

# Great Britain Tourism Survey

July 2014 Update



# Summary – July 2014 Update

## ALL TOURISM

- The volume of domestic GB overnight trips taken in July 2014 was -5% less than the same period for 2013. All nations have experienced a decrease in volume of trips, Scotland has the largest decrease (-8%), while England and Wales are both down -4%.
- In line with the decreased number of trips, England and Scotland saw a similar drop in the total number of nights away on GB domestic trips (-5%, -2%) while nights on trips in Wales were up +7%.
- Mirroring this, expenditure in Wales also increased (+10%), while spend in England was up to a lesser extent (+3%) and Scotland was down -9%, meaning expenditure in GB was overall up +2%.
- There were 62.9 million GB domestic trips taken between Jan- July 2014, a decline of -5% compared to the same period for 2013.

## HOLIDAYS

- There was a decline of -2% in holidays taken in GB in July 2014 compared to July 2013. England led these declines (-2%) while Scotland and Wales both saw an increase in holidays (+4% and +5% respectively).
- The number of holiday bed nights was down -3% on July last year. The decrease was experienced by both England (-3%) and Scotland (-3%), while Wales saw an increase (+1%).
- In contrast to this, all nations experienced an increase in expenditure. Wales saw the most noticeable increase with a +22% rise, while Scotland and England were up +12% and +3% respectively meaning overall spend in GB was up +6%.
- Looking at the year-to-date for holiday trip volumes, there were -2% fewer trips taken during January to July in 2014 compared to 2013, with 30.2 million holiday trips being taken in the January to July 2014 period.

## VISITING FRIENDS & RELATIVES

- The trip type continued to see the greatest percentage fall in July 2014, with a -12% reduction in the number of these. The volumes for Scotland and Wales were down -31% and -42% respectively, while England was down to a lesser extent (-7%).
- The total number of nights spent visiting friends and relatives decreased by -7% in July 2014 versus 2013. The total amount of money spent while on this type of trip also fell, by -18%.
- The volume of trips taken for the purpose of visiting friends and relatives from January to July 2014 was down -4% to 21.6m compared to 2013.

## BUSINESS TOURISM

- In July 2014 business tourism trips fell by -5% compared to July 2013. Decreases were seen from Scotland (-24%) and Wales (-67%), while England saw an increase of +2%.
- The number of nights spent in GB on business were also down -6%. This decline was seen largely in Wales which was down -62% and England, down -9%. Scotland in contrast was up +36%. Expenditure however, rose (+10%), England and Wales were up +21% and 14% respectively while Scotland was down -58%.
- The relatively low volume of business trips during January to July means that the volume of business trips in the year to date is down -10% compared to last year (9.3 million versus 10.3 million).

# 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%	7.42	6.932	-6.6%	8.41	6.957	-17.3%	9.36	10.172	+8.7%	11.18	11.271	+0.8%	11.04	9.708	-12.1%
England	4.776	4.846	+1.5%	6.29	5.707	-9.2%	6.98	5.516	-21.0%	7.80	8.209	+5.2%	9.13	9.100	-0.3%	9.09	7.967	-12.4%
BEDNIGHTS	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	2013			2014			2013			2014			2013			2014		
	£	£	%ch	£	£	%ch	£	£	%ch	£	£	%ch	£	£	%ch	£	£	%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- July		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	12.95	12.280	-5.1%																66.050	62.852	-4.8%
England	10.40	9.985	-4.0%																54.463	51.330	-5.8%
BEDNIGHTS	August			September			October			November			December			YTD- July					
	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%																195.740	187.268	-4.3%
England	37.446	35.525	-5.1%																154.974	145.773	-5.9%
EXPENDITURE	August			September			October			November			December			YTD- July					
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£2765	£2810	+1.6%																£12634	£12314	-2.5%
England	£2175	£2230	+2.5%																£10186	£9875	-3.1%

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\*All expenditure figures are in HISTORIC PRICES.

\* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 9 Jul - 24 Aug  
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- July		
	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%																<b>30.767</b>	<b>30.249</b>	<b>-1.7%</b>
England	5.568	5.438	-2.3%																<b>24.256</b>	<b>23.429</b>	<b>-3.4%</b>
BEDNIGHTS	July			August			September			October			November			December			YTD- July		
	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%																<b>105.417</b>	<b>102.072</b>	<b>-3.2%</b>
England	23.693	22.951	-3.1%																<b>79.419</b>	<b>75.983</b>	<b>-4.3%</b>
EXPENDITURE	July			August			September			October			November			December			YTD- July		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB	£1779	£1888	+6.1%																<b>£7043</b>	<b>£7172</b>	<b>+1.8%</b>
England	£1385	£1431	+3.3%																<b>£5489</b>	<b>£5535</b>	<b>+0.8%</b>

