

Great Britain Tourism Survey

November 2013 Update



Summary – November 2013 Update

ALL TOURISM

- There has been a decrease overall in GB overnight tourism trips taken in November compared to the same month in 2012 (-12%). Trips to England, Scotland and Wales all decreased (-11%, -20% and -15% respectively). This decrease in tourism is no doubt linked to the freezing conditions that hit GB in November with high wind, rain and snow meaning that temperatures plummeted.
- Following this trend, the duration of trips also fell, with the number of bed nights in GB down -17% and Wales saw the biggest decrease at -29%. England's bed nights were down -18% while Scotland was down -2%. The value of trips taken in November 2013 decreased overall year-on-year, by -17%. During the period January to November there were 112.6 million overnight domestic trips taken, which down on the same period in 2012 (113.9m).

HOLIDAYS

- The number of domestic GB holiday trips in November 2013 compared to 2012 increased year on year (+5%). England and Scotland saw increases (+5% and +4% respectively) while Wales saw a decrease (-0.4%)
- Overall the number of nights spent in GB saw a -2% drop year on year, while England and Wales saw the duration of trips fall (-3% and down -12%) Scotland saw the length of trips taken increase by +11%. The value of these trips increased +10% year on year.
- During the period from January to November 2013 there were 54.2m holiday trips taken in GB, which is relatively level with the same period for 2012 (54.4m)

VISITING FRIENDS & RELATIVES

- The volume of GB trips taken for the purpose of visiting friends and relatives November 2013 dropped by -11% compared with the number of trips taken for this purpose in 2012.
- The value of these trips had decreased compared to November 2012, -33% at £384m. The length for this type of trip has increased, however, with an +8% increase in the number of nights spent compared to November 2012.

BUSINESS TOURISM

- November saw a decrease in the number of GB overnight business trips taken compared to 2012 (-31%). This overall decline in business trip volumes was driven by a decrease in trips to England (-37%) and Wales (-77%).
- Overall, business trips taken in November 2013 were shorter with -38% less nights spent away on them, and the value of these trips dropped by -32%.
- There were 16.7m business trips taken during the period from January to November 2013, representing a decrease of -6% compared to the same period for 2012 when 17.7 m 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- Nov		
	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%	10.370	10.779	+3.9%	10.078	9.966	-1.1%	10.359	9.088	-12.3%				113.949	112.571	-1.2%
England	10.064	10.398	+3.3%	13.180	13.362	+1.4%	8.634	8.903	+3.1%	8.172	8.323	+1.8%	8.789	7.798	-11.3%				94.243	92.849	-1.5%
BEDNIGHTS	July			August			September			October			November			December			YTD – Jan- Nov		
	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%	32.728	33.292	+1.7%	27.356	27.122	-0.9%	25.272	21.027	-16.8%				350.398	341.100	-2.7%
England	37.425	37.446	+0.1%	50.925	49.034	-3.7%	26.489	26.220	-1.0%	21.428	22.021	+2.8%	21.145	17.394	-17.7%				279.291	269.643	-3.5%
EXPENDITURE	July			August			September			October			November			December			YTD – Jan- Nov		
	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%	£2,072	£2,258	+9.0%	£1,923	£1,760	-8.5%	£1,969	£1,640	-16.7%				£22,028	£21,729	-1.4%
England	£2,180	£2,175	-0.2%	£2,704	£2,681	-0.9%	£1,697	£1,791	+5.5%	£1,563	£1,414	-9.5%	£1,677	£1,384	-17.5%				£17,923	£17,456	-2.6%

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



Fieldwork: 13th Nov – 15th Dec
 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%	£1059	£1229	+16.1%	£1495	£1491	-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-Nov		
	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%	5.399	5.209	-3.5%	4.648	4.750	+2.2%	3.254	3.407	+4.7%				54.448	54.223	-0.4%
England	5.124	5.568	+8.7%	7.940	7.830	-1.4%	4.427	4.089	-7.6%	3.687	3.768	+2.2%	2.648	2.790	+5.4%				43.251	42.733	-1.2%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Nov		
	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%	19.841	18.865	-4.9%	13.829	14.746	+6.6%	7.946	7.757	-2.4%				193.790	190.751	-1.6%
England	22.477	23.693	+5.4%	34.399	32.371	-5.9%	16.018	14.288	-10.8%	10.443	11.528	+10.4%	6.272	6.075	-3.1%				148.615	143.681	-3.3%

EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Nov		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
GB	£1782	£1779	-0.2%	£2471	£2493	+0.9%	£1329	£1342	+1.0%	£1073	£1057	-1.5%	£791	£871	+10.1%				£12,878	£12,805	-0.6%
England	£1392	£1385	-0.5%	£1964	£1902	-3.2%	£1090	£1015	-6.9%	£866	£830	-4.2%	£672	£721	+7.3%				£10,297	£9,957	-3.3%

