

Great Britain Tourism Survey

January 2015 Update



GB Domestic Tourism: Monthly Volume & Value 2015

ALL TOURISM

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.526	6.951	+25.8%															
England	4.840	5.912	+22.1%															

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	12.590	16.687	+32.5%															
England	11.089	13.839	+24.8%															

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£933	£1233	+32.2%															
England	£823	£1000	+21.5%															

TRIPS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			5.526	6.951	+25.8%
England																			4.840	5.912	+22.1%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			12.590	16.687	+32.5%
England																			11.089	13.839	+24.8%

EXPENDITURE	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£933	£1233	+32.2%
England																			£823	£1000	+21.5%



Fieldwork: 7th Jan – 1st Mar
TNS Face-to-Face Omnibus Survey

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HOLIDAYS

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	1.778	2.073	+16.6%															
England	1.497	1.612	+7.7%															

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	4.154	4.982	+19.9%															
England	3.558	3.637	+2.2%															

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£407	£489	+20.1%															
England	£358	£368	+2.8%															

TRIPS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			1.778	2.073	+16.6%
England																			1.497	1.612	+7.7%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			4.154	4.982	+19.9%
England																			3.558	3.637	+2.2%

EXPENDITURE	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£407	£489	+20.1%
England																			£358	£368	+2.8%



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VISITING FRIENDS & RELATIVES

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	2.524	3.089	+22.4%															
England	2.248	2.836	+26.2%															

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	5.681	7.243	+27.5%															
England	4.995	6.495	+30.0%															

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£262	£293	+11.8%															
England	£234	£263	+12.4%															

TRIPS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			2.524	3.089	+22.4%
England																			2.248	2.836	+26.2%

BEDNIGHTS	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			5.681	7.243	+27.5%
England																			4.995	6.495	+30.0%

EXPENDITURE	July			August			September			October			November			December			YTD – Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£262	£293	+11.8%
England																			£234	£263	+12.4%



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BUSINESS TOURISM

TRIPS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	1.099	1.376	+25.2%															
England	0.971	1.115	+14.8%															

BEDNIGHTS	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	2.087	3.407	+63.2%															
England	1.867	2.780	+48.9%															

EXPENDITURE	January			February			March			April			May			June		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB	£239	£363	+51.9%															
England	£205	£295	+43.9%															

TRIPS	July			August			September			October			November			December			YTD - Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			1.099	1.376	+25.2%
England																			0.971	1.115	+14.8%

BEDNIGHTS	July			August			September			October			November			December			YTD - Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			2.087	3.407	+63.2%
England																			1.867	2.780	+48.9%

EXPENDITURE	July			August			September			October			November			December			YTD - Jan		
	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch	2014	2015	%ch
GB																			£239	£363	+51.9%
England																			£205	£295	+43.9%



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GB Domestic Tourism: Year to Date – 2010-2015

Trips, Bednights & Expenditure, January period

	ALL TOURISM, Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
TRIPS																								
GB	5.417	6.024	6.294	5.702	5.526	6.951	1.632	1.681	1.934	1.811	1.778	2.073	2.516	2.854	2.666	2.284	2.524	3.089	1.088	1.259	1.404	1.315	1.099	1.376
England	4.534	5.139	5.398	4.776	4.840	5.912	1.273	1.395	1.532	1.433	1.497	1.612	2.202	2.489	2.370	1.981	2.248	2.836	0.893	1.065	1.247	1.126	0.971	1.115
BEDNIGHTS																								
GB	11.819	14.822	14.669	12.577	12.590	16.687	3.480	3.945	4.779	3.904	4.154	4.982	5.893	6.210	6.053	5.288	5.681	7.243	2.117	2.765	3.293	2.831	2.087	3.407
England	9.512	12.615	12.287	10.491	11.089	13.839	2.601	3.130	3.723	3.069	3.558	3.637	4.891	5.368	5.178	4.695	4.995	6.495	1.720	2.326	2.953	2.349	1.867	2.78
EXPENDITURE																								
GB	£726	£923	£1,017	£940	£933	£1,233	£304	£326	£418	£348	£407	£489	£186	£254	£243	£239	£262	£293	£207	£296	£319	£308	£239	£363
England	£596	£755	£877	£766	£823	£1,000	£241	£265	£345	£269	£358	£368	£154	£213	£210	£199	£234	£263	£174	£233	£290	£262	£205	£295

GB Domestic Tourism: Year to Date – 2010-2015

Trip Characteristics, January period

Av. Trip Length	ALL TOURISM, Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	2.18	2.46	2.33	2.21	2.28	2.40	2.13	2.35	2.47	2.16	2.34	2.40	2.34	2.18	2.27	2.32	2.25	2.34	1.95	2.20	2.35	2.15	1.90	2.48
England	2.10	2.45	2.28	2.20	2.29	2.34	2.04	2.24	2.43	2.14	2.38	2.26	2.22	2.16	2.18	2.37	2.22	2.29	1.93	2.18	2.37	2.09	1.92	2.49
Av. £/Night	ALL TOURISM, Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£61	£62	£69	£75	£74	£74	£87	£83	£87	£89	£98	£98	£32	£41	£40	£45	£46	£40	£98	£107	£97	£109	£115	£107
England	£63	£60	£71	£73	£74	£72	£93	£85	£93	£88	£101	£101	£31	£40	£41	£42	£47	£40	£101	£100	£98	£112	£110	£106
Av. £/Trip	ALL TOURISM, Jan period						HOLIDAYS – Jan period						VFR – Jan period						BUSINESS – Jan period					
	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015	2010	2011	2012	2013	2014	2015
GB	£134	£153	£162	£165	£169	£177	£186	£194	£216	£192	£229	£236	£74	£89	£91	£105	£104	£95	£190	£235	£227	£234	£217	£264
England	£131	£147	£162	£160	£170	£169	£189	£190	£225	£188	£239	£228	£70	£86	£89	£100	£104	£93	£195	£219	£233	£233	£211	£265