

# Great Britain Tourism Survey

October 2013 Update



# Summary – October 2013 Update

## ALL TOURISM

- There has been a decrease overall in GB overnight tourism trips taken in October compared to the same month in 2012 (-1%). Trips to England increased (+2%) while trips to Scotland and Wales decreased (-13% -10% respectively). The increase in trips taken in England was accompanied by the warmest October since 2006, with more hours of sunshine and less rainfall than has been recorded in previous years. Scotland on the other hand suffered much wetter weather conditions than normal.
- English trips taken in October 2013 were also longer and the number of nights spent on trips taken in England increased (+3%) while the number of nights spent on trips in Scotland and Wales declined (-11% and -18%). The value of trips taken in October 2013 decreased overall year-on-year, by -9%. During the period January to October there were 103.5 million overnight domestic trips taken, which is on par with the same period in 2012 (103.6).

## HOLIDAYS

- There were more domestic GB holiday trips in October 2013 compared to 2012, an increase of +2%. England and Wales saw an increase of +2% and +15%, while holiday trips to Scotland decreased by -10%.
- October holiday trips also saw an increase in the number of nights spent (+7%), however the value of these trips decreased -2% to a total value of £1.1bn.
- During the period from January to October 2013 there were 50.8m holiday trips taken in GB, which represents a decline compared to the previous two years (2012 – 51.2bn, 2011 – 53.0bn).

## VISITING FRIENDS & RELATIVES

- The volume of GB trips taken for the purpose of visiting friends and relatives October 2013 remained relatively unchanged compared with the number of trips taken for this purpose in 2012. An increase was seen in England (+3%) while Scotland fell by -15% and Wales by -7%.
- The value of these trips had decreased compared to October 2012, -20% at £335m. October trips for the purpose of visiting friends and relatives were also shorter, with a -5% decrease in the number of nights spent compared to October 2012. A year-on-year decrease of -28% in the number of bed nights spent on trips to Scotland contributed to the overall decrease in the length of these trips.

## BUSINESS TOURISM

- October saw an decrease in the number of GB overnight business trips taken compared to 2012 (-9%). This overall decline in business trip volumes was driven by a decrease in trips to Wales (-64%) and Scotland (-18%).
- Overall, business trips taken in October 2013 were shorter with -19% less nights spent away on them, and the value of these trips dropped by -10%.
- There were 15.1m business trips taken during the period from January to October 2013, representing a decrease of -2% compared to the same period for 2012 when 15.4m 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- Oct		
	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%							103.590	103.483	-0.1%
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%							85.453	85.052	-0.5%
BEDNIGHTS	July			August			September			October			November			December			YTD –Jan- Oct		
	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%							325.126	320.074	-1.6%
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%							258.146	252.249	-2.3%
EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Oct		
	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%							£20,060	£20,089	+0.1%
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%							£16,246	£16,072	-1.1%

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 \*All expenditure figures are in HISTORIC PRICES.  
 \* NB. TRIPS, NIGHTS and EXPENDITURE are all shown in units of millions



Fieldwork: 9<sup>th</sup> Oct – 1<sup>st</sup> 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
<b>GB</b>	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%
<b>England</b>	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
<b>GB</b>	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%
<b>England</b>	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
<b>GB</b>	£418	£348	-16.7%	£481	£489	+1.7%	£748	£766	+2.4%	£1,231	£941	-23.6%	£1,059	£1,229	+16.1%	£1,495	£1,491	-0.3%
<b>England</b>	£345	£269	-22.0%	£372	£377	+1.3%	£622	£607	-2.4%	£980	£759	-22.6%	£827	£927	+12.1%	£1,169	£1,166	-0.3%

TRIPS	July			August			September			October			November			December			YTD – Jan-Oct		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB</b>	6.548	7.153	+9.2%	10.031	10.090	+0.6%	5.399	5.209	-3.5%	4.648	4.750	+2.2%							<b>51.195</b>	<b>50.816</b>	<b>-0.7%</b>
<b>England</b>	5.124	5.568	+8.7%	7.940	7.830	-1.4%	4.427	4.089	-7.6%	3.687	3.768	+2.2%							<b>40.602</b>	<b>39.943</b>	<b>-1.6%</b>

