

Great Britain Tourism Survey

September 2014 Update



Summary – September 2014 Update

ALL TOURISM

- The volume of domestic GB overnight trips taken in September 2014 was -12% less than the same period for 2013. England has seen the biggest decrease in volume of trips (-13%) while Scotland saw a -8% decrease and Wales saw a +1% increase.
- In line with the reduced number of trips, England and Scotland saw a similar drop in the total number of nights away (-19%, -18% down respectively) while nights in Wales were down -1%.
- Mirroring this pattern, expenditure in Wales increased (+3%), while spend in England was down -10%, with Scotland down -1%, meaning that expenditure in GB was overall down -8%.
- There were 86.8 million GB domestic trips taken between January and September 2014, a decline of -7% compared to the same period for 2013.

HOLIDAYS

- There was a decline of -13% for GB holidays taken in September 2014 compared to September 2013. England and Scotland both saw declines (-14% and -6% respectively) and Wales down -12%.
- There were also fewer holiday bed nights in GB (-18%) compared September last year. Decreases were experienced by all nations, England -20%, Scotland -6%, and Wales -17%.
- All three nations also saw reduced expenditure, England -7%, Scotland -3%, and Wales -10%, meaning overall spend in GB was down -7%.
- Year-to-date there were -5% fewer holiday trips taken during January to September in 2014 compared to 2013, with 43.6 million holiday trips being taken in the January to September 2014 period.

VISITING FRIENDS & RELATIVES

- This trip type continued to decline in September 2014, with a -7% reduction in the number of trips made. This decrease was greatest in England which was down -10% while Scotland was up +1% and Wales up +63% (on a low base).
- The total number of nights spent visiting friends and relatives decreased by -6% in September 2014 versus 2013. In contrast the total amount of money spent while on this type of trip was up, by +3%.
- The volume of trips taken for the purpose of visiting friends and relatives from January to September 2014 was down -6% to 28.7 million year on year.

BUSINESS TOURISM

- In September 2014 business tourism trips fell by -16% compared to September 2013. Decreases were seen from England (-14%), Scotland (-23%) and Wales (-36%).
- Following this trend, the number of nights spent in GB on business was down -24%, and expenditure dropped -20%.
- The volume of business trips taken during the January to September 2014 period was 12.0 million which is down -11% compared to last year.

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- Sep		
	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%	10.78	9.487	-12.0%										93.516	86.760	-7.2%
England	10.398	9.985	-4.0%	13.362	11.365	-14.9%	8.90	7.713	-13.4%										76.729	70.408	-8.2%
BEDNIGHTS	July			August			September			October			November			December			YTD- Sep		
	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%	33.292	27.597	-17.1%										292.952	271.055	-7.5%
England	37.446	35.525	-5.1%	49.034	42.687	-12.9%	26.220	21.258	-18.9%										230.229	209.718	-8.9%
EXPENDITURE	July			August			September			October			November			December			YTD- Sep		
	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%	£2258	£2077	-8.0%										£18329	£17677	-3.6%
England	£2175	£2229	+2.5%	£2681	£2518	-6.1%	£1791	£1610	-10.1%										£14658	£14002	-4.5%

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Fieldwork: 11 Sep - 27 Oct
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- Sep		
	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%	5.209	4.551	-12.6%										46.066	43.633	-5.3%
England	5.568	5.438	-2.3%	7.830	6.617	-15.5%	4.089	3.535	-13.5%										36.175	33.580	-7.2%

BEDNIGHTS	July			August			September			October			November			December			YTD- Sep		
	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%	18.865	15.453	-18.1%										168.248	156.157	-7.2%
England	23.693	22.951	-3.1%	32.371	27.812	-14.1%	14.288	11.385	-20.3%										126.079	115.179	-8.6%

EXPENDITURE	July			August			September			October			November			December			YTD- Sep		
	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%	£1342	£1254	-6.6%										£10877	£10784	-0.9%
England	£1385	£1430	+3.2%	£1902	£1741	-8.5%	£1015	£943	-7.1%										£8406	£8218	-2.2%

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Fieldwork: 11 Sep - 27 Oct
TNS Face-to-Face Omnibus Survey
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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- Sep		
	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%	3.332	3.114	-6.5%										30.654	28.772	-6.1%
England	3.132	2.918	-6.8%	4.057	3.494	-13.9%	2.942	2.655	-9.8%										26.193	24.701	-5.7%
BEDNIGHTS																					
GB	11.557	10.794	-6.6%	15.608	12.852	-17.7%	8.606	8.093	-6.0%										84.193	79.394	-5.7%
England	9.260	8.969	-3.1%	13.138	10.958	-16.6%	7.453	6.463	-13.3%										70.838	65.544	-7.5%
EXPENDITURE																					
GB	£534	£440	-17.6%	£526	£571	+8.6%	£389	£401	+3.1%										£3528	£3484	-1.2%
England	£417	£364	-12.7%	£423	£471	+11.3%	£333	£313	-6.0%										£2939	£2860	-2.7%

