992	+3.3%	19.125	17.391	-9.1%	24.576	17.841	-27.4%	25.153	30.716	+22.1%	31.933	31.726	-0.6%	33.778	29.673	-12.2%
England	10.491	11.490	+9.5%	15.465	14.187	-8.3%	19.081	13.229	-30.7%	20.185	23.334	+15.6%	25.396	24.800	-2.3%	26.910	23.208	-13.8%
EXPENDITURE	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£940	£945	+0.5%	£1390	£1183	-14.9%	£1455	£1267	-12.9%	£1796	£1871	+4.2%	£2008	£2100	+4.6%	£2280	£2138	-6.2%
England	£766	£834	+8.9%	£1157	£973	-15.9%	£1198	£980	-18.2%	£1464	£1455	-0.6%	£1590	£1645	+3.5%	£1835	£1758	-4.2%

TRIPS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	12.946	12.280	-5.1%	16.687	14.420	-13.6%													82.737	77.273	-6.6%
England	10.398	9.985	-4.0%	13.362	11.365	-14.9%													67.825	62.695	-7.6%
BEDNIGHTS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	48.598	46.929	-3.4%	63.920	56.190	-12.1%													259.660	243.458	-6.2%
England	37.446	35.525	-5.1%	49.034	42.687	-12.9%													204.009	188.460	-7.6%
EXPENDITURE	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£2765	£2809	+1.6%	£3438	£3287	-4.4%													£16,072	£15,600	-2.9%
England	£2175	£2229	+2.5%	£2681	£2518	-6.1%													£12,867	£12,392	-3.7%

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Fieldwork: 6 Aug - 28 Sep
 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: Monthly Volume & Value 2014

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	1.811	1.778	-1.8%	2.497	2.792	+11.8%	3.584	2.967	-17.2%	4.298	5.001	+16.4%	5.724	5.834	+1.9%	5.700	4.893	-14.2%
England	1.433	1.497	+4.5%	2.020	2.205	+9.2%	2.778	2.206	-20.6%	3.453	3.782	+9.5%	4.522	4.491	-0.7%	4.482	3.810	-15.0%
BEDNIGHTS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	3.904	4.154	+6.4%	5.843	6.687	+14.4%	12.009	8.288	-31.0%	12.954	16.246	+25.4%	18.953	18.613	-1.8%	19.962	17.117	-14.3%
England	3.069	3.558	+15.9%	4.311	5.401	+25.3%	8.595	5.812	-32.4%	10.265	11.748	+14.4%	14.612	13.982	-4.3%	14.874	12.531	-15.8%
EXPENDITURE	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£348	£407	+17.0%	£489	£559	+14.3%	£766	£688	-10.2%	£941	£1083	+15.1%	£1229	£1279	+4.1%	£1491	£1269	-14.9%
England	£269	£358	+33.1%	£377	£445	+18.0%	£607	£530	-12.7%	£759	£799	+5.3%	£927	£970	+4.6%	£1166	£1003	-14.0%

TRIPS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	7.153	6.984	-2.4%	10.090	8.833	-12.5%													40.857	39.082	-4.3%
England	5.568	5.438	-2.3%	7.830	6.617	-15.5%													32.086	30.046	-6.4%
BEDNIGHTS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	31.791	30.967	-2.6%	43.966	38.632	-12.1%													149.383	140.704	-5.8%
England	23.693	22.951	-3.1%	32.371	27.812	-14.1%													111.790	103.794	-7.2%
EXPENDITURE	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£1779	£1887	+6.1%	£2493	£2359	-5.4%													£9,535	£9,531	0.0%
England	£1385	£1430	+3.2%	£1902	£1741	-8.5%													£7,391	£7,275	-1.6%

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Fieldwork: 6 Aug - 28 Sep
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GB Domestic Tourism: Monthly Volume & Value 2014

VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																		
GB	2.284	2.524	+10.5%	3.028	2.816	-7.0%	3.183	2.673	-16.0%	3.024	3.728	+23.3%	3.672	3.744	+2.0%	3.471	2.743	-21.0%
England	1.981	2.248	+13.5%	2.630	2.489	-5.4%	2.738	2.257	-17.6%	2.612	3.134	+20.0%	3.081	3.145	+2.1%	3.019	2.361	-21.8%
BEDNIGHTS																		
GB	5.288	5.681	+7.4%	8.182	7.135	-12.8%	8.640	6.289	-27.2%	7.557	11.092	+46.8%	9.078	9.456	+4.2%	9.677	8.001	-17.3%
England	4.695	4.995	+6.4%	6.813	5.888	-13.6%	7.123	5.200	-27.0%	6.363	8.665	+36.2%	7.628	7.831	+2.7%	8.366	6.574	-21.4%
EXPENDITURE																		
GB	£239	£262	+9.6%	£329	£273	-17.0%	£360	£275	-23.6%	£355	£469	+32.1%	£410	£415	+1.2%	£385	£379	-1.6%
England	£199	£234	+17.6%	£286	£228	-20.3%	£305	£226	-25.9%	£295	£377	+27.8%	£352	£327	-7.1%	£330	£321	-2.7%

	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																					
GB	3.809	3.365	-11.7%	4.852	4.064	-16.2%													27.323	25.658	-6.1%
England	3.132	2.918	-6.8%	4.057	3.494	-13.9%													23.250	22.046	-5.2%
BEDNIGHTS																					
GB	11.557	10.794	-6.6%	15.608	12.852	-17.7%													75.587	71.300	-5.7%
England	9.260	8.969	-3.1%	13.138	10.958	-16.6%													63.385	59.081	-6.8%
EXPENDITURE																					
GB	£534	£440	-17.6%	£526	£571	+8.6%													£3,139	£3083	-1.8%
England	£417	£364	-12.7%	£423	£471	+11.3%													£2,606	£2547	-2.3%