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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-Nov		
	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%	3.251	3.332	+2.5%	3.379	3.389	+0.3%	4.309	3.836	-11.0%				37.841	37.879	+0.1%
England	3.100	3.132	+1.0%	3.891	4.057	+4.3%	2.809	2.942	+4.7%	2.905	2.979	+2.5%	3.678	3.372	-8.3%				32.727	32.544	-0.6%
BEDNIGHTS																					
GB	11.492	11.557	+0.6%	15.500	15.608	+0.7%	8.771	8.606	-1.9%	9.271	8.853	-4.5%	10.487	9.620	-8.3%				103.864	102.666	-1.2%
England	9.309	9.260	-0.5%	12.563	13.138	+4.6%	7.162	7.453	+4.1%	7.785	7.683	-1.3%	8.869	8.085	-8.8%				86.608	86.606	0.0%
EXPENDITURE																					
GB	£444	£534	+20.3%	£554	£526	-5.1%	£423	£389	-8.0%	£418	£335	-19.9%	£571	£384	-32.7%				£4,355	£4,246	-2.5%
England	£348	£417	+19.8%	£441	£423	-4.1%	£348	£333	-4.3%	£350	£277	-20.9%	£478	£334	-30.1%				£3,597	£3,550	-1.3%

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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-Nov		
	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%	1.305	1.761	+34.9%	1.778	1.616	-9.1%	2.300	1.577	-31.4%				17.675	16.680	-5.6%
England	1.399	1.403	+0.3%	1.067	1.152	+8.0%	1.020	1.422	+39.4%	1.371	1.397	+1.9%	2.039	1.399	-31.4%				14.832	14.221	-4.1%
BEDNIGHTS	July			August			September			October			November			December			YTD - Jan-Nov		
	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%	2.958	4.453	+50.5%	3.765	3.060	-18.7%	5.114	3.156	-38.3%				41.592	37.642	-9.5%
England	3.683	3.320	-9.9%	3.242	2.610	-19.5%	2.255	3.325	+47.5%	2.841	2.412	-15.1%	4.472	2.804	-37.3%				34.564	30.495	-11.8%
EXPENDITURE	July			August			September			October			November			December			YT - Jan-Nov		
	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%	£249	£461	+85.1%	£386	£348	-9.8%	£526	£357	-32.1%				£4,187	£4,102	-2.0%
England	£367	£327	-10.9%	£253	£287	+13.4%	£192	£390	+103.1%	£312	£289	-7.4%	£455	£306	-32.7%				£3,508	£3,444	-1.8%

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GB Domestic Tourism: Year to Date – 2008-2013

Trips, Bednights & Expenditure, Jan-Nov period

	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov 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	104.922	111.972	107.465	115.564	113.949	112.571	47.776	56.204	52.617	55.412	54.448	54.223	37.369	37.074	36.601	39.097	37.841	37.879	16.563	16.034	15.265	17.396	17.675	16.680
England	86.609	93.161	88.612	95.118	94.243	92.849	37.598	44.732	41.669	43.752	43.251	42.733	32.283	32.520	31.864	33.67	32.727	32.544	14.012	13.688	12.601	14.656	14.832	14.221
	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov 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	339.596	356.762	336.123	355.065	350.398	341.100	180.739	209.608	191.475	200.773	193.790	190.751	105.672	101.486	100.061	104.051	103.864	102.666	39.549	38.212	35.660	39.265	41.592	37.642
England	269.847	284.020	264.604	280.677	279.291	269.643	135.933	161.936	146.929	152.026	148.615	143.681	89.643	84.912	82.561	87.382	86.608	86.606	32.521	31.267	28.392	31.895	34.564	30.495
	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov 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	£18,852	£19,518	£18,581	£20,975	£22,028	£21,729	£10,374	£11,519	£11,012	£12,319	£12,878	£12,805	£4,010	£3,790	£3,721	£4,066	£4,355	£4,246	£4,015	£3,868	£3,442	£4,109	£4,187	£4,102
England	£15,008	£15,775	£14,852	£16,593	£17,923	£17,456	£8,047	£9,107	£8,609	£9,482	£10,297	£9,957	£3,319	£3,180	£3,117	£3,376	£3,597	£3,550	£3,280	£3,201	£2,798	£3,339	£3,508	£3,444

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GB Domestic Tourism: Year to Date – 2008-2013

Trip Characteristics, Jan-Nov period

	ALL TOURISM, Jan – Nov period						HOLIDAYS – Jan – Nov period						VFR – Jan – Nov period						BUSINESS – Jan – Nov 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
Av. Trip Length																								
GB	3.24	3.19	3.13	3.07	3.08	3.03	3.78	3.73	3.64	3.62	3.56	3.52	2.83	2.74	2.73	2.66	2.74	2.71	2.39	2.38	2.34	2.26	2.35	2.26
England	3.12	3.05	2.99	2.95	2.96	2.90	3.62	3.62	3.53	3.47	3.44	3.36	2.78	2.61	2.59	2.60	2.65	2.66	2.32	2.28	2.25	2.18	2.33	2.14
Av. £/Night																								
GB	£56	£55	£55	£59	£63	£64	£57	£55	£58	£61	£66	£67	£38	£37	£37	£39	£42	£41	£102	£101	£97	£105	£101	£109
England	£56	£56	£56	£59	£64	£65	£59	£56	£59	£62	£69	£69	£37	£37	£38	£39	£42	£41	£101	£102	£99	£105	£101	£113
Av. £/Trip																								
GB	£180	£174	£173	£182	£193	£193	£217	£205	£209	£222	£237	£236	£107	£102	£102	£104	£115	£112	£242	£241	£225	£236	£237	£246
England	£173	£169	£168	£174	£190	£188	£214	£204	£207	£217	£238	£233	£103	£98	£98	£100	£110	£109	£234	£234	£222	£228	£237	£242

*Please note that the latest 2012 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2012 results are based on full-year data so will not change.
 **All expenditure figures are in HISTORIC PRICES.



Fieldwork: 13th Nov – 15th Dec
 TNS Face-to-Face Omnibus Survey
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