

Great Britain Tourism Survey Quarterly Regional Summary Q2 2012



GB Domestic Tourism: Apr-June 2012 Volume & Value

ALL TOURISM

Trips taken in: Apr-Jun 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	34.098	32.863	-3.62%	106.498	97.495	-8.45%	£6,217	£6,320	+1.66%
England Total	27.916	26.807	-3.97%	84.556	76.869	-9.09%	£4,889	£5,043	+3.15%
East	2.806	2.344	-16.46%	8.649	6.827	-21.07%	£405	£381	-5.93%
East Midlands	2.637	2.083	-21.01%	7.59	6.224	-18.00%	£336	£351	+4.46%
London	2.78	2.954	+6.26%	6.111	6.283	+2.81%	£643	£642	-0.16%
North East	0.944	1.09	+15.47%	3.075	2.983	-2.99%	£145	£206	+42.07%
North West	3.46	3.615	+4.48%	8.916	8.938	+0.25%	£598	£685	+14.55%
South East	4.446	4.609	+3.67%	12.577	12.471	-0.84%	£717	£811	+13.11%
South West	6.179	5.526	-10.57%	23.945	19.44	-18.81%	£1,303	£1,139	-12.59%
West Midlands	2.047	2.066	+0.93%	5.065	5.363	+5.88%	£282	£313	+10.99%
Yorks & Humb	3.005	3.116	+3.69%	8.019	7.796	-2.78%	£431	£485	+12.53%

Trips taken in: Apr-Jun 2012	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	3.12	2.97	-5.01%	£58	£65	+11.04%	£182	£192	+5.48%
England Total	3.03	2.87	-5.33%	£58	£66	+13.47%	£175	£188	+7.42%
East	3.08	2.91	-5.51%	£47	£56	+19.18%	£144	£163	+12.62%
East Midlands	2.88	2.99	+3.81%	£44	£56	+27.39%	£127	£169	+32.25%
London	2.20	2.13	-3.24%	£105	£102	-2.89%	£231	£217	-6.04%
North East	3.26	2.74	-15.99%	£47	£69	+46.45%	£154	£189	+23.04%
North West	2.58	2.47	-4.05%	£67	£77	+14.27%	£173	£189	+9.64%
South East	2.83	2.71	-4.35%	£57	£65	+14.07%	£161	£176	+9.11%
South West	3.88	3.52	-9.22%	£54	£59	+7.67%	£211	£206	-2.26%
West Midlands	2.47	2.60	+4.91%	£56	£58	+4.83%	£138	£152	+9.97%
Yorks & Humb	2.67	2.50	-6.24%	£54	£62	+15.75%	£143	£156	+8.52%

*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 Apr - 29 Jul 2012
 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: YTD June 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Jun 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	56.162	54.661	-2.67%	162.048	151.376	-6.59%	£9,644	£9,977	+3.45%
England Total	46.369	45.404	-2.08%	130.504	121.879	-6.61%	£7,691	£8,102	+5.34%
East	4.595	3.948	-14.08%	12.942	10.903	-15.75%	£611	£638	+4.42%
East Midlands	4.323	3.811	-11.84%	11.994	10.269	-14.38%	£574	£610	+6.27%
London	5.226	5.441	+4.11%	12.263	11.722	-4.41%	£1,129	£1,187	+5.14%
North East	1.857	1.93	+3.93%	5.256	4.777	-9.11%	£273	£333	+21.98%
North West	5.861	6.369	+8.67%	14.887	16.225	+8.99%	£1,012	£1,179	+16.50%
South East	7.303	7.778	+6.50%	19.211	19.696	+2.52%	£1,075	£1,255	+16.74%
South West	9.182	8.296	-9.65%	31.931	27.052	-15.28%	£1,780	£1,579	-11.29%
West Midlands	3.508	3.636	+3.65%	8.093	8.284	+2.36%	£494	£513	+3.85%
Yorks & Humb	5.019	5.076	+1.14%	13.058	12.239	-6.27%	£698	£760	+8.88%

Trips taken in: Jan-Jun 2012	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	2.89	2.77	-4.02%	£60	£66	+10.75%	£172	£183	+6.29%
England Total	2.81	2.68	-4.62%	£59	£66	+12.80%	£166	£178	+7.58%
East	2.82	2.76	-1.95%	£47	£59	+23.95%	£133	£162	+21.53%
East Midlands	2.77	2.69	-2.88%	£48	£59	+24.12%	£133	£160	+20.55%
London	2.35	2.15	-8.19%	£92	£101	+9.99%	£216	£218	+0.98%
North East	2.83	2.48	-12.55%	£52	£70	+34.21%	£147	£173	+17.36%
North West	2.54	2.55	+0.29%	£68	£73	+6.89%	£173	£185	+7.21%
South East	2.63	2.53	-3.74%	£56	£64	+13.87%	£147	£161	+9.61%
South West	3.48	3.26	-6.23%	£56	£58	+4.71%	£194	£190	-1.82%
West Midlands	2.31	2.28	-1.24%	£61	£62	+1.45%	£141	£141	+0.19%
Yorks & Humb	2.60	2.41	-7.32%	£53	£62	+16.17%	£139	£150	+7.66%

