

England Summary Tables 2012

Great Britain Tourism Survey



Summary for England, 2012

Great Britain Tourism Survey 2012

- In 2012, British residents took 104.5 million overnight trips in England, totalling 310 million nights away from home, with expenditure of £19.5 billion.
- £187 was spent per trip, and with an average trip length of 2.97 nights, the average spend per night was £63.
- The number of domestic trips taken in 2012 was comparable with 2011. However, there was a 9% uplift in spending (in nominal terms).
- The volume and particularly the value of trips in 2012 was at its highest level since the start of the current survey in 2006.

	2011	2012	% Difference
Trips (millions)	104.28	104.46	0
Nights (millions)	306.81	310.19	+1
Spend (£ millions)	17914	19497	+9

Trends for England, 2006 to 2012

Great Britain Tourism Survey 2012

	ALL TOURISM							HOLIDAYS						
	2006	2007	2008	2009	2010	2011	2012	2006	2007	2008	2009	2010	2011	2012
TRIPS (millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	40.397	41.263	39.753	47.010	43.544	46.157	45.992
BEDNIGHTS (millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	145.075	151.109	141.816	168.503	151.732	157.961	156.235
EXPENDITURE (£ millions)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007
Av. Trip Length	3.02	3.07	3.09	3.03	2.98	2.94	2.97	3.59	3.66	3.57	3.58	3.48	3.42	3.40
Av. £ / Night	£52	£53	£55	£55	£56	£58	£63	£56	£57	£60	£57	£60	£64	£70
Av. £ / Trip	£158	£163	£170	£166	£166	£172	£187	£201	£208	£213	£205	£208	£217	£239

	VISITS TO FRIENDS & RELATIVES							BUSINESS						
	2006	2007	2008	2009	2010	2011	2012	2006	2007	2008	2009	2010	2011	2012
TRIPS (millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	15.697	15.230	14.966	14.873	13.454	15.502	15.901
BEDNIGHTS (millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	35.963	35.302	34.322	33.144	29.925	33.718	36.837
EXPENDITURE (£ millions)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750
Av. Trip Length	2.75	2.72	2.81	2.69	2.68	2.68	2.75	2.29	2.32	2.29	2.23	2.22	2.18	2.32
Av. £ / Night	£33	£34	£35	£35	£36	£37	£39	£98	£97	£102	£105	£99	£105	£102
Av. £ / Trip	£92	£94	£100	£95	£97	£99	£108	£224	£225	£235	£233	£220	£228	£236

Trip Purpose

Great Britain Tourism Survey 2012

- 46.0 million holiday trips were taken in England in 2012, with spending of £11 billion. While the volume of trips remained similar to 2011, it remains well above pre-recession levels (2006-2008 average trip volume = 40.5 million), and the value of holidays is at its highest level since the survey began in 2006.
- 15.9 million overnight business trips were taken in England in 2012, worth £3.8 billion, improving somewhat on 2011. Volume and value of business trips remains on par with pre-recession levels.
- VFR trips remained flat compared to 2011 with 39 million trips in 2012, and remain below levels seen in 2006-2007. However, spend on VFR trips was at its highest level since the survey began at £4.2bn. Leisure VFR volumes increased compared to 2011 (+5%), while duty VFR declined (-8%).
- There has been a decline in holiday trip length in recent years, with holiday trips in 2012 averaging 3.40 nights, down from the 2007 peak of 3.66. However, business and VFR trip length have recovered from previous years' declines, and are now at pre-recession levels.

Trip Purpose	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
Holidays	46.16	45.99	0	157.96	156.24	-1	10031	11007	+10
Holidays 1-3 nights	30.05	30.20	+1	57.26	56.79	-1	5250	5906	+13
Holidays 4-7 nights	13.68	13.29	-3	73.22	70.72	-3	3878	4046	+4
Holidays 8+ nights	2.42	2.50	+3	27.48	28.73	+5	903	1055	+17
Visits to Friends and Relatives (VFR)	39.38	38.92	-1	105.43	107.19	+2	3903	4192	+7
Business	15.50	15.90	+3	33.72	36.84	+9	3538	3750	+6

Region Visited

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Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
West Midlands	8.21	8.50	+4	19.44	20.72	+7	1111	1234	+11
East of England	10.32	9.88	-4	31.17	31.62	+1	1475	1674	+13
East Midlands	9.00	8.50	-6	24.78	23.70	-4	1317	1339	+2
London	11.09	12.15	+10	27.06	27.69	+2	2398	2784	+16
North West	13.99	14.19	+1	37.07	38.03	+3	2549	2664	+5
North East	4.30	4.31	0	12.73	11.98	-6	717	777	+8
South East	16.94	17.92	+6	47.40	48.79	+3	2571	2929	+14
South West	20.22	19.74	-2	75.01	75.43	+1	4023	4181	+4
Yorkshire & the Humber	11.61	11.25	-3	30.20	30.34	0	1663	1807	+9

