

Great Britain Tourism Survey

January 2014 Update



Summary – January 2014 Update

ALL TOURISM

- The number of GB trips taken in January 2014 is down compared to the same period for 2013 (-3%). This overall decline seems to have been driven by a notable decrease in January overnight visits to Scotland (-43% compared to 2013), while England and Wales saw the volume of trips taken during this period increase (+1% and +6% respectively). The start of 2014 was exceptionally wet with heavy rain on most days, making it one of the wettest Januaries ever. England and Wales experienced their wettest January's since 1948 and the month was occasionally stormy, with severe gales during its first and last weeks. It should also be borne in mind that January is a relatively 'small volume month' in terms of domestic tourism therefore the sample sizes of trip taking are smaller in this month than during the April-October period. Nonetheless, the results are noteworthy.
- The length of GB overnight trips that were taken were on par overall with last year. As seen for volume of trips the number of nights spent on trips to England and Wales increased (+6% and +18% respectively), while Scotland saw a decrease of -45%. Spend on trips in Scotland was down -24%, while Wales was down -55%, overall however GB spend was down just -1% due to England seeing a +7% rise.
- There were around 5.5 million overnight GB trips taken in January 2014, compared to 5.7m in 2013.

HOLIDAYS

- January 2014 also saw a fall in the number of holiday trips taken in Great Britain (-2%), however trips were longer with and saw greater levels of expenditure compared to January 2013 (+6% and +17% respectively).
- The decline in number of trips has been driven by a decrease for Scotland which saw its January holiday trips decrease by -52% (0.2m January 2013 vs. 0.1m January 2014). Scottish holiday trips were also shorter (-52%) and saw less money being spent on them (-44%) compared to January 2013.
- The overall volume of January GB holiday trips is on par with January 2013 (at 1.8m).

VISITING FRIENDS & RELATIVES

- There were more trips taken for the purpose of visiting friends and relatives taken in January 2014 compared to the previous January (+11%), driven by increases in England (+14%) and Wales (+9%), while Scotland saw a decrease in this type of trip during January (-23%).
- Trips to see friends and relatives were also longer than in January 2013, with a +7% increase in the number of nights spent on these trips. The amount of money spent on this type of trip also rose (+10%).
- The volume of January GB trips for the purpose of visiting friends and relatives has increased on 2013 to 2.5m (previously 2.3m).

BUSINESS TOURISM

- The volume of GB business trips taken in January was lower than seen in the same period for 2013 with a decrease of -16% overall. These declines were seen across English, Scottish and Welsh business trips, with Wales seeing the largest decline in the volume of business trips taken during January compared to January 2013 (-44%).
- Following the pattern for number of trips, fewer nights were taken than last year (-26%) and there were lower levels of expenditure (-22%).
- The volume of January business trips has fallen since last year (1.1m 2014 vs. 1.3m 2013).

GB Domestic Tourism: Monthly Volume & Value 2014

ALL TOURISM

| TRIPS | January | | | February | | | March | | | April | | | May | | | June | | |
|---------|---------|-------|-------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | 5.702 | 5.526 | -3.1% | | | | | | | | | | | | | | | |
| England | 4.776 | 4.840 | +1.3% | | | | | | | | | | | | | | | |

| BEDNIGHTS | February | | | March | | | April | | | May | | | June | | |
|-----------|----------|--------|-------|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | 12.577 | 12.590 | +0.1% | | | | | | | | | | | | |
| England | 10.491 | 11.089 | +5.7% | | | | | | | | | | | | |

| EXPENDITURE | January | | | February | | | March | | | April | | | May | | | June | | |
|-------------|---------|------|-------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | £940 | £933 | -0.7% | | | | | | | | | | | | | | | |
| England | £766 | £823 | +7.4% | | | | | | | | | | | | | | | |

| TRIPS | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|---------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|-------|-------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 5.702 | 5.526 | -3.1% |
| England | | | | | | | | | | | | | | | | | | | 4.776 | 4.840 | +1.3% |

| BEDNIGHTS | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|-----------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|--------|-------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 12.577 | 12.590 | +0.1% |
| England | | | | | | | | | | | | | | | | | | | 10.491 | 11.089 | +5.7% |

| EXPENDITURE | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|-------------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|------|-------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | £940 | £933 | -0.7% |
| England | | | | | | | | | | | | | | | | | | | £766 | £823 | +7.4% |

