

Great Britain Summary Tables 2012

Great Britain Tourism Survey



Totals for Great Britain, 2012

Great Britain Tourism Survey 2012

| | 2011 | 2012 | % Difference |
|--------------------|--------|--------|--------------|
| Trips (millions) | 126.64 | 126.02 | -1 |
| Nights (millions) | 387.33 | 388.24 | 0 |
| Spend (£ millions) | 22666 | 23976 | +6 |

Trends for Great Britain, 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) | 122.58 | 119.854 | 114.442 | 122.537 | 115.711 | 126.635 | 126.019 | 51.775 | 52.247 | 50.417 | 58.974 | 54.743 | 58.435 | 57.695 |
| BEDNIGHTS (millions) | 386.890 | 382.055 | 367.635 | 387.448 | 361.398 | 387.329 | 388.240 | 192.292 | 198.698 | 188.381 | 217.536 | 197.215 | 208.487 | 203.095 |
| EXPENDITURE (£ millions) | £20,094 | £20,234 | £20,168 | £20,971 | £19,797 | £22,666 | £23,976 | £10,526 | £10,998 | £10,936 | £12,119 | £11,534 | £13,000 | £13,763 |
| Av. Trip Length | 3.16 | 3.19 | 3.21 | 3.16 | 3.12 | 3.06 | 3.08 | 3.71 | 3.80 | 3.74 | 3.69 | 3.60 | 3.57 | 3.52 |
| Av. £ / Night | £52 | £53 | £55 | £54 | £55 | £59 | £62 | £55 | £55 | £58 | £56 | £58 | £62 | £68 |
| Av. £ / Trip | £164 | £169 | £176 | £171 | £171 | £179 | £190 | £203 | £211 | £217 | £205 | £211 | £222 | £239 |

| | VISITS TO FRIENDS & RELATIVES | | | | | | | BUSINESS | | | | | | |
|---------------------------------|-------------------------------|---------|---------|---------|---------|---------|---------|----------|--------|--------|--------|--------|--------|--------|
| | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
| TRIPS (millions) | 48.135 | 46.396 | 42.996 | 43.276 | 41.554 | 45.723 | 45.137 | 18.602 | 18.117 | 17.625 | 17.453 | 16.341 | 18.572 | 18.944 |
| BEDNIGHTS (millions) | 137.123 | 129.300 | 123.631 | 121.309 | 117.435 | 125.702 | 129.034 | 44.614 | 43.515 | 41.644 | 40.774 | 37.695 | 41.762 | 44.470 |
| EXPENDITURE (£ millions) | £4,540 | £4,529 | £4,492 | £4,299 | £4,193 | £4,727 | £5,083 | £4,449 | £4,233 | £4,265 | £4,185 | £3,645 | £4,400 | £4,486 |
| Av. Trip Length | 2.85 | 2.79 | 2.88 | 2.80 | 2.83 | 2.75 | 2.86 | 2.40 | 2.40 | 2.36 | 2.34 | 2.31 | 2.25 | 2.35 |
| Av. £ / Night | £33 | £35 | £36 | £35 | £36 | £38 | £39 | £100 | £97 | £102 | £103 | £97 | £105 | £101 |
| Av. £ / Trip | £94 | £98 | £104 | £99 | £101 | £103 | £113 | £239 | £234 | £242 | £240 | £223 | £237 | £237 |

