

Great Britain Tourism Survey Quarterly Regional Summary Q1 2014



GB Domestic Tourism: Jan-Mar 2014 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
Destination:									
GB Total	21.522	19.421	-9.76%	55.923	48.223	-13.77%	£3,781	£3,396	-10.18%
England Total	18.040	16.069	-10.93%	44.682	38.906	-12.93%	£3,116	£2,787	-10.56%
East	1.448	1.582	+9.25%	3.857	4.441	+15.14%	£194	£225	+15.98%
East Midlands	1.290	1.188	-7.91%	2.829	2.867	+1.34%	£152	£144	-5.26%
London	2.662	2.328	-12.55%	5.900	4.399	-25.44%	£627	£571	-8.93%
North East	0.917	0.592	-35.44%	2.339	1.744	-25.44%	£176	£107	-39.20%
North West	2.568	2.221	-13.51%	5.659	4.939	-12.72%	£393	£402	+2.29%
South East	2.842	2.537	-10.73%	6.815	5.787	-15.08%	£429	£366	-14.69%
South West	2.835	2.538	-10.48%	8.864	7.070	-20.24%	£537	£504	-6.15%
West Midlands	1.595	1.320	-17.24%	3.389	2.706	-20.15%	£223	£171	-23.32%
Yorks & Humb	2.038	1.870	-8.24%	4.784	4.493	-6.08%	£359	£262	-27.02%

*Please note that the latest 2014 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 08 Jan 2014 – 21 Apr 2014
TNS Face-to-Face Omnibus Survey
©TNS 2014



GB Domestic Tourism: Jan- Mar 2014 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
Destination:									
GB Total	2.60	2.48	-4.44%	£68	£70	+4.16%	£176	£175	-0.47%
England Total	2.48	2.42	-2.25%	£70	£72	+2.72%	£173	£173	+0.41%
East	2.66	2.81	+5.39%	£50	£51	+0.73%	£134	£142	+6.16%
East Midlands	2.19	2.41	+10.04%	£54	£50	-6.52%	£118	£121	+2.87%
London	2.22	1.89	-14.74%	£106	£130	+22.14%	£236	£245	+4.13%
North East	2.55	2.95	+15.50%	£75	£61	-18.46%	£192	£181	-5.83%
North West	2.20	2.22	+0.91%	£69	£81	+17.20%	£153	£181	+18.27%
South East	2.40	2.28	-4.88%	£63	£63	+0.47%	£151	£144	-4.43%
South West	3.13	2.79	-10.91%	£61	£71	+17.67%	£189	£199	+4.84%
West Midlands	2.12	2.05	-3.52%	£66	£63	-3.96%	£140	£130	-7.34%
Yorks & Humb	2.35	2.40	+2.35%	£75	£58	-22.29%	£176	£140	-20.46%

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
 *All expenditure figures are in HISTORIC PRICES.



Fieldwork: 08 Jan 2014 – 21 Apr 2014
 TNS Face-to-Face Omnibus Survey
 ©TNS 2014



GB Domestic Tourism: YTD: Mar 2014 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
Destination:	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB Total	21.522	19.421	-9.76%	55.923	48.223	-13.77%	£3,781	£3,396	-10.18%
England Total	18.040	16.069	-10.93%	44.682	38.906	-12.93%	£3,116	£2,787	-10.56%
East	1.448	1.582	+9.25%	3.857	4.441	+15.14%	£194	£225	+15.98%
East Midlands	1.290	1.188	-7.91%	2.829	2.867	+1.34%	£152	£144	-5.26%
London	2.662	2.328	-12.55%	5.900	4.399	-25.44%	£627	£571	-8.93%
North East	0.917	0.592	-35.44%	2.339	1.744	-25.44%	£176	£107	-39.20%
North West	2.568	2.221	-13.51%	5.659	4.939	-12.72%	£393	£402	+2.29%
South East	2.842	2.537	-10.73%	6.815	5.787	-15.08%	£429	£366	-14.69%
South West	2.835	2.538	-10.48%	8.864	7.070	-20.24%	£537	£504	-6.15%
West Midlands	1.595	1.320	-17.24%	3.389	2.706	-20.15%	£223	£171	-23.32%
Yorks & Humb	2.038	1.870	-8.24%	4.784	4.493	-6.08%	£359	£262	-27.02%

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 08 Jan 2014 – 21 Apr 2014
TNS Face-to-Face Omnibus Survey
©TNS 2014