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Oct		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB</b>	29.872	31.791	+6.4%	45.418	43.966	-3.2%	19.841	18.865	-4.9%	13.829	14.746	+6.6%							<b>185.844</b>	<b>182.995</b>	<b>-1.5%</b>
<b>England</b>	22.477	23.693	+5.4%	34.399	32.371	-5.9%	16.018	14.288	-10.8%	10.443	11.528	+10.4%							<b>142.343</b>	<b>137.607</b>	<b>-3.3%</b>

  

EXPENDITURE	July			August			September			October			November			December			YTD – Jan-Oct		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>GB</b>	£1,782	£1,779	-0.2%	£2,471	£2,493	+0.9%	£1,329	£1,342	+1.0%	£1,073	£1,057	-1.5%							<b>£12,087</b>	<b>£11,934</b>	<b>-1.3%</b>
<b>England</b>	£1,392	£1,385	-0.5%	£1,964	£1,902	-3.2%	£1,090	£1,015	-6.9%	£866	£830	-4.2%							<b>£9,626</b>	<b>£9,236</b>	<b>-4.1%</b>

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Fieldwork: 9<sup>th</sup> Oct – 1<sup>st</sup> Dec  
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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>																		
<b>GB</b>	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%
<b>England</b>	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%
<b>BEDNIGHTS</b>																		
<b>GB</b>	6.053	5.288	-12.6%	6.319	8.182	+9.5%	9.528	8.640	-9.3%	9.780	7.557	-22.7%	7.991	9.078	+13.6%	8.672	9.677	+11.6%
<b>England</b>	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%
<b>EXPENDITURE</b>																		
<b>GB</b>	£243	£239	-1.6%	£268	£329	+22.8%	£336	£360	+7.1%	£382	£355	-7.1%	£335	£410	+22.4%	£380	£385	+1.3%
<b>England</b>	£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-Oct		
	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch	2012	2013	%ch
<b>TRIPS</b>																					
<b>GB</b>	3.552	3.809	+7.2%	4.633	4.852	+4.7%	3.251	3.332	+2.5%	3.379	3.389	+0.3%							<b>33.532</b>	<b>34.043</b>	<b>+1.5%</b>
<b>England</b>	3.100	3.132	+1.0%	3.891	4.057	+4.3%	2.809	2.942	+4.7%	2.905	2.979	+2.5%							<b>29.049</b>	<b>29.172</b>	<b>+0.4%</b>
<b>BEDNIGHTS</b>																					
<b>GB</b>	11.492	11.557	+0.6%	15.500	15.608	+0.7%	8.771	8.606	-1.9%	9.271	8.853	-4.5%							<b>93.377</b>	<b>93.046</b>	<b>-0.4%</b>
<b>England</b>	9.309	9.260	-0.5%	12.563	13.138	+4.6%	7.162	7.453	+4.1%	7.785	7.683	-1.3%							<b>77.738</b>	<b>78.521</b>	<b>+1.0%</b>
<b>EXPENDITURE</b>																					
<b>GB</b>	£444	£534	+20.3%	£554	£526	-5.1%	£423	£389	-8.0%	£418	£335	-19.9%							<b>£3,783</b>	<b>£3,862</b>	<b>+2.1%</b>
<b>England</b>	£348	£417	+19.8%	£441	£423	-4.1%	£348	£333	-4.3%	£350	£277	-20.9%							<b>£3,119</b>	<b>£3,216</b>	<b>+3.1%</b>

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Fieldwork: 9<sup>th</sup> Oct – 1<sup>st</sup> Dec

TNS Face-to-Face Omnibus Survey

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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%	1.375	1.639	+19.2%	1.505	1.234	-18%	1.597	1.696	+6.2%	1.817	1.352	-25.6%	1.698	1.459	-14.1%
England	1.247	1.126	-10%	1.181	1.388	+17.5%	1.291	1.092	-15%	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%	2.680	4.220	+57.5%	3.268	2.861	-12%	3.902	3.965	+1.6%	4.062	2.836	-30.2%	4.322	2.982	-31.0%
England	2.953	2.349	-20%	2.298	3.482	+51.5%	2.698	2.330	-14%	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%	£314	£519	+65.3%	£385	£261	-32%	£425	£442	+4.0%	£457	£321	-29.8%	£423	£346	-18.2%
England	£290	£262	-10%	£276	£443	+60.5%	£300	£222	-26%	£342	£362	+5.8%	£354	£268	-24.3%	£366	£290	-20.8%