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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- Sep		
	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%	1.761	1.486	-15.6%										13.487	12.040	-10.7%
England	1.403	1.434	+2.2%	1.152	1.002	-13.0%	1.422	1.226	-13.8%										11.425	10.224	-10.5%

BEDNIGHTS	July			August			September			October			November			December			YTD- Sep		
	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%	4.453	3.370	-24.3%										31.426	28.248	-10.1%
England	3.320	3.039	-8.5%	2.610	3.109	+19.1%	3.325	2.817	-15.3%										25.280	23.232	-8.1%

EXPENDITURE	July			August			September			October			November			December			YTD- Sep		
	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%	£461	£367	-20.4%										£3397	£2969	-12.6%
England	£327	£397	+21.4%	£287	£269	-6.3%	£390	£300	-23.1%										£2850	£2524	-11.4%

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GB Domestic Tourism: Year to Date – 2009-2014

Trips, Bednights & Expenditure, Jan-Sep period

	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan – Sep period						VFR – Jan – Sep period						BUSINESS – Jan – Sep 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
TRIPS																								
GB	94.568	90.387	96.562	93.512	93.516	86.760	48.616	45.475	48.112	46.547	46.066	43.633	30.778	30.364	32.057	30.153	30.654	28.772	12.98	12.102	13.451	13.597	13.487	12.040
England	78.226	74.343	79.293	77.282	76.729	70.408	38.444	35.894	37.831	36.916	36.175	33.580	26.9	26.352	27.58	26.144	26.193	24.701	11.074	10.012	11.475	11.422	11.425	10.224
BEDNIGHTS																								
GB	311.696	290.171	306.869	297.769	292.952	271.055	187.764	170.366	179.944	172.015	168.248	156.157	86.341	84.264	87.06	84.106	84.193	79.394	31.382	28.354	30.539	32.714	31.426	28.248
England	246.439	227.995	242.016	236.718	230.229	209.718	144.215	130.576	135.791	131.900	126.079	115.179	71.742	69.868	73.221	69.954	70.838	65.544	25.714	22.214	25.053	27.251	25.28	23.232
EXPENDITURE																								
GB	£16,702	£15,592	£17,815	£18,137	£18,329	£17,677	£10,054	£9,529	£10,840	£11,013	£10,877	£10,784	£3,201	£3,023	£3,376	£3,365	£3,528	£3,484	£3,168	£2,693	£3,216	£3,275	£3,397	£2,969
England	£13,429	£12,441	£14,078	£14,683	£14,658	£14,002	£7,920	£7,450	£8,292	£8,759	£8,406	£8,218	£2,671	£2,519	£2,798	£2,768	£2,939	£2,860	£2,605	£2,184	£2,674	£2,741	£2,850	£2,524

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GB Domestic Tourism: Year to Date – 2009-2014

Trip Characteristics, Jan-Sep period

Av. Trip Length	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep 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	3.30	3.21	3.18	3.18	3.13	3.12	3.86	3.75	3.74	3.70	3.65	3.58	2.81	2.78	2.72	2.79	2.75	2.76	2.42	2.34	2.27	2.41	2.33	2.35
England	3.15	3.07	3.05	3.06	3.00	2.98	3.75	3.64	3.59	3.57	3.49	3.43	2.67	2.65	2.65	2.68	2.70	2.65	2.32	2.22	2.18	2.39	2.21	2.27
Av. £/Night	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep 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	£54	£54	£58	£61	£63	£65	£54	£56	£60	£64	£65	£69	£37	£36	£39	£40	£42	£44	£101	£95	£105	£100	£108	£105
England	£54	£55	£58	£62	£64	£67	£55	£57	£61	£66	£67	£71	£37	£36	£38	£40	£41	£44	£101	£98	£107	£101	£113	£109
Av. £/Trip	ALL TOURISM, Jan - Sep period						HOLIDAYS – Jan - Sep period						VFR – Jan - Sep period						BUSINESS – Jan - Sep 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	£173	£184	£194	£196	£204	£207	£210	£225	£237	£236	£247	£104	£100	£105	£112	£115	£121	£244	£223	£239	£241	£252	£247
England	£172	£167	£178	£190	£191	£199	£206	£208	£219	£237	£232	£245	£99	£96	£101	£106	£112	£116	£235	£218	£233	£240	£249	£247

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