

Great Britain Tourism Survey Quarterly Regional Summary Q1 2012



GB Domestic Tourism: Jan-Mar 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	22.064	21.79	-1.24%	55.55	53.4	-3.87%	£3,426	£3,657	+6.74%
England Total	18.453	18.589	+0.74%	45.948	44.53	-3.09%	£2,802	£3,059	+9.17%
East	1.789	1.604	-10.34%	4.293	4.076	-5.05%	£206	£257	+24.76%
East Midlands	1.687	1.728	+2.43%	4.405	4.046	-8.15%	£239	£259	+8.37%
London	2.446	2.488	+1.72%	6.152	5.439	-11.59%	£485	£545	+12.37%
North East	0.913	0.84	-8.00%	2.181	1.794	-17.74%	£128	£127	-0.78%
North West	2.401	2.753	+14.66%	5.971	7.287	+22.04%	£415	£494	+19.04%
South East	2.857	3.169	+10.92%	6.635	7.225	+8.89%	£358	£443	+23.74%
South West	3.003	2.77	-7.76%	7.985	7.612	-4.67%	£477	£440	-7.76%
West Midlands	1.461	1.57	+7.46%	3.028	2.92	-3.57%	£212	£199	-6.13%
Yorks & Humb	2.014	1.952	-3.08%	5.039	3.962	-21.37%	£267	£275	+3.00%

*Please note that the latest 2012 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2012 results are based on full-year data so will not change.
 *All expenditure figures are in HISTORIC PRICES.



Fieldwork: 11 Jan - 29 Apr 2012
 TNS Face-to-Face Omnibus Survey
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ALL TOURISM

Trips taken in: Jan-Mar 2012	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	2.52	2.45	-2.66%	£62	£68	+11.04%	£155	£168	+8.08%
England Total	2.49	2.40	-3.80%	£61	£69	+12.65%	£152	£165	+8.37%
East	2.40	2.54	+5.90%	£48	£63	+31.40%	£115	£160	+39.15%
East Midlands	2.61	2.34	-10.33%	£54	£64	+17.98%	£142	£150	+5.80%
London	2.52	2.19	-13.08%	£79	£100	+27.10%	£198	£219	+10.47%
North East	2.39	2.14	-10.60%	£59	£71	+20.62%	£140	£151	+7.84%
North West	2.49	2.65	+6.44%	£70	£68	-2.46%	£173	£179	+3.82%
South East	2.32	2.28	-1.83%	£54	£61	+13.64%	£125	£140	+11.56%
South West	2.66	2.75	+3.35%	£60	£58	-3.24%	£159	£159	0.00%
West Midlands	2.07	1.86	-10.26%	£70	£68	-2.66%	£145	£127	-12.65%
Yorks & Humb	2.50	2.03	-18.88%	£53	£69	+30.99%	£133	£141	+6.27%

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GB Domestic Tourism: YTD: Mar 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
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Destination:									
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GB Domestic Tourism: 12-month comparison: Year ending Mar 2012 Volume & Value ALL TOURISM Apr 2011 – Mar 2012

Trips taken in: April 2011 – March 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	116.671	126.367	+8.31%	363.237	385.718	+6.19%	£19,971	£22,897	+14.65%
England Total	96.244	104.421	+8.50%	288.081	305.926	+6.19%	£16,028	£18,171	+13.37%
East	9.106	10.136	11.31%	28.348	31.495	11.10%	£1,304	£1,526	17.02%
East Midlands	7.974	9.039	13.36%	22.286	24.417	9.56%	£1,109	£1,337	20.56%
London	11.077	11.135	0.52%	25.077	26.348	5.07%	£2,353	£2,458	4.46%
North East	3.736	4.231	13.25%	11.004	12.34	12.14%	£618	£716	15.86%
North West	12.453	14.339	15.14%	34.178	38.383	12.30%	£2,188	£2,628	20.11%
South East	15.746	17.249	9.55%	44.516	47.987	7.80%	£2,155	£2,657	23.29%
South West	19.419	19.982	2.90%	73.44	74.641	1.64%	£3,653	£3,986	9.12%
West Midlands	7.797	8.318	6.68%	20.543	19.337	-5.87%	£1,067	£1,098	2.91%
Yorks & Humb	10.21	11.547	13.10%	27.194	29.12	7.08%	£1,501	£1,671	11.33%

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Trips taken in: April 2011 – March 2012	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	3.11	3.05	-1.96%	£55	£59	+7.97%	£171	£181	+5.85%
England Total	2.99	2.93	-2.12%	£56	£59	+6.76%	£167	£174	+4.49%
East	3.11	3.11	-0.19%	£46	£48	5.33%	£143	£151	5.13%
East Midlands	2.79	2.70	-3.35%	£50	£55	10.04%	£139	£148	6.35%
London	2.26	2.37	4.52%	£94	£93	-0.58%	£212	£221	3.92%
North East	2.95	2.92	-0.98%	£56	£58	3.31%	£165	£169	2.30%
North West	2.74	2.68	-2.47%	£64	£68	6.95%	£176	£183	4.31%
South East	2.83	2.78	-1.60%	£48	£55	14.38%	£137	£154	12.55%
South West	3.78	3.74	-1.23%	£50	£53	7.36%	£188	£199	6.04%
West Midlands	2.63	2.32	-11.77%	£52	£57	9.32%	£137	£132	-3.54%
Yorks & Humb	2.66	2.52	-5.32%	£55	£57	3.96%	£147	£145	-1.56%

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