



# GB Domestic Tourism: Monthly Volume & Value 2011

## HOLIDAYS

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
TRIPS	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	1.632	1.681	+3.00%	6.949			8.744			11.338			11.796			10.092			12.802			13.943			9.306			10.039			7.024			-			1.632	1.681	+3.00%
England	1.273	1.395	+9.58%	5.853			7.331			9.193			9.757			8.156			10.329			11.676			7.513			8.291			5.972			-			1.273	1.395	+9.58%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
BEDNIGHTS	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	3.480	3.945	+13.36%	18.23			23.899			33.003			34.739			33.421			50.962			55.332			28.767			28.002			16.911			-			3.480	3.945	+13.36%
England	2.601	3.130	+20.34%	14.132			19.453			25.667			27.563			26.072			38.612			44.443			22.542			22.323			13.776			-			2.601	3.130	+20.34%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD Jan-Jan		
EXPENDITURE	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	£304	£326	+7.24%	£1,067			£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£304	£326	+7.24%
England	£241	£265	+9.96%	£835			£1,185			£1,435			£1,595			£1,398			£1,861			£2,086			£1,448			£1,365			£1,045			-			£241	£265	+9.96%

### HEADLINE ANALYSIS:

- Holiday trips during the month reported a small increase of +3%. Nights and spend however recorded greater increases of +13% and +7% respectively.
- GB holiday trips during January have remained consistent across the last six years falling between 1.5 and 1.7m trips.

All expenditure figures are in  
HISTORIC PRICES

Undertaken by TNS-RI Travel & Tourism  
Fieldwork: 12<sup>th</sup> Jan – 27<sup>th</sup> Jan 2011  
TNS-RI Face-to-Face Omnibus Survey

## GB Domestic Tourism: Monthly Volume & Value 2011

### VISITING FRIENDS & RELATIVES

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
TRIPS	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch			
GB	2,516	2,854	+13.43%	6,949			8,744			11,338			11,796			10,092			12,802			13,943			9,306			10,039			7,024			-			2,516	2,854	+13.43%
England	2,202	2,489	+13.03%	5,853			7,331			9,193			9,757			8,156			10,329			11,676			7,513			8,291			5,972			-			2,202	2,489	+13.03%
BEDNIGHTS	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	5,893	6,210	+5.38%	18.23			23.899			33.003			34.739			33.421			50.962			55.332			28.767			28.002			16.911			-			5,893	6,210	+5.38%
England	4,891	5,368	+9.75%	14.132			19.453			25.667			27.563			26.072			38.612			44.443			22.542			22.323			13.776			-			4,891	5,368	+9.75%
EXPENDITURE	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
GB	£186	£254	+36.56%	£1,067			£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£186	£254	+36.56%
England	£154	£213	+38.31%	£835			£1,185			£1,435			£1,595			£1,398			£1,861			£2,086			£1,448			£1,365			£1,045			-			£154	£213	+38.31%

#### HEADLINE ANALYSIS:

- It was a good month for VFR tourism with trips increasing by +13% compared to 2010 at a GB level. Nights reported a smaller increase of +5% whilst spend increased significantly by +37%.
- Consistent with all tourism trips, VFR trips in GB in January (2.9m) returned to 2008 levels (2.8m) following a fall in these trip types during 2009 (2.6m) and 2010 (2.5m).

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## GB Domestic Tourism: Monthly Volume & Value 2011

### BUSINESS TOURISM

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
TRIPS	1.088	1.259	+15.72%	6.949			8.744			11.338			11.796			10.092			12.802			13.943			9.306			10.039			7.024			-			1.088	1.259	+15.72%
GB	1.088	1.259	+15.72%	6.949			8.744			11.338			11.796			10.092			12.802			13.943			9.306			10.039			7.024			-			1.088	1.259	+15.72%
England	0.893	1.065	+19.26%	5.853			7.331			9.193			9.757			8.156			10.329			11.676			7.513			8.291			5.972			-			0.893	1.065	+19.26%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
BEDNIGHTS	2.117	2.765	+30.61%	18.23			23.899			33.003			34.739			33.421			50.962			55.332			28.767			28.002			16.911			-			2.117	2.765	+30.61%
GB	2.117	2.765	+30.61%	18.23			23.899			33.003			34.739			33.421			50.962			55.332			28.767			28.002			16.911			-			2.117	2.765	+30.61%
England	1.720	2.326	+35.23%	14.132			19.453			25.667			27.563			26.072			38.612			44.443			22.542			22.323			13.776			-			1.720	2.326	+35.23%
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jan		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
EXPENDITURE	£207	£296	+43.00%	£1,067			£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£207	£296	+43.00%
GB	£207	£296	+43.00%	£1,067			£1,460			£1,767			£1,979			£1,789			£2,383			£2,591			£1,830			£1,721			£1,266			-			£207	£296	+43.00%
England	£174	£233	+33.91%	£835			£1,185			£1,435			£1,595			£1,398			£1,861			£2,086			£1,448			£1,365			£1,045			-			£174	£233	+33.91%

