

GB Domestic Tourism: Monthly Volume & Value 2011 HOLIDAYS

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Apr								
TRIPS (millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	1.632	1.681	+3.0%	2.380	2.729	+14.7%	3.289	3.334	+1.4%	5.256	6.199	+17.9%																												12.557	13.943	+11.0%			
England	1.273	1.395	+9.6%	1.824	2.207	+21.0%	2.694	2.601	-3.5%	4.086	4.903	+20.0%																												9.877	11.105	+12.4%			
BEDNIGHTS (millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	3.480	3.945	+13.4%	6.633	7.274	+9.7%	9.754	9.093	-6.8%	18.051	21.234	+17.6%																															37.917	41.545	+9.6%
England	2.601	3.130	+20.3%	5.057	5.609	+10.9%	8.049	6.906	-14.2%	13.688	16.463	+20.3%																															29.395	32.108	+9.2%
EXPENDITURE (£ millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	£304	£326	+7.2%	£460	£552	+20.0%	£618	£636	+2.9%	£1,011	£1,308	+29.4%																															£2,394	£2,822	+17.9%
England	£241	£265	+10.0%	£344	£416	+20.9%	£497	£495	-0.4%	£828	£1,018	+22.9%																															£1,911	£2,193	+14.8%

HEADLINE ANALYSIS:

- GB holiday trips during April reported a significant increase of +18%. Nights also increased by +18% as did spend at +29%. It is likely that the combination of the Easter holiday period, the Royal Wedding and the May Day bank holiday which all fell within consecutive weeks, boosted holiday tourism within GB.
- YTD – GB holiday trips recorded an increase of +11% on 2010 (helped by a solid Jan-Feb period), with nights and spend also increasing by +10% and +18% respectively.
- GB holiday trips during Jan-Apr 2011 (13.9m) outperformed the previous six years. The second highest number of YTD trips was recorded in 2009 (13.0m) – some 0.9m lower than 2011. 12.6m trips were taken during 2010 whilst 2006-2008 varied between 11.0m & 11.6m trips.

Please note that the latest 2011 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2011 results are based on full-year data so will not change.

All expenditure figures are in
HISTORIC PRICES

Undertaken by TNS-RI Travel & Tourism
Fieldwork: 13th Apr – 29th May 2011
TNS-RI Face-to-Face Omnibus Survey

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Apr		
TRIPS (millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	1.088	1.259	+15.7%	1.188	1.418	+19.4%	1.957	1.525	-22.1%	1.413	1.416	+0.2%																						5.646	5.618	-0.5%			
England	0.893	1.065	+19.3%	1.022	1.186	+16.0%	1.583	1.319	-16.7%	1.187	1.258	+6.0%																						4.685	4.828	+3.1%			
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Apr		
BEDNIGHTS (millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	2.117	2.765	+30.6%	2.513	2.721	+8.3%	4.386	3.315	-24.4%	2.844	3.593	+26.3%																							11.861	12.394	+4.5%		
England	1.720	2.326	+35.2%	2.198	2.233	+1.6%	3.249	2.853	-12.2%	2.220	3.138	+41.4%																							9.387	10.551	+12.4%		
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Apr		
EXPENDITURE (£ millions)	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	£207	£296	+43.0%	£244	£310	+27.0%	£494	£319	-35.4%	£316	£303	-4.1%																							£1,261	£1,228	-2.6%		
England	£174	£233	+33.9%	£209	£260	+24.4%	£393	£291	-26.0%	£247	£266	+7.7%																							£1,023	£1,050	+2.6%		

HEADLINE ANALYSIS:

- GB business trips reported little growth during April with trips increasing by just +0.2%. Nights however increased by +26% whilst spend decreased by -4% indicating longer trips with less spend.
- YTD – GB business trips have decreased slightly by -0.5% for trips compared to 2010. Nights increased by +5% however whilst spend decreased by -3%.
- Business trips during Jan-Apr 2011 (5.6m) are at the same level as 2010 (5.6m). – both are lower than the 6.1m recorded in 2006 and 6.3m during 2007, but an improvement on 2009 when they fell to 5.3m

Please note that the latest 2011 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2011 results are based on full-year data so will not change.

