



## GB Domestic Tourism: Monthly Volume & Value 2011

### HOLIDAYS

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul						
	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 (millions)																																											
GB	1.632	1.681	+3.0%	2.380	2.729	+14.7%	3.289	3.334	+1.4%	5.256	6.199	+17.9%	6.443	5.705	-11.5%	5.552	5.838	5.2%	7.505	7.996	6.5%																32.057	33.482	4.4%				
England	1.273	1.395	+9.6%	1.824	2.207	+21.0%	2.694	2.601	-3.5%	4.066	4.903	+20.0%	5.134	4.378	-14.7%	4.322	4.493	4.0%	5.714	6.288	10.0%															25.048	26.264	4.9%					
BEDNIGHTS (millions)																																											
GB	3.480	3.945	+13.4%	6.633	7.274	+9.7%	9.754	9.093	-6.8%	18.051	21.234	+17.6%	21.109	20.395	-3.4%	20.702	22.047	6.5%	34.760	34.403	-1.0%															114.488	118.390	3.4%					
England	2.601	3.130	+20.3%	5.057	5.609	+10.9%	8.049	6.906	-14.2%	13.688	16.463	+20.3%	16.110	15.467	-4.0%	16.119	16.704	3.6%	25.105	24.926	-0.7%													86.729	89.205	2.9%							
EXPENDITURE (£ millions)																																											
GB	£304	£326	+7.2%	£460	£552	+20.0%	£618	£636	+2.9%	£1,011	£1,308	+29.4%	£1,241	£1,220	-1.7%	£1,166	£1,366	17.2%	£1,707	£1,982	16.1%																£6,507	£7,390	13.6%				
England	£241	£265	+10.0%	£344	£416	+20.9%	£497	£495	-0.4%	£828	£1,018	+22.9%	£951	£936	-1.6%	£900	£998	10.9%	£1,290	£1,587	23.0%														£5,052	£5,714	13.1%						

#### HEADLINE ANALYSIS:

- Following a -12% decrease for GB holiday trips during May, July follows the positive trend seen in June (+5%+ with a +7% increase reported on July last year. England had a particularly good month with a +10% increase in trips and +23% increase in spend (however, there was a slight decrease in bednights of -1%). Although the number of trips and bednights has decreased in Wales, -12% and -11%, respectively, spend has increased by +13%. Possible reasons for this are that shorter (not main) holidays are taken in July with the travel costs increasing. A reverse situation is seen in Scotland, where trips and bednights have increased by +9%, but spend decreased by -18%.
- A positive July means that YTD, GB holiday trips recorded an increase of +4% on 2010, with nights and spend also increasing by +3% and +14% respectively.
- GB holiday trips during Jan-Jul 2011 (33.5m) outperformed the previous six years with the exception of 2009 (33.7m) which had seen 200,000 more holiday trips. The other years recorded – 2010 (32.1m), 2008 (28.3m), 2007 (28.8m) and 2006 (28.2m).

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HISTORIC PRICES

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Fieldwork: 13th July – 28th August  
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# Great Britain Tourism 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-Jul		
TRIPS (millions)	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	+13.4%	3.108	3.552	+14.3%	3.205	2.887	-9.9%	4.445	3.937	-11.4%	3.491	3.369	-3.5%	2.840	3.382	19.1%	3.982	4.183	5.0%													23.587	24.165	2.5%			
England	2.202	2.489	+13.0%	2.762	3.139	+13.6%	2.822	2.477	-12.2%	3.744	3.386	-9.6%	3.021	2.937	-2.8%	2.492	2.918	17.1%	3.468	3.577	3.1%													20.511	20.922	2.0%			
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul		
BEDNIGHTS (millions)	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	+5.4%	7.977	8.666	+8.6%	8.732	7.761	-11.1%	11.519	11.803	+2.5%	9.345	8.847	-5.3%	7.891	9.395	19.1%	12.190	12.543	2.9%														63.547	65.226	2.6%		
England	4.891	5.368	+9.8%	6.503	7.441	+14.4%	7.496	6.773	-9.6%	9.254	9.707	+5.6%	7.803	7.414	-5.0%	7.010	8.106	15.6%	10.114	10.096	-0.2%														53.071	54.968	3.6%		
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul		
EXPENDITURE (£ millions)	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	+36.6%	£297	£316	+6.4%	£304	£299	-1.6%	£408	£376	-7.8%	£339	£354	+4.4%	£323	£339	5.0%	£418	£514	23.0%														£2,276	£2,453	7.8%		
England	£154	£213	+38.3%	£246	£279	+13.4%	£257	£252	-1.9%	£333	£315	-5.4%	£295	£297	+0.7%	£272	£280	2.9%	£353	£424	20.1%														£1,910	£2,060	7.9%		

#### HEADLINE ANALYSIS:

- Although to a lesser extent than in June, trips and nights increased in July compared with the same months in 2010 - by +5% and +3%, respectively. Spend, however, significantly, increased by +23%. VFR trips have seen an increase in England, Scotland and Wales (which had a more positive month than for holidays).
- Consequently, this has resulted in GB YTD trips for 2011 increasing by +3% on 2010. Nights also increased by +3% and spend is significantly higher than in 2010 (+8%).
- The encouraging first half of 2011 (24.2m) has resulted in a greater number of VFR trips than 2010 (23.6m) and 2009 (23.2m), as well as outperforming 2008 (23.2m). Nonetheless, the best performing years for VFR tourism was in 2006 – 2007 (2007 (24.6m) and 2006 (24.8m)).

