

Great Britain Tourism Survey

February 2014 Update



Summary – February 2014 Update

ALL TOURISM

- The number of GB trips taken in February 2014 is down compared to the same period for 2013 (-7%). This overall decline seems to have been driven by a decrease in February overnight visits to England (-9% compared to 2013), while Scotland saw the volume of trips taken during this period increase (+13%) and Wales remained largely on par with 2013 (-1%). The drop in overnight tourism isn't surprising as February saw record rainfall and storm surges that brought flooding across the UK with heavy rain, strong winds and high waves. This led to widespread flooding and coastal damage, causing significant disruption to individuals, businesses and infrastructure.
- Mirroring the pattern seen for number of GB trips, the length of overnight trips that were taken has also declined vs 2013 (-13%). The number of nights spent on trips to England, Scotland and Wales all decreased (-13%, -10% and -15% respectively). Spend on trips to England and Scotland was down -16% and -17% respectively, while Wales was up +5%, overall GB spend was down -15%.
- There were around 12.5 million overnight GB trips taken in February 2014, compared to 13.1m in 2013.

HOLIDAYS

- February 2014 saw an increase in the number of holiday trips taken in Great Britain (+12%), trips were longer with and saw greater levels of expenditure compared to February 2013 (+11% and +14% respectively).
- The increase in number of trips was driven by an increase for England which saw its February holiday trips rise by +9%. English holiday trips were also longer (+20%) and saw more money being spent on them (+17%) compared to February 2013.
- The overall volume of February GB holiday trips increased on February 2013 (at 4.6m).

VISITING FRIENDS & RELATIVES

- There were less trips taken for the purpose of visiting friends and relatives taken in February 2014 compared to the previous February (-7%), with the largest declines seen in Wales (-30%), while England and Scotland also saw the volume of VFR trips fall year-on-year (-5% and -6%).
- Trips to see friends and relatives were also shorter than in February 2013, with a -13% decrease in the number of nights spent on these trips. The amount of money spent on this type of trip also dropped (-17%).
- The volume of February GB trips for the purpose of visiting friends and relatives has remained on par with 2013 at 5.3m.

BUSINESS TOURISM

- The volume of GB business trips taken in February was lower than seen in the same period for 2013 with a decrease of -30% overall. These declines were seen largely across English business trips which were down -37%. Scotland, meanwhile, was up +14% and Wales was up +2% for the volume of business trips taken during February 2014 compared to 2013.
- Following the pattern for number of trips, fewer nights were taken than last year (-38%) and there were lower levels of expenditure (-40%).
- The volume of February business trips has fallen since last year (2.2m 2014 vs. 3m 2013).

GB Domestic Tourism: Monthly Volume & Value 2014

ALL TOURISM

	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																		
GB	5.702	5.532	-3.0%	7.418	6.920	-6.7%												
England	4.776	4.846	+1.5%	6.287	5.695	-9.4%												
BEDNIGHTS																		
GB	12.577	12.992	+3.3%	19.125	16.710	-12.6%												
England	10.491	11.490	+9.5%	15.465	13.506	-12.7%												
EXPENDITURE																		
GB	£940	£945	+0.5%	£1,390	£1,179	-15.2%												
England	£766	£834	+8.9%	£1,157	£968	-16.3%												

	July			August			September			October			November			December			YTD – Feb		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																					
GB																			13.119	12.452	-5.1%
England																			11.063	10.541	-4.7%
BEDNIGHTS																					
GB																			31.702	29.702	-6.3%
England																			25.957	24.996	-3.7%
EXPENDITURE																					
GB																			£2,330	£2,123	-8.9%
England																			£1,923	£1,802	-6.3%

GB Domestic Tourism: Monthly Volume & Value 2014

HOLIDAYS

	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																		
GB	1.811	1.778	-1.8%	2.497	2.788	+11.7%												
England	1.433	1.497	+4.5%	2.020	2.201	+9.0%												
BEDNIGHTS																		
GB	3.904	4.154	+6.4%	5.843	6.458	+10.5%												
England	3.069	3.558	+15.9%	4.311	5.172	+20.0%												
EXPENDITURE																		
GB	£348	£407	+17.0%	£489	£556	+13.7%												
England	£269	£358	+33.1%	£377	£442	+17.2%												

	July			August			September			October			November			December			YTD – Feb			
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	
TRIPS																						
GB																				4.308	4.566	+6.0%
England																				3.452	3.698	+7.1%
BEDNIGHTS																						
GB																				9.747	10.611	+8.9%
England																				7.381	8.730	+18.3%
EXPENDITURE																						
GB																				£837	£963	+15.1%
England																				£646	£800	+23.8%

GB Domestic Tourism: Monthly Volume & Value 2014

VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																		
GB	2.284	2.524	+10.5%	3.028	2.816	-7.0%												
England	1.981	2.248	+13.5%	2.630	2.489	-5.4%												
BEDNIGHTS																		
GB	5.288	5.681	+7.4%	8.182	7.135	-12.8%												
England	4.695	4.995	+6.4%	6.813	5.888	-13.6%												
EXPENDITURE																		
GB	£239	£262	+9.6%	£329	£273	-17.0%												
England	£199	£234	+17.6%	£286	£228	-20.3%												

