

# Great Britain Tourism Survey

## GB Domestic Tourism: Jul – Sep 2011 Volume & Value

### ALL TOURISM

Trips taken in: Jul – Sep 2011	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>36.051</b>	<b>40.400</b>	<b>+12.06%</b>	<b>135.061</b>	<b>144.821</b>	<b>+7.23%</b>	<b>£6,804</b>	<b>£8,171</b>	<b>+20.09%</b>
<b>England Total</b>	<b>29.518</b>	<b>32.924</b>	<b>+11.54%</b>	<b>105.597</b>	<b>111.512</b>	<b>+5.60%</b>	<b>£5,396</b>	<b>£6,387</b>	<b>+18.37%</b>
West Midlands	2.312	2.478	+7.18%	6.811	6.009	-11.78%	£341	£352	+3.23%
East	2.479	3.383	+36.47%	9.660	12.160	+25.88%	£419	£575	+37.23%
East Midlands	2.492	2.703	+8.47%	7.959	8.478	+6.52%	£362	£482	+33.15%
London	3.017	2.778	-7.92%	7.096	7.156	+0.85%	£585	£661	+12.99%
North West	3.568	4.612	+29.26%	10.63	13.630	+28.22%	£674	£863	+28.04%
North East	0.892	1.442	+61.66%	3.505	4.544	+29.64%	£156	£250	+60.26%
South East	4.816	5.357	+11.23%	15.871	16.142	+1.71%	£746	£938	+25.74%
South West	7.338	7.259	-1.08%	33.607	32.555	-3.13%	£1,573	£1,642	+4.39%
Yorks & Humb	3.139	3.434	+9.40%	9.804	9.981	+1.81%	£512	£592	+15.63%

Trips taken in: Jul – Sep 2011	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>Destination:</b>									
<b>GB Total</b>	<b>3.75</b>	<b>3.58</b>	<b>-4.32%</b>	<b>£50</b>	<b>£56</b>	<b>+12.00%</b>	<b>£189</b>	<b>£202</b>	<b>+7.16%</b>
<b>England Total</b>	<b>3.58</b>	<b>3.39</b>	<b>-5.32%</b>	<b>£51</b>	<b>£57</b>	<b>+12.09%</b>	<b>£183</b>	<b>£194</b>	<b>+6.12%</b>
West Midlands	2.95	2.42	-17.69%	£50	£59	+17.00%	£147	£142	-3.69%
East	3.90	3.59	-7.76%	£43	£47	+9.02%	£169	£170	+0.56%
East Midlands	3.19	3.14	-1.79%	£45	£57	+25.00%	£145	£178	+22.76%
London	2.35	2.58	+9.52%	£82	£92	+12.04%	£194	£238	+22.71%
North West	2.98	2.96	-0.80%	£63	£63	-0.14%	£189	£187	-0.94%
North East	3.93	3.15	-19.80%	£45	£55	+23.61%	£175	£173	-0.87%
South East	3.30	3.01	-8.56%	£47	£58	+23.63%	£155	£175	+13.04%
South West	4.58	4.48	-2.08%	£47	£50	+7.76%	£214	£226	+5.52%
Yorks & Humb	3.12	2.91	-6.94%	£52	£59	+13.57%	£163	£172	+5.69%

All expenditure figures are in  
HISTORIC PRICES


Undertaken by TNS-RI Travel & Tourism  
Fieldwork: 13th Jul – 30th Oct 2011  
TNS-RI Face-to-Face Omnibus Survey

