

Great Britain Tourism Survey

August 2013 Update



Summary – August 2013 Update

ALL TOURISM

- There has been an increase overall in GB overnight tourism trips taken in August compared to the same month in 2012 (+3%). While the number of trips in England and Wales increased (+1% and +38% respectively), Scotland saw a drop of -7% in the volume of trips taken. England and Wales had the driest and sunniest August since 2007 and the good weather is likely to have contributed to the increases in GB trips compared to 2012.
- The number of nights spent on GB trips saw declines in England and Scotland (-4% and -7% respectively). Wales saw an increase in the number of nights (+12%). The value of trips taken in August 2013 was also higher than those of the previous August with a +2% increase seen. During the period from January to August domestic overnight trips there were 82.7 million trips, a decline compared to the same period for 2011 and 2012.

HOLIDAYS

- There were more domestic GB holiday trips in August 2013 compared to 2012, with an increase of +1%. The performance of the individual nations reflects the overall trend as the number of holiday trips taken in Scotland and Wales increased (+7% and +21% respectively), meanwhile England saw its number of trips drop by -1%.
- August holiday trips were shorter with a -3% decline in nights spent on GB trips. The value of these trips increased +1% to a total value of £2.5bn.
- During the period from January to August 2013 there were 40.9m holiday trips taken in GB.

VISITING FRIENDS & RELATIVES

- The volume of GB trips taken for the purpose of visiting friends and relatives during August has grown by +5% compared to 2012. Increases were seen across England and Wales (+5% and +62% respectively), while the volume of trips taken in Scotland fell by -25%.
- The value of these trips had decreased compared to August 2012, -5% at £526m. August VFR trips were longer, with a +1% increase in the number of nights spent compared to August 2012. This was driven by an increase in the number of bednights spent on trips to Wales +50% compared to August 2012.

BUSINESS TOURISM

- August saw an increase in the number of GB overnight business trips taken compared to 2012 (+16%). This overall rise in business trip volumes was driven by an increase for England (+8%).
- Overall, business trips taken in August 2013 were shorter with -8% fewer nights spent on them, though the value of these trips increased by +19%.
- There were 11.7m business trips taken during the period from January to August 2013, representing a decline of -5% compared to the same period for 2012 when 12.3m business trips were taken.

GB Domestic Tourism: Monthly Volume & Value 2013

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	6.294	5.702	-9.4%	6.711	7.418	+10.5%	8.793	8.408	-4.4%	11.154	9.357	-16.1%	10.226	11.178	+9.3%	11.482	11.041	-3.8%
England	5.398	4.776	-11.5%	5.698	6.287	+10.3%	7.501	6.983	-6.9%	9.040	7.800	-13.7%	8.235	9.129	+10.9%	9.532	9.090	-4.6%
BEDNIGHTS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	14.669	12.577	-14.3%	14.878	19.125	+28.5%	24.334	24.576	+1.0%	32.878	25.153	-23.5%	28.758	31.933	+11.0%	35.859	33.778	-5.8%
England	12.287	10.491	-14.6%	12.448	15.465	+24.2%	20.275	19.081	-5.9%	25.786	20.185	-21.7%	22.572	25.396	+12.5%	28.511	26.910	-5.6%
EXPENDITURE	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£1,017	£940	-7.6%	£1,117	£1,390	+24.4%	£1,524	£1,455	-4.5%	£2,092	£1,796	-14.1%	£1,898	£2,008	+5.8%	£2,330	£2,280	-2.1%
England	£877	£766	-12.7%	£918	£1,157	+26.0%	£1,264	£1,198	-5.2%	£1,668	£1,464	-12.2%	£1,494	£1,590	+6.4%	£1,881	£1,835	-2.4%

TRIPS	July			August			September			October			November			December			YTD - Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	12.291	12.946	+5.3%	16.190	16.687	+3.1%													83.142	82.737	-0.5%
England	10.064	10.398	+3.3%	13.180	13.362	+1.4%													68.648	67.825	-1.2%
BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	48.343	48.598	+0.5%	65.322	63.920	-2.1%													265.041	259.660	-2.0%
England	37.425	37.446	+0.1%	50.925	49.034	-3.7%													210.229	204.009	-3.0%
EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£2,727	£2,765	+1.4%	£3,360	£3,438	+2.3%													£16,065	£16,072	0.0%
England	£2,180	£2,175	-0.2%	£2,704	£2,681	-0.9%													£12,986	£12,867	-0.9%

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Fieldwork: 7th Aug – 29th Sep
 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: Monthly Volume & Value 2013

HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	1.934	1.811	-6.4%	2.350	2.497	+6.3%	3.698	3.584	-3.1%	5.641	4.298	-23.8%	4.944	5.724	+15.8%	6.002	5.700	-5.0%
England	1.532	1.433	-6.5%	1.886	2.020	+7.1%	3.023	2.778	-8.1%	4.437	3.453	-22.2%	3.811	4.522	+18.7%	4.737	4.482	-5.4%

