

Great Britain Tourism Survey

May 2014 Update



Summary – May 2014 Update

ALL TOURISM

- The volume of domestic GB overnight trips taken in May 2014 has remained fairly static compared to the same period for 2013 (+1%). While Scotland has experienced an increased volume of trips (+10%), Wales has experienced decrease (-3%) and England has remained on par with May 2013 (0%). The weather in May was warm but fairly wet with England and Wales seeing increased rainfall whereas Scotland's rainfall was closer to normal levels.
- Following the increased number of trips, Scotland also saw an increase in the number of nights spent on these trips (+9%) and also expenditure (+12%). Wales also saw an increase in bed nights (+2%), England saw a decrease (-3%) but both nations experienced increased expenditure, Wales +6% and England +4%.
- There were 40.9m GB domestic trips taken in the period January to May for 2014, a decline of -3% compared to the same period for 2013.

HOLIDAYS

- The volume of holiday trips taken during May reflected the uplift in all tourism trips in GB, with an increase of +2% compared to 2013. Positive performances were seen from Scotland (+10%) and Wales (+7%), England saw a decrease in holiday trips (-1%).
- In May the total number of holiday trip nights were fewer (-2% for bed nights), however there was a greater level of spend (+4%) than the previous year. The increase in bed nights was lead by Scotland (+8%) and Wales (+6%), while Wales and England both saw an increase in expenditure (+7%) and (+5%) respectively.
- Looking at the year-to-date view for holiday trip volumes, there were +3% more trips taken during January to May in 2014 compared to 2013, with 18.4m trips being taken in the Jan – May 2014 period.

VISITING FRIENDS & RELATIVES

- There has been an overall increase in trips taken for the purpose of visiting friends and relatives in May 2014 compared to the previous May (+2%), with the volume of this type of trip rising for England and Scotland, up +2% and +9% respectively, while Wales was down -16%.
- The total number of nights spent visiting friends and relatives increased by +2% in May 2014 versus 2013. The total amount of money spent while on this type of trip also rose (+1%).
- The volume of trips taken for the purpose of visiting friends and relatives from January to May 2014 was up +2% to 15.5m compared to the same period in 2013.
- The value per trip has risen to £156 for year-to-date in Scotland, from £131 in same period for 2013, an 11% total rise in spend, despite a fall of -7% in the number of trips.

BUSINESS TOURISM

- May 2014 saw the highest number of business trips for any month this year, with the volume of business trips taken in May +2% compared to May 2013 (+2%). Increases were mainly seen from Scotland (+25%), with England up +3%. Wales in contrast saw a decrease in business trips (-15%).
- Not only were the number of trips up in May, but the average length of business trips increased compared to a year earlier, with a total of 5% more nights away on business. Expenditure rose in line with number of night (+5%).
- However, due to relatively low volume of business trips in January to April, the volume of business trips in the year to date is still down compared to last year (6m 2014 vs. 7.2m 2013).

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	11.269	+0.8%			
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	9.098	-0.3%			
BEDNIGHTS	2013	2013	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2013	%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	31.494	-1.4%			
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	24.568	-3.3%			
EXPENDITURE	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%			
England	£766	£834	+8.9%	£1157	£973	-15.9%	£1198	£980	-18.2%	£1464	£1455	-0.6%	£1590	£1645	+3.5%			

TRIPS	July			August			September			October			November			December			YTD - May		
	2013	2014	%ch	2013	2013	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			42.063	40.861	-2.9%
England																			34.975	33.376	-4.6%
BEDNIGHTS	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			113.365	110.433	-2.6%
England																			90.618	86.808	-4.2%
EXPENDITURE	2013	2014	%ch	2013	2014	%ch	2013	2013	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			£7590	£7367	-2.9%
England																			£6175	£5887	-4.7%

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Fieldwork: 7 May - 29 June
 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%			
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%			

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%			
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%			

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%			
England	£269	£358	+33.1%	£377	£445	+18.0%	£607	£530	-12.7%	£759	£799	+5.3%	£927	£970	+4.6%			

TRIPS	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			17.914	18.372	+2.6%
England																			14.206	14.181	-0.2%

BEDNIGHTS	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			53.664	53.987	+0.6%
England																			40.853	40.501	-0.9%

EXPENDITURE	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			£3773	£4015	+6.4%
England																			£2938	£3101	+5.5%

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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	3.741	+1.9%			
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	3.142	+2.0%			
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	9.223	+1.6%			
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	7.599	-0.4%			
EXPENDITURE																		
GB	£239	£262	+9.6%	£329	£273	-17.0%	£360	£275	-23.6%	£355	£469	+32.1%	£410	£415	+1.2%			
England	£199	£234	+17.6%	£286	£228	-20.3%	£305	£226	-25.9%	£295	£377	+27.8%	£352	£326	-7.4%			