# Great Britain Tourism Survey

VisitEngland 

## GB Domestic Tourism: YTD: Sep 2011 Volume & Value

### ALL TOURISM

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Trips taken in: Jan – Sep 2011	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)		
Destination:	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>GB Total</b>	<b>90.387</b>	<b>96.562</b>	<b>+6.83%</b>	<b>290.171</b>	<b>306.869</b>	<b>+5.75%</b>	<b>£15,592</b>	<b>£17,815</b>	<b>+14.26%</b>
<b>England Total</b>	<b>74.343</b>	<b>79.293</b>	<b>+6.66%</b>	<b>227.995</b>	<b>242.016</b>	<b>+6.15%</b>	<b>£12,441</b>	<b>£14,078</b>	<b>+13.16%</b>
West Midlands	5.916	5.986	+1.18%	15.091	14.102	-6.55%	£813	£846	+4.06%
East	6.838	7.977	+16.66%	21.916	25.101	+14.53%	£1,022	£1,186	+16.05%
East Midlands	6.164	7.027	+14.00%	17.962	20.472	+13.97%	£840	£1,056	+25.71%
London	8.461	8.004	-5.40%	18.335	19.419	+5.91%	£1,731	£1,790	+3.41%
North West	9.260	10.473	+13.10%	25.701	28.517	+10.96%	£1,638	£1,875	+14.47%
North East	2.603	3.299	+26.74%	7.995	9.799	+22.56%	£457	£524	+14.66%
South East	12.802	12.660	-1.11%	36.239	35.353	-2.44%	£1,761	£2,013	+14.31%
South West	15.599	16.441	+5.40%	62.498	64.486	+3.18%	£2,998	£3,422	+14.14%
Yorks & Humb	7.852	8.452	+7.64%	21.062	23.040	+9.39%	£1,114	£1,290	+15.80%

Trips taken in: Jan – Sep 2011	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>GB Total</b>	<b>3.21</b>	<b>3.18</b>	<b>-1.01%</b>	<b>£54</b>	<b>£58</b>	<b>+8.04%</b>	<b>£173</b>	<b>£184</b>	<b>+6.95%</b>
<b>England Total</b>	<b>3.07</b>	<b>3.05</b>	<b>-0.48%</b>	<b>£55</b>	<b>£58</b>	<b>+6.60%</b>	<b>£167</b>	<b>£178</b>	<b>+6.09%</b>
West Midlands	2.55	2.36	-7.65%	£54	£60	+11.36%	£137	£141	+2.84%
East	3.21	3.15	-1.82%	£47	£47	+1.32%	£149	£149	-0.52%
East Midlands	2.91	2.91	-0.02%	£47	£52	+10.30%	£136	£150	+10.28%
London	2.17	2.43	+11.96%	£94	£92	-2.36%	£205	£224	+9.31%
North West	2.78	2.72	-1.89%	£64	£66	+3.17%	£177	£179	+1.21%
North East	3.07	2.97	-3.29%	£57	£53	-6.45%	£176	£159	-9.53%
South East	2.83	2.79	-1.35%	£49	£57	+17.17%	£138	£159	+15.59%
South West	4.01	3.92	-2.10%	£48	£53	+10.62%	£192	£208	+8.30%
Yorks & Humb	2.68	2.73	+1.63%	£53	£56	+5.86%	£142	£153	+7.58%

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# Great Britain Tourism Survey