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Fieldwork: 11 Jan - 29 Jul 2012
TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: 12-month comparison: Year ending June 2012 Volume & Value ALL TOURISM July 2011 – June 2012

Trips taken in: Jul 2011 – Jun 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	117.544	125.14	+6.46%	368.572	377.196	+2.34%	£20,653	£23,000	+11.36%
England Total	97.054	103.32	+6.46%	293.335	298.72	+1.84%	£16,488	£18,325	+11.14%
East	9.056	9.674	+6.82%	28.356	29.673	+4.64%	£1,289	£1,502	+16.52%
East Midlands	8.32	8.485	+1.98%	23.487	23.051	-1.86%	£1,121	£1,352	+20.61%
London	11.155	11.308	+1.37%	25.343	26.519	+4.64%	£2,397	£2,457	+2.50%
North East	3.706	4.378	+18.13%	11.522	12.248	+6.30%	£585	£777	+32.82%
North West	12.418	14.495	+16.73%	33.504	38.406	+14.63%	£2,203	£2,716	+23.29%
South East	15.561	17.412	+11.90%	44.559	47.881	+7.46%	£2,255	£2,751	+22.00%
South West	20.088	19.33	-3.77%	76.466	70.136	-8.28%	£3,937	£3,822	-2.92%
West Midlands	7.722	8.337	+7.96%	20.56	19.635	-4.50%	£1,076	£1,129	+4.93%
Yorks & Humb	10.275	11.666	+13.54%	27.811	29.378	+5.63%	£1,543	£1,725	+11.80%

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Fieldwork: 13 July 2011 - 29 Jul 2012
TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: 12-month comparison: Year ending June 2012 Volume & Value ALL TOURISM July 2011 – June 2012

Trips taken in: Jul 2011 – Jun 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	3.14	3.01	-3.87%	£56	£61	+8.82%	£176	£184	+4.60%
England Total	3.02	2.89	-4.34%	£56	£61	+9.14%	£170	£177	+4.40%
East	3.13	3.07	-2.04%	£45	£51	+11.35%	£142	£155	+9.08%
East Midlands	2.82	2.72	-3.76%	£48	£59	+22.89%	£135	£159	+18.26%
London	2.27	2.35	+3.22%	£95	£93	-2.04%	£215	£217	+1.12%
North East	3.11	2.80	-10.02%	£51	£63	+24.95%	£158	£177	+12.43%
North West	2.70	2.65	-1.79%	£66	£71	+7.55%	£177	£187	+5.62%
South East	2.86	2.75	-3.97%	£51	£57	+13.53%	£145	£158	+9.03%
South West	3.81	3.63	-4.68%	£51	£54	+5.84%	£196	£198	+0.89%
West Midlands	2.66	2.36	-11.54%	£52	£57	+9.87%	£139	£135	-2.81%
Yorks & Humb	2.71	2.52	-6.96%	£55	£59	+5.83%	£150	£148	-1.53%

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GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	TRIPS (millions)		BEDNIGHTS (millions)		EXPENDITURE (£ millions)	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
GB Total	5.0%	2.5%	4.6%	2.9%	6.3%	3.3%
England Total	5.5%	2.7%	4.9%	3.2%	6.9%	3.6%
East	12.9%	7.2%	14.9%	9.5%	17.0%	9.6%
East Midlands	15.2%	7.8%	23.4%	10.3%	19.9%	11.4%
London	13.5%	7.2%	17.8%	10.7%	20.0%	10.7%
North East	20.7%	10.5%	24.6%	12.2%	26.9%	16.4%
North West	11.9%	6.0%	13.1%	7.2%	16.7%	8.1%
South East	10.5%	6.0%	12.9%	8.1%	16.3%	7.9%
South West	9.5%	5.4%	10.2%	6.0%	16.5%	7.5%
West Midlands	14.1%	7.6%	17.7%	10.9%	20.0%	10.2%
Yorks & Humb	13.6%	7.2%	15.9%	9.6%	18.6%	9.7%
Scotland Total	13.5%	6.3%	11.4%	6.3%	16.3%	8.5%
North	22.8%	12.0%	26.3%	15.0%	30.9%	16.4%
West	19.5%	11.1%	25.2%	14.4%	29.1%	16.5%
East	19.8%	10.9%	23.3%	12.6%	30.7%	14.8%
South	25.7%	15.4%	34.4%	22.1%	36.8%	24.3%
Edinburgh	27.9%	15.5%	33.1%	16.5%	41.4%	20.7%
Glasgow	32.1%	17.0%	41.4%	20.7%	47.0%	24.2%
Wales Total	14.2%	7.0%	12.4%	8.7%	17.3%	9.7%
North	31.3%	13.3%	37.9%	17.9%	39.6%	20.1%
Mid	20.2%	17.9%	23.0%	20.3%	25.3%	22.5%
South West	26.8%	15.7%	33.8%	17.7%	55.8%	18.9%
South East	28.6%	15.8%	31.3%	18.0%	35.2%	23.5%