

# Great Britain Tourism Survey May 2012 Update



# Summary – May 2012 Update

## ALL TOURISM

- Compared to overnight domestic tourism in May last year, **May 2012 showed decreases in trips, nights and spend** (-6%, -13% and -4% respectively). The bank holiday appeared to have had no significant effect with people perhaps saving for the Jubilee Celebrations in June instead.
- As a result, **YTD GB trips and nights** followed a similar trend. **Trips and bednights reported decreases** of -4% and -8% YTD, whereas spend has increased by +3%.
- In volume terms, GB trips during Jan-May 2012 (43.2m) fell by 1.7m on 2011 (44.9m). The number of trips during other years were also higher: 2010 (44.2m), 2009 (44.1m), 2008 (43.6m) and 2007 (43.3m).

## HOLIDAYS

- **Holidays were the main contributor to the overall decreases in May** with trips, nights and spend reporting decreases of -13%, -22% and -13% respectively compared to May 2011. As with April, the poor weather that most of the UK experienced during the month is likely to have had an impact on holiday tourism.
- **YTD holidays in GB reported decreases in trips, bednights and expenditure** of -6%, -12% and -3% respectively.
- In 2012, GB trips during Jan-May (18.6m) were lower than in 2011 (19.6m). 2012 is currently also underperforming compared to 2010 (19.0m) and 2009 (20.0m), but is performing better than 2008 (17.2m) and 2007 (16.7m).

## VISITING FRIENDS & RELATIVES

- **Visiting friends and relatives in May performed poorly** with decreases in trips, nights and spend of -8%, -10% and -5%, respectively.
- **YTD VFR reported a decrease on the same period in 2011** across trips, bednights and spend: -9%, -8% and -2%, respectively.
- VFR trips during the first five months of 2012 (15.2m) have decreased on 2011 (16.6m). All other years reported higher trip volumes than 2012: 2010 (16.8m), 2009 (16.1m), 2008 (17.1m) and 2007 (17.2m).

## BUSINESS TOURISM

- In contrast to holiday and VFR tourism, **business tourism is the only category which had a positive month** with trips, bednights and spend increasing by +30%, +43% and +20%, respectively. The increase in spending is not in line with the increase in trips or bednights, suggesting lower value trips.
- As a result, **YTD business tourism reported increases** of +10%, +13% and +18% in trips, nights and spend.
- Consequently, business trips in 2012 (7.7m) are at their highest level since 2007 (8.1m). The volumes for other years are: 2011 (7.0m), 2010 (7.2m), 2009 (6.9m) and 2008 (7.6m).

# GB Domestic Tourism: Monthly Volume & Value 2012

## ALL TOURISM

	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																		
GB	6.024	6.294	+4.5%	8.011	6.711	-16.2%	8.029	8.793	+9.5%	11.963	11.154	-6.8%	10.821	10.226	-5.5%			
England	5.139	5.398	+5.0%	6.690	5.698	-14.8%	6.624	7.501	+13.2%	9.916	9.04	-8.8%	8.818	8.235	-6.6%			
<b>BEDNIGHTS</b>																		
GB	14.822	14.669	-1.0%	20.051	14.878	-25.8%	20.677	24.334	+17.7%	37.424	32.878	-12.1%	32.983	28.758	-12.8%			
England	12.615	12.287	-2.6%	16.411	12.448	-24.1%	16.923	20.275	+19.8%	30.05	25.786	-14.2%	25.963	22.572	-13.1%			
<b>EXPENDITURE</b>																		
GB	£923	£1,017	+10.2%	£1,215	£1,117	-8.1%	£1,289	£1,524	+18.2%	£2,043	£2,092	+2.4%	£1,983	£1,898	-4.3%			
England	£755	£877	+16.2%	£981	£918	-6.4%	£1,066	£1,264	+18.6%	£1,645	£1,668	+1.4%	£1,578	£1,494	-5.3%			

	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																					
GB																			44.847	43.178	-3.7%
England																			37.187	35.872	-3.5%
<b>BEDNIGHTS</b>																					
GB																			125.956	115.517	-8.3%
England																			101.962	93.369	-8.4%
<b>EXPENDITURE</b>																					
GB																			£7,452	£7,647	+2.6%
England																			£6,026	£6,221	+3.2%

