

# Great Britain Tourism Survey Quarterly Regional Summary Q4 2013



# GB Domestic Tourism: Oct-Dec 2013 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2013	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>32.507</b>	<b>29.389</b>	<b>-9.59%</b>	<b>90.471</b>	<b>80.655</b>	<b>-10.85%</b>	<b>£5,839</b>	<b>£4,965</b>	<b>-14.97%</b>
<b>England Total</b>	<b>27.176</b>	<b>25.027</b>	<b>-7.91%</b>	<b>73.474</b>	<b>66.971</b>	<b>-8.85%</b>	<b>£4,814</b>	<b>£4,052</b>	<b>-15.83%</b>
East	2.754	2.237	-18.77%	7.079	6.098	-13.86%	£384	£308	-19.79%
East Midlands	2.198	1.888	-14.10%	5.695	5.075	-10.89%	£326	£231	-29.14%
London	3.620	3.286	-9.23%	8.054	7.401	-8.11%	£892	£749	-16.03%
North East	0.955	0.795	-16.75%	2.417	2.007	-16.96%	£164	£118	-28.05%
North West	3.629	3.589	-1.10%	9.139	8.738	-4.39%	£651	£588	-9.68%
South East	4.953	4.523	-8.68%	13.018	11.654	-10.48%	£762	£545	-28.48%
South West	4.255	4.302	+1.10%	14.447	13.983	-3.21%	£774	£797	+2.97%
West Midlands	2.481	2.442	-1.57%	5.464	5.393	-1.30%	£371	£334	-9.97%
Yorks & Humb	2.861	2.371	-17.13%	7.691	6.035	-21.53%	£460	£354	-23.04%

\*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: 9 Oct 2013 – 26 Jan 2014  
 TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Oct-Dec 2013 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2013	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB Total</b>	<b>2.78</b>	<b>2.74</b>	<b>-1.39%</b>	<b>£65</b>	<b>£62</b>	<b>-4.62%</b>	<b>£180</b>	<b>£169</b>	<b>-5.95%</b>
<b>England Total</b>	<b>2.70</b>	<b>2.68</b>	<b>-1.02%</b>	<b>£66</b>	<b>£61</b>	<b>-7.66%</b>	<b>£177</b>	<b>£162</b>	<b>-8.60%</b>
East	2.57	2.73	+6.05%	£54	£51	-6.89%	£139	£138	-1.25%
East Midlands	2.59	2.69	+3.75%	£57	£46	-20.48%	£148	£122	-17.51%
London	2.22	2.25	+1.23%	£111	£101	-8.62%	£246	£228	-7.50%
North East	2.53	2.52	-0.25%	£68	£59	-13.35%	£172	£148	-13.57%
North West	2.52	2.43	-3.32%	£71	£67	-5.53%	£179	£164	-8.67%
South East	2.63	2.58	-1.97%	£59	£47	-20.11%	£154	£120	-21.68%
South West	3.40	3.25	-4.27%	£54	£57	+6.39%	£182	£185	+1.85%
West Midlands	2.20	2.21	+0.28%	£68	£62	-8.79%	£150	£137	-8.54%
Yorks & Humb	2.69	2.55	-5.32%	£60	£59	-1.93%	£161	£149	-7.14%

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# GB Domestic Tourism: YTD: Dec 2013 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2013	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>126.019</b>	<b>122.905</b>	<b>-2.47%</b>	<b>388.240</b>	<b>373.607</b>	<b>-3.77%</b>	<b>£23,976</b>	<b>£23,294</b>	<b>-2.84%</b>
<b>England Total</b>	<b>104.458</b>	<b>101.756</b>	<b>-2.59%</b>	<b>310.193</b>	<b>297.199</b>	<b>-4.19%</b>	<b>£19,497</b>	<b>£18,710</b>	<b>-4.04%</b>
East	9.882	8.959	-9.34%	31.623	27.292	-13.70%	£1,674	£1,415	-15.47%
East Midlands	8.501	7.897	-7.11%	23.696	20.910	-11.76%	£1,339	£1,103	-17.63%
London	12.152	12.310	+1.30%	27.687	27.437	-0.90%	£2,784	£2,793	+0.32%
North East	4.313	3.901	-9.55%	11.983	10.960	-8.54%	£777	£749	-3.60%
North West	14.194	13.984	-1.48%	38.035	35.823	-5.82%	£2,664	£2,458	-7.73%
South East	17.925	17.934	+0.05%	48.793	49.773	+2.01%	£2,929	£2,648	-9.59%
South West	19.737	19.399	-1.71%	75.430	74.283	-1.52%	£4,181	£4,291	+2.63%
West Midlands	8.498	9.023	+6.18%	20.720	20.711	-0.04%	£1,234	£1,318	+6.81%
Yorks & Humb	11.249	10.011	-11.01%	30.342	27.828	-8.29%	£1,807	£1,792	-0.83%

