

England Summary Tables 2011

Great Britain Tourism Survey



Summary for England, 2011

Great Britain Tourism Survey 2011

- In 2011, British residents took 104 million overnight trips in England, totalling 307 million nights away from home, with expenditure of £17.9 billion.
- £172 was spent per trip, and with an average trip length of 2.9 nights, the average spend per night was £58.
- The number of domestic trips taken increased in 2011 by 9%, accompanied by a 13% uplift in spending (in nominal terms).
- Both volume and value of trips in 2011 were at their highest levels since the start of the current survey in 2006.

	2010	2011	% Difference
Trips (millions)	95.50	104.28	+9
Nights (millions)	284.99	306.81	+8
Spend (£ millions)	15842	17914	+13

Trends for England, 2006 to 2011

Great Britain Tourism Survey 2011

	ALL TOURISM						HOLIDAYS					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
TRIPS (millions)	100.872	99.127	94.782	102.249	95.503	104.280	40.397	41.263	39.753	47.010	43.544	46.157
BEDNIGHTS (millions)	304.934	304.061	292.814	310.077	284.992	306.806	145.075	151.109	141.816	168.503	151.732	157.961
EXPENDITURE (£ millions)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031
Av. Trip Length	3.02	3.07	3.09	3.03	2.98	2.94	3.59	3.66	3.57	3.58	3.48	3.42
Av. £ / Night	£52	£53	£55	£55	£56	£58	£56	£57	£60	£57	£60	£64
Av. £ / Trip	£158	£163	£170	£166	£166	£172	£201	£208	£213	£205	£208	£217

	VISITS TO FRIENDS & RELATIVES						BUSINESS					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
TRIPS (millions)	41.531	40.117	37.180	37.997	35.963	39.382	15.697	15.230	14.966	14.873	13.454	15.502
BEDNIGHTS (millions)	114.366	109.218	104.607	102.214	96.517	105.430	35.963	35.302	34.322	33.144	29.925	33.718
EXPENDITURE (£ millions)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538
Av. Trip Length	2.75	2.72	2.81	2.69	2.68	2.68	2.29	2.32	2.29	2.23	2.22	2.18
Av. £ / Night	£33	£34	£35	£35	£36	£37	£98	£97	£102	£105	£99	£105
Av. £ / Trip	£92	£94	£100	£95	£97	£99	£224	£225	£235	£233	£220	£228

Trip Purpose

Great Britain Tourism Survey 2011

- 46 million holiday trips were taken in England in 2011, with spending of £10 billion. The number of holiday trips taken increased by 6% compared to 2010, leaving volumes well above pre-recession levels (2006-2008 average trip volume = 40.5 million).
- 15.5 million overnight business trips were taken in England in 2011, worth £3.5 billion. The 15% uplift in business travel volumes between 2010 and 2011 came after four successive years of decline, and means that business travel activity and spending are now back at pre-recession levels.
- VFR travel too saw an uplift in 2011, with the 39 million trips taken representing a 10% growth in volume, while spending of £3.9 billion was 12% higher than in the previous year. However, the number of trips taken still remains below its pre-recession peak.
- In both holiday and business travel, there has been a steady decline in trip length in recent years, with holiday trips in 2011 averaging 3.42 nights, and business trips 2.18 nights, down from the 2007 peak of 3.66 and 2.32 nights respectively.

Trip Purpose	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Holidays	43.54	46.16	+6	151.73	157.96	+4	9072	10031	+11
Holidays 1-3 nights	27.86	30.05	+8	53.49	57.26	+7	4745	5250	+11
Holidays 4-7 nights	13.40	13.68	+2	71.14	73.22	+3	3542	3878	+9
Holidays 8+ nights	2.29	2.42	+6	27.10	27.48	+1	785	903	+15
Visits to Friends and Relatives (VFR)	35.96	39.38	+10	96.52	105.43	+9	3478	3903	+12
Business	13.45	15.50	+15	29.92	33.72	+13	2961	3538	+19

Region Visited

Great Britain Tourism Survey 2011

Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
West Midlands	7.82	8.21	+5	20.75	19.44	-6	1054	1111	+5
East of England	8.82	10.32	+17	27.67	31.17	+13	1280	1475	+15
East Midlands	7.67	9.00	+17	21.50	24.78	+15	1024	1317	+29
London	11.37	11.09	-2	24.32	27.06	+11	2414	2398	-1
North West	12.25	13.99	+14	33.69	37.07	+10	2154	2549	+18
North East	3.56	4.30	+21	10.76	12.73	+18	613	717	+17
South East	16.24	16.94	+4	45.48	47.40	+4	2194	2571	+17
South West	19.17	20.22	+5	73.43	75.01	+2	3582	4023	+12
Yorkshire & the Humber	9.97	11.61	+16	26.01	30.20	+16	1447	1663	+15

