

Great Britain Tourism Survey

GB Domestic Tourism: Monthly Volume & Value 2011 HOLIDAYS

| | January | | | February | | | March | | | April | | | May | | | June | | | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan-Aug | | | | | |
|---------------------------------|---------|-------|--------|----------|-------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|---------------|------|-----|---------|---------|--------|
| | 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 | | | |
| TRIPS (millions) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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% | 6.443 | 5.705 | -11.5% | 5.552 | 5.838 | +5.2% | 7.505 | 7.996 | +6.5% | 8.655 | 9.004 | +4.0% | | | | | | | | | | | | | | | | 40.712 | 42.486 | +4.4% |
| 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% | 5.134 | 4.378 | -14.7% | 4.322 | 4.493 | +4.0% | 5.714 | 6.288 | +10.0% | 7.059 | 7.057 | 0.0% | | | | | | | | | | | | | | | | 32.107 | 33.322 | +3.8% |
| BEDNIGHTS (millions) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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% | 21.109 | 20.395 | -3.4% | 20.702 | 22.047 | +6.5% | 34.760 | 34.403 | -1.0% | 38.503 | 40.876 | +6.2% | | | | | | | | | | | | | | | | 152.991 | 159.266 | +4.1% |
| 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% | 16.110 | 15.467 | -4.0% | 16.119 | 16.704 | +3.6% | 25.105 | 24.926 | -0.7% | 30.136 | 30.572 | +1.4% | | | | | | | | | | | | | | | | 116.865 | 119.777 | +2.5% |
| EXPENDITURE (£ millions) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | £304 | £326 | +7.2% | £460 | £552 | +20.0% | £618 | £636 | +2.9% | £1,011 | £1,308 | +29.4% | £1,241 | £1,220 | -1.7% | £1,166 | £1,366 | +17.2% | £1,707 | £1,982 | +16.1% | £1,911 | £2,204 | +15.3% | | | | | | | | | | | | | | | | £8,418 | £9,594 | +14.0% |
| England | £241 | £285 | +10.0% | £344 | £416 | +20.9% | £497 | £495 | -0.4% | £828 | £1,018 | +22.9% | £951 | £936 | -1.6% | £900 | £998 | +10.9% | £1,290 | £1,587 | +23.0% | £1,525 | £1,632 | +7.0% | | | | | | | | | | | | | | | | £6,577 | £7,346 | +11.7% |

HEADLINE ANALYSIS:

- GB holiday trips continued a similar positive pattern experienced in the previous summer months with a +4% increase on Aug 2010. Scotland had a particularly good month with an increase of +39% in trips, 54% in bednights and +58% in spend. Wales had a more positive month than seen in July with trips, bednights and spend increasing by +9%, +7% and +39%, respectively. However, England reported no change in the number of holiday trips compared to August 2010 although nights increased slightly by +1% and spend +7%.
- A positive August means that YTD, GB holiday trips recorded an increase of +4% on 2010, with nights and spend also increasing by +4% and +14% respectively (similar to results seen in July).
- GB holiday trips during Jan-Aug 2011 (42.5m) outperformed the previous six years with the exception of 2009 (43.4m) which had seen 900,000 more holiday trips. The other years recorded – 2010 (40.7m), 2008 (36.8m), 2007 (37.4m) and 2006 (37.1m).

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: 10 August - 25 September
TNS-RI Face-to-Face Omnibus Survey

