

# Great Britain Tourism Survey Quarterly Regional Summary Q4 2014



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# GB Domestic Tourism: Oct - Dec 2014 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>29.389</b>	<b>27.587</b>	<b>-6.13%</b>	<b>80.655</b>	<b>79.039</b>	<b>-2.00%</b>	<b>£4,965</b>	<b>£5,046</b>	<b>1.63%</b>
<b>England Total</b>	<b>25.027</b>	<b>22.292</b>	<b>-10.93%</b>	<b>66.971</b>	<b>63.678</b>	<b>-4.92%</b>	<b>£4,052</b>	<b>£4,106</b>	<b>+1.33%</b>
East	2.237	2.137	-4.47%	6.098	6.178	1.31%	£308	£289	-6.17%
East Midlands	1.888	1.764	-6.57%	5.075	5.073	-0.04%	£231	£252	+9.09%
London	3.286	2.812	-14.42%	7.401	6.042	-18.36%	£749	£734	-2.00%
North East	0.795	0.977	+22.89%	2.007	2.816	+40.31%	£118	£132	+11.86%
North West	3.589	3.014	-16.02%	8.738	9.436	+7.99%	£588	£594	+1.02%
South East	4.523	4.345	-3.94%	11.654	11.343	-2.67%	£545	£604	+10.83%
South West	4.302	3.684	-14.37%	13.983	11.417	-18.35%	£797	£726	-8.91%
West Midlands	2.442	2.192	-10.24%	5.393	5.627	+4.34%	£334	£345	+3.29%
Yorks & Humb	2.371	1.849	-22.02%	6.035	5.199	-13.85%	£354	£376	+6.21%

\*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: 8th October 2014 - 26th January 2015  
TNS Face-to-Face Omnibus Survey



# GB Domestic Tourism: Oct - Dec 2014 Volume & Value

## ALL TOURISM

Trips taken in: Oct-Dec 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>2.74</b>	<b>2.87</b>	<b>+4.40%</b>	<b>£62</b>	<b>£64</b>	<b>+3.71%</b>	<b>£169</b>	<b>£183</b>	<b>+8.27%</b>
<b>England Total</b>	<b>2.68</b>	<b>2.86</b>	<b>+6.75%</b>	<b>£61</b>	<b>£64</b>	<b>+6.57%</b>	<b>£162</b>	<b>£184</b>	<b>+13.77%</b>
East	2.73	2.89	+6.05%	£51	£47	-7.38%	£138	£135	-1.78%
East Midlands	2.69	2.88	+6.99%	£46	£50	+9.13%	£122	£143	+16.76%
London	2.25	2.15	-4.60%	£101	£121	+20.04%	£228	£261	+14.52%
North East	2.52	2.88	+14.17%	£59	£47	-20.27%	£148	£135	-8.97%
North West	2.43	3.13	+28.59%	£67	£63	-6.45%	£164	£197	+20.29%
South East	2.58	2.61	+1.32%	£47	£53	+13.86%	£120	£139	+15.37%
South West	3.25	3.10	-4.65%	£57	£64	+11.56%	£185	£197	+6.37%
West Midlands	2.21	2.57	+16.24%	£62	£61	-1.00%	£137	£157	+15.07%
Yorks & Humb	2.55	2.81	+10.47%	£59	£72	+23.29%	£149	£203	+36.20%

\*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.