BEDNIGHTS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	4.779	3.904	-18.3%	5.394	5.843	+8.3%	10.619	12.009	+13.1%	17.903	12.954	-27.6%	15.964	18.953	+18.7%	22.223	19.962	-10.2%
England	3.723	3.069	-17.6%	4.381	4.311	-1.6%	8.439	8.595	+1.8%	13.565	10.265	-24.3%	12.066	14.612	+21.1%	16.830	14.874	-11.6%

EXPENDITURE	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£418	£348	-16.7%	£481	£489	+1.7%	£748	£766	+2.4%	£1,231	£941	-23.6%	£1,059	£1,229	+16.1%	£1,495	£1,491	-0.3%
England	£345	£269	-22.0%	£372	£377	+1.3%	£622	£607	-2.4%	£980	£759	-22.6%	£827	£927	+12.1%	£1,169	£1,166	-0.3%

TRIPS	July			August			September			October			November			December			YTD – Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	6.548	7.153	+9.2%	10.031	10.090	+0.6%													41.147	40.857	-0.7%
England	5.124	5.568	+8.7%	7.940	7.830	-1.4%													32.489	32.086	-1.2%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	29.872	31.791	+6.4%	45.418	43.966	-3.2%													152.174	149.383	-1.8%
England	22.477	23.693	+5.4%	34.399	32.371	-5.9%													115.882	111.790	-3.5%

EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£1,782	£1,779	-0.2%	£2,471	£2,493	+0.9%													£9,685	£9,535	-1.5%
England	£1,392	£1,385	-0.5%	£1,964	£1,902	-3.2%													£7,670	£7,391	-3.6%

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 TNS Face-to-Face Omnibus Survey
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GB Domestic Tourism: Monthly Volume & Value 2013

VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
TRIPS																		
GB	2.666	2.284	-14.3%	2.732	3.028	+10.8%	3.188	3.183	-0.2%	3.483	3.024	-13.2%	3.096	3.672	+18.6%	3.551	3.471	-2.3%
England	2.370	1.981	-16.4%	2.397	2.630	+9.7%	2.863	2.738	-4.4%	2.949	2.612	-11.4%	2.655	3.081	+16.0%	3.110	3.019	-2.9%
BEDNIGHTS																		
GB	6.053	5.288	-12.6%	6.319	8.182	+29.5%	9.528	8.640	-9.3%	9.780	7.557	-22.7%	7.991	9.078	+13.6%	8.672	9.677	+11.6%
England	5.178	4.695	-9.3%	5.323	6.813	+28.0%	8.390	7.123	-15.1%	7.887	6.363	-19.3%	6.663	7.628	+14.5%	7.479	8.366	+11.9%
EXPENDITURE																		
GB	£243	£239	-1.6%	£268	£329	+22.8%	£336	£360	+7.1%	£382	£355	-7.1%	£335	£410	+22.4%	£380	£385	+1.3%
England	£210	£199	-5.2%	£220	£286	+30.0%	£300	£305	+1.7%	£301	£295	-2.0%	£279	£352	+26.2%	£320	£330	+3.1%

	July			August			September			October			November			December			YTD - Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
TRIPS																					
GB	3.552	3.809	+7.2%	4.633	4.852	+4.7%													26.901	27.323	+1.6%
England	3.100	3.132	+1.0%	3.891	4.057	+4.3%													23.335	23.250	-0.4%
BEDNIGHTS																					
GB	11.492	11.557	+0.6%	15.500	15.608	+0.7%													75.335	75.587	+0.3%
England	9.309	9.260	-0.5%	12.563	13.138	+4.6%													62.791	63.385	+0.9%
EXPENDITURE																					
GB	£444	£534	+20.3%	£554	£526	-5.1%													£2,942	£3,139	+6.7%
England	£348	£417	+19.8%	£441	£423	-4.1%													£2,420	£2,606	+7.7%

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GB Domestic Tourism: Monthly Volume & Value 2013

BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	1.404	1.315	-6.3%	1.375	1.639	+19.2%	1.505	1.234	-18.0%	1.597	1.696	+6.2%	1.817	1.352	-25.6%	1.698	1.459	-14.1%
England	1.247	1.126	-9.7%	1.181	1.388	+17.5%	1.291	1.092	-15.4%	1.284	1.441	+12.2%	1.456	1.169	-19.7%	1.477	1.231	-16.7%

BEDNIGHTS	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	3.293	2.831	-14.0%	2.680	4.220	+57.5%	3.268	2.861	-12.5%	3.902	3.965	+1.6%	4.062	2.836	-30.2%	4.322	2.982	-31.0%
England	2.953	2.349	-20.5%	2.298	3.482	+51.5%	2.698	2.330	-13.6%	3.257	2.993	-8.1%	3.244	2.280	-29.7%	3.621	2.591	-28.4%