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## GB Domestic Tourism: Monthly Volume &amp; Value 2011

## BUSINESS TOURISM

TRIPS (millions)	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul						
	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	1.088	1.259	+15.7%	1.188	1.418	+19.4%	1.957	1.525	-22.1%	1.413	1.416	+0.2%	1.529	1.400	-8.44%	1.301	1.673	28.6%	1.122	1.673	49.1%														9.598	10.363	8.0%						
England	0.893	1.065	+19.3%	1.022	1.186	+16.0%	1.583	1.319	-16.7%	1.187	1.258	+6.0%	1.298	1.202	-7.40%	1.044	1.388	33.0%	0.964	1.391	44.3%															7.990	8.809	10.3%					
BEDNIGHTS (millions)	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul						
	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	2.117	2.765	+30.6%	2.513	2.721	+8.3%	4.386	3.315	-24.4%	2.844	3.593	+26.3%	3.371	2.847	-15.54%	3.705	3.727	0.6%	3.582	3.780	5.5%																	22.520	22.747	1.0%			
England	1.720	2.326	+35.2%	2.198	2.233	+1.6%	3.249	2.853	-12.2%	2.220	3.138	+41.4%	2.887	2.271	-21.34%	2.023	2.913	44.0%	2.974	2.788	-6.3%																		17.271	18.522	7.2%		
EXPENDITURE (£ millions)	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jul						
	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	£207	£296	+43.0%	£244	£310	+27.0%	£494	£319	-35.4%	£316	£303	-4.1%	£356	£380	+6.7%	£270	£446	65.2%	£235	£399	69.8%																			£2,121	£2,453	15.7%	
England	£174	£233	+33.9%	£209	£260	+24.4%	£393	£291	-26.0%	£247	£266	+7.7%	£309	£323	+4.5%	£198	£353	78.3%	£195	£292	49.7%																				£1,725	£2,018	17.0%

## HEADLINE ANALYSIS:

- Following a very positive June, GB business trips continued to increase significantly in July compared with last year (+49%). Nights increased but by less (+6%). In contrast, spend increased significantly, by +70%, suggesting a larger number of shorter but more valuable overnight domestic business trips.
- There would definitely appear to be some recovery in domestic business tourism in 2011. YTD, GB business trips and nights have increased by +8% and +1%, respectively, compared to Jan-Jul 2010. Whilst spend increased by +16%.
- Business trips during Jan-Jul 2011 (10.4m) are outperforming 2010 (9.6m) and 2009 (10.2m). Levels seen in 2006-2008 were higher (2006 (11.1m), 2007 (10.9m), 2008 (11.1m)).

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

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

	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
TRIPS (millions)	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	66.46	66.014	65.659	68.723	67.138	70.39	28.157	28.752	28.321	33.713	32.057	33.482	24.831	24.58	23.972	23.164	23.587	24.165	11.131	10.861	11.053	10.169	9.598	10.363
England	54.422	54.733	54.416	57.405	55.154	57.936	21.576	22.686	22.446	26.958	25.048	26.264	21.395	21.283	20.525	20.292	20.511	20.922	9.583	9.239	9.501	8.739	7.99	8.809
	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
BEDNIGHTS (millions)	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	208.574	206.605	212.281	216.812	206.072	214.225	103.84	108.403	106.062	123.892	114.488	118.39	69.229	67.468	69.637	63.412	63.547	65.226	27.262	24.523	25.689	24.92	22.52	22.747
England	163.265	163.435	170.342	174.759	161.01	169.457	77.556	81.12	79.98	96.361	86.729	89.205	57.691	57.073	59.184	53.887	53.071	54.968	22.024	20.499	21.761	20.761	17.271	18.522
	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
EXPENDITURE (£ millions)	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	£10,818	£11,148	£11,749	£11,955	£11,170	£12,589	£5,553	£5,997	£6,188	£6,779	£6,507	£7,390	£2,381	£2,300	£2,550	£2,413	£2,276	£2,453	£2,543	£2,561	£2,702	£2,544	£2,121	£2,453
England	£8,525	£8,846	£9,429	£9,739	£8,906	£10,034	£4,234	£4,577	£4,839	£5,399	£5,052	£5,714	£2,000	£1,943	£2,078	£2,045	£1,910	£2,060	£2,037	£2,101	£2,258	£2,111	£1,725	£2,018

# Great Britain Tourism Survey

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

### Trip Characteristics, Jan-Jul period

	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
Av. Trip Length	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	3.14	3.13	3.23	3.15	3.07	3.04	3.69	3.77	3.74	3.67	3.57	3.54	2.79	2.74	2.90	2.74	2.69	2.70	2.45	2.26	2.32	6.24	2.35	2.20
England	3.00	2.99	3.13	3.04	2.92	2.92	3.59	3.58	3.56	3.57	3.46	3.40	2.70	2.68	2.88	2.66	2.59	2.63	2.30	2.22	2.29	6.17	2.16	2.10
	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
Av. £ / Night	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	£52	£54	£55	£55	£54	£59	£53	£55	£58	£55	£57	£62	£34	£34	£37	£38	£36	£38	£93	£104	£105	£40	£94	£108
England	£52	£54	£55	£56	£55	£59	£55	£56	£61	£56	£58	£64	£35	£34	£35	£38	£36	£37	£92	£102	£104	£39	£100	£109
	ALL TOURISM, Jan-Jul period						HOLIDAYS – Jan-Jul period						VFR – Jan-Jul period						Business – Jan-Jul period					
Av. £ / Trip	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	£163	£169	£179	£174	£166	£179	£197	£209	£218	£201	£203	£221	£96	£94	£106	£104	£96	£102	£228	£236	£244	£250	£221	£237
England	£157	£162	£173	£170	£161	£173	£196	£202	£216	£200	£202	£218	£93	£91	£101	£101	£93	£98	£213	£227	£238	£242	£216	£229