# GB Domestic Tourism: YTD: Dec 2014 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>GB Total</b>	<b>122.905</b>	<b>114.242</b>	<b>-7.05%</b>	<b>373.607</b>	<b>349.546</b>	<b>-6.44%</b>	<b>£23,294</b>	<b>£22,692</b>	<b>-2.58%</b>
<b>England Total</b>	<b>101.742</b>	<b>92.613</b>	<b>-8.97%</b>	<b>297.123</b>	<b>272.859</b>	<b>-8.17%</b>	<b>£18,708</b>	<b>£18,085</b>	<b>-3.33%</b>
East	8.871	8.975	+1.17%	27.109	29.775	+9.83%	£1,408	£1,604	+13.92%
East Midlands	7.971	7.141	-10.41%	21.019	19.936	-5.15%	£1,109	£1,107	-0.18%
London	12.305	11.376	-7.55%	27.431	24.358	-11.20%	£2,793	£2,889	+3.44%
North East	3.872	3.694	-4.60%	10.904	10.703	-1.84%	£748	£616	-17.65%
North West	13.883	12.735	-8.27%	35.492	36.041	+1.55%	£2,438	£2,465	+1.11%
South East	18.004	16.186	-10.10%	49.954	43.698	-12.52%	£2,651	£2,448	-7.66%
South West	19.362	17.309	-10.60%	74.182	62.669	-15.52%	£4,284	£3,933	-8.19%
West Midlands	9.000	7.251	-19.43%	20.672	17.336	-16.14%	£1,322	£1,153	-12.78%
Yorks & Humb	10.145	9.445	-6.90%	28.176	26.435	-6.18%	£1,814	£1,728	-4.74%

\*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.



# GB Domestic Tourism: YTD: Dec 2014 Volume & Value

## ALL TOURISM

Trips taken in: Jan-Dec 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>Destination:</b>	<b>2013</b>	<b>2014</b>	<b>%ch</b>	<b>2013</b>	<b>2014</b>	<b>%ch</b>	<b>2013</b>	<b>2014</b>	<b>%ch</b>
<b>GB Total</b>	<b>3.04</b>	<b>3.06</b>	<b>+0.65%</b>	<b>£62</b>	<b>£65</b>	<b>+4.12%</b>	<b>£190</b>	<b>£199</b>	<b>+4.80%</b>
<b>England Total</b>	<b>2.92</b>	<b>2.95</b>	<b>+0.89%</b>	<b>£63</b>	<b>£66</b>	<b>+5.27%</b>	<b>£184</b>	<b>£195</b>	<b>+6.20%</b>
East	3.06	3.32	+8.56%	£52	£54	+3.72%	£159	£179	+12.60%
East Midlands	2.64	2.79	+5.87%	£53	£56	+5.24%	£139	£155	+11.42%
London	2.23	2.14	-3.95%	£102	£119	16.49%	£227	£254	+11.88%
North East	2.82	2.90	+2.89%	£69	£58	-16.10%	£193	£167	-13.68%
North West	2.56	2.83	+10.70%	£69	£68	-0.43%	£176	£194	+10.22%
South East	2.77	2.70	-2.70%	£53	£56	+5.56%	£147	£151	+2.71%
South West	3.83	3.62	-5.50%	£58	£63	+8.67%	£221	£227	+2.70%
West Midlands	2.30	2.39	+4.09%	£64	£67	+4.00%	£147	£159	+8.25%
Yorks & Humb	2.78	2.80	+0.77%	£64	£65	+1.53%	£179	£183	+2.32%

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# GB Domestic Tourism: 12-month comparison: Year ending Dec 2014 Volume & Value ALL TOURISM Jan 2014 – Dec 2014