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# GB Domestic Tourism: YTD: Dec 2013 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2013	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.08</b>	<b>3.04</b>	<b>-1.33%</b>	<b>£62</b>	<b>£62</b>	<b>+0.96%</b>	<b>£190</b>	<b>£190</b>	<b>-0.38%</b>
<b>England Total</b>	<b>2.97</b>	<b>2.92</b>	<b>-1.64%</b>	<b>£63</b>	<b>£63</b>	<b>+0.16%</b>	<b>£187</b>	<b>£184</b>	<b>-1.49%</b>
East	3.20	3.05	-4.80%	£53	£52	-2.06%	£169	£158	-6.76%
East Midlands	2.79	2.65	-5.01%	£57	£53	-6.65%	£158	£140	-11.32%
London	2.28	2.23	-2.17%	£101	£102	+1.24%	£229	£227	-0.96%
North East	2.78	2.81	+1.12%	£65	£68	+5.39%	£180	£192	+6.58%
North West	2.68	2.56	-4.40%	£70	£69	-2.04%	£188	£176	-6.35%
South East	2.72	2.78	+1.96%	£60	£53	-11.37%	£163	£148	-9.64%
South West	3.82	3.83	+0.20%	£55	£58	+4.22%	£212	£221	+4.42%
West Midlands	2.44	2.30	-5.86%	£60	£64	+6.85%	£145	£146	+0.59%
Yorks & Humb	2.70	2.78	+3.06%	£60	£64	+8.13%	£161	£179	+11.43%

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# GB Domestic Tourism: 12-month comparison: Year ending Dec 2013 Volume & Value ALL TOURISM Jan 2013 – Dec 2013

Trips taken in: Jan-Dec 2013	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>126.019</b>	<b>122.905</b>	<b>-2.47%</b>	<b>388.240</b>	<b>373.607</b>	<b>-3.77%</b>	<b>£23,976</b>	<b>£23,294</b>	<b>-2.84%</b>
<b>England Total</b>	<b>104.458</b>	<b>101.756</b>	<b>-2.59%</b>	<b>310.193</b>	<b>297.199</b>	<b>-4.19%</b>	<b>£19,497</b>	<b>£18,710</b>	<b>-4.04%</b>
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<b>Destination:</b>									
<b>GB Total</b>	<b>3.08</b>	<b>3.04</b>	<b>-1.33%</b>	<b>£62</b>	<b>£62</b>	<b>+0.96%</b>	<b>£190</b>	<b>£190</b>	<b>-0.38%</b>
<b>England Total</b>	<b>2.97</b>	<b>2.92</b>	<b>-1.64%</b>	<b>£63</b>	<b>£63</b>	<b>+0.16%</b>	<b>£187</b>	<b>£184</b>	<b>-1.49%</b>
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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
<b>GB Total</b>	<b>6.1%</b>	<b>2.6%</b>	<b>8.0%</b>	<b>3.2%</b>	<b>7.6%</b>	<b>3.3%</b>
<b>England Total</b>	<b>6.5%</b>	<b>2.8%</b>	<b>7.1%</b>	<b>3.3%</b>	<b>8.1%</b>	<b>3.6%</b>
East	17.2%	7.5%	19.2%	10.2%	21.8%	12.1%
East Midlands	20.4%	8.5%	27.0%	10.9%	28.1%	12.0%
London	17.3%	7.8%	20.0%	9.4%	30.0%	12.0%
North East	24.0%	10.8%	28.4%	13.0%	30.7%	15.5%
North West	13.7%	6.1%	15.4%	7.2%	18.5%	8.3%
South East	14.0%	6.0%	16.1%	7.5%	19.3%	8.2%
South West	12.5%	5.3%	14.3%	6.5%	17.5%	7.2%
West Midlands	17.4%	8.3%	20.0%	10.2%	25.9%	12.0%
Yorks & Humb	16.5%	7.0%	17.7%	8.6%	20.4%	9.4%