	July			August			September			October			November			December			YTD - May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																					
GB																			15.190	15.483	+1.9%
England																			13.042	13.271	+1.8%
BEDNIGHTS																					
GB																			38.746	39.421	+1.7%
England																			32.621	32.347	-0.8%
EXPENDITURE																					
GB																			£1693	£1693	0.0%
England																			£1436	£1391	-3.1%

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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%			
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%			

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%			
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%			

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%			
England	£262	£205	-21.8%	£443	£263	-40.6%	£222	£209	-5.9%	£362	£232	-35.9%	£268	£284	+6.0%			

TRIPS	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			7.236	5.987	-17.3%
England																			6.216	5.055	-18.7%

BEDNIGHTS	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			16.714	13.471	-19.4%
England																			13.434	10.862	-19.1%

EXPENDITURE	July			August			September			October			November			December			YTD – May		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB																			£1851	£1436	-22.4%
England																			£1556	£1192	-23.4%

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GB Domestic Tourism: Year to Date – 2009-2014

Trips, Bednights & Expenditure, Jan-May period

	ALL TOURISM, Jan - May period						HOLIDAYS – Jan – May period						VFR – Jan - May period						BUSINESS – Jan - May 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	44.117	44.244	44.847	43.178	42.063	40.861	19.966	19.000	19.648	18.567	17.914	18.372	16.095	16.765	16.600	15.165	15.190	15.483	6.938	7.175	7.017	7.699	7.236	5.987
England	37.002	36.669	37.187	35.872	34.975	33.376	15.929	15.012	15.483	14.689	14.206	14.181	14.184	14.551	14.428	13.233	13.042	13.271	5.911	5.983	6.03	6.459	6.216	5.055
	ALL TOURISM, Jan - May period						HOLIDAYS – Jan – May period						VFR – Jan - May period						BUSINESS – Jan - May 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	128.882	121.69	125.956	115.517	113.365	110.433	65.990	59.026	61.94	54.66	53.664	53.987	43.127	43.466	43.289	39.671	38.746	39.421	16.812	15.232	15.241	17.205	16.714	13.471
England	105.369	96.326	101.962	93.369	90.618	86.808	51.958	45.505	47.575	42.176	40.853	40.501	37.113	35.947	36.765	33.441	32.621	32.347	13.825	12.274	12.821	14.45	13.434	10.862
	ALL TOURISM, Jan - May period						HOLIDAYS – Jan – May period						VFR – Jan - May period						BUSINESS – Jan - May 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	£7,214	£6,999	£7,452	£7,647	£7,590	£7,367	£3,743	£3,635	£4,042	£3,937	£3,773	£4,015	£1,617	£1,536	£1,600	£1,564	£1,693	£1,693	£1,707	£1,617	£1,608	£1,900	£1,851	£1,436
England	£5,890	£5,647	£6,026	£6,221	£6,175	£5,887	£3,003	£2,862	£3,129	£3,145	£2,938	£3,101	£1,395	£1,286	£1,357	£1,311	£1,436	£1,391	£1,372	£1,332	£1,373	£1,562	£1,556	£1,192

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GB Domestic Tourism: Year to Date – 2009-2014

Trip Characteristics, Jan-May period

	ALL TOURISM, Jan - May period						HOLIDAYS – Jan - May period						VFR – Jan - May period						BUSINESS – Jan - May period					
Av. Trip Length	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	2.92	2.75	2.81	2.68	2.70	2.70	3.31	3.11	3.15	2.94	3.00	2.94	2.68	2.59	2.61	2.62	2.55	2.55	2.42	2.12	2.17	2.23	2.31	2.25
England	2.85	2.63	2.74	2.60	2.59	2.60	3.26	3.03	3.07	2.87	2.88	2.86	2.62	2.47	2.55	2.53	2.50	2.44	2.34	2.05	2.13	2.24	2.16	2.15
	ALL TOURISM, Jan - May period						HOLIDAYS – Jan - May period						VFR – Jan - May period						BUSINESS – Jan - May period					
Av. £/Night	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	£56	£58	£59	£66	£67	£67	£57	£62	£65	£72	£70	£74	£37	£35	£37	£39	£44	£43	£102	£106	£106	£110	£111	£107
England	£56	£59	£59	£67	£68	£68	£58	£63	£66	£75	£72	£77	£38	£36	£37	£39	£44	£43	£99	£109	£107	£108	£116	£110
	ALL TOURISM, Jan - May period						HOLIDAYS – Jan - May period						VFR – Jan - May period						BUSINESS – Jan - May period					
Av. £/Trip	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	£164	£158	£166	£177	£180	£180	£187	£191	£206	£212	£211	£219	£100	£92	£96	£103	£111	£109	£246	£225	£229	£247	£256	£240
England	£159	£154	£162	£173	£177	£176	£189	£191	£202	£214	£207	£219	£98	£88	£94	£99	£110	£105	£232	£223	£228	£242	£250	£236

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