

# Great Britain Tourism Survey

February 2013 Update



# Summary – February 2013 Update

## ALL TOURISM

- GB overnight trips taken in February 2013 have increased compared to February 2012 (+11%). This was largely driven by an increase in trips across England (+10%) and Wales (+48%), while Scotland saw a decrease in the volume of trips (-9%). It should be borne in mind that the number of trips being taken in February is still small compared to other months and therefore the sample sizes of trip taking are smaller than during April-October. Temperatures for February were below the long-term average but not as cold as recent years. The 10th to 13th February saw a brief period of snow and there were some snow showers throughout February, mainly over northeast England.
- The length of trips during February also saw increases compared to February 2012 with +29% more nights being taken across Great Britain. The amount spent on these trips also increased with a +24% rise in the value of trips.
- There have been 13.1m trips taken across Great Britain during January-February 2013 which is an increase on the number taken for the same period during 2012 (13.0m) but there is some ground to gain before the volume of trips reaches levels seen in 2008 when 14.3m trips were taken during this period.

## HOLIDAYS

- The volume of GB holiday trips taken in February has improved upon the same period for 2013 (+6%) and this was reflected with similar increases across England (+7%), Scotland (+4%) and Wales (+4%).
- Overall, these trips were longer (+8%) than in February 2012, although England saw fewer nights per trip (-2%). February 2013 also saw greater expenditure on holiday trips (+2%).
- The volume of holiday trips taken from January to February 2013 was higher than for 2012 (4.31m vs. 4.28m respectively) but it is yet to reach the levels seen during 2011 when 4.4m holiday trips were taken during this period.

## VISITING FRIENDS & RELATIVES

- There were more trips taken for the purpose of visiting friends and relatives in February 2013 compared to the previous February (+11%), although VFR trips were down for Scotland (-20%).
- VFR trips were also longer than in February 2012, with a +30% increase in the number of nights spent on these trips. The value of expenditure on trips to visit friends and relatives increased by +23%.
- The period for January to February 2013 saw 5.31m VFR trips taken but as with volumes taken at the beginning of the year this is the lowest level seen in the past 6 years.

## BUSINESS TOURISM

- GB Business trips have seen a positive performance in February 2013 with increases in volume (+19%), value (+65%) and length (+58%) across Great Britain compared to February 2012. However, as mentioned above, it should be taken into consideration that the volume of trips in February is generally low and therefore the sample is smaller.
- The volume of business trips taken during the period of January to February has been growing since 2010 (2.28m 2010, 2.68m 2011, 2.78m 2012, 2.95m 2013) and has almost reached the highest point reached in 2008 (2.98m).

# 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%												
England	5.398	4.776	-11.5%	5.698	6.287	+10.3%												
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%												
England	12.287	10.491	-14.6%	12.448	15.465	+24.2%												
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%												
England	£877	£766	-12.7%	£918	£1,157	+26.0%												

TRIPS	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			13.005	13.119	+0.9%
England																			11.096	11.063	-0.3%
BEDNIGHTS	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			29.547	31.702	+7.3%
England																			24.736	25.957	+4.9%
EXPENDITURE	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			£2,134	£2,330	+9.2%
England																			£1,795	£1,923	+7.1%

\*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.  
 \* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013



# 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%												
England	1.532	1.433	-6.5%	1.886	2.020	+7.1%												

  

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%												
England	3.723	3.069	-17.6%	4.381	4.311	-1.6%												

  

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%												
England	£345	£269	-22.0%	£372	£377	+1.3%												

TRIPS	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			4.284	4.308	+0.6%
England																			3.418	3.452	+1.0%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			10.174	9.747	-4.2%
England																			8.105	7.381	-8.9%

  

EXPENDITURE	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			£900	£837	-7.0%
England																			£717	£646	-9.9%

\*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.  
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013



# GB Domestic Tourism: Monthly Volume & Value 2013

## VISITING FRIENDS & RELATIVES

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	2.666	2.284	-14.3%	2.732	3.028	+10.8%												
England	2.370	1.981	-16.4%	2.397	2.630	+9.7%												
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	6.053	5.288	-12.6%	6.319	8.182	+29.5%												
England	5.178	4.695	-9.3%	5.323	6.813	+28.0%												
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	£243	£239	-1.6%	£268	£329	+22.8%												
England	£210	£199	-5.2%	£220	£286	+30.0%												