\*Please note that the latest 2012 results are provisional and subject to minor changes in subsequent months due to the inclusion of trip-takers returning from late trips. Pre-2012 results are based on full-year data so will not change.  
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Fieldwork: 9 May - 1 July 2012  
 TNS Face-to-Face Omnibus Survey  
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# GB Domestic Tourism: Monthly Volume & Value 2012

## HOLIDAYS

	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																		
GB	1.681	1.934	+15.1%	2.729	2.350	-13.9%	3.334	3.698	+10.9%	6.199	5.641	-9.0%	5.705	4.944	-13.3%			
England	1.395	1.532	+9.8%	2.207	1.886	-14.5%	2.601	3.023	+16.2%	4.903	4.437	-9.5%	4.378	3.811	-13.0%			
<b>BEDNIGHTS</b>																		
GB	3.945	4.779	+21.1%	7.274	5.394	-25.8%	9.093	10.619	+16.8%	21.234	17.903	-15.7%	20.395	15.964	-21.7%			
England	3.130	3.723	+18.9%	5.609	4.381	-21.9%	6.906	8.439	+22.2%	16.463	13.565	-17.6%	15.467	12.066	-22.0%			
<b>EXPENDITURE</b>																		
GB	£326	£418	+28.2%	£552	£481	-12.9%	£636	£748	+17.6%	£1,308	£1,231	-5.9%	£1,220	£1,059	-13.2%			
England	£265	£345	+30.2%	£416	£372	-10.6%	£495	£622	+25.7%	£1,018	£980	-3.7%	£936	£827	-11.6%			

	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																					
GB																			19.648	18.567	-5.5%
England																			15.483	14.689	-5.1%
<b>BEDNIGHTS</b>																					
GB																			61.94	54.66	-11.8%
England																			47.575	42.176	-11.3%
<b>EXPENDITURE</b>																					
GB																			£4,042	£3,937	-2.6%
England																			£3,129	£3,145	+0.5%

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# GB Domestic Tourism: Monthly Volume & Value 2012

## VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB	2.854	2.666	-6.6%	3.552	2.732	-23.1%	2.887	3.188	+10.4%	3.937	3.483	-11.5%	3.369	3.096	-8.1%			
England	2.489	2.370	-4.8%	3.139	2.397	-23.6%	2.477	2.863	+15.6%	3.386	2.949	-12.9%	2.937	2.655	-9.6%			

  

BEDNIGHTS	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB	6.210	6.053	-2.5%	8.666	6.319	-27.1%	7.761	9.528	+22.8%	11.803	9.78	-17.1%	8.847	7.991	-9.7%			
England	5.368	5.178	-3.5%	7.441	5.323	-28.5%	6.773	8.390	+23.9%	9.77	7.887	-19.3%	7.414	6.663	-10.1%			

  

EXPENDITURE	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB	£254	£243	-4.3%	£316	£268	-15.2%	£299	£336	+12.4%	376	382	+1.6%	£354	£335	-5.4%			
England	£213	£210	-1.4%	£279	£220	-21.1%	£252	£300	+19.0%	315	301	-4.4%	£297	£279	-6.1%			

TRIPS	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB																			16.6	15.165	-8.6%
England																			14.428	13.233	-8.3%

  

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB																			43.289	39.671	-8.4%
England																			36.765	33.441	-9.0%

  

EXPENDITURE	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
GB																			£1,600	£1,564	-2.3%
England																			£1,357	£1,311	-3.4%

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# GB Domestic Tourism: Monthly Volume & Value 2012

## BUSINESS TOURISM

	January			February			March			April			May			June		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																		
<b>GB</b>	1.259	1.404	+11.5%	1.418	1.375	-3.0%	1.525	1.505	-1.3%	1.416	1.597	+12.8%	1.4	1.817	+29.8%			
<b>England</b>	1.065	1.247	+17.1%	1.186	1.181	-0.4%	1.319	1.291	-2.1%	1.258	1.284	+2.1%	1.202	1.456	+21.1%			
<b>BEDNIGHTS</b>																		
<b>GB</b>	2.765	3.293	+19.1%	2.721	2.680	-1.5%	3.315	3.268	-1.4%	3.593	3.902	+8.6%	2.847	4.062	+42.7%			
<b>England</b>	2.326	2.953	+27.0%	2.233	2.298	+2.9%	2.853	2.698	-5.4%	3.138	3.257	+3.8%	2.271	3.244	+42.8%			
<b>EXPENDITURE</b>																		
<b>GB</b>	£296	£319	+7.8%	£310	£314	+1.3%	£319	£385	+20.7%	£303	£425	+40.3%	£380	£457	+20.3%			
<b>England</b>	£233	£290	+24.5%	£260	£276	+6.2%	£291	£300	+3.1%	£266	£342	+28.6%	£323	£354	+9.6%			

