

# Great Britain Tourism Survey

December 2012 Update



# GB Domestic Tourism: Monthly Volume & Value 2012

## ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	6.024	6.294	+4.5%	8.011	6.711	-16.2%	8.029	8.793	+9.5%	11.963	11.154	-6.8%	10.821	10.226	-5.5%	11.314	11.482	+1.5%
<b>England</b>	5.139	5.398	+5.0%	6.690	5.698	-14.8%	6.624	7.501	+13.2%	9.916	9.04	-8.8%	8.818	8.235	-6.6%	9.182	9.532	+3.8%
BEDNIGHTS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	14.822	14.669	-1.0%	20.051	14.878	-25.8%	20.677	24.334	+17.7%	37.424	32.878	-12.1%	32.983	28.758	-12.8%	36.091	35.859	-0.6%
<b>England</b>	12.615	12.287	-2.6%	16.411	12.448	-24.1%	16.923	20.275	+19.8%	30.05	25.786	-14.2%	25.963	22.572	-13.1%	28.542	28.511	-0.1%
EXPENDITURE	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£923	£1,017	+10.2%	£1,215	£1,117	-8.1%	£1,289	£1,524	+18.2%	£2,043	£2,092	+2.4%	£1,983	£1,898	-4.3%	£2,192	£2,330	+6.3%
<b>England</b>	£755	£877	+16.2%	£981	£918	-6.4%	£1,066	£1,264	+18.6%	£1,645	£1,668	+1.4%	£1,578	£1,494	-5.3%	£1,666	£1,881	+12.9%

TRIPS	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	14.239	12.291	-13.7%	15.029	16.19	+7.7%	11.133	10.37	-6.9%	11.082	10.078	-9.1%	7.92	10.359	+30.8%	11.071	12.070	+9.0%	126.635	126.019	-0.5%
<b>England</b>	11.572	10.064	-13.0%	12.209	13.18	+8.0%	9.144	8.634	-5.6%	9.039	8.172	-9.6%	6.786	8.789	+29.5%	9.162	10.215	+11.5%	104.280	104.458	+0.2%
BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	53.199	48.343	-9.1%	59.178	65.322	+10.4%	32.445	32.728	+0.9%	30.862	27.356	-11.4%	17.334	25.272	+45.8%	32.264	37.842	+17.3%	387.329	388.240	+0.2%
<b>England</b>	39.442	37.425	-5.1%	46.254	50.925	+10.1%	25.815	26.489	+2.6%	24.28	21.428	-11.7%	14.38	21.145	+47.0%	26.129	30.901	+18.3%	306.806	310.193	+1.1%
EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£2,947	£2,727	-7.5%	£3,129	£3,360	+7.4%	£2,096	£2,072	-1.1%	£1,847	£1,923	+4.1%	£1,313	£1,969	+50.0%	£1,691	£1,948	+15.2%	£22,666	£23,976	+5.8%
<b>England</b>	£2,344	£2,180	-7.0%	£2,403	£2,704	+12.5%	£1,640	£1,697	+3.5%	£1,430	£1,563	+9.3%	£1,085	£1,677	+54.6%	£1,321	£1,574	+19.2%	£17,914	£19,497	+8.8%

\*Both 2011 & 2012 results are based on full-year data so will not change.  
 \*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 12 Dec – 27 Jan  
 TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Monthly Volume & Value 2012

## HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	1.681	1.934	+15.1%	2.729	2.350	-13.9%	3.334	3.698	+10.9%	6.199	5.641	-9.0%	5.705	4.944	-13.3%	5.838	6.002	+2.8%
<b>England</b>	1.395	1.532	+9.8%	2.207	1.886	-14.5%	2.601	3.023	+16.2%	4.903	4.437	-9.5%	4.378	3.811	-13.0%	4.493	4.737	+5.4%

  

BEDNIGHTS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	3.945	4.779	+21.1%	7.274	5.394	-25.8%	9.093	10.619	+16.8%	21.234	17.903	-15.7%	20.395	15.964	-21.7%	22.047	22.223	+0.8%
<b>England</b>	3.130	3.723	+18.9%	5.609	4.381	-21.9%	6.906	8.439	+22.2%	16.463	13.565	-17.6%	15.467	12.066	-22.0%	16.704	16.83	+0.8%

  

EXPENDITURE	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£326	£418	+28.2%	£552	£481	-12.9%	£636	£748	+17.6%	£1,308	£1,231	-5.9%	£1,220	£1,059	-13.2%	£1,366	£1,495	+9.4%
<b>England</b>	£265	£345	+30.2%	£416	£372	-10.6%	£495	£622	+25.7%	£1,018	£980	-3.7%	£936	£827	-11.6%	£998	£1,169	+17.1%