GB Domestic Tourism: YTD: Mar 2014 Volume & Value

ALL TOURISM

Trips taken in: Jan-Mar 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
Destination:									
GB Total	2.60	2.48	-4.44%	£68	£70	+4.16%	£176	£175	-0.47%
England Total	2.48	2.42	-2.25%	£70	£72	+2.72%	£173	£173	+0.41%
East	2.66	2.81	+5.39%	£50	£51	+0.73%	£134	£142	+6.16%
East Midlands	2.19	2.41	+10.04%	£54	£50	-6.52%	£118	£121	+2.87%
London	2.22	1.89	-14.74%	£106	£130	+22.14%	£236	£245	+4.13%
North East	2.55	2.95	+15.50%	£75	£61	-18.46%	£192	£181	-5.83%
North West	2.20	2.22	+0.91%	£69	£81	+17.20%	£153	£181	+18.27%
South East	2.40	2.28	-4.88%	£63	£63	+0.47%	£151	£144	-4.43%
South West	3.13	2.79	-10.91%	£61	£71	+17.67%	£189	£199	+4.84%
West Midlands	2.12	2.05	-3.52%	£66	£63	-3.96%	£140	£130	-7.34%
Yorks & Humb	2.35	2.40	+2.35%	£75	£58	-22.29%	£176	£140	-20.46%

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
 *All expenditure figures are in HISTORIC PRICES.



Fieldwork: 08 Jan 2014 – 21 Apr 2014
 TNS Face-to-Face Omnibus Survey
 ©TNS 2014



GB Domestic Tourism: 12-month comparison: Year ending Mar 2014 Volume & Value ALL TOURISM Apr 2013 – Mar 2014

Trips taken in: Apr 2013-Mar 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
Destination:	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB Total	125.743	120.812	-3.92%	390.282	366.106	-6.19%	£24,100	£22,907	-4.95%
England Total	103.901	99.775	-3.97%	309.864	291.430	-5.95%	£19,554	£18,377	-6.02%
East	9.726	9.015	-7.31%	31.404	28.131	-10.42%	£1,611	£1,442	-10.49%
East Midlands	8.064	7.85	-2.65%	22.479	21.019	-6.49%	£1,233	£1,099	-10.87%
London	12.326	11.971	-2.88%	28.148	25.930	-7.88%	£2,866	£2,737	-4.50%
North East	4.389	3.55	-19.12%	12.528	10.312	-17.69%	£825	£680	-17.58%
North West	14.009	13.54	-3.35%	36.407	34.775	-4.48%	£2,563	£2,446	-4.56%
South East	17.597	17.684	+0.49%	48.384	48.865	+0.99%	£2,914	£2,587	-11.22%
South West	19.802	19.09	-3.60%	76.683	72.128	-5.94%	£4,279	£4,252	-0.63%
West Midlands	8.524	8.72	+2.30%	21.188	19.989	-5.66%	£1,258	£1,266	+0.64%
Yorks & Humb	11.327	9.976	-11.93%	30.683	27.885	-9.12%	£1,891	£1,717	-9.20%

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips.
*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 10 Apr 2013 – 21 Apr 2014
TNS Face-to-Face Omnibus Survey
©TNS 2014



GB Domestic Tourism: 12-month comparison: Year ending Mar 2014 Volume & Value ALL TOURISM Apr 2013 – Mar 2014

Trips taken in: Apr 2013-Mar 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
GB Total	3.10	3.03	-2.37%	£62	£63	+1.33%	£192	£190	-1.07%
England Total	2.98	2.92	-2.06%	£63	£63	-0.07%	£188	£184	-2.13%
East	3.23	3.12	-3.36%	£51	£51	-0.08%	£166	£160	-3.43%
East Midlands	2.79	2.68	-3.95%	£55	£52	-4.68%	£153	£140	-8.44%
London	2.28	2.17	-5.15%	£102	£106	+3.67%	£233	£229	-1.67%
North East	2.85	2.90	+1.76%	£66	£66	+0.14%	£188	£192	+1.90%
North West	2.60	2.57	-1.17%	£70	£70	-0.09%	£183	£181	-1.26%
South East	2.75	2.76	+0.50%	£60	£53	-12.10%	£166	£146	-11.66%
South West	3.87	3.78	-2.43%	£56	£59	+5.64%	£216	£223	+3.08%
West Midlands	2.49	2.29	-7.78%	£59	£63	+6.67%	£148	£145	-1.63%
Yorks & Humb	2.71	2.80	+3.19%	£62	£62	-0.09%	£167	£172	+3.09%

*Please note that the latest 2013 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2013 results are based on full-year data so will not change.
*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 10 Apr 2013 – 21 Apr 2014
TNS Face-to-Face Omnibus Survey
©TNS 2014