#### HEADLINE ANALYSIS:

- Consistent with the other trip purposes, business trips also reported a strong performance in January with trips, nights and spend all increasing by +16%, +31% and +43% respectively.
- Consistent with VFR trips, GB business trips reported an increase in 2011 (1.3m) compared to 2010 (1.1m) and 2009 (1.1m) although the number of trips is still at a lower level than those recorded during 2006-08 (1.5m).

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# Great Britain Tourism Survey

## GB Domestic Tourism: Year to Date – 2006-2011

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

	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan – Jan period					
<b>TRIPS</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	6.348	5.769	6.139	5.594	5.417	6.008	1.529	1.466	1.578	1.705	1.632	1.681	3.096	2.588	2.834	2.591	2.516	2.854	1.509	1.451	1.458	1.114	1.088	1.259
England	5.306	4.85	5.263	4.723	4.534	5.123	1.175	1.219	1.306	1.368	1.273	1.395	2.616	2.221	2.48	2.258	2.202	2.489	1.352	1.208	1.301	0.933	0.893	1.065
	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan - Jan period					
<b>BEDNIGHTS</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	17.06	15.044	16.146	13.797	11.819	13.748	4.277	4.028	4.055	4.661	3.48	3.945	7.631	6.804	7.602	5.859	5.893	6.21	4.551	2.981	3.437	2.706	2.117	13.748
England	13.285	12.139	13.595	11.462	9.512	11.54	3.34	3.258	3.342	3.705	2.601	3.13	6.354	5.895	6.759	5.04	4.891	5.368	3.093	2.405	2.898	2.257	1.72	11.54
	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan – Jan period					
<b>EXPENDITURE</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£1,018	£880	£991	£818	£726	£904	£264	£254	£338	£292	£304	£326	£270	£231	£240	£212	£186	£254	£440	£329	£394	£291	£207	£296
England	£746	£692	£843	£644	£596	£736	£201	£194	£286	£235	£241	£265	£233	£197	£202	£177	£154	£213	£294	£266	£338	£211	£174	£233

## GB Domestic Tourism: Year to Date – 2006-2011

### Trip Characteristics, Jan-Jan period

	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan – Jan period					
<b>Av. Trip Length</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	2.69	2.61	2.63	2.47	2.18	2.29	2.80	2.75	2.57	2.73	2.13	2.35	2.46	2.63	2.68	2.26	2.34	2.18	3.02	2.05	2.36	2.43	1.95	10.92
England	2.50	2.50	2.58	2.43	2.10	2.25	2.84	2.67	2.56	2.71	2.04	2.24	2.43	2.65	2.73	2.23	2.22	2.16	2.29	1.99	2.23	2.42	1.93	10.84
	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan – Jan period					
<b>Av. £ / Night</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£60	£58	£61	£59	£61	£66	£62	£63	£83	£63	£87	£83	£35	£34	£32	£36	£32	£41	£97	£110	£115	£108	£98	£22
England	£56	£57	£62	£56	£63	£64	£60	£60	£86	£63	£93	£85	£37	£33	£30	£35	£31	£40	£95	£111	£117	£93	£101	£20
	ALL TOURISM, Jan – Jan period						HOLIDAYS – Jan – Jan period						VFR – Jan – Jan period						Business – Jan – Jan period					
<b>Av. £ / Trip</b>	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011	2006	2007	2008	2009	2010	2011
GB	£160	£153	£161	£146	£134	£150	£173	£173	£214	£171	£186	£194	£87	£89	£85	£82	£74	£89	£292	£227	£270	£261	£190	£235
England	£141	£143	£160	£136	£131	£144	£171	£159	£219	£172	£189	£190	£89	£89	£81	£78	£70	£86	£217	£220	£260	£226	£195	£219