Trip Purpose

Great Britain Tourism Survey 2012

| Trip Purpose | Trips (millions) | | | Nights (millions) | | | Spend (£ millions) | | |
|---------------------------------------|------------------|-------|--------|-------------------|--------|--------|--------------------|-------|--------|
| | 2011 | 2012 | % diff | 2011 | 2012 | % diff | 2011 | 2012 | % diff |
| Holidays | 58.43 | 57.70 | -1 | 208.49 | 203.10 | -3 | 13000 | 13763 | +6 |
| Holidays 1-3 nights | 37.09 | 37.33 | +1 | 71.32 | 71.36 | 0 | 6484 | 7183 | +11 |
| Holidays 4-7 nights | 18.08 | 17.21 | -5 | 97.26 | 92.28 | -5 | 5148 | 5214 | +1 |
| Holidays 8+ nights | 3.26 | 3.15 | -4 | 39.91 | 39.45 | -1 | 1368 | 1366 | 0 |
| Visits to Friends and Relatives (VFR) | 45.72 | 45.14 | -1 | 125.70 | 129.03 | +3 | 4727 | 5083 | +8 |
| Business | 18.57 | 18.94 | +2 | 41.76 | 44.47 | +6 | 4400 | 4486 | +2 |

Region Visited

Great Britain Tourism Survey 2012

| 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 | 24.97 | 24.48 | -2 | 100.20 | 98.07 | -2 | 4967 | 5216 | +5 |
| Large city/large town | 50.10 | 50.70 | +1 | 117.35 | 121.19 | +3 | 9056 | 9651 | +7 |
| Small town | 30.16 | 30.81 | +2 | 88.38 | 89.64 | +1 | 4544 | 4904 | +8 |
| Countryside/village | 24.10 | 23.48 | -3 | 80.33 | 78.49 | -2 | 4036 | 4140 | +3 |

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 | 41.92 | 43.12 | +3 | 86.13 | 89.31 | +4 | 10139 | 10755 | +6 |
| Guest House | 1.75 | 2.25 | +29 | 5.31 | 6.74 | +27 | 424 | 589 | +39 |
| B&B or other private house | 4.82 | 5.33 | +11 | 11.55 | 13.02 | +13 | 1029 | 1235 | +20 |
| Other serviced | 0.59 | 0.60 | +2 | 2.20 | 2.42 | +10 | 173 | 154 | -11 |
| Non-serviced | | | | | | | | | |
| Self-catering rented | 7.86 | 7.65 | -3 | 43.01 | 39.39 | -8 | 2654 | 2664 | 0 |
| Camping & Caravanning | 16.93 | 15.88 | -6 | 73.36 | 71.25 | -3 | 2571 | 2535 | -1 |
| Other commercial self-catering | 3.56 | 4.40 | +24 | 13.92 | 15.33 | +10 | 730 | 965 | +32 |
| Friend or relative's home | 46.90 | 45.00 | -4 | 134.63 | 133.52 | -1 | 4272 | 4292 | 0 |
| Own second home or timeshare | 1.43 | 1.51 | +6 | 6.20 | 6.95 | +12 | 205 | 232 | +13 |
| Other self-catering | 2.80 | 2.92 | +4 | 13.92 | 9.17 | -34 | 428 | 495 | +16 |

Transport used

Great Britain Tourism Survey 2012

| Transport used | Trips (millions) | | | Nights (millions) | | | Spend (£ millions) | | |
|-------------------|------------------|-------|--------|-------------------|--------|--------|--------------------|-------|--------|
| | 2011 | 2012 | % diff | 2011 | 2012 | % diff | 2011 | 2012 | % diff |
| Car | 94.46 | 92.07 | -3 | 291.31 | 287.89 | -1 | 16253 | 16953 | +4 |
| Train | 17.61 | 19.14 | +3 | 49.98 | 54.27 | +9 | 3472 | 3863 | +11 |
| Regular bus/coach | 3.69 | 3.78 | +2 | 10.80 | 11.50 | +6 | 517 | 647 | +25 |
| Organised coach | 3.10 | 2.35 | -24 | 9.75 | 8.60 | -12 | 745 | 617 | -17 |
| Plane | 2.30 | 2.62 | +14 | 7.51 | 7.68 | +2 | 797 | 829 | +4 |
| Other | 5.47 | 6.06 | +11 | 17.98 | 18.31 | +2 | 881 | 1068 | +21 |

