



The GB Tourist

Statistics 2012

Volumes and Values of Domestic Tourism in Great Britain - 2012

Tourism by residents of Great Britain in 2012: this report presents the principal findings of the Great Britain Tourism Survey (GBTS). This survey replaces the previous United Kingdom Tourism Survey (UKTS)

GBTS is jointly sponsored by VisitEngland, VisitScotland and Visit Wales (the Tourism Department of the Welsh Government).

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Section 1: Introduction

This report is the twenty-fourth in an annual series, published to present statistical information on the volume and value of domestic tourism. Previously, this has focussed on tourism undertaken by the resident population of the United Kingdom to destinations within the UK and the Republic of Ireland. 2011 represents the first year when this scope has changed to only cover the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is now collected in a separate survey by Northern Ireland Tourist Board.

Consequently, special care must be taken when interpreting trends in domestic tourism to ensure that a consistent base is used throughout. In this case, all pre-2010 data has been recalculated to exclude Northern Ireland as a destination and also to exclude all tourism into Great Britain by Northern Irish residents from the analysis. This provides a consistent basis for trend analysis but means that the data published for 2006-2010 in this report is different from that published in previous editions of 'The UK Tourist'.

All information in the 2012 report comes from a face-to-face interview survey commissioned jointly by the national tourist boards of VisitEngland (VE), VisitScotland (VS) and Visit Wales (the Tourism Department of the Welsh Government). The joint survey is called the Great Britain Tourism Survey (GBTS).

Under its previous guise of the United Kingdom Tourism Survey (UKTS), this was first conducted in 1989 and replaced earlier surveys which the national tourist boards had used to obtain estimates of domestic tourism volume and value. Until 1999, the survey was based on in-home interviews with adults, mainly using a random omnibus survey conducted by NOP Research Group. This survey vehicle for UKTS was discontinued at the end of 1999. A review was then undertaken to select a new research methodology, while maintaining a high degree of consistency in the key principles of the survey design.

In 1999, a five-year contract covering the period 2000-2004 was awarded to BMRB International and in 2000, UKTS switched to a new research methodology based on telephone interviews using random digit dialling. By 2003 and 2004 however, significant concerns were being expressed relating to the UKTS derived data on domestic tourism. Following a further extensive review, UKTS returned to the previous (pre-2000) methodology for measuring the volume and value of domestic overnight trips: face-to-face interviews conducted in-home. TNS were appointed to undertake the survey from May 2005 and for the period 2006 - 2010. The sponsors (the various UK national tourism organisations) concluded that the approach proposed by TNS would yield a more representative sample of the UK population by using a proven face-to-face interview approach instead of the previous random digit dialling telephone approach. In 2010, TNS were re-appointed to undertake the survey for a further 5 years from 2011-2015. With the removal of Northern Irish residents and Northern Ireland as a destination from the scope, the survey was re-launched as the Great Britain Tourism Survey. The approach remains identical to UKTS 2006-10 however:

- 100,000 face-to-face interviews per annum, conducted in-home, more than twice the sample size featured in the previous telephone based survey methodology.
- A weekly sample size of around 2,000 adults aged 16 years or over - representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location.
- Respondents are asked about any overnight trips taken in the last four weeks, as opposed to a 12-weeks' recall