TRIPS	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	8.006	6.548	-18.2%	9.004	10.031	+11.4%	5.615	5.399	-3.8%	4.844	4.648	-4.0%	2.456	3.254	+32.5%	3.022	3.247	+7.4%	58.435	57.695	-1.3%
<b>England</b>	6.293	5.124	-18.6%	7.057	7.94	+12.5%	4.504	4.427	-1.7%	3.852	3.687	-4.3%	2.068	2.648	+28.0%	2.406	2.741	+13.9%	46.157	45.992	-0.4%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	35.424	29.872	-15.7%	40.876	45.418	+11.1%	19.657	19.841	+0.9%	14.983	13.829	-7.7%	5.845	7.946	+35.9%	7.714	9.306	+20.6%	208.487	203.095	-2.6%
<b>England</b>	25.416	22.477	-11.6%	30.572	34.399	+12.5%	15.525	16.018	+3.2%	11.481	10.443	-9.0%	4.753	6.272	+32.0%	5.935	7.620	+28.4%	157.961	156.235	-1.1%

  

EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£1,983	£1,782	-10.1%	£2,204	£2,471	+12.1%	£1,245	£1,329	+6.7%	£967	£1,073	+11.0%	£512	£791	+54.5%	£681	£886	+30.1%	£13,000	£13,763	+5.9%
<b>England</b>	£1,589	£1,392	-12.4%	£1,632	£1,964	+20.3%	£945	£1,090	+15.3%	£757	£866	+14.4%	£433	£672	+55.2%	£549	£710	+29.3%	£10,031	£11,007	+9.7%

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Fieldwork: 12 Dec – 27 Jan  
 TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Monthly Volume & Value 2012

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	2.854	2.666	-6.6%	3.552	2.732	-23.1%	2.887	3.188	+10.4%	3.937	3.483	-11.5%	3.369	3.096	-8.1%	3.382	3.551	+5.0%
<b>England</b>	2.489	2.370	-4.8%	3.139	2.397	-23.6%	2.477	2.863	+15.6%	3.386	2.949	-12.9%	2.937	2.655	-9.6%	2.918	3.11	+6.6%
BEDNIGHTS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	6.210	6.053	-2.5%	8.666	6.319	-27.1%	7.761	9.528	+22.8%	11.803	9.78	-17.1%	8.847	7.991	-9.7%	9.395	8.672	-7.7%
<b>England</b>	5.368	5.178	-3.5%	7.441	5.323	-28.5%	6.773	8.390	+23.9%	9.77	7.887	-19.3%	7.414	6.663	-10.1%	8.106	7.479	-7.7%
EXPENDITURE	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£254	£243	-4.3%	£316	£268	-15.2%	£299	£336	+12.4%	£376	£382	+1.6%	£354	£335	-5.4%	£339	£380	+12.1%
<b>England</b>	£213	£210	-1.4%	£279	£220	-21.1%	£252	£300	+19.0%	£315	£301	-4.4%	£297	£279	-6.1%	£280	£320	+14.3%

TRIPS	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	4.183	3.552	-15.1%	4.167	4.633	+11.2%	3.726	3.251	-12.7%	3.836	3.379	-11.9%	3.204	4.309	+34.5%	6.626	7.295	+10.1%	45.723	45.137	-1.3%
<b>England</b>	3.577	3.1	-13.3%	3.522	3.891	+10.5%	3.136	2.809	-10.4%	3.221	2.905	-9.8%	2.87	3.678	+28.2%	5.712	6.193	+8.4%	39.382	38.920	-1.2%
BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	12.543	11.492	-8.4%	13.357	15.5	+16.0%	8.477	8.771	+3.5%	10.2	9.271	-9.1%	6.791	10.487	+54.4%	21.651	25.169	+16.2%	125.702	129.034	+2.7%
<b>England</b>	10.096	9.309	-7.8%	11.45	12.563	+9.7%	6.803	7.162	+5.3%	8.224	7.785	-5.3%	5.937	8.869	+49.4%	18.048	20.585	+14.1%	105.430	107.193	+1.7%
EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£514	£444	-13.6%	£487	£554	+13.8%	£435	£423	-2.8%	£384	£418	+8.9%	£306	£571	+86.6%	£661	£729	+10.3%	£4,727	£5,083	+7.5%
<b>England</b>	£424	£348	-17.9%	£394	£441	+11.9%	£343	£348	+1.5%	£307	£350	+14.0%	£271	£478	+76.4%	£527	£595	+12.9%	£3,903	£4,192	+7.4%

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# GB Domestic Tourism: Monthly Volume & Value 2012

## BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	1.259	1.404	+11.5%	1.418	1.375	-3.0%	1.525	1.505	-1.3%	1.416	1.597	+12.8%	1.4	1.817	+29.8%	1.673	1.698	+1.5%
<b>England</b>	1.065	1.247	+17.1%	1.186	1.181	-0.4%	1.319	1.291	-2.1%	1.258	1.284	+2.1%	1.202	1.456	+21.1%	1.388	1.477	+6.4%
BEDNIGHTS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	2.765	3.293	+19.1%	2.721	2.680	-1.5%	3.315	3.268	-1.4%	3.593	3.902	+8.6%	2.847	4.062	+42.7%	3.727	4.322	+16.0%
<b>England</b>	2.326	2.953	+27.0%	2.233	2.298	+2.9%	2.853	2.698	-5.4%	3.138	3.257	+3.8%	2.271	3.244	+42.8%	2.913	3.621	+24.3%
EXPENDITURE	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£296	£319	+7.8%	£310	£314	+1.3%	£319	£385	+20.7%	£303	£425	+40.3%	£380	£457	+20.3%	£446	£423	-5.2%
<b>England</b>	£233	£290	+24.5%	£260	£276	+6.2%	£291	£300	+3.1%	£266	£342	+28.6%	£323	£354	+9.6%	£353	£366	+3.7%