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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
<b>TRIPS</b>																		
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%
<b>BEDNIGHTS</b>																		
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%
<b>EXPENDITURE</b>																		
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- July		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>TRIPS</b>																					
GB	3.809	3.365	-11.7%																<b>22.470</b>	<b>21.594</b>	<b>-3.9%</b>
England	3.132	2.918	-6.8%																<b>19.193</b>	<b>18.552</b>	<b>-3.3%</b>
<b>BEDNIGHTS</b>																					
GB	11.557	10.794	-6.6%																<b>59.979</b>	<b>58.448</b>	<b>-2.6%</b>
England	9.260	8.969	-3.1%																<b>50.247</b>	<b>48.123</b>	<b>-4.2%</b>
<b>EXPENDITURE</b>																					
GB	£534	£440	-17.6%																<b>£2613</b>	<b>£2512</b>	<b>-3.9%</b>
England	£417	£364	-12.7%																<b>£2184</b>	<b>£2076</b>	<b>-4.9%</b>

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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%
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%

  

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	+27%
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%

  

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%
England	£262	£205	-21.8%	£443	£263	-40.6%	£222	£209	-5.9%	£362	£232	-35.9%	£268	£284	+6.0%	£290	£366	+26%

TRIPS	July			August			September			October			November			December			YTD- July		
	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%																10.347	9.302	-10.1%
England	1.403	1.434	+2.2%																8.850	7.996	-9.6%

  

BEDNIGHTS	July			August			September			October			November			December			YTD- July		
	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%																23.703	21.019	-11.3%
England	3.320	3.039	-8.5%																19.344	17.306	-10.5%

  

EXPENDITURE	July			August			September			October			November			December			YTD- July		
	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%																£2596	£2286	-11.9%
England	£327	£397	+21.4%																£2173	£1955	-10.0%

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# GB Domestic Tourism: Year to Date – 2009-2014

## Trips, Bednights & Expenditure, Jan-Jul period

	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan – Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	68.723	67.138	70.400	66.952	66.05	62.852	33.713	32.057	33.492	31.117	30.767	30.249	23.164	23.587	24.165	22.268	22.470	21.594	10.169	9.598	10.363	11.103	10.347	9.302
England	57.405	55.154	57.941	55.468	54.463	51.33	26.958	25.048	26.269	24.549	24.256	23.429	20.292	20.511	20.922	19.444	19.193	18.552	8.739	7.99	8.809	9.335	8.850	7.996
	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan – Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	216.812	206.072	215.246	199.719	195.740	187.268	123.892	114.488	119.411	106.755	105.417	102.072	63.412	63.547	65.226	59.835	59.979	58.448	24.920	22.520	22.747	26.207	23.703	21.019
England	174.759	161.01	169.947	159.305	154.974	145.773	96.361	86.729	89.695	81.482	79.419	75.983	53.887	53.071	54.968	50.228	50.247	48.123	20.761	17.271	18.522	21.754	19.344	17.306
	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan – Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	£11,955	£11,170	£12,590	£12,704	£12,634	£12,314	£6,779	£6,507	£7,391	£7,214	£7,043	£7,172	£2,413	£2,276	£2,453	£2,388	£2,613	£2,512	£2,544	£2,121	£2,453	£2,741	£2,596	£2,286
England	£9,739	£8,906	£10,035	£10,282	£10,186	£9,875	£5,399	£5,052	£5,716	£5,705	£5,489	£5,535	£2,045	£1,910	£2,060	£1,979	£2,184	£2,076	£2,111	£1,725	£2,018	£2,295	£2,173	£1,955

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# GB Domestic Tourism: Year to Date – 2009-2014

## Trip Characteristics, Jan-Jul period

Av. Trip Length	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan - Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	3.15	3.07	3.06	2.98	2.96	2.98	3.67	3.57	3.57	3.43	3.43	3.37	2.74	2.69	2.70	2.69	2.67	2.71	2.45	2.35	2.20	2.36	2.29	2.26
England	3.04	2.92	2.93	2.87	2.85	2.84	3.57	3.46	3.41	3.32	3.27	3.24	2.66	2.59	2.63	2.58	2.62	2.59	2.38	2.16	2.10	2.33	2.19	2.16
Av. £/Night	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan - Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	£55	£54	£58	£64	£65	£66	£55	£57	£62	£68	£67	£70	£38	£36	£38	£40	£44	£43	£102	£94	£108	£105	£110	£109
England	£56	£55	£59	£65	£66	£68	£56	£58	£64	£70	£69	£73	£38	£36	£37	£39	£43	£43	£102	£100	£109	£105	£112	£113
Av. £/Trip	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan - Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	£174	£166	£179	£190	£191	£196	£201	£203	£221	£232	£229	£237	£104	£96	£102	£107	£116	£116	£250	£221	£237	£247	£251	£246
England	£170	£161	£173	£185	£187	£192	£200	£202	£218	£232	£226	£236	£101	£93	£98	£102	£114	£112	£242	£216	£229	£246	£246	£244

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