

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

## ALL TOURISM

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun		
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	5.417	6.024	+11.2%	6.949	8.011	+15.3%	8.744	8.029	-8.2%	11.338	11.963	+5.5%	11.796	10.821	-8.3%	10.092	11.295	+11.9%																	54.336	56.142	+3.3%		
England	4.534	5.139	+13.3%	5.853	6.690	+14.3%	7.331	6.624	-9.6%	9.193	9.916	+7.9%	9.757	8.818	-9.6%	8.156	9.163	+12.3%																	44.825	46.350	+3.4%		
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun		
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	11.819	14.822	+25.4%	18.230	20.051	+10.0%	23.899	20.677	-13.5%	33.003	37.424	+13.4%	34.739	32.983	-5.1%	33.421	35.072	+4.9%																	155.110	161.029	+3.8%		
England	9.512	12.615	+32.6%	14.132	16.411	+16.1%	19.453	16.923	-13.0%	25.667	30.050	+17.1%	27.563	25.963	-5.8%	26.072	27.523	+5.6%																	122.399	129.485	+5.8%		
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun		
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	£726	£923	+27.1%	£1,067	£1,215	+13.9%	£1,460	£1,289	-11.7%	£1,767	£2,043	+15.6%	£1,979	£1,983	+0.2%	£1,789	£2,184	+22.1%																	£8,788	£9,636	+9.6%		
England	£596	£755	+26.7%	£835	£981	+17.5%	£1,185	£1,066	-10.0%	£1,435	£1,645	+14.6%	£1,595	£1,578	-1.1%	£1,398	£1,658	+18.6%																	£7,045	£7,683	+9.1%		

## HEADLINE ANALYSIS:

Following a poor May, GB tourism in June increased by +12% compared to June 2010. Bednights also increased by +5% whilst expenditure increased significantly by +22%. As illustrated on the following slide, holiday tourism during the month increased on June 2010 by +5%, but it was VFR and business tourism which increased the most, with trips increasing by +19% and 29% respectively for GB trips. Possible reasons for these increases were the good weather that much of GB experienced during June. It is also likely that tourism during June 2010 was impacted by the football world cup resulting in fewer overnight trips.

YTD – helped by a positive Jan, Feb, Apr and Jun period, GB trips are still ahead of 2010 with an increase of +3% between Jan-Jun, with nights and spend increasing by +4% and +10% respectively. This points towards a trend for longer and higher spending trips, the latter possibly reflecting increasing travel costs e.g. the recent rise in fuel prices. Consequently, in 2011, GB trips during Jan-Jun increased to 56.1m – the highest level in the last six years. 2010 recorded 54.3m (1.8m fewer trips than 2011). Highlighting that the first half of 2011 has been encouraging, the number of trips YTD is higher than that recorded during a successful 2009 (54.6m) and previous years – 2008 (54.0m), 2007 (53.9m) and 2006 (53.7m).

Please note that the latest 2011 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2011 results are based on full-year data so will not change.

All expenditure figures are in  
HISTORIC PRICES

Undertaken by TNS-RI Travel & Tourism  
Fieldwork: 8th June – 31st July 2011  
TNS-RI Face-to-Face Omnibus Survey



# 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-Jun		
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	3.372	+18.7%																19.605	19.971	+1.9%			
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	2.907	+16.7%															17.043	17.335	+1.7%				
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun		
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	8.828	+11.9%																51.357	52.117	+1.5%			
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	7.540	+7.6%															42.957	44.305	+3.1%				
	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun		
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	£337	+4.3%																£1,859	£1,938	+4.2%			
England	£154	£213	+38.3%	£246	£279	+13.4%	£257	£252	-1.9%	£333	£315	-5.4%	£295	£297	+0.7%	£272	£278	+2.2%															£1,557	£1,635	+5.0%				

#### HEADLINE ANALYSIS:

- Following a decrease in VFR tourism between Mar-May, trips increased by +19% during June. Nights also increased by +12% with spend also increasing by +4%. As with holidays, Scotland recorded a significant increase of +60% for VFR trips.
- Consequently, this has resulted in GB YTD trips for 2011 increasing by +2% on 2010. Nights also increased by +2% and spend continued to remain ahead of 2010 by +4%.
- The encouraging first half of 2011 (20.0m) has resulted in a greater number of VFR trips than 2010 (19.6m) and 2009 (19.4m). Nonetheless, the best performing period for VFR tourism was between 2006 – 2008 (2008 (20.5m), 2007 (20.8m) and 2006 (20.8m)).