TRIPS	July			August			September			October			November			December			YTD – Jan-Oct		
	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%							15.375	15.103	-1.8%
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%							12.793	12.822	+0.2%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-Oct		
	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%							36.478	34.486	-5.5%
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%							30.092	27.691	-8.0%

  

EXPENDITURE	July			August			September			October			November			December			YT – Jan-Oct		
	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%							£3,661	£3,745	+2.3%
England	£367	£327	-10.9%	£253	£287	+13.4%	£192	£390	+103.1%	£312	£289	-7.4%							£3,053	£3,139	+2.8%

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Fieldwork: 9<sup>th</sup> Oct – 1<sup>st</sup> Dec

TNS Face-to-Face Omnibus Survey

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

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

	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan – Oct period						VFR – Jan – Oct period						BUSINESS – Jan – Oct 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	98.531	104.981	100.430	107.644	103.590	103.483	45.664	53.549	50.232	52.956	51.195	50.816	34.571	34.538	33.847	35.893	33.532	34.043	15.347	14.404	13.527	15.403	15.375	15.103
England	81.149	87.019	82.640	88.332	85.453	85.052	35.86	42.449	39.735	41.683	40.602	39.943	29.756	30.203	29.396	30.801	29.049	29.172	13.052	12.299	11.188	13.057	12.793	12.822
<b>BEDNIGHTS</b>																								
GB	323.848	341.004	318.683	337.731	325.126	320.074	174.917	203.098	185.309	194.927	185.844	182.995	99.132	95.814	92.954	97.26	93.377	93.046	36.892	35.18	31.916	35.29	36.487	34.486
England	256.746	270.206	250.828	266.297	258.146	252.249	131.285	156.368	142.258	147.272	142.343	137.607	83.911	79.780	76.957	81.445	77.738	78.521	30.465	28.662	25.313	28.867	30.092	27.691
<b>EXPENDITURE</b>																								
GB	£17,735	£18,448	£17,314	£19,662	£20,060	£20,089	£9,863	£11,019	£10,498	£11,807	£12,087	£11,934	£3,722	£3,567	£3,395	£3,759	£3,783	£3,862	£3,744	£3,544	£3,033	£3,663	£3,661	£3,745
England	£14,108	£14,861	£13,807	£15,508	£16,246	£16,072	£7,656	£8,677	£8,195	£9,049	£9,626	£9,236	£3,064	£2,985	£2,839	£3,105	£3,119	£3,216	£3,067	£2,933	£2,465	£3,001	£3,053	£3,139

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

## Trip Characteristics, Jan-Oct period

	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct 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	3.29	3.25	3.17	3.14	3.14	3.09	3.83	3.79	3.69	3.68	3.63	3.6	2.87	2.77	2.75	2.71	2.78	2.73	2.40	2.44	2.36	2.29	2.37	2.28
England	3.16	3.11	3.04	3.01	3.02	2.97	3.66	3.68	3.58	3.53	3.51	3.45	2.82	2.64	2.62	2.64	2.68	2.69	2.33	2.33	2.26	2.21	2.35	2.16
	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct 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	£55	£54	£54	£58	£62	£63	£56	£54	£57	£61	£65	£65	£38	£37	£37	£39	£41	£42	£101	£101	£95	£104	£100	£109
England	£55	£55	£55	£58	£63	£64	£58	£55	£58	£61	£68	£67	£37	£37	£37	£38	£40	£41	£101	£102	£97	£104	£101	£113
	ALL TOURISM, Jan - Oct period						HOLIDAYS – Jan - Oct period						VFR – Jan - Oct period						BUSINESS – Jan - Oct 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	£180	£176	£172	£183	£194	£194	£216	£206	£209	£223	£236	£235	£108	£103	£100	£105	£113	£113	£244	£246	£224	£238	£238	£248
England	£174	£171	£167	£176	£190	£189	£213	£204	£206	£217	£237	£231	£103	£99	£97	£101	£107	£110	£235	£238	£220	£230	£239	£245

\*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: 9<sup>th</sup> Oct – 1<sup>st</sup> Dec  
 TNS Face-to-Face Omnibus Survey  
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