## GB Domestic Tourism: 12-month comparison: Year ending Sep 2011 Volume & Value ALL TOURISM

Trips taken in: Oct 2010 – Sep 2011	TRIPS (millions)			BEDNIGHTS (millions)			EXPENDITURE (£ millions)		
Destination:	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>GB Total</b>	<b>118.364</b>	<b>121.893</b>	<b>+2.98%</b>	<b>366.556</b>	<b>378.333</b>	<b>+3.21%</b>	<b>£19,861</b>	<b>£22,020</b>	<b>+10.87%</b>
<b>England Total</b>	<b>98.374</b>	<b>100.460</b>	<b>+2.12%</b>	<b>292.266</b>	<b>299.250</b>	<b>+2.39%</b>	<b>£16,028</b>	<b>£17,479</b>	<b>+9.05%</b>
West Midlands	8.168	7.888	-3.43%	20.533	19.758	-3.77%	£1,159	£1,087	-6.21%
East	9.488	9.960	+4.97%	28.192	30.856	+9.45%	£1,354	£1,444	+6.65%
East Midlands	7.954	8.531	+7.25%	23.13	24.006	+3.79%	£1,063	£1,240	+16.65%
London	11.171	10.915	-2.29%	24.025	25.403	+5.74%	£2,258	£2,473	+9.52%
North West	12.776	13.462	+5.37%	34.651	36.505	+5.35%	£2,155	£2,391	+10.95%
North East	3.382	4.256	+25.84%	10.574	12.560	+18.78%	£564	£680	+20.57%
South East	16.962	16.102	-5.07%	47.699	44.829	-6.02%	£2,343	£2,446	+4.40%
South West	19.753	20.009	+1.30%	75.358	75.415	+0.08%	£3,645	£4,005	+9.88%
Yorks & Humb	10.191	10.570	+3.72%	26.606	27.988	+5.19%	£1,398	£1,624	+16.17%
Trips taken in: Oct 2010 – Sep 2011	Average length of stay (nights)			Average spend per night *			Average spend per trip *		
Destination:	2010	2011	%ch	2010	2011	%ch	2010	2011	%ch
<b>GB Total</b>	<b>3.10</b>	<b>3.10</b>	<b>+0.22%</b>	<b>£54</b>	<b>£58</b>	<b>+7.42%</b>	<b>£168</b>	<b>£181</b>	<b>+7.66%</b>
<b>England Total</b>	<b>2.97</b>	<b>2.98</b>	<b>+0.26%</b>	<b>£55</b>	<b>£58</b>	<b>+6.51%</b>	<b>£163</b>	<b>£174</b>	<b>+6.79%</b>
West Midlands	2.51	2.50	-0.36%	£56	£55	-2.53%	£142	£138	-2.88%
East	2.97	3.10	+4.26%	£48	£47	-2.56%	£143	£145	+1.59%
East Midlands	2.91	2.81	-3.23%	£46	£52	+12.39%	£134	£145	+8.76%
London	2.15	2.33	+8.22%	£94	£97	+3.58%	£202	£227	+12.09%
North West	2.71	2.71	-0.02%	£62	£65	+5.32%	£169	£178	+5.30%
North East	3.13	2.95	-5.61%	£53	£54	+1.50%	£167	£160	-4.19%
South East	2.81	2.78	-1.00%	£49	£55	+11.08%	£138	£152	+9.97%
South West	3.82	3.77	-1.20%	£48	£53	+9.79%	£185	£200	+8.47%
Yorks & Humb	2.61	2.65	+1.42%	£53	£58	+10.43%	£137	£154	+12.00%

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## GB Domestic Tourism: Confidence Limits at the 95% level

Destination:	Trips		Nights		Spend	
	Single Quarter	Annual	Single Quarter	Annual	Single Quarter	Annual
<b>GB Total</b>	<b>4.0%</b>	<b>2.4%</b>	<b>5.0%</b>	<b>2.9%</b>	<b>5.0%</b>	<b>3.1%</b>
<b>England Total</b>	<b>4.4%</b>	<b>2.6%</b>	<b>5.1%</b>	<b>3.1%</b>	<b>5.5%</b>	<b>3.4%</b>
East	12.8%	7.3%	15.2%	11.6%	18.6%	10.3%
East Midlands	14.5%	8.5%	16.7%	11.2%	17.9%	11.6%
London	13.9%	7.4%	18.0%	9.1%	18.9%	10.2%
North East	20.4%	11.7%	27.7%	16.9%	25.2%	14.5%
North West	10.6%	6.1%	13.8%	7.4%	14.5%	8.3%
South East	10.0%	6.0%	13.3%	7.5%	12.5%	7.8%
South West	8.1%	5.2%	9.2%	6.1%	10.5%	7.1%
West Midlands	13.7%	8.1%	20.3%	11.7%	18.4%	11.2%
Yorks & Humb	12.2%	7.1%	14.0%	8.4%	16.1%	9.4%

Figures are based on annual / quarter 3 base sizes for 2010