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GB Domestic Tourism: Monthly Volume & Value 2014

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	1.315	1.099	-16.4%	1.639	1.148	-30.0%	1.234	1.143	-7.4%	1.696	1.213	-28.5%	1.352	1.385	+2.4%	1.459	1.741	+19.3%
England	1.126	0.971	-13.8%	1.388	0.871	-37.2%	1.092	0.922	-15.6%	1.441	1.093	-24.1%	1.169	1.198	+2.5%	1.231	1.506	+22.3%
BEDNIGHTS	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	2.831	2.087	-26.3%	4.220	2.629	-37.7%	2.861	2.898	+1.3%	3.965	2.894	-27.0%	2.836	2.963	+4.5%	2.982	3.777	+26.7%
England	2.349	1.867	-20.5%	3.482	2.024	-41.9%	2.330	1.963	-15.8%	2.993	2.480	-17.1%	2.280	2.529	+10.9%	2.591	3.404	+31.4%
EXPENDITURE	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£308	£239	-22.4%	£519	£311	-40.1%	£261	£280	+7.3%	£442	£270	-38.9%	£321	£336	+4.7%	£346	£412	+19.1%
England	£262	£205	-21.8%	£443	£263	-40.6%	£222	£209	-5.9%	£362	£232	-35.9%	£268	£284	+6.0%	£290	£366	+26.2%

TRIPS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	1.652	1.574	-4.7%	1.378	1.251	-9.2%													11.725	10.553	-10.0%
England	1.403	1.434	+2.2%	1.152	1.002	-13.0%													10.003	8.998	-10.0%
BEDNIGHTS	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	4.008	3.771	-5.9%	3.269	3.859	+18.0%													26.972	24.878	-7.8%
England	3.320	3.039	-8.5%	2.610	3.109	+19.1%													21.955	20.415	-7.0%
EXPENDITURE	July			August			September			October			November			December			YTD- Aug		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£400	£438	+9.5%	£339	£316	-6.8%													£2,936	£2,602	-11.4%
England	£327	£397	+21.4%	£287	£269	-6.3%													£2,460	£2,224	-9.6%

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GB Domestic Tourism: Year to Date – 2009-2014

Trips, Bednights & Expenditure, Jan-Aug period

	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan – Aug period						BUSINESS – Jan - Aug period					
TRIPS	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	84.274	81.081	85.43	83.142	82.737	77.273	43.379	40.712	42.496	41.147	40.857	39.082	27.606	27.571	28.332	26.901	27.323	25.658	11.351	10.586	11.943	12.292	11.725	10.553
England	69.791	66.830	70.149	68.648	67.825	62.695	34.362	32.107	33.327	32.489	32.086	30.046	24.135	23.99	24.444	23.335	23.25	22.046	9.698	8.819	10.19	10.403	10.003	8.998
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
BEDNIGHTS	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	280.032	261.404	274.424	265.041	259.66	243.458	168.708	152.991	160.287	152.174	149.383	140.704	77.904	76.669	78.583	75.335	75.587	71.300	27.928	25.135	26.814	29.756	26.972	24.878
England	221.318	205.453	216.201	210.229	204.009	188.460	129.285	116.865	120.267	115.882	111.79	103.794	64.861	64.043	66.418	62.791	63.385	59.081	22.964	19.547	21.988	24.996	21.955	20.415
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan – Aug period					
EXPENDITURE	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£14,888	£13,761	£15,719	£16,065	£16,072	£15,600	£9,000	£8,418	£9,595	£9,685	£9,535	£9,531	£2,869	£2,714	£2,940	£2,942	£3,139	£3,083	£2,773	£2,327	£2,845	£3,026	£2,936	£2,602
England	£11,981	£10,993	£12,438	£12,986	£12,867	£12,392	£7,086	£6,577	£7,347	£7,670	£7,391	£7,275	£2,398	£2,264	£2,454	£2,420	£2,606	£2,547	£2,289	£1,898	£2,358	£2,549	£2,460	£2,224

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GB Domestic Tourism: Year to Date – 2009-2014

Trip Characteristics, Jan-Aug period

Av. Trip Length	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	3.32	3.22	3.21	3.19	3.14	3.15	3.89	3.76	3.77	3.70	3.66	3.60	2.82	2.78	2.77	2.8	2.77	2.78	2.46	2.37	2.25	2.42	2.30	2.36
England	3.17	3.07	3.08	3.06	3.01	3.01	3.76	3.64	3.61	3.57	3.48	3.45	2.69	2.67	2.72	2.69	2.73	2.68	2.37	2.22	2.16	2.40	2.19	2.27
Av. £/Night	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£53	£53	£57	£61	£62	£64	£53	£55	£60	£64	£64	£68	£37	£35	£37	£39	£42	£43	£99	£93	£106	£102	£109	£105
England	£54	£54	£58	£62	£63	£66	£55	£56	£61	£66	£66	£70	£37	£35	£37	£39	£41	£43	£100	£97	£107	£102	£112	£109
Av. £/Trip	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£177	£170	£184	£193	£194	£202	£207	£207	£226	£235	£233	£244	£104	£98	£104	£109	£115	£120	£244	£220	£238	£246	£250	£247
England	£172	£164	£177	£189	£190	£198	£206	£205	£220	£236	£230	£242	£99	£94	£100	£104	£112	£116	£236	£215	£231	£245	£246	£247

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