	July			August			September			October			November			December			YTD – Jan-May		
	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch	2011	2012	%ch
<b>TRIPS</b>																					
<b>GB</b>																			7.017	7.699	+9.7%
<b>England</b>																			6.03	6.459	+7.1%
<b>BEDNIGHTS</b>																					
<b>GB</b>																			15.241	17.205	+12.9%
<b>England</b>																			12.821	14.45	+12.7%
<b>EXPENDITURE</b>																					
<b>GB</b>																			£1,608	£1,900	+18.2%
<b>England</b>																			£1,373	£1,562	+13.8%

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# GB Domestic Tourism: Year to Date – 2007-2012

## Trips, Bednights & Expenditure, May

	ALL TOURISM, Jan – May period						HOLIDAYS – Jan – May period						VFR – Jan – May period						BUSINESS – Jan – May period					
TRIPS	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	43.248	43.592	44.117	44.244	44.847	43.178	16.719	17.158	19.966	19.000	19.648	18.567	17.221	17.147	16.095	16.765	16.600	15.165	8.08	7.626	6.938	7.175	7.017	7.699
England	35.869	36.425	37.002	36.669	37.187	35.872	13.149	13.814	15.929	15.012	15.483	14.689	14.968	14.755	14.184	14.551	14.428	13.233	6.800	6.502	5.911	5.983	6.03	6.459
BEDNIGHTS	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	122.791	130.713	128.882	121.69	125.956	115.517	54.925	56.613	65.990	59.026	61.94	54.66	46.143	49.487	43.127	43.466	43.289	39.671	17.726	17.989	16.812	15.232	15.241	17.205
England	97.193	106.860	105.369	96.326	101.962	93.369	40.325	43.727	51.958	45.505	47.575	42.176	39.743	42.583	37.113	35.947	36.765	33.441	14.470	15.231	13.825	12.274	12.821	14.45
EXPENDITURE	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	£6,841	£7,404	£7,214	£6,999	£7,452	£7,647	£3,118	£3,538	£3,743	£3,635	£4,042	£3,937	£1,551	£1,761	£1,617	£1,536	£1,600	£1,564	£1,968	£1,878	£1,707	£1,617	£1,608	£1,900
England	£5,457	£6,003	£5,890	£5,647	£6,026	£6,221	£2,386	£2,815	£3,003	£2,862	£3,129	£3,145	£1,329	£1,436	£1,395	£1,286	£1,357	£1,311	£1,600	£1,565	£1,372	£1,332	£1,373	£1,562

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# GB Domestic Tourism: Year to Date – 2007-2012

## Trip Characteristics, Jan-May period

Av. Trip Length	ALL TOURISM, Jan – May period						HOLIDAYS – Jan – May period						VFR – Jan – May period						BUSINESS – Jan – May period					
	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	2.84	3.00	2.92	2.75	2.81	2.68	3.29	3.30	3.31	3.11	3.15	2.94	2.68	2.89	2.68	2.59	2.61	2.62	2.19	2.36	2.42	2.12	2.17	2.23
England	2.71	2.93	2.85	2.63	2.74	2.60	3.07	3.17	3.26	3.03	3.07	2.87	2.66	2.89	2.62	2.47	2.55	2.53	2.13	2.34	2.34	2.05	2.13	2.24
Av. £/Night	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	£56	£57	£56	£58	£59	£66	£57	£62	£57	£62	£65	£72	£34	£36	£37	£35	£37	£39	£111	£104	£102	£106	£106	£110
England	£56	£56	£56	£59	£59	£67	£59	£64	£58	£63	£66	£75	£33	£34	£38	£36	£37	£39	£111	£103	£99	£109	£107	£108
Av. £/Trip	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012	2007	2008	2009	2010	2011	2012
GB	£158	£170	£164	£158	£166	£177	£186	£206	£187	£191	£206	£212	£90	£103	£100	£92	£96	£103	£244	£246	£246	£225	£229	£247
England	£152	£165	£159	£154	£162	£173	£181	£204	£189	£191	£202	£214	£89	£97	£98	£88	£94	£99	£235	£241	£232	£223	£228	£242

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