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Great Britain Tourism Survey

GB Domestic Tourism: Year to Date – 2006-2011

Trips, Bednights & Expenditure, Jan-Apr period

	ALL TOURISM, Jan – Apr period						HOLIDAYS – Jan – Apr period						VFR – Jan – Apr period						Business – Jan - Apr period					
TRIPS (millions)	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	31.672	32.424	31.892	31.655	32.448	34.021	10.970	11.629	11.353	13.036	12.557	13.943	13.433	13.514	13.243	12.390	13.274	13.225	6.076	6.310	5.984	5.335	5.646	5.618
England	26.342	27.068	26.708	26.842	26.912	28.364	8.655	9.260	9.156	10.471	9.877	11.105	11.488	11.724	11.367	11.001	11.530	11.486	5.244	5.307	5.130	4.588	4.685	4.828
	ALL TOURISM, Jan - Apr period						HOLIDAYS – Jan - Apr period						VFR – Jan - Apr period						Business – Jan - Apr period					
BEDNIGHTS (millions)	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	86.919	87.066	92.031	89.952	86.951	92.480	32.383	35.484	35.705	41.593	37.917	41.545	36.078	35.190	37.032	33.413	34.121	33.948	14.303	13.176	14.079	12.581	11.861	12.394
England	70.248	69.258	75.413	74.053	68.764	75.505	25.317	26.163	27.550	32.777	29.395	32.108	30.365	30.191	31.722	28.718	28.144	28.858	11.454	10.766	12.061	10.602	9.387	10.551
	ALL TOURISM, Jan - Apr period						HOLIDAYS – Jan - Apr period						VFR – Jan - Apr period						Business – Jan - Apr period					
EXPENDITURE (£ millions)	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£4,708	£5,068	£5,320	£5,109	£5,019	£5,467	£1,947	£2,181	£2,356	£2,469	£2,394	£2,822	£1,195	£1,199	£1,334	£1,208	£1,196	£1,243	£1,398	£1,516	£1,465	£1,304	£1,261	£1,228
England	£3,742	£4,067	£4,341	£4,200	£4,051	£4,445	£1,525	£1,674	£1,872	£1,995	£1,911	£2,193	£1,004	£1,020	£1,086	£1,035	£991	£1,057	£1,096	£1,248	£1,250	£1,067	£1,023	£1,050

Great Britain Tourism Survey

GB Domestic Tourism: Year to Date – 2006-2011

Trip Characteristics, Jan-Apr period

	ALL TOURISM, Jan - Apr period						HOLIDAYS – Jan - Apr period						VFR – Jan - Apr period						Business – Jan - Apr period					
Av. Trip Length	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	2.74	2.69	2.89	2.84	2.68	2.72	2.95	3.05	3.14	3.19	3.02	2.98	2.69	2.60	2.80	2.70	2.57	2.57	2.35	2.09	2.35	2.36	2.10	2.21
England	2.67	2.56	2.82	2.76	2.56	2.66	2.93	2.83	3.01	3.13	2.98	2.89	2.64	2.58	2.79	2.61	2.44	2.51	2.18	2.03	2.35	2.31	2.00	2.19
	ALL TOURISM, Jan - Apr period						HOLIDAYS – Jan - Apr period						VFR – Jan - Apr period						Business – Jan - Apr period					
Av. £ / Night	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£54	£58	£58	£57	£58	£59	£60	£61	£66	£59	£63	£68	£33	£34	£36	£36	£35	£37	£98	£115	£104	£104	£106	£99
England	£53	£59	£58	£57	£59	£59	£60	£64	£68	£61	£65	£68	£33	£34	£34	£36	£35	£37	£96	£116	£104	£101	£109	£100
	ALL TOURISM, Jan - Apr period						HOLIDAYS – Jan - Apr period						VFR – Jan - Apr period						Business – Jan - Apr period					
Av. £ / Trip	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£149	£156	£167	£161	£155	£161	£177	£188	£208	£189	£191	£202	£89	£89	£101	£97	£90	£94	£230	£240	£245	£244	£223	£219
England	£142	£150	£163	£156	£151	£157	£176	£181	£204	£191	£193	£197	£87	£87	£96	£94	£86	£92	£209	£235	£244	£233	£218	£217