The Purple Pound
Volume and Value of Accessible Tourism in England

Trips and spend

Did you know...

Trip length and spend

AVERAGE LENGTH OF STAY
AVERAGE SPEND

£212
£195

% Difference in volume and value of overnight trips since 2009

OVERNIGHT TRIPS
DAY TRIPS

% Difference

OVERNIGHT TRIPS
DAY TRIPS

DIFFERENCE IN VOLUME SINCE 2009
DIFFERENCE IN VALUE SINCE 2009 (£)

OVERNIGHT TRIPS
DAY TRIPS

% Difference

OVERNIGHT TRIPS
DAY TRIPS

TRIPS TAKEN BY THOSE WITH AN IMPAIRMENT AND THEIR TRAVELLING COMPANIONS

Did you know...

Traveller impairment breakdown

50%
26%
23%
7%
6%
5%

TYPES OF IMPAIRMENTS REPORTED

% of total volume
% of total spend

Source: GBTS 2014

Source: GBTS 2014 and GBDVS 2014

Source: GBTS 2014

Source: GBDVS 2014

Source: IPS 2010

Source: IPS 2010

£12.1BN

£0.3BN

£9.1BN

Source: GBTS 2014

Source: GBDVS 2014

Source: IPS 2010

Sources:
GBTS
The Great Britain Tourism Survey, measures the volume and value of domestic overnight tourism in Great Britain

GBDVS
The Great Britain Day Visits Survey, measures the volume and value of tourism day visits in Great Britain

IPS
The IPS (International Passenger Survey) measures the volume and value of inbound overnight trips to the UK

£

£

£