TRIPS	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			5.398	5.312	-1.6%
England																			4.767	4.611	-3.3%
BEDNIGHTS	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			12.372	13.470	+8.9%
England																			10.501	11.508	+9.6%
EXPENDITURE	July			August			September			October			November			December			YTD - Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			£511	£569	+11.4%
England																			£431	£484	+12.3%

\*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.  
 • NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013



# 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%												
England	1.247	1.126	-9.7%	1.181	1.388	+17.5%												

  

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%												
England	2.953	2.349	-20.5%	2.298	3.482	+51.5%												

  

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%												
England	£290	£262	-9.7%	£276	£443	+60.5%												

TRIPS	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			2.780	2.954	+6.3%
England																			2.428	2.514	+3.5%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			5.973	7.051	+18.0%
England																			5.251	5.831	+11.0%

  

EXPENDITURE	July			August			September			October			November			December			YTD – Feb		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB																			£633	£827	+30.6%
England																			£565	£705	+24.8%

\*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.  
 \* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013



# GB Domestic Tourism: Year to Date – 2008-2013

## Trips, Bednights & Expenditure, Jan-Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013	2008	2009	2010	2011	2012	2013
<b>TRIPS</b>																								
GB	14.288	12.363	12.366	14.035	13.005	13.119	4.239	4.051	4.012	4.410	4.284	4.308	6.504	5.411	5.624	6.406	5.398	5.312	2.978	2.535	2.276	2.676	2.780	2.954
England	12.073	10.555	10.388	11.830	11.096	11.063	3.436	3.289	3.097	3.602	3.418	3.452	5.596	4.763	4.964	5.628	4.767	4.611	2.600	2.183	1.914	2.251	2.428	2.514
<b>BEDNIGHTS</b>																								
GB	37.111	31.451	30.049	34.873	29.547	31.702	11.300	11.24	10.113	11.219	10.174	9.747	16.675	13.449	13.870	14.876	12.372	13.47	6.560	5.690	4.631	5.486	5.973	7.051
England	31.037	26.411	23.644	29.025	24.736	25.957	9.072	9.201	7.658	8.739	8.105	7.381	14.410	11.731	11.394	12.808	10.501	11.508	5.559	4.675	3.918	4.560	5.251	5.831
<b>EXPENDITURE</b>																								
GB	£2,222	£1,972	£1,793	£2,138	£2,134	£2,330	£851	£736	£765	£878	£900	£837	£565	£508	£483	£570	£511	£569	£743	£651	£451	£606	£633	£827
England	£1,859	£1,609	£1,431	£1,736	£1,795	£1,923	£698	£589	£586	£681	£717	£646	£464	£443	£401	£492	£431	£484	£643	£516	£383	£493	£565	£705

\*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.  
 \* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013



# GB Domestic Tourism: Year to Date – 2008-2013

## Trip Characteristics, Jan-Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
<b>Av. Trip Length</b>	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	2.60	2.54	2.43	2.48	2.27	2.42	2.67	2.77	2.52	2.54	2.37	2.26	2.56	2.49	2.47	2.32	2.29	2.54	2.20	2.24	2.03	2.05	2.15	2.39
England	2.57	2.50	2.28	2.45	2.23	2.35	2.64	2.80	2.47	2.43	2.37	2.14	2.58	2.46	2.30	2.28	2.20	2.50	2.14	2.14	2.05	2.03	2.16	2.32
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
<b>Av. £/Night</b>	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	£60	£63	£60	£61	£72	£73	£75	£65	£76	£78	£88	£86	£34	£38	£35	£38	£41	£42	£113	£114	£97	£110	£106	£117
England	£60	£61	£61	£60	£73	£74	£77	£64	£77	£78	£88	£88	£32	£38	£35	£38	£41	£42	£116	£110	£98	£108	£108	£121
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
<b>Av. £/Trip</b>	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	£156	£160	£145	£152	£164	£178	£201	£182	£191	£199	£210	£194	£87	£94	£86	£89	£95	£107	£249	£257	£198	£226	£228	£280
England	£154	£152	£138	£147	£162	£174	£203	£179	£189	£189	£210	£187	£83	£93	£81	£87	£90	£105	£247	£236	£200	£219	£233	£280

\*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.  
 \* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 13 Feb – 31 Mar  
 TNS Face-to-Face Omnibus Survey  
 ©TNS 2013