EXPENDITURE	January			February			March			April			May			June		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£319	£308	-3.4%	£314	£519	+65.3%	£385	£261	-32.2%	£425	£442	+4.0%	£457	£321	-29.8%	£423	£346	-18.2%
England	£290	£262	-9.7%	£276	£443	+60.5%	£300	£222	-26.0%	£342	£362	+5.8%	£354	£268	-24.3%	£366	£290	-20.8%

TRIPS	July			August			September			October			November			December			YTD – Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	1.706	1.652	-3.2%	1.189	1.378	+15.9%													12.292	11.725	-4.6%
England	1.399	1.403	+0.3%	1.067	1.152	+8.0%													10.403	10.003	-3.8%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	4.680	4.008	-14.4%	3.549	3.269	-7.9%													29.756	26.972	-9.4%
England	3.683	3.320	-9.9%	3.242	2.610	-19.5%													24.996	21.955	-12.2%

EXPENDITURE	July			August			September			October			November			December			YT – Jan- Aug		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£418	£400	-4.3%	£285	£339	+18.9%													£3,026	£2,936	-3.0%
England	£367	£327	-10.9%	£253	£287	+13.4%													£2,549	£2,460	-3.5%

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GB Domestic Tourism: Year to Date – 2008-2013

Trips, Bednights & Expenditure, Jan-Aug period

	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
TRIPS	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	79.36	84.274	81.081	85.43	83.142	82.737	36.801	43.379	40.712	42.496	41.147	40.857	27.659	27.606	27.571	28.332	26.901	27.323	12.332	11.351	10.586	11.943	12.292	11.725
England	65.223	69.791	66.83	70.149	68.648	67.825	28.892	34.362	32.107	33.327	32.489	32.086	23.6	24.135	23.99	24.444	23.335	23.250	10.566	9.698	8.819	10.19	10.403	10.003
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
BEDNIGHTS	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	267.467	280.032	261.404	274.424	265.041	259.660	144.903	168.708	152.991	160.287	152.174	149.383	81.424	77.904	76.669	78.583	75.335	75.587	29.348	27.928	25.135	26.814	29.756	26.972
England	211.01	221.318	205.453	216.201	210.229	204.009	108.019	129.285	116.865	120.267	115.882	111.790	68.399	64.861	64.043	66.418	62.791	63.385	24.472	22.964	19.547	21.988	24.996	21.955
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan – Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
EXPENDITURE	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	£14,330	£14,888	£13,761	£15,719	£16,065	£16,072	£8,027	£9,000	£8,418	£9,595	£9,685	£9,535	£2,961	£2,869	£2,714	£2,940	£2,942	£3,139	£3,000	£2,773	£2,327	£2,845	£3,026	£2,936
England	£11,363	£11,981	£10,993	£12,438	£12,986	£12,867	£6,210	£7,086	£6,577	£7,347	£7,670	£7,391	£2,400	£2,398	£2,264	£2,454	£2,420	£2,606	£2,477	£2,289	£1,898	£2,358	£2,549	£2,460

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GB Domestic Tourism: Year to Date – 2008-2013

Trip Characteristics, Jan-Aug period

	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
Av. Trip Length	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	3.37	3.32	3.22	3.21	3.19	3.14	3.94	3.89	3.76	3.77	3.70	3.66	2.94	2.82	2.78	2.77	2.80	2.77	2.38	2.46	2.37	2.25	2.42	2.30
England	3.24	3.17	3.07	3.08	3.06	3.01	3.74	3.76	3.64	3.61	3.57	3.48	2.90	2.69	2.67	2.72	2.69	2.73	2.32	2.37	2.22	2.16	2.40	2.19
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
Av. £/Night	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	£54	£53	£53	£57	£61	£62	£55	£53	£55	£60	£64	£64	£36	£37	£35	£37	£39	£42	£102	£99	£93	£106	£102	£109
England	£54	£54	£54	£58	£62	£63	£57	£55	£56	£61	£66	£66	£35	£37	£35	£37	£39	£41	£101	£100	£97	£107	£102	£112
	ALL TOURISM, Jan - Aug period						HOLIDAYS – Jan - Aug period						VFR – Jan - Aug period						BUSINESS – Jan - Aug period					
Av. £/Trip	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
GB	£181	£177	£170	£184	£193	£194	£218	£207	£207	£226	£235	£233	£107	£104	£98	£104	£109	£115	£243	£244	£220	£238	£246	£250
England	£174	£172	£164	£177	£189	£190	£215	£206	£205	£220	£236	£230	£102	£99	£94	£100	£104	£112	£234	£236	£215	£231	£245	£246

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