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# Great Britain Tourism Survey

## GB Domestic Tourism: Monthly Volume & Value 2011

### BUSINESS TOURISM

	January			February			March			April			May			June			July			August			September			October			November			December			YTD – Jan-Jun			
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	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%																	8.476	8.691	+2.5%			
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%																	7.026	7.417	+5.6%			
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	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%																			18.937	18.967	+0.2%	
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%																			14.297	15.734	+10.1%	
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	£207	£296	+43.0%	£244	£310	+27.0%	£494	£319	-35.4%	£316	£303	-4.1%	£356	£380	+6.7%	£270	£446	+65.2%																				£1,887	£2,054	+8.9%
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%																				£1,530	£1,725	+12.7%

#### HEADLINE ANALYSIS:

- GB business trips increased significantly by +29% during June. Nights increased but by less (+1%). In contrast, spend increased significantly, by +65%.
- YTD, following a weak Mar-May period, GB business trips have increased by +3% compared to Jan-Jun 2010. Nights are at a standstill (0%) whilst spend increased by +9%.
- Business trips during Jan-Jun 2011 (8.7m) are at similar levels to 2010 (8.5m) and 2009 (8.6m). This period was lower than the 9.7m recorded in 2006, 9.4m during 2007 and 9.4m during 2008.

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# Great Britain Tourism Survey

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

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

	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun period					
<b>TRIPS (millions)</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	53.664	53.903	54.039	54.638	54.336	56.142	21.290	22.165	22.067	25.291	24.552	25.477	20.745	20.848	20.532	19.353	19.605	19.971	9.672	9.440	9.364	8.645	8.476	8.691
England	44.075	44.694	45.093	45.863	44.825	46.350	16.332	17.547	17.666	20.264	19.333	19.967	17.814	18.037	17.679	16.994	17.043	17.335	8.341	7.950	8.019	7.436	7.026	7.417
	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun period					
<b>BEDNIGHTS (millions)</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	155.404	157.187	167.415	162.292	155.11	161.029	69.576	76.408	76.444	86.383	79.728	83.534	56.503	55.565	59.719	51.109	51.357	52.117	22.740	20.449	22.203	21.177	18.937	18.967
England	123.299	124.621	135.975	132.629	122.399	129.485	52.212	56.886	58.410	67.834	61.624	63.827	47.401	47.594	51.108	43.981	42.957	44.305	18.576	16.816	18.763	17.777	14.297	15.734
	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun period					
<b>EXPENDITURE (£ millions)</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	£8,399	£8,762	£9,469	£9,311	£8,788	£9,636	£3,971	£4,388	£4,742	£4,963	£4,800	£5,402	£1,920	£1,899	£2,149	£1,957	£1,859	£1,938	£2,220	£2,237	£2,303	£2,210	£1,887	£2,054
England	£6,658	£6,960	£7,641	£7,636	£7,045	£7,683	£3,069	£3,349	£3,734	£3,967	£3,762	£4,121	£1,614	£1,619	£1,764	£1,687	£1,557	£1,635	£1,751	£1,820	£1,915	£1,832	£1,530	£1,725



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

## Trip Characteristics, Jan-Jun period

	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun 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	2.90	2.92	3.10	2.97	2.85	2.87	3.27	3.45	3.46	3.42	3.25	3.28	2.72	2.67	2.91	2.64	2.62	2.61	2.35	2.17	2.37	2.45	2.23	2.18
England	2.80	2.79	3.02	2.89	2.73	2.79	3.20	3.24	3.31	3.35	3.19	3.20	2.66	2.64	2.89	2.59	2.52	2.56	2.23	2.12	2.34	2.39	2.03	2.12
	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun 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	£54	£56	£57	£57	£57	£60	£57	£57	£62	£57	£60	£65	£34	£34	£36	£38	£36	£37	£98	£109	£104	£104	£100	£108
England	£54	£56	£56	£58	£58	£59	£59	£59	£64	£58	£61	£65	£34	£34	£35	£38	£36	£37	£94	£108	£102	£103	£107	£110
	ALL TOURISM, Jan-Jun period						HOLIDAYS – Jan-Jun period						VFR – Jan-Jun period						Business – Jan-Jun 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	£157	£163	£175	£170	£162	£172	£187	£198	£215	£196	£196	£212	£93	£91	£105	£101	£95	£97	£230	£237	£246	£256	£223	£236
England	£151	£156	£169	£166	£157	£166	£188	£191	£211	£196	£195	£206	£91	£90	£100	£99	£91	£94	£210	£229	£239	£246	£218	£233