Destination Type

Great Britain Tourism Survey 2011

Destination Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Seaside	18.74	20.06	+7	72.47	77.98	+8	3587	3987	+11
Large city/large town	39.49	42.99	+9	91.31	99.18	+9	6584	7474	+14
Small town	21.99	24.04	+9	62.47	68.23	+9	3004	3417	+14
Countryside/village	17.24	19.34	+12	58.27	60.41	+4	2616	2978	+14

Accommodation Type

Great Britain Tourism Survey 2011

Accommodation Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Serviced									
Hotel/Motel	31.36	34.94	+11	63.51	69.65	+10	7138	8249	+16
Guest House	1.52	1.29	-15	4.30	3.93	-9	361	311	-14
B&B or other private house	3.79	3.88	+2	9.50	8.87	-7	783	787	+1
Other serviced	0.52	0.45	-13	2.23	1.73	-22	122	118	-3
Non-serviced									
Self-catering rented	5.14	5.54	+8	27.73	30.53	+10	1707	1847	+8
Camping & Caravanning	12.11	12.96	+7	50.72	55.01	+8	1667	1977	+19
Other commercial self-catering	3.06	2.90	-5	10.31	11.28	+9	596	620	+4
Friend or relative's home	36.34	40.15	+10	104.50	111.80	+7	3012	3458	+15
Own second home or timeshare	0.84	1.07	+27	3.18	4.69	+47	109	154	+41
Other self-catering	2.32	2.33	0	8.87	8.51	-4	536	359	-33

Transport used

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Transport used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Car	71.74	78.00	+9	218.11	231.32	+6	11662	12920	+11
Train	12.56	15.01	+20	35.24	41.26	+17	2351	2914	+24
Regular bus/coach	3.23	2.94	-9	9.70	8.69	-10	427	395	-7
Organised coach	1.78	2.55	+43	5.61	7.48	+33	377	606	+61
Plane	1.83	1.36	-26	4.64	4.07	-12	456	413	-9
Other	4.37	4.42	+1	11.69	13.99	+20	568	666	+17

Time of Year Travelled

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Time of Year Travelled	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
January-March	17.72	18.45	+4	43.10	45.95	+7	2617	2802	+7
April-June	27.11	27.92	+3	79.30	84.56	+7	4429	4889	+10
July-September	29.52	32.92	+12	105.60	111.51	+6	5396	6387	+18
October-December	21.16	24.99	+18	57.00	64.79	+14	3401	3836	+13

Age

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Age	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
16-24	12.86	12.99	+1	37.44	37.73	+1	1601	1802	+13
25-34	15.98	16.68	+4	40.57	45.20	+11	2381	2636	+11
35-44	22.57	25.02	+11	64.61	68.80	+6	3776	4280	+13
45-54	17.15	19.49	+14	47.46	51.90	+9	3207	3707	+16
55-64	14.63	16.72	+14	43.67	51.90	+19	2704	3201	+18
65+	12.31	13.38	+9	51.24	51.27	0	2173	2288	+5

Lifestage

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Lifestage	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
16-34, unmarried, no children	13.96	14.19	+2	37.72	39.93	+6	1920	2149	+12
16-34, married, no children	5.85	6.72	+15	13.51	16.61	+23	993	1131	+14
16-34, married or unmarried, with children	9.03	8.75	-3	26.77	26.39	-1	1068	1159	+9
35-54, married or unmarried, no children	17.49	20.83	+19	45.27	52.83	+17	3470	4143	+19
35-54, married or unmarried, with children	22.23	23.68	+7	66.80	67.87	+2	3512	3844	+9
55+	26.94	30.10	+12	94.91	103.17	+9	4877	5489	+13

Social Grade

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Social Grade	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
AB	36.31	40.10	+10	101.16	107.32	+6	6565	7460	+14
C1	30.12	33.83	+12	86.84	99.57	+15	4903	5730	+17
C2	16.01	17.14	+7	51.40	54.77	+7	2582	2877	+11
DE	13.06	13.21	+1	45.59	45.15	-1	1792	1848	+3