Great Britain Tourism Survey

GB Domestic Tourism: Monthly Volume & Value 2011

VISITING FRIENDS & RELATIVES

VisitEngland 

 tns research international

| | January | | | February | | | March | | | April | | | May | | | June | | | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan-Aug | | |
|--------------------------|---------|-------|--------|----------|-------|--------|-------|-------|--------|--------|--------|--------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|-----------|------|-----|---------|------|-----|----------|------|-----|----------|--------|--------|---------------|-------|--|
| 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 | 2.516 | 2.854 | +13.4% | 3.108 | 3.552 | +14.3% | 3.205 | 2.887 | -9.9% | 4.445 | 3.937 | -11.4% | 3.491 | 3.369 | -3.5% | 2.840 | 3.382 | +19.1% | 3.982 | 4.183 | +5.0% | 3.984 | 4.167 | +4.6% | | | | | | | | | | | 27.571 | 28.332 | +2.8% | | |
| England | 2.202 | 2.489 | +13.0% | 2.762 | 3.139 | +13.6% | 2.822 | 2.477 | -12.2% | 3.744 | 3.386 | -9.6% | 3.021 | 2.937 | -2.8% | 2.492 | 2.918 | +17.1% | 3.468 | 3.577 | +3.1% | 3.479 | 3.522 | +1.2% | | | | | | | | | | | 23.99 | 24.444 | +1.9% | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | January | | | February | | | March | | | April | | | May | | | June | | | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan-Aug | | |
| 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 | 5.893 | 6.210 | +5.4% | 7.977 | 8.666 | +8.6% | 8.732 | 7.761 | -11.1% | 11.519 | 11.803 | +2.5% | 9.345 | 8.847 | -5.3% | 7.891 | 9.395 | +19.1% | 12.190 | 12.543 | +2.9% | 13.122 | 13.357 | +1.8% | | | | | | | | | | | | 76.669 | 78.583 | +2.5% | |
| England | 4.891 | 5.368 | +9.8% | 6.503 | 7.441 | +14.4% | 7.496 | 6.773 | -9.6% | 9.254 | 9.707 | +5.6% | 7.803 | 7.414 | -5.0% | 7.010 | 8.106 | +15.6% | 10.114 | 10.096 | -0.2% | 10.973 | 11.450 | +4.3% | | | | | | | | | | | | 64.043 | 66.418 | +3.7% | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | January | | | February | | | March | | | April | | | May | | | June | | | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan-Aug | | |
| 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 | £186 | £254 | +36.6% | £297 | £316 | +6.4% | £304 | £299 | -1.6% | £408 | £376 | -7.8% | £339 | £354 | +4.4% | £323 | £339 | +5.0% | £418 | £514 | +23.0% | £438 | £487 | +11.2% | | | | | | | | | | | | £2,714 | £2,940 | +8.3% | |
| England | £154 | £213 | +38.3% | £246 | £279 | +13.4% | £257 | £252 | -1.9% | £333 | £315 | -5.4% | £295 | £297 | +0.7% | £272 | £280 | +2.9% | £353 | £424 | +20.1% | £353 | £394 | +11.6% | | | | | | | | | | | | £2,264 | £2,454 | +8.4% | |

HEADLINE ANALYSIS:

- Trips and nights have seen an increase similar to July: up by +5% and +2%, respectively compared to Aug 2010. Spend, however, has seen a weaker increase +11% compared to the previous month. VFR trips have seen an increase in all three countries with the most prominent increase in Wales (which continues to have a more positive month than for holidays).
- Consequently, this has resulted in GB YTD trips for 2011 increasing by +3% on 2010. Nights also increased by +3% and spend is significantly higher than in 2010 (+8%).
- The encouraging eight months of 2011 (28.3m) has resulted in a greater number of VFR trips than in 2010 (27.6m), 2009 (27.6m), as well as outperforming 2008 (27.7m). Nonetheless, the best performing years for VFR tourism were 2006 – 2007 (2007 (29.4m) and 2006 (29.7m)).