TRIPS	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	1.673	1.706	+2.0%	1.58	1.189	-24.7%	1.508	1.305	-13.5%	1.952	1.778	-8.9%	1.994	2.3	+15.3%	1.176	1.269	+7.9%	18.572	18.944	+2.0%
<b>England</b>	1.391	1.399	+0.6%	1.382	1.067	-22.8%	1.284	1.02	-20.6%	1.582	1.371	-13.3%	1.599	2.039	+27.5%	0.846	1.068	+26.2%	15.502	15.901	+2.6%
BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	3.78	4.68	+23.8%	4.067	3.549	-12.7%	3.726	2.958	-20.6%	4.75	3.765	-20.7%	3.976	5.114	+28.6%	2.496	2.879	+15.3%	41.762	44.470	+6.5%
<b>England</b>	2.788	3.683	+32.1%	3.466	3.242	-6.5%	3.065	2.255	-26.4%	3.814	2.841	-25.5%	3.027	4.472	+47.7%	1.824	2.273	+24.6%	33.718	36.837	+9.3%
EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Dec		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>GB</b>	£399	£418	+4.8%	£392	£285	-27.3%	£371	£249	-32.9%	£447	£386	-13.6%	£446	£526	+17.9%	£291	£299	+2.7%	£4,400	£4,486	+2.0%
<b>England</b>	£292	£367	+25.7%	£340	£253	-25.6%	£316	£192	-39.2%	£327	£312	-4.6%	£338	£455	+34.6%	£199	£242	+21.6%	£3,538	£3,750	+6.0%

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Fieldwork: 12 Dec – 27 Jan  
 TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Year to Date – 2007-2012

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

	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
<b>TRIPS</b>																								
GB	119.854	114.442	122.537	115.711	126.635	126.019	52.247	50.417	58.974	54.743	58.435	57.695	46.396	42.996	43.276	41.554	45.723	45.137	18.117	17.625	17.453	16.341	18.572	18.944
England	99.127	94.782	102.249	95.503	104.280	104.458	41.263	39.753	47.010	43.544	46.157	45.992	40.117	37.180	37.997	35.963	39.382	38.92	15.230	14.966	14.873	13.454	15.502	15.901
<b>BEDNIGHTS</b>																								
GB	382.055	367.635	387.448	361.398	387.329	388.24	198.698	188.381	217.536	197.215	208.487	203.095	129.300	123.631	121.309	117.435	125.702	129.034	43.515	41.644	40.774	37.695	41.762	44.47
England	304.061	292.814	310.077	284.992	306.806	310.193	151.109	141.816	168.503	151.732	157.961	156.235	109.218	104.607	102.214	96.517	105.430	107.193	35.302	34.322	33.144	29.925	33.718	36.837
<b>EXPENDITURE</b>																								
GB	£20,234	£20,168	£20,971	£19,797	£22,666	£23,976	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486
England	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750

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# GB Domestic Tourism: Year to Date – 2007-2012

## Trip Characteristics, Jan-Dec period

	ALL TOURISM, Jan – Dec period						HOLIDAYS – Jan – Dec period						VFR – Jan – Dec period						BUSINESS – Jan – Dec period					
<b>Av. Trip Length</b>	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	3.19	3.21	3.16	3.12	3.06	3.08	3.80	3.74	3.69	3.60	3.57	3.52	2.79	2.88	2.80	2.83	2.75	2.86	2.40	2.36	2.34	2.31	2.25	2.35
England	3.07	3.09	3.03	2.98	2.94	2.97	3.66	3.57	3.58	3.48	3.42	3.40	2.72	2.81	2.69	2.68	2.68	2.75	2.32	2.29	2.23	2.22	2.18	2.32
<b>Av. £/Night</b>	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	£53	£55	£54	£55	£59	£62	£55	£58	£56	£58	£62	£68	£35	£36	£35	£36	£38	£39	£97	£102	£103	£97	£105	£101
England	£53	£55	£55	£56	£58	£63	£57	£60	£57	£60	£64	£70	£34	£35	£35	£36	£37	£39	£97	£102	£105	£99	£105	£102
<b>Av. £/Trip</b>	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	£169	£176	£171	£171	£179	£190	£211	£217	£205	£211	£222	£239	£98	£104	£99	£101	£103	£113	£234	£242	£240	£223	£237	£237
England	£163	£170	£166	£166	£172	£187	£208	£213	£205	£208	£217	£239	£94	£100	£95	£97	£99	£108	£225	£235	£233	£220	£228	£236

\*Both 2011 & 2012 results are based on full-year data so will not change.  
 \*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 12 Dec – 27 Jan  
 TNS Face-to-Face Omnibus Survey  
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