	July			August			September			October			November			December			YTD - Feb		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																					
GB																			5.312	5.341	+0.5%
England																			4.611	4.737	+2.7%
BEDNIGHTS																					
GB																			13.470	12.816	-4.9%
England																			11.508	10.883	-5.4%
EXPENDITURE																					
GB																			£569	£534	-6.2%
England																			£484	£461	-4.8%

GB Domestic Tourism: Monthly Volume & Value 2014

BUSINESS TOURISM

	January			February			March			April			May			June		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																		
GB	1.315	1.099	-16.4%	1.639	1.148	-30.0%												
England	1.126	0.971	-13.8%	1.388	0.871	-37.2%												
BEDNIGHTS																		
GB	2.831	2.087	-26.3%	4.220	2.629	-37.7%												
England	2.349	1.867	-20.5%	3.482	2.024	-41.9%												
EXPENDITURE																		
GB	£308	£239	-22.4%	£519	£311	-40.1%												
England	£262	£205	-21.8%	£443	£263	-40.6%												

	July			August			September			October			November			December			YTD – Feb		
	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch	2013	2014	%ch
TRIPS																					
GB																			2.954	2.247	-23.9%
England																			2.514	1.842	-26.7%
BEDNIGHTS																					
GB																			7.051	4.716	-33.1%
England																			5.831	3.891	-33.3%
EXPENDITURE																					
GB																			£827	£550	-33.5%
England																			£705	£467	-33.8%

GB Domestic Tourism: Year to Date – 2009-2014

Trips, Bednights & Expenditure, Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
TRIPS																								
GB	12.363	12.366	14.035	13.005	13.119	12.452	4.051	4.012	4.410	4.284	4.308	4.566	5.411	5.624	6.406	5.398	5.312	5.341	2.535	2.276	2.676	2.780	2.954	2.247
England	10.555	10.388	11.830	11.096	11.063	10.541	3.289	3.097	3.602	3.418	3.452	3.698	4.763	4.964	5.628	4.767	4.611	4.737	2.183	1.914	2.251	2.428	2.514	1.842
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
BEDNIGHTS	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	31.451	30.049	34.873	29.547	31.702	29.702	11.24	10.113	11.219	10.174	9.747	10.611	13.449	13.870	14.876	12.372	13.47	12.816	5.690	4.631	5.486	5.973	7.051	4.716
England	26.411	23.644	29.025	24.736	25.957	24.996	9.201	7.658	8.739	8.105	7.381	8.73	11.731	11.394	12.808	10.501	11.508	10.883	4.675	3.918	4.560	5.251	5.831	3.891
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
EXPENDITURE	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£1,972	£1,793	£2,138	£2,134	£2,330	£2,123	£736	£765	£878	£900	£837	£963	£508	£483	£570	£511	£569	£534	£651	£451	£606	£633	£827	£550
England	£1,609	£1,431	£1,736	£1,795	£1,923	£1,802	£589	£586	£681	£717	£646	£800	£443	£401	£492	£431	£484	£461	£516	£383	£493	£565	£705	£467

GB Domestic Tourism: Year to Date – 2009-2014

Trip Characteristics, Feb period

	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
Av. Trip Length	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	2.54	2.43	2.48	2.27	2.42	2.39	2.77	2.52	2.54	2.37	2.26	2.32	2.49	2.47	2.32	2.29	2.54	2.40	2.24	2.03	2.05	2.15	2.39	2.10
England	2.50	2.28	2.45	2.23	2.35	2.37	2.80	2.47	2.43	2.37	2.14	2.36	2.46	2.30	2.28	2.20	2.50	2.30	2.14	2.05	2.03	2.16	2.32	2.11
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
Av. £/Night	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£63	£60	£61	£72	£73	£71	£65	£76	£78	£88	£86	£91	£38	£35	£38	£41	£42	£42	£114	£97	£110	£106	£117	£117
England	£61	£61	£60	£73	£74	£72	£64	£77	£78	£88	£88	£92	£38	£35	£38	£41	£42	£42	£110	£98	£108	£108	£121	£120
	ALL TOURISM, Jan - Feb period						HOLIDAYS – Jan - Feb period						VFR – Jan - Feb period						BUSINESS – Jan - Feb period					
Av. £/Trip	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014	2009	2010	2011	2012	2013	2014
GB	£160	£145	£152	£164	£178	£170	£182	£191	£199	£210	£194	£211	£94	£86	£89	£95	£107	£100	£257	£198	£226	£228	£280	£245
England	£152	£138	£147	£162	£174	£171	£179	£189	£189	£210	£187	£216	£93	£81	£87	£90	£105	£97	£236	£200	£219	£233	£280	£254