

Great Britain Tourism Survey Quarterly Regional Summary Q3 2012



GB Domestic Tourism: July-Sep 2012 Volume & Value

ALL TOURISM

Trips taken in: July – Sep 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	40.4	38.851	-3.83%	144.821	146.394	+1.09%	£8,171	£8,160	-0.13%
England Total	32.924	31.878	-3.18%	111.512	114.839	+2.98%	£6,387	£6,580	+3.02%
East	3.383	3.181	-5.97%	12.16	13.641	+12.18%	£575	£652	+13.39%
East Midlands	2.703	2.492	-7.81%	8.478	7.732	-8.80%	£482	£403	-16.39%
London	2.778	3.091	+11.27%	7.156	7.911	+10.55%	£661	£704	+6.51%
North East	1.442	1.427	-1.04%	4.544	4.789	+5.39%	£250	£279	+11.60%
North West	4.612	4.196	-9.02%	13.63	12.671	-7.04%	£863	£833	-3.48%
South East	5.357	5.194	-3.04%	16.142	16.079	-0.39%	£938	£912	-2.77%
South West	7.259	7.186	-1.01%	32.555	33.932	+4.23%	£1,642	£1,829	+11.39%
West Midlands	2.478	2.381	-3.91%	6.009	6.972	+16.03%	£352	£350	-0.57%
Yorks & Humb	3.434	3.312	-3.55%	9.981	10.412	+4.32%	£592	£587	-0.84%

Trips taken in: July – Sep 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	3.58	3.77	+5.12%	£56	£56	-1.21%	£202	£210	+3.85%
England Total	3.39	3.60	+6.36%	£57	£57	+0.04%	£194	£206	+6.40%
East	3.59	4.29	+19.30%	£47	£48	+1.08%	£170	£205	+20.59%
East Midlands	3.14	3.10	-1.08%	£57	£52	-8.32%	£178	£162	-9.31%
London	2.58	2.56	-0.64%	£92	£89	-3.66%	£238	£228	-4.28%
North East	3.15	3.36	+6.50%	£55	£58	+5.89%	£173	£196	+12.77%
North West	2.96	3.02	+2.18%	£63	£66	+3.83%	£187	£199	+6.09%
South East	3.01	3.10	+2.74%	£58	£57	-2.39%	£175	£176	+0.28%
South West	4.48	4.72	+5.29%	£50	£54	+6.87%	£226	£255	+12.52%
West Midlands	2.42	2.93	+20.75%	£59	£50	-14.30%	£142	£147	+3.48%
Yorks & Humb	2.91	3.14	+8.16%	£59	£56	-4.95%	£172	£177	+2.81%

*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 Jul – 28 Oct 2012
TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: YTD Sep 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Sep 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
Destination:	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB Total	96.562	93.512	-3.16%	306.869	297.769	-2.97%	£17,815	£18,137	+1.81%
England Total	79.293	77.282	-2.54%	242.016	236.718	-2.19%	£14,078	£14,683	+4.30%
East	7.977	7.129	-10.63%	25.101	24.544	-2.22%	£1,186	£1,290	+8.77%
East Midlands	7.027	6.303	-10.30%	20.472	18.002	-12.07%	£1,056	£1,013	-4.07%
London	8.004	8.532	+6.60%	19.419	19.633	+1.10%	£1,790	£1,892	+5.70%
North East	3.299	3.358	+1.79%	9.799	9.566	-2.38%	£524	£613	+16.98%
North West	10.473	10.565	+0.88%	28.517	28.896	+1.33%	£1,875	£2,013	+7.36%
South East	12.66	12.972	+2.46%	35.353	35.775	+1.19%	£2,013	£2,167	+7.65%
South West	16.441	15.482	-5.83%	64.486	60.984	-5.43%	£3,422	£3,408	-0.41%
West Midlands	5.986	6.017	+0.52%	14.102	15.256	+8.18%	£846	£862	+1.89%
Yorks & Humb	8.452	8.387	-0.77%	23.04	22.652	-1.68%	£1,290	£1,347	+4.42%

