

# Great Britain Tourism Survey

July 2013 Update



# Summary – July 2013 Update

## ALL TOURISM

- There has been an increase overall in GB overnight tourism trips taken in July compared to the same month in 2012 (+5%). While the number of trips in England and Wales increased (+3% and +29% respectively), Scotland saw a drop of -1% in the volume of trips taken. It was the warmest, driest, sunniest July since 2006 and the good weather is likely to have contributed to the increases in overnight GB trips compared to 2012.
- The number of nights spent on GB trips saw similar increases, with +1% more nights spent in July 2013 compared to 2012. This increase was mainly felt across Scotland (+6%), while Wales saw a drop of -2% in the number of nights spent throughout July. The value of trips taken in July 2013 was also higher than those of the previous July with a +1% increase seen, while the value of July trips taken in Wales was +8% higher.

## HOLIDAYS

- There were more domestic GB holiday trips in July 2013 compared to 2012, with an increase of +9%. The performance of the individual nations reflects the overall trend as the number of holiday trips taken in England and Wales rose (+9% and +19% respectively), meanwhile Scotland saw its July holiday trips drop by -1%.
- July holiday trips were also longer with +6% more nights spent on GB trips. The value of these trips remained consistent with trips taken in July 2012, a total value of £1.8bn.
- During the period from January to July 2013 there were 30.8m holiday trips taken in GB, the lowest volume for this period in the past five years.

## VISITING FRIENDS & RELATIVES

- The volume of GB trips taken for the purpose of visiting friends and relatives during July has grown by +7% compared to 2012. Increases were seen across Scotland and Wales (+50% and +52% respectively), and the volume of trips taken in England rose by +1%.
- The value of these trips rose compared to July 2012, +20% higher at £534m. July VFR trips were also longer, with a +1% increase in the number of nights spent compared to July 2012. This was driven by an increase in the number of bednights spent on trips to Scotland, +11% compared to July 2012.

## BUSINESS TOURISM

- July saw a decline in the number of GB overnight business trips taken compared to 2012 (-3%). This overall decline in business trip volumes was driven by decreases for Scotland (-38%), while Wales saw an increase in the volume of its business trips (+57%) compared to July 2012.
- Overall, business trips taken in July 2013 were shorter with -14% fewer nights spent on them. The value of these trips also fell by -4%.
- There were 10.3m business trips taken during the period from January to July 2013, representing a decline of -7% compared to the same period for 2012 when 11.1m 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
<b>GB</b>	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	11.033	-3.9%
<b>England</b>	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	9.082	-4.7%
<b>BEDNIGHTS</b>																		
<b>GB</b>	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	33.266	-7.2%
<b>England</b>	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	26.398	-7.4%

  

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
<b>GB</b>	£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	£2,275	-2.4%
<b>England</b>	£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	£1,830	-2.7%

TRIPS	July			August			September			October			November			December			YTD - Jan-Jul		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB</b>	12.291	12.946	+5.3%																66.952	66.042	-1.4%
<b>England</b>	10.064	10.398	+3.3%																55.468	54.455	-1.8%
<b>BEDNIGHTS</b>																					
<b>GB</b>	48.343	48.598	+0.5%																199.719	195.228	-2.2%
<b>England</b>	37.425	37.446	+0.1%																159.305	154.463	-3.0%

  

EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Jul		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB</b>	£2,727	£2,765	+1.4%																£12,704	£12,629	-0.6%
<b>England</b>	£2,180	£2,175	-0.2%																£10,282	£10,180	-1.0%

\*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: 10 Jul - 25 Aug  
 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%	£1231	£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%	£1169	£1166	-0.3%

TRIPS	July			August			September			October			November			December			YTD - Jan-Jul		
	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%																31.117	30.767	-1.1%
England	5.124	5.568	+8.7%																24.549	24.256	-1.2%

  

BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Jul		
	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%																106.76	105.42	-1.3%
England	22.477	23.693	+5.4%																81.482	79.419	-2.5%

  

EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Jul		
	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%																£7,214	£7,043	-2.4%
England	£1,392	£1,385	-0.5%																£5,705	£5,489	-3.8%

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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
<b>TRIPS</b>																		
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	3.463	-2.5%
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	3.011	-3.2%
<b>BEDNIGHTS</b>																		
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	9.165	+5.7%
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	7.854	+5.0%
<b>EXPENDITURE</b>																		
GB	£243	£239	-1.6%	£268	£329	+22.8%	£336	£360	+7.1%	£382	£355	-7.1%	£335	£410	+22.4%	£380	£380	0.0%
England	£210	£199	-5.2%	£220	£286	+30.0%	£300	£305	+1.7%	£301	£295	-2.0%	£279	£352	+26.2%	£320	£325	+1.6%

