

Headline Summary – GBTS 2011

Great Britain Tourism Survey



Great Britain

Great Britain Tourism Survey 2011

Domestic Overnight Tourism	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
GB Total	115.71	126.64	+9	361.40	387.33	+7	19797	22666	+14
Holidays	54.74	58.43	+7	197.21	208.49	+6	11534	13000	+13
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

Trip Characteristics	Average Trip Length (nights)			Average spend per night (£)			Average spend per trip (£)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
GB Total	3.12	3.06	-2%	55	59	+7%	171	179	+5%
Holidays	3.60	3.57	-1%	58	62	+7%	211	222	+6%
Visits to Friends and Relatives (VFR)	2.83	2.75	-3%	36	38	+5%	101	103	+2%
Business	2.31	2.25	-3%	97	105	+9%	223	237	+6%

England

Great Britain Tourism Survey 2011

Domestic Overnight Tourism	Trips (millions)			Nights (millions)			Spend (£ millions)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
England Total	95.50	104.28	+9	284.99	306.81	+8	15842	17914	+13
Holidays	43.54	46.16	+6	151.73	157.96	+4	9072	10031	+11
Visits to Friends and Relatives (VFR)	35.96	39.38	+10	96.52	105.43	+9	3478	3903	+12
Business	13.45	15.50	+15	29.92	33.72	+13	2961	3538	+19

Trip Characteristics	Average Trip Length (nights)			Average spend per night (£)			Average spend per trip (£)		
	2010	2011	% diff	2010	2011	% diff	2010	2011	% diff
England Total	2.98	2.94	-1%	56	58	+5%	166	172	+4%
Holidays	3.48	3.42	-2%	60	64	+6%	208	217	+4%
Visits to Friends and Relatives (VFR)	2.68	2.68	0%	36	37	+3%	97	99	+2%
Business	2.22	2.18	-2%	99	105	+6%	220	228	+4%