Trips taken in: Jan-Sep 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	3.18	3.18	+0.20%	£58	£61	+4.92%	£184	£194	+5.13%
England Total	3.05	3.06	+0.36%	£58	£62	+6.63%	£178	£190	+7.01%
East	3.15	3.44	+9.41%	£47	£53	+11.24%	£149	£181	+21.71%
East Midlands	2.91	2.86	-1.96%	£52	£56	+9.09%	£150	£161	+6.95%
London	2.43	2.30	-5.15%	£92	£96	+4.55%	£224	£222	-0.84%
North East	2.97	2.85	-4.09%	£53	£64	+19.83%	£159	£183	+14.93%
North West	2.72	2.74	+0.45%	£66	£70	+5.95%	£179	£191	+6.43%
South East	2.79	2.76	-1.24%	£57	£61	+6.38%	£159	£167	+5.06%
South West	3.92	3.94	+0.43%	£53	£56	+5.31%	£208	£220	+5.76%
West Midlands	2.36	2.54	+7.63%	£60	£57	-5.82%	£141	£143	+1.37%
Yorks & Humb	2.73	2.70	-0.92%	£56	£59	+6.21%	£153	£161	+5.23%

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 *All expenditure figures are in HISTORIC PRICES.



Fieldwork: 11 Jan – 28 Oct 2012
 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: 12-month comparison: Year ending Sep 2012 Volume & Value ALL TOURISM Oct 2011 – Sep 2012

Trips taken in: Oct 2011 – Sep 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	121.893	123.591	+1.39%	378.333	378.769	+0.12%	£22,020	£22,988	+4.40%
England Total	100.46	102.274	+1.81%	299.25	302.046	+0.93%	£17,479	£18,519	+5.95%
East	9.96	9.472	-4.90%	30.856	31.154	+0.97%	£1,444	£1,579	+9.35%
East Midlands	8.531	8.274	-3.01%	24.006	22.305	-7.09%	£1,240	£1,274	+2.74%
London	10.915	11.621	+6.47%	25.403	27.274	+7.37%	£2,473	£2,500	+1.09%
North East	4.256	4.363	+2.51%	12.56	12.494	-0.53%	£680	£806	+18.53%
North West	13.462	14.079	+4.58%	36.505	37.446	+2.58%	£2,391	£2,687	+12.38%
South East	16.102	17.249	+7.12%	44.829	47.818	+6.67%	£2,446	£2,725	+11.41%
South West	20.009	19.257	-3.76%	75.415	71.512	-5.18%	£4,005	£4,009	+0.10%
West Midlands	7.888	8.24	+4.46%	19.758	20.598	+4.25%	£1,087	£1,127	+3.68%
Yorks & Humb	10.57	11.544	+9.21%	27.988	29.809	+6.51%	£1,624	£1,720	+5.91%

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Fieldwork: 12 Oct 2011 – 28 Oct 2012
TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: 12-month comparison: Year ending Sep 2012 Volume & Value ALL TOURISM Oct 2011 – Sep 2012

Trips taken in: Oct 2011 – Sep 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	3.10	3.06	-1.26%	£58	£61	+4.28%	£181	£186	+2.96%
England Total	2.98	2.95	-0.86%	£58	£61	+4.97%	£174	£181	+4.07%
East	3.10	3.29	+6.17%	£47	£51	+8.30%	£145	£167	+14.98%
East Midlands	2.81	2.70	-4.20%	£52	£57	+10.58%	£145	£154	+5.93%
London	2.33	2.35	+0.84%	£97	£92	-5.84%	£227	£215	-5.05%
North East	2.95	2.86	-2.97%	£54	£65	+19.16%	£160	£185	+15.62%
North West	2.71	2.66	-1.92%	£65	£72	+9.56%	£178	£191	+7.45%
South East	2.78	2.77	-0.43%	£55	£57	+4.44%	£152	£158	+4.00%
South West	3.77	3.71	-1.47%	£53	£56	+5.56%	£200	£208	+4.01%
West Midlands	2.50	2.50	-0.20%	£55	£55	-0.55%	£138	£137	-0.75%
Yorks & Humb	2.65	2.58	-2.48%	£58	£58	-0.56%	£154	£149	-3.02%

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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	4.4%	2.5%	5.0%	2.9%	5.6%	3.3%
England Total	4.7%	2.7%	5.5%	3.2%	6.1%	3.6%
East	12.4%	7.2%	18.2%	9.5%	16.7%	9.6%
East Midlands	13.4%	7.8%	15.8%	10.3%	20.0%	11.4%
London	13.8%	7.2%	23.3%	10.7%	23.9%	10.7%
North East	17.8%	10.5%	20.3%	12.2%	25.8%	16.4%
North West	10.0%	6.0%	12.5%	7.2%	12.9%	8.1%
South East	9.4%	6.0%	11.4%	8.1%	12.7%	7.9%
South West	8.6%	5.4%	9.9%	6.0%	10.4%	7.5%
West Midlands	13.8%	7.6%	16.2%	10.9%	19.3%	10.2%
Yorks & Humb	12.4%	7.2%	14.4%	9.6%	17.1%	9.7%