GB Domestic Tourism: Monthly Volume & Value 2014

HOLIDAYS

| TRIPS | January | | | February | | | March | | | April | | | May | | | June | | |
|---------|---------|-------|-------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | 1.811 | 1.778 | -1.8% | | | | | | | | | | | | | | | |
| England | 1.433 | 1.497 | +4.5% | | | | | | | | | | | | | | | |

| BEDNIGHTS | January | | | February | | | March | | | April | | | May | | | June | | |
|-----------|---------|-------|--------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | 3.904 | 4.154 | +6.4% | | | | | | | | | | | | | | | |
| England | 3.069 | 3.558 | +15.9% | | | | | | | | | | | | | | | |

| EXPENDITURE | January | | | February | | | March | | | April | | | May | | | June | | |
|-------------|---------|------|--------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | £348 | £407 | +17.0% | | | | | | | | | | | | | | | |
| England | £269 | £358 | +33.1% | | | | | | | | | | | | | | | |

| TRIPS | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan | | |
|---------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|-------|-------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 1.811 | 1.778 | -1.8% |
| England | | | | | | | | | | | | | | | | | | | 1.433 | 1.497 | +4.5% |

| BEDNIGHTS | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan | | |
|-----------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|-------|--------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 3.904 | 4.154 | +6.4% |
| England | | | | | | | | | | | | | | | | | | | 3.069 | 3.558 | +15.9% |

| EXPENDITURE | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan | | |
|-------------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|------|--------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | £348 | £407 | +17.0% |
| England | | | | | | | | | | | | | | | | | | | £269 | £358 | +33.1% |

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% | | | | | | | | | | | | | | | |
| England | 1.981 | 2.248 | +13.5% | | | | | | | | | | | | | | | |
| BEDNIGHTS | | | | | | | | | | | | | | | | | | |
| GB | 5.288 | 5.681 | +7.4% | | | | | | | | | | | | | | | |
| England | 4.695 | 4.995 | +6.4% | | | | | | | | | | | | | | | |
| EXPENDITURE | | | | | | | | | | | | | | | | | | |
| GB | £239 | £262 | +9.6% | | | | | | | | | | | | | | | |
| England | £199 | £234 | +17.6% | | | | | | | | | | | | | | | |

| | July | | | August | | | September | | | October | | | November | | | December | | | YTD – Jan | | |
|--------------------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-------|-----------|--------|--------|
| | 2013 | 2014 | %ch | 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% |
| England | | | | | | | | | | | | | | | | | | 1.981 | 2.248 | +13.5% | |
| BEDNIGHTS | | | | | | | | | | | | | | | | | | | | | |
| GB | | | | | | | | | | | | | | | | | | | 5.288 | 5.681 | +7.4% |
| England | | | | | | | | | | | | | | | | | | 4.695 | 4.995 | +6.4% | |
| EXPENDITURE | | | | | | | | | | | | | | | | | | | | | |
| GB | | | | | | | | | | | | | | | | | | | £239 | £262 | +9.6% |
| England | | | | | | | | | | | | | | | | | | £199 | £234 | +17.6% | |

GB Domestic Tourism: Monthly Volume & Value 2014

BUSINESS TOURISM

| TRIPS | January | | | February | | | March | | | April | | | May | | | June | | | |
|---------|---------|-------|------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|--|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | |
| GB | 1.315 | 1.099 | -16% | | | | | | | | | | | | | | | | |
| England | 1.126 | 0.971 | -14% | | | | | | | | | | | | | | | | |

| BEDNIGHTS | January | | | February | | | March | | | April | | | May | | | June | | | |
|-----------|---------|-------|------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|--|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | |
| GB | 2.831 | 2.087 | -26% | | | | | | | | | | | | | | | | |
| England | 2.349 | 1.867 | -21% | | | | | | | | | | | | | | | | |

| EXPENDITURE | January | | | February | | | March | | | April | | | May | | | June | | | |
|-------------|---------|------|------|----------|------|-----|-------|------|-----|-------|------|-----|------|------|-----|------|------|-----|--|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | |
| GB | £308 | £239 | -22% | | | | | | | | | | | | | | | | |
| England | £262 | £205 | -22% | | | | | | | | | | | | | | | | |

| TRIPS | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|---------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|-------|--------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 1.315 | 1.099 | -16.4% |
| England | | | | | | | | | | | | | | | | | | | 1.126 | 0.971 | -13.8% |

| BEDNIGHTS | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|-----------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|-------|--------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | 2.831 | 2.087 | -26.3% |
| England | | | | | | | | | | | | | | | | | | | 2.349 | 1.867 | -20.5% |

| EXPENDITURE | July | | | August | | | September | | | October | | | November | | | December | | | YTD - Jan | | |
|-------------|------|------|-----|--------|------|-----|-----------|------|-----|---------|------|-----|----------|------|-----|----------|------|-----|-----------|------|--------|
| | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch | 2013 | 2014 | %ch |
| GB | | | | | | | | | | | | | | | | | | | £308 | £239 | -22.4% |
| England | | | | | | | | | | | | | | | | | | | £262 | £205 | -21.8% |