Trips taken in: Jan-Dec 2014	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)*		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>122.905</b>	<b>114.242</b>	<b>-7.05%</b>	<b>373.607</b>	<b>349.546</b>	<b>-6.44%</b>	<b>£23,294</b>	<b>£22,692</b>	<b>-2.58%</b>
<b>England Total</b>	<b>101.742</b>	<b>92.613</b>	<b>-8.97%</b>	<b>297.123</b>	<b>272.859</b>	<b>-8.17%</b>	<b>£18,708</b>	<b>£18,085</b>	<b>-3.33%</b>
East	8.871	8.975	+1.17%	27.109	29.775	+9.83%	£1,408	£1,604	+13.92%
East Midlands	7.971	7.141	-10.41%	21.019	19.936	-5.15%	£1,109	£1,107	-0.18%
London	12.305	11.376	-7.55%	27.431	24.358	-11.20%	£2,793	£2,889	+3.44%
North East	3.872	3.694	-4.60%	10.904	10.703	-1.84%	£748	£616	-17.65%
North West	13.883	12.735	-8.27%	35.492	36.041	+1.55%	£2,438	£2,465	+1.11%
South East	18.004	16.186	-10.10%	49.954	43.698	-12.52%	£2,651	£2,448	-7.66%
South West	19.362	17.309	-10.60%	74.182	62.669	-15.52%	£4,284	£3,933	-8.19%
West Midlands	9.000	7.251	-19.43%	20.672	17.336	-16.14%	£1,322	£1,153	-12.78%
Yorks & Humb	10.145	9.445	-6.90%	28.176	26.435	-6.18%	£1,814	£1,728	-4.74%

\*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 September 2013 – 26<sup>th</sup> October 2014  
TNS Face-to-Face Omnibus Survey



# GB Domestic Tourism: 12-month comparison: Year ending Dec 2014 Volume & Value ALL TOURISM Jan 2014 – Dec 2014

Trips taken in: Jan-Dec 2014	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
<b>GB Total</b>	<b>3.04</b>	<b>3.06</b>	<b>+0.65%</b>	<b>£62</b>	<b>£65</b>	<b>+4.12%</b>	<b>£190</b>	<b>£199</b>	<b>+4.80%</b>
<b>England Total</b>	<b>2.92</b>	<b>2.95</b>	<b>+0.89%</b>	<b>£63</b>	<b>£66</b>	<b>+5.27%</b>	<b>£184</b>	<b>£195</b>	<b>+6.20%</b>
East	3.06	3.32	+8.56%	£52	£54	+3.72%	£159	£179	+12.60%
East Midlands	2.64	2.79	+5.87%	£53	£56	+5.24%	£139	£155	+11.42%
London	2.23	2.14	-3.95%	£102	£119	16.49%	£227	£254	+11.88%
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North West	2.56	2.83	+10.70%	£69	£68	-0.43%	£176	£194	+10.22%
South East	2.77	2.70	-2.70%	£53	£56	+5.56%	£147	£151	+2.71%
South West	3.83	3.62	-5.50%	£58	£63	+8.67%	£221	£227	+2.70%
West Midlands	2.30	2.39	+4.09%	£64	£67	+4.00%	£147	£159	+8.25%
Yorks & Humb	2.78	2.80	+0.77%	£64	£65	+1.53%	£179	£183	+2.32%

\*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 September 2013 – 26th October 2014  
TNS Face-to-Face Omnibus Survey



# 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>4.5%</b>	<b>2.5%</b>	<b>4.9%</b>	<b>3.0%</b>	<b>6.0%</b>	<b>3.6%</b>
<b>England Total</b>	<b>4.8%</b>	<b>2.8%</b>	<b>5.4%</b>	<b>3.2%</b>	<b>6.7%</b>	<b>4.0%</b>
East	13.2%	7.7%	15.5%	9.4%	20.8%	11.6%
East Midlands	13.9%	8.3%	15.8%	9.4%	17.7%	10.6%
London	14.7%	7.2%	17.3%	9.1%	22.5%	11.0%
North East	19.1%	11.0%	26.5%	14.3%	27.7%	20.6%
North West	10.5%	6.2%	13.3%	7.4%	13.9%	8.0%
South East	9.5%	5.7%	13.5%	7.5%	16.5%	9.1%
South West	8.8%	5.4%	9.7%	6.3%	11.2%	9.2%
West Midlands	14.2%	8.1%	17.1%	10.0%	18.9%	11.6%
Yorks & Humb	11.7%	6.9%	16.4%	10.1%	15.5%	12.0%

## Great Britain Tourism Survey

Figures are based on annual / quarter 4 base sizes for 2013