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
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Great Britain Tourism Survey

GB Domestic Tourism: Year to Date – 2006-2011

Trips, Bednights & Expenditure, Jan-Aug period

| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | 82.083 | 81.421 | 79.36 | 84.274 | 81.081 | 85.414 | 37.123 | 37.427 | 36.801 | 43.379 | 40.712 | 42.486 | 29.722 | 29.412 | 27.659 | 27.606 | 27.571 | 28.332 | 12.506 | 12.493 | 12.332 | 11.351 | 10.586 | 11.937 |
| England | 67.006 | 67.431 | 65.223 | 69.791 | 66.83 | 70.139 | 28.569 | 29.585 | 28.892 | 34.362 | 32.107 | 33.322 | 25.537 | 25.532 | 23.6 | 24.135 | 23.99 | 24.444 | 10.761 | 10.554 | 10.566 | 9.698 | 8.819 | 10.185 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | 271.853 | 268.831 | 267.467 | 280.032 | 261.404 | 273.184 | 146.395 | 149.408 | 144.903 | 168.708 | 152.991 | 159.266 | 85.173 | 82.601 | 81.424 | 77.904 | 76.669 | 78.583 | 30.909 | 29.568 | 29.348 | 27.928 | 25.135 | 26.595 |
| England | 211.65 | 213.431 | 211.01 | 221.318 | 205.453 | 215.493 | 109.32 | 113.303 | 108.019 | 129.285 | 116.865 | 119.777 | 70.431 | 70.196 | 68.399 | 64.861 | 64.043 | 66.418 | 25.159 | 24.23 | 24.472 | 22.964 | 19.547 | 21.769 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | £13,770 | £13,966 | £14,330 | £14,888 | £13,761 | £15,717 | £7,581 | £7,899 | £8,027 | £9,000 | £8,418 | £9,594 | £2,874 | £2,808 | £2,961 | £2,869 | £2,714 | £2,940 | £2,923 | £2,935 | £3,000 | £2,773 | £2,327 | £2,844 |
| England | £10,779 | £11,104 | £11,363 | £11,981 | £10,993 | £12,436 | £5,755 | £6,115 | £6,210 | £7,086 | £6,577 | £7,346 | £2,390 | £2,368 | £2,400 | £2,398 | £2,264 | £2,454 | £2,347 | £2,372 | £2,477 | £2,289 | £1,898 | £2,357 |

Great Britain Tourism Survey

GB Domestic Tourism: Year to Date – 2006-2011

Trip Characteristics, Jan-Aug period

| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | 3.31 | 3.30 | 3.37 | 3.32 | 3.22 | 3.20 | 3.94 | 3.99 | 3.94 | 3.89 | 3.76 | 3.75 | 2.87 | 2.81 | 2.94 | 2.82 | 2.78 | 2.77 | 2.47 | 2.37 | 2.38 | 6.86 | 2.37 | 2.23 |
| England | 3.16 | 3.17 | 3.24 | 3.17 | 3.07 | 3.07 | 3.83 | 3.83 | 3.74 | 3.76 | 3.64 | 3.59 | 2.76 | 2.75 | 2.90 | 2.69 | 2.67 | 2.72 | 2.34 | 2.30 | 2.32 | 6.69 | 2.22 | 2.14 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | £51 | £52 | £54 | £53 | £53 | £58 | £52 | £53 | £55 | £53 | £55 | £60 | £34 | £34 | £36 | £37 | £35 | £37 | £95 | £99 | £102 | £36 | £93 | £107 |
| England | £51 | £52 | £54 | £54 | £54 | £58 | £53 | £54 | £57 | £55 | £56 | £61 | £34 | £34 | £36 | £37 | £35 | £37 | £93 | £98 | £101 | £35 | £97 | £108 |
| | | | | | | | | | | | | | | | | | | | | | | | | |
| | ALL TOURISM, Jan-Aug period | | | | | | HOLIDAYS – Jan-Aug period | | | | | | VFR – Jan-Aug period | | | | | | Business – Jan-Aug 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 | £168 | £172 | £181 | £177 | £170 | £184 | £204 | £211 | £218 | £207 | £207 | £226 | £97 | £95 | £107 | £104 | £98 | £104 | £234 | £235 | £243 | £244 | £220 | £238 |
| England | £161 | £165 | £174 | £172 | £164 | £177 | £201 | £207 | £215 | £206 | £205 | £220 | £94 | £93 | £102 | £99 | £94 | £100 | £218 | £225 | £234 | £236 | £215 | £231 |