Destination Type

Great Britain Tourism Survey 2012

Destination Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
Seaside	20.06	19.72	-2	77.98	78.98	+1	3987	4313	+8
Large city/large town	42.99	43.63	+1	99.18	102.51	+3	7474	8040	+8
Small town	24.04	24.87	+3	68.23	68.99	+1	3417	3804	+11
Countryside/village	19.34	18.91	-2	60.41	59.02	-2	2978	3277	+10

Accommodation Type

Great Britain Tourism Survey 2012

Accommodation Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
Serviced									
Hotel/Motel	34.98	36.18	+3	69.65	72.52	+4	8249	8863	+7
Guest House	1.31	1.60	+22	3.93	4.58	+16	311	412	+32
B&B or other private house	3.90	4.42	+13	8.87	10.52	+19	787	1016	+29
Other serviced	0.45	0.43	-4	1.73	1.73	0	118	119	+1
Non-serviced									
Self-catering rented	5.54	5.87	+6	30.53	29.93	-2	1847	2067	+12
Camping & Caravanning	12.96	12.17	-6	55.01	53.67	-2	1977	2003	+1
Other commercial self-catering	2.90	3.56	+23	11.28	12.50	+11	620	779	+26
Friend or relative's home	40.25	38.83	-4	111.80	110.76	-1	3458	3587	+4
Own second home or timeshare	1.08	1.04	+4	4.69	5.34	+14	154	169	+10
Other self-catering	2.33	2.58	+11	8.51	7.93	-7	359	432	+20

Transport used

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Transport used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
Car	78.00	76.59	-2	231.32	230.89	0	12920	13947	+8
Train	15.01	16.50	+10	41.26	45.70	+11	2914	3293	+13
Regular bus/coach	2.94	3.00	+2	8.69	8.76	+1	395	502	+27
Organised coach	2.55	1.89	-26	7.48	6.38	-15	606	470	-22
Plane	1.36	1.61	+18	4.07	4.29	+5	413	447	+8
Other	4.42	4.87	+10	13.99	14.17	+1	666	838	+26

Time of Year Travelled

Great Britain Tourism Survey 2012

Time of Year Travelled	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
January-March	18.45	18.60	+1	45.95	45.01	-2	2802	3059	+9
April-June	27.92	26.81	+1	84.56	76.87	-9	4889	5043	+3
July-September	32.92	31.88	-3	111.51	114.84	+3	6387	6580	+3
October-December	24.99	27.18	+9	64.79	73.47	+13	3836	4814	+26

Age

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Age	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
16-24	12.99	12.62	-3	37.73	39.48	+5	1802	2010	+12
25-34	16.68	18.45	+11	45.20	49.05	+9	2636	3172	+20
35-44	25.02	21.93	-12	68.80	63.04	-8	4280	4141	-3
45-54	19.49	21.56	+11	51.90	57.44	+11	3707	4361	+18
55-64	16.72	15.65	-6	51.90	46.60	-10	3201	3265	+2
65+	13.38	14.25	+7	51.27	54.49	+6	2288	2547	+11

Lifestage

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Lifestage	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
16-34, unmarried, no children	14.19	14.59	+3	39.93	43.43	+9	2149	2467	+15
16-34, married, no children	6.72	6.73	0	16.61	15.97	-4	1131	1293	+14
16-34, married or unmarried, with children	8.75	9.75	+11	26.39	29.13	+10	1159	1423	+23
35-54, married or unmarried, no children	20.83	20.86	0	52.83	53.06	0	4143	4435	+7
35-54, married or unmarried, with children	23.68	22.63	-4	67.87	67.42	-1	3844	4067	+6
55+	30.10	29.90	-1	103.17	101.19	-2	5489	5813	+6

Social Grade

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Social Grade	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2011	2012	% diff	2011	2012	% diff	2011	2012	% diff
AB	40.10	40.82	+2	107.32	111.97	+4	7460	8365	+12
C1	33.83	32.60	-4	99.57	98.86	-1	5730	5903	+3
C2	17.14	17.66	+3	54.77	55.04	0	2877	3161	+10
DE	13.21	13.38	+1	45.15	44.32	-2	1848	2068	+12