	July			August			September			October			November			December			YTD – Jan-Jul		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>TRIPS</b>																					
GB	3.552	3.809	+7.2%																22.268	22.462	+0.9%
England	3.100	3.132	+1.0%																19.444	19.185	-1.3%
<b>BEDNIGHTS</b>																					
GB	11.492	11.557	+0.6%																59.835	59.467	-0.6%
England	9.309	9.260	-0.5%																50.228	49.735	-1.0%
<b>EXPENDITURE</b>																					
GB	£444	£534	+20.3%																£2,388	£2,608	+9.2%
England	£348	£417	+19.8%																£1,979	£2,179	+10.1%

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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-Jul		
	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%																11.103	10.347	-6.8%
England	1.399	1.403	+0.3%																9.335	8.850	-5.2%
BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Jul		
	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%																26.207	23.703	-9.6%
England	3.683	3.320	-9.9%																21.754	19.344	-11.1%
EXPENDITURE	July			August			September			October			November			December			YTD - Jan-Jul		
	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%																£2,741	£2,596	-5.3%
England	£367	£327	-10.9%																£2,295	£2,173	-5.3%

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

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

	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan – Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	65.659	68.723	67.138	70.4	66.952	66.042	28.321	33.713	32.057	33.492	31.117	30.767	23.972	23.164	23.587	24.165	22.268	22.462	11.053	10.169	9.598	10.363	11.103	10.347
England	54.416	57.405	55.154	57.941	55.468	54.455	22.446	26.958	25.048	26.269	24.549	24.256	20.525	20.292	20.511	20.922	19.444	19.185	9.501	8.739	7.99	8.809	9.335	8.850
<b>BEDNIGHTS</b>																								
GB	212.281	216.812	206.072	215.246	199.719	195.228	106.062	123.892	114.488	119.411	106.755	105.417	69.637	63.412	63.547	65.226	59.835	59.467	25.689	24.92	22.52	22.747	26.207	23.703
England	170.342	174.759	161.01	169.947	159.305	154.463	79.98	96.361	86.729	89.695	81.482	79.419	59.184	53.887	53.071	54.968	50.228	49.735	21.761	20.761	17.271	18.522	21.754	19.344
<b>EXPENDITURE</b>																								
GB	£11,749	£11,955	£11,170	£12,590	£12,704	£12,629	£6,188	£6,779	£6,507	£7,391	£7,214	£7,043	£2,550	£2,413	£2,276	£2,453	£2,388	£2,608	£2,702	£2,544	£2,121	£2,453	£2,741	£2,596
England	£9,429	£9,739	£8,906	£10,035	£10,282	£10,180	£4,839	£5,399	£5,052	£5,716	£5,705	£5,489	£2,078	£2,045	£1,910	£2,060	£1,979	£2,179	£2,258	£2,111	£1,725	£2,018	£2,295	£2,173

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

## Trip Characteristics, Jan-Jul period

	ALL TOURISM, Jan - Jul period						HOLIDAYS – Jan - Jul period						VFR – Jan - Jul period						BUSINESS – Jan - Jul 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	3.23	3.15	3.07	3.06	2.98	2.96	3.74	3.67	3.57	3.57	3.43	3.43	2.90	2.74	2.69	2.70	2.69	2.65	2.32	2.45	2.35	2.20	2.36	2.29
England	3.13	3.04	2.92	2.93	2.87	2.84	3.56	3.57	3.46	3.41	3.32	3.27	2.88	2.66	2.59	2.63	2.58	2.59	2.29	2.38	2.16	2.10	2.33	2.19
<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	£55	£55	£54	£58	£64	£65	£58	£55	£57	£62	£68	£67	£37	£38	£36	£38	£40	£44	£105	£102	£94	£108	£105	£110
England	£55	£56	£55	£59	£65	£66	£61	£56	£58	£64	£70	£69	£35	£38	£36	£37	£39	£44	£104	£102	£100	£109	£105	£112
<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	£179	£174	£166	£179	£190	£191	£218	£201	£203	£221	£232	£229	£106	£104	£96	£102	£107	£116	£244	£250	£221	£237	£247	£251
England	£173	£170	£161	£173	£185	£187	£216	£200	£202	£218	£232	£226	£101	£101	£93	£98	£102	£114	£238	£242	£216	£229	£246	£246

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