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 | 22.06 | 21.80 | -1 | 55.55 | 53.88 | -3 | 3426 | 3657 | +7 |
| April-June | 34.10 | 32.86 | -4 | 106.50 | 97.5 | -8 | 6217 | 6320 | +2 |
| July-September | 40.40 | 38.85 | -4 | 144.82 | 146.39 | +1 | 8171 | 8160 | 0 |
| October-December | 30.07 | 32.51 | +8 | 80.46 | 90.47 | +12 | 4851 | 5839 | +20 |

Age

Great Britain Tourism Survey 2012

| Age | Trips (millions) | | | Nights (millions) | | | Spend (£ millions) | | |
|-------|------------------|-------|--------|-------------------|-------|--------|--------------------|------|--------|
| | 2011 | 2012 | % diff | 2011 | 2012 | % diff | 2011 | 2012 | % diff |
| 16-24 | 15.36 | 14.72 | -4 | 46.02 | 47.17 | +2 | 2222 | 2358 | +6 |
| 25-34 | 20.33 | 21.92 | +8 | 56.36 | 59.75 | +6 | 3278 | 3888 | +19 |
| 35-44 | 30.51 | 26.32 | -14 | 87.01 | 79.55 | -9 | 5454 | 4927 | -10 |
| 45-54 | 23.73 | 26.36 | +11 | 67.75 | 72.32 | +7 | 4712 | 5400 | +15 |
| 55-64 | 20.65 | 19.33 | -6 | 66.83 | 59.77 | -11 | 4122 | 4140 | 0 |
| 65+ | 16.05 | 17.37 | +8 | 63.38 | 69.68 | +10 | 2878 | 3263 | +13 |

Lifestage

Great Britain Tourism Survey 2012

| Lifestage | Trips (millions) | | | Nights (millions) | | | Spend (£ millions) | | |
|--|------------------|-------|-----------|-------------------|--------|-----------|--------------------|------|------------|
| | 2011 | 2012 | % diff | 2011 | 2012 | % diff | 2011 | 2012 | % diff |
| 16-34, unmarried, no children | 16.76 | 17.07 | +2 | 48.17 | 51.83 | +8 | 2608 | 2947 | +13 |
| 16-34, married, no children | 8.03 | 7.91 | -1 | 20.68 | 19.39 | -6 | 1462 | 1571 | +7 |
| 16-34, married or unmarried, with children | 10.90 | 11.66 | +7 | 33.52 | 35.70 | +7 | 1430 | 1729 | +21 |
| 35-54, married or unmarried, no children | 25.48 | 25.53 | 0 | 68.29 | 66.98 | -2 | 5352 | 5522 | +3 |
| 35-54, married or unmarried, with children | 28.77 | 27.15 | -6 | 86.46 | 84.89 | -2 | 4814 | 4805 | 0 |
| 55+ | 36.70 | 36.70 | 0 | 130.20 | 129.45 | -1 | 7000 | 7402 | +6 |

Social Grade

Great Britain Tourism Survey 2012

| Social Grade | Trips (millions) | | | Nights (millions) | | | Spend (£ millions) | | |
|--------------|------------------|-------|-----------|-------------------|--------|-----------|--------------------|-------|-----------|
| | 2011 | 2012 | % diff | 2011 | 2012 | % diff | 2011 | 2012 | % diff |
| AB | 48.15 | 48.93 | +2 | 135.21 | 141.10 | +4 | 9397 | 10236 | +9 |
| C1 | 40.81 | 39.05 | -4 | 123.17 | 121.54 | -1 | 7211 | 7242 | 0 |
| C2 | 21.10 | 21.86 | +4 | 69.74 | 69.65 | 0 | 3679 | 3927 | +7 |
| DE | 16.58 | 16.19 | -2 | 59.21 | 55.95 | -6 | 2379 | 2572 | +8 |