

Great Britain Tourism Survey Quarterly Regional Summary Q4 2012



GB Domestic Tourism: Oct-Dec 2012 Volume & Value

ALL TOURISM

Trips taken in: Oct – Dec 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	30.073	32.507	+8.09%	80.460	90.471	+12.44%	£4,851	£5,839	+20.37%
England Total	24.987	27.176	+8.76%	64.789	73.474	+13.41%	£3,836	£4,814	+25.50%
East	2.338	2.754	+17.79%	6.072	7.079	+16.58%	£290	£384	+32.41%
East Midlands	1.971	2.198	+11.52%	4.303	5.695	+32.35%	£261	£326	+24.90%
London	3.089	3.620	+17.19%	7.641	8.054	+5.41%	£609	£892	+46.47%
North East	1.005	0.955	-4.98%	2.927	2.417	-17.42%	£193	£164	-15.03%
North West	3.514	3.629	+3.27%	8.550	9.139	+6.89%	£674	£651	-3.41%
South East	4.277	4.953	+15.81%	12.043	13.018	+8.10%	£558	£762	+36.56%
South West	3.775	4.255	+12.72%	10.528	14.447	+37.22%	£602	£774	+28.57%
West Midlands	2.223	2.481	+11.61%	5.342	5.464	+2.28%	£264	£371	+40.53%
Yorks & Humb	3.157	2.861	-9.38%	7.157	7.691	+7.46%	£372	£460	+23.66%

*Both 2011 & 2012 results are based on full-year data so will not change.
*All expenditure figures are in HISTORIC PRICES.



Fieldwork: 10 Oct 2012 – 27 Jan 2013
TNS Face-to-Face Omnibus Survey
©TNS 2013



GB Domestic Tourism: Oct-Dec 2012 Volume & Value

ALL TOURISM

Trips taken in: Oct – Dec 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	2.68	2.78	+4.02%	£60	£65	+7.05%	£161	£180	+11.35%
England Total	2.59	2.70	+4.27%	£59	£66	+10.66%	£154	£177	+15.39%
East	2.60	2.57	-1.03%	£48	£54	+13.58%	£124	£139	+12.41%
East Midlands	2.18	2.59	+18.68%	£61	£57	-5.63%	£132	£148	+12.00%
London	2.47	2.22	-10.06%	£80	£111	+38.96%	£197	£246	+24.98%
North East	2.91	2.53	-13.10%	£66	£68	+2.90%	£192	£172	-10.58%
North West	2.43	2.52	+3.50%	£79	£71	-9.64%	£192	£179	-6.47%
South East	2.82	2.63	-6.66%	£46	£59	+26.33%	£130	£154	+17.92%
South West	2.79	3.40	+21.74%	£57	£54	-6.31%	£159	£182	+14.07%
West Midlands	2.40	2.20	-8.35%	£49	£68	+37.39%	£119	£150	+25.92%
Yorks & Humb	2.27	2.69	+18.58%	£52	£60	+15.07%	£118	£161	+36.45%

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GB Domestic Tourism: YTD Dec 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 2012	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
Destination:									
GB Total	126.635	126.019	-0.49%	387.329	388.240	+0.24%	£22,666	£23,976	+5.78%
England Total	104.280	104.458	+0.17%	306.806	310.193	+1.10%	£17,914	£19,497	+8.84%
East	10.315	9.882	-4.20%	31.173	31.623	+1.44%	£1,475	£1,674	+13.49%
East Midlands	8.998	8.501	-5.52%	24.776	23.696	-4.36%	£1,317	£1,339	+1.67%
London	11.093	12.152	+9.55%	27.060	27.687	+2.32%	£2,398	£2,784	+16.10%
North East	4.304	4.313	+0.21%	12.727	11.983	-5.85%	£717	£777	+8.37%
North West	13.987	14.194	+1.48%	37.067	38.035	+2.61%	£2,549	£2,664	+4.51%
South East	16.937	17.925	+5.83%	47.396	48.793	+2.95%	£2,571	£2,929	+13.92%
South West	20.216	19.737	-2.37%	75.014	75.430	+0.55%	£4,023	£4,181	+3.93%
West Midlands	8.209	8.498	+3.52%	19.444	20.720	+6.56%	£1,111	£1,234	+11.07%
Yorks & Humb	11.609	11.249	-3.10%	30.197	30.342	+0.48%	£1,663	£1,807	+8.66%

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GB Domestic Tourism: YTD Dec 2012 Volume & Value

ALL TOURISM

Trips taken in: Jan-Dec 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	3.06	3.08	+0.73%	£59	£62	+5.53%	£179	£190	+6.30%
England Total	2.94	2.97	+0.93%	£58	£63	+7.65%	£172	£187	+8.65%
East	3.02	3.20	+5.89%	£47	£53	+11.88%	£143	£169	+18.46%
East Midlands	2.75	2.79	+1.23%	£53	£57	+6.30%	£146	£158	+7.61%
London	2.44	2.28	-6.60%	£89	£101	+13.47%	£216	£229	+5.98%
North East	2.96	2.78	-6.04%	£56	£65	+15.10%	£167	£180	+8.14%
North West	2.65	2.68	+1.12%	£69	£70	+1.85%	£182	£188	+2.99%
South East	2.80	2.72	-2.73%	£54	£60	+10.66%	£152	£163	+7.65%
South West	3.71	3.82	+2.99%	£54	£55	+3.35%	£199	£212	+6.45%
West Midlands	2.37	2.44	+2.94%	£57	£60	+4.23%	£135	£145	+7.29%
Yorks & Humb	2.60	2.70	+3.70%	£55	£60	+8.14%	£143	£161	+12.14%

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GB Domestic Tourism: 12-month comparison: Year ending Dec 2012 Volume & Value ALL TOURISM Jan 2012 – Dec 2012

Trips taken in: Jan 2012 -Dec 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	126.635	126.019	-0.49%	387.329	388.240	+0.24%	£22,666	£23,976	+5.78%
England Total	104.280	104.458	+0.17%	306.806	310.193	+1.10%	£17,914	£19,497	+8.84%
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GB Domestic Tourism: 12-month comparison: Year ending Dec 2012 Volume & Value ALL TOURISM Jan 2012 – Dec 2012

Trips taken in: Jan 2012-Dec 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	3.06	3.08	+0.73%	£59	£62	+5.53%	£179	£190	+6.30%
England Total	2.94	2.97	+0.93%	£58	£63	+7.65%	£172	£187	+8.65%
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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	5.7%	2.5%	6.8%	2.9%	7.6%	3.3%
England Total	6.1%	2.7%	7.4%	3.2%	8.5%	3.6%
East	16.2%	7.2%	19.5%	9.5%	21.3%	9.6%
East Midlands	17.6%	7.8%	20.4%	10.3%	22.1%	11.4%
London	14.9%	7.2%	20.6%	10.7%	21.5%	10.7%
North East	24.5%	10.5%	27.0%	12.2%	43.1%	16.4%
North West	13.2%	6.0%	15.1%	7.2%	19.6%	8.1%
South East	13.5%	6.0%	22.1%	8.1%	16.7%	7.9%
South West	14.4%	5.4%	14.5%	6.0%	17.5%	7.5%
West Midlands	16.3%	7.6%	19.4%	10.9%	20.0%	10.2%
Yorks & Humb	16.0%	7.2%	18.2%	9.6%	20.2%	9.7%