

Great Britain Summary Tables 2011

Great Britain Tourism Survey



Totals for Great Britain, 2011

Great Britain Tourism Survey 2011

	2010	2011	% Difference
Trips (millions)	115.71	126.64	+9
Nights (millions)	361.40	387.33	+7
Spend (£ millions)	19797	22666	+14

Trends for Great Britain, 2006 to 2011

Great Britain Tourism Survey 2011

	ALL TOURISM						HOLIDAYS					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
TRIPS (millions)	122.58	119.854	114.442	122.537	115.711	126.635	51.775	52.247	50.417	58.974	54.743	58.435
BEDNIGHTS (millions)	386.890	382.055	367.635	387.448	361.398	387.329	192.292	198.698	188.381	217.536	197.215	208.487
EXPENDITURE (£ millions)	£20,094	£20,234	£20,168	£20,971	£19,797	£22,666	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000
Av. Trip Length	3.16	3.19	3.21	3.16	3.12	3.06	3.71	3.80	3.74	3.69	3.60	3.57
Av. £ / Night	£52	£53	£55	£54	£55	£59	£55	£55	£58	£56	£58	£62
Av. £ / Trip	£164	£169	£176	£171	£171	£179	£203	£211	£217	£205	£211	£222

	VISITS TO FRIENDS & RELATIVES						BUSINESS					
	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
TRIPS (millions)	48.135	46.396	42.996	43.276	41.554	45.723	18.602	18.117	17.625	17.453	16.341	18.572
BEDNIGHTS (millions)	137.123	129.300	123.631	121.309	117.435	125.702	44.614	43.515	41.644	40.774	37.695	41.762
EXPENDITURE (£ millions)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400
Av. Trip Length	2.85	2.79	2.88	2.80	2.83	2.75	2.40	2.40	2.36	2.34	2.31	2.25
Av. £ / Night	£33	£35	£36	£35	£36	£38	£100	£97	£102	£103	£97	£105
Av. £ / Trip	£94	£98	£104	£99	£101	£103	£239	£234	£242	£240	£223	£237

Trip Purpose

Great Britain Tourism Survey 2011

Trip Purpose	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Holidays	54.74	58.43	+7	197.21	208.49	+6	11534	13000	+13
Holidays 1-3 nights	34.41	37.09	+8	66.76	71.32	+7	5845	6484	+11
Holidays 4-7 nights	17.33	18.08	+4	93.24	97.26	+4	4563	5148	+13
Holidays 8+ nights	3.01	3.26	+8	37.21	39.91	+7	1126	1368	+21
Visits to Friends and Relatives (VFR)	41.55	45.72	+10	117.44	125.70	+7	4193	4727	+13
Business	16.34	18.57	+14	37.69	41.76	+11	3645	4400	+21

Region Visited

Great Britain Tourism Survey 2011

Region Visited	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
West Midlands	7.82	8.21	+5	20.75	19.44	-6	1054	1111	+5
East of England	8.82	10.32	+17	27.67	31.17	+13	1280	1475	+15
East Midlands	7.67	9.00	+17	21.50	24.78	+15	1024	1317	+29
London	11.37	11.09	-2	24.32	27.06	+11	2414	2398	-1
North West	12.25	13.99	+14	33.69	37.07	+10	2154	2549	+18
North East	3.56	4.30	+21	10.76	12.73	+18	613	717	+17
South East	16.24	16.94	+4	45.48	47.40	+4	2194	2571	+17
South West	19.17	20.22	+5	73.43	75.01	+2	3582	4023	+12
Yorkshire & the Humber	9.97	11.61	+16	26.01	30.20	+16	1447	1663	+15

Destination Type

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Destination Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Seaside	23.30	24.97	+7	92.54	100.20	+8	4423	4967	+12
Large city/large town	45.42	50.10	+10	107.76	117.35	+9	7846	9056	+15
Small town	27.56	30.16	+9	84.50	88.38	+5	4034	4544	+13
Countryside/village	21.78	24.10	+11	76.05	80.33	+6	3438	4036	+17

Accommodation Type

Great Britain Tourism Survey 2011

Accommodation Type	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Serviced									
Hotel/Motel	37.50	41.92	+12	79.58	86.13	+8	8740	10139	+16
Guest House	1.89	1.75	-7	5.23	5.31	+2	455	424	-7
B&B or other private house	4.76	4.82	+1	12.06	11.55	-4	1012	1029	+2
Other serviced	0.60	0.59	-2	2.68	2.20	-18	152	173	+14
Non-serviced									
Self-catering rented	6.82	7.86	+15	37.91	43.01	+13	2228	2654	+19
Camping & Caravanning	16.28	16.93	+4	69.94	73.36	+5	2298	2571	+12
Other commercial self-catering	3.59	3.56	-1	12.15	13.92	+15	682	730	+7
Friend or relative's home	42.21	46.90	+11	126.65	134.63	+6	3669	4272	+16
Own second home or timeshare	0.99	1.43	+44	4.07	6.20	+52	131	205	+56
Other self-catering	2.89	2.80	-3	10.95	13.92	+27	739	428	-42

Transport used

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Transport used	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
Car	86.49	94.46	+9	274.75	291.31	+6	14409	16253	+13
Train	14.92	17.61	+18	44.17	49.98	+13	2820	3472	+23
Regular bus/coach	3.98	3.69	-7	12.51	10.80	-14	552	517	-6
Organised coach	2.24	3.10	+38	7.67	9.75	+27	509	745	+46
Plane	2.69	2.30	-14	7.51	7.51	0	742	797	+7
Other	5.39	5.47	+1	14.79	17.98	+22	766	881	+15

Time of Year Travelled

Great Britain Tourism Survey 2011

Time of Year Travelled	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
January-March	21.11	22.06	+5	53.95	55.55	+3	3253	3426	+5
April-June	33.23	34.10	+3	101.16	106.50	+5	5535	6217	+12
July-September	36.05	40.40	+12	135.06	144.82	+7	6804	8171	+20
October-December	25.32	30.07	+19	71.23	80.46	+13	4205	4851	+15

Age

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Age	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
16-24	14.96	15.36	+3	46.16	46.02	0	1949	2222	+14
25-34	19.16	20.33	+6	50.76	56.36	+11	2962	3278	+11
35-44	27.65	30.51	+10	84.35	87.01	+3	4722	5454	+16
45-54	21.45	23.73	+11	61.52	67.75	+10	4093	4712	+15
55-64	17.70	20.65	+17	55.08	66.83	+21	3336	4122	+24
65+	14.79	16.05	+9	63.53	63.38	0	2734	2878	+5

Lifestage

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Lifestage	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
16-34, unmarried, no children	16.45	16.76	+2	47.13	48.17	+2	2392	2608	+9
16-34, married, no children	6.82	8.03	+18	16.27	20.68	+27	1177	1462	+24
16-34, married or unmarried, with children	10.83	10.90	+1	33.53	33.52	0	1343	1430	+6
35-54, married or unmarried, no children	21.94	25.48	+16	59.20	68.29	+15	4443	5352	+20
35-54, married or unmarried, with children	27.17	28.77	+6	86.67	86.46	0	4372	4814	+10
55+	32.50	36.70	+13	118.60	130.20	+10	6070	7000	+15

Social Grade

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Social Grade	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
AB	43.50	48.15	+11	126.47	135.21	+7	8041	9397	+17
C1	36.14	40.81	+13	109.60	123.17	+12	6134	7211	+18
C2	20.11	21.10	+5	67.60	69.74	+3	3411	3679	+8
DE	15.96	16.58	+4	57.74	59.21	+3	2210	2379	+8