

GB Domestic Tourism: Monthly Volume & Value 2011 HOLIDAYS

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Feb		
TRIPS	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%	8.744			11.338			11.796			10.092			12.802			13.943			9.306			10.039			7.024			-			4.012	4.410	+9.9%
England	1.273	1.395	+9.6%	1.824	2.207	+21.0%	7.331			9.193			9.757			8.156			10.329			11.676			7.513			8.291			5.972			-			3.097	3.602	+16.3%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Feb		
BEDNIGHTS	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%	23.899			33.003			34.739			33.421			50.962			55.332			28.767			28.002			16.911			-			10.113	11.219	+10.9%
England	2.601	3.130	+20.3%	5.057	5.609	+10.9%	19.453			25.667			27.563			26.072			38.612			44.443			22.542			22.323			13.776			-			7.658	8.739	+14.1%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD Jan-Feb		
EXPENDITURE	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%	£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£765	£878	+14.8%
England	£241	£265	+10.0%	£344	£416	+20.9%	£1,185			£1,435			£1,595			£1,398			£1,861			£2,086			£1,448			£1,365			£1,045			-			£586	£681	+16.2%

HEADLINE ANALYSIS:

- GB holiday trips during the month reported an increase of +15%. Nights also increased but by a lesser degree (+10%) whilst spend increased significantly (+20%).
- YTD – GB holiday trips recorded an increase of +10% on 2010, with nights and spend also increasing by +11% and +15% respectively.
- GB holiday trips during Jan-Feb 2011 (4.4m) outperformed the previous five years. 2006-10 varied between 3.7 (2007) - 4.2m (2008).

All expenditure figures are in
HISTORIC PRICES

Undertaken by TNS-RI Travel & Tourism
Fieldwork: 9th Feb – 27th Mar 2011
TNS-RI Face-to-Face Omnibus Survey

GB Domestic Tourism: Monthly Volume & Value 2011

BUSINESS TOURISM

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Feb		
TRIPS	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%	8,744			11,338			11,796			10,092			12,802			13,943			9,306			10,039			7,024			-			2,276	2,676	+17.6%
England	0,893	1,065	+19.3%	1,022	1,186	+16.0%	7,331			9,193			9,757			8,156			10,329			11,676			7,513			8,291			5,972			-			1,914	2,251	+17.6%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Feb		
BEDNIGHTS	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	2,117	2,765	30.6%	2,513	2,721	+8.3%	23,899			33,003			34,739			33,421			50,962			55,332			28,767			28,002			16,911			-			4,631	5,486	+18.5%
England	1,720	2,326	35.2%	2,198	2,233	+1.6%	19,453			25,667			27,563			26,072			38,612			44,443			22,542			22,323			13,776			-			3,918	4,56	+16.4%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Feb		
EXPENDITURE	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	£207	£296	43.0%	£244	£310	+27.0%	£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£451	£606	+34.4%
England	£174	£233	33.9%	£209	£260	+24.4%	£1,185			£1,435			£1,595			£1,398			£1,861			£2,086			£1,448			£1,365			£1,045			-			£383	£493	+28.7%

HEADLINE ANALYSIS:

- Consistent with the other trip purposes, GB business trips also reported a strong performance in February with trips, nights and spend all increasing by +19%, +8% and +27% respectively.
- YTD – GB business trips have increased by +18% for trips compared to 2010. Nights (+19%) and spend (+34%) have also increased significantly.
- Consistent with Holiday and VFR trips, GB business trips reported an increase in 2011 (2.7m) compared to 2010 (2.3m) and 2009 (2.5m) although the number of trips is still at a lower level than those recorded during 2006-08 (between 2.9-3.0m).

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GB Domestic Tourism: Year to Date – 2006-2011

Trips, Bednights & Expenditure, Jan-Jan period

	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb period					
TRIPS	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	13.571	13.117	14.288	12.363	12.366	14.026	3.795	3.705	4.239	4.051	4.012	4.41	6.304	6.006	6.504	5.411	5.624	6.406	3.022	2.883	2.978	2.535	2.276	2.676
England	11.274	11.096	12.073	10.555	10.388	11.82	2.994	2.978	3.436	3.289	3.097	3.602	5.341	5.24	5.596	4.763	4.964	5.628	2.592	2.458	2.6	2.183	1.914	2.251
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb period					
BEDNIGHTS	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	34.949	32.575	37.111	31.451	30.049	34.328	10.064	9.759	11.3	11.24	10.113	11.219	15.742	15.024	16.675	13.449	13.87	14.876	8.028	5.882	6.56	5.69	4.631	5.486
England	27.673	27.02	31.037	26.411	23.644	28.48	8.044	7.709	9.072	9.201	7.658	8.739	12.826	13.247	14.41	11.731	11.394	12.808	5.98	4.875	5.559	4.675	3.918	4.56
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb period					
EXPENDITURE	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	£2,039	£2,061	£2,222	£1,972	£1,793	£2,126	£651	£699	£851	£736	£765	£878	£540	£514	£565	£508	£483	£570	£760	£748	£743	£651	£451	£606
England	£1,561	£1,652	£1,859	£1,609	£1,431	£1,724	£514	£526	£698	£589	£586	£681	£449	£441	£464	£443	£401	£492	£548	£620	£643	£516	£383	£493

GB Domestic Tourism: Year to Date – 2006-2011

Trip Characteristics, Jan-Jan period

	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb 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	2.58	2.48	2.60	2.54	2.43	2.45	2.65	2.63	2.67	2.77	2.52	2.54	2.50	2.50	2.56	2.49	2.47	2.32	2.66	2.04	2.20	2.24	2.03	2.05
England	2.45	2.44	2.57	2.50	2.28	2.41	2.69	2.59	2.64	2.80	2.47	2.43	2.40	2.53	2.58	2.46	2.30	2.28	2.31	1.98	2.14	2.14	2.05	2.03
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb 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	£58	£63	£60	£63	£60	£62	£65	£72	£75	£65	£76	£78	£34	£34	£34	£38	£35	£38	£95	£127	£113	£114	£97	£110
England	£56	£61	£60	£61	£61	£61	£64	£68	£77	£64	£77	£78	£35	£33	£32	£38	£35	£38	£92	£127	£116	£110	£98	£108
	ALL TOURISM, Jan – Feb period						HOLIDAYS – Jan – Feb period						VFR – Jan – Feb period						Business – Jan – Feb 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	£150	£157	£156	£160	£145	£152	£172	£189	£201	£182	£191	£199	£86	£86	£87	£94	£86	£89	£251	£259	£249	£257	£198	£226
England	£138	£149	£154	£152	£138	£146	£172	£177	£203	£179	£189	£189	£84	£84	£83	£93	£81	£87	£211	£252	£247	£236	£200	£219