GB Domestic Tourism: Year to Date – 2009-2014

Trips, Bednights & Expenditure, January period

| | ALL TOURISM, Jan period | | | | | | HOLIDAYS – Jan period | | | | | | VFR – Jan period | | | | | | BUSINESS – Jan 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 | 5.594 | 5.417 | 6.024 | 6.294 | 5.702 | 5.526 | 1.705 | 1.632 | 1.681 | 1.934 | 1.811 | 1.778 | 2.591 | 2.516 | 2.854 | 2.666 | 2.284 | 2.524 | 1.114 | 1.088 | 1.259 | 1.404 | 1.315 | 1.099 |
| England | 4.723 | 4.534 | 5.139 | 5.398 | 4.776 | 4.840 | 1.368 | 1.273 | 1.395 | 1.532 | 1.433 | 1.497 | 2.258 | 2.202 | 2.489 | 2.370 | 1.981 | 2.248 | 0.933 | 0.893 | 1.065 | 1.247 | 1.126 | 0.971 |
| BEDNIGHTS | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | 13.797 | 11.819 | 14.822 | 14.669 | 12.577 | 12.590 | 4.661 | 3.480 | 3.945 | 4.779 | 3.904 | 4.154 | 5.859 | 5.893 | 6.210 | 6.053 | 5.288 | 5.681 | 2.706 | 2.117 | 2.765 | 3.293 | 2.831 | 2.087 |
| England | 11.462 | 9.512 | 12.615 | 12.287 | 10.491 | 11.089 | 3.705 | 2.601 | 3.130 | 3.723 | 3.069 | 3.558 | 5.040 | 4.891 | 5.368 | 5.178 | 4.695 | 4.995 | 2.257 | 1.720 | 2.326 | 2.953 | 2.349 | 1.867 |
| EXPENDITURE | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | £818 | £726 | £923 | £1,017 | £940 | £933 | £292 | £304 | £326 | £418 | £348 | £407 | £212 | £186 | £254 | £243 | £239 | £262 | £291 | £207 | £296 | £319 | £308 | £239 |
| England | £644 | £596 | £755 | £877 | £766 | £823 | £235 | £241 | £265 | £345 | £269 | £358 | £177 | £154 | £213 | £210 | £199 | £234 | £211 | £174 | £233 | £290 | £262 | £205 |

GB Domestic Tourism: Year to Date – 2009-2014

Trip Characteristics, January period

| | ALL TOURISM, Jan period | | | | | | HOLIDAYS – Jan period | | | | | | VFR – Jan period | | | | | | BUSINESS – Jan 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 |
| Av. Trip Length | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | 2.47 | 2.18 | 2.46 | 2.33 | 2.21 | 2.28 | 2.73 | 2.13 | 2.35 | 2.47 | 2.16 | 2.34 | 2.26 | 2.34 | 2.18 | 2.27 | 2.32 | 2.25 | 2.43 | 1.95 | 2.20 | 2.35 | 2.15 | 1.90 |
| England | 2.43 | 2.10 | 2.45 | 2.28 | 2.20 | 2.29 | 2.71 | 2.04 | 2.24 | 2.43 | 2.14 | 2.38 | 2.23 | 2.22 | 2.16 | 2.18 | 2.37 | 2.22 | 2.42 | 1.93 | 2.18 | 2.37 | 2.09 | 1.92 |
| | ALL TOURISM, Jan period | | | | | | HOLIDAYS – Jan period | | | | | | VFR – Jan period | | | | | | BUSINESS – Jan period | | | | | |
| Av. £/Night | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | £59 | £61 | £62 | £69 | £75 | £74 | £63 | £87 | £83 | £87 | £89 | £98 | £36 | £32 | £41 | £40 | £45 | £46 | £108 | £98 | £107 | £97 | £109 | £115 |
| England | £56 | £63 | £60 | £71 | £73 | £74 | £63 | £93 | £85 | £93 | £88 | £101 | £35 | £31 | £40 | £41 | £42 | £47 | £93 | £101 | £100 | £98 | £112 | £110 |
| | ALL TOURISM, Jan period | | | | | | HOLIDAYS – Jan period | | | | | | VFR – Jan period | | | | | | BUSINESS – Jan period | | | | | |
| Av. £/Trip | | | | | | | | | | | | | | | | | | | | | | | | |
| GB | £146 | £134 | £153 | £162 | £165 | £169 | £171 | £186 | £194 | £216 | £192 | £229 | £82 | £74 | £89 | £91 | £105 | £104 | £261 | £190 | £235 | £227 | £234 | £217 |
| England | £136 | £131 | £147 | £162 | £160 | £170 | £172 | £189 | £190 | £225 | £188 | £239 | £78 | £70 | £86 | £89 | £100 | £104 | £226 | £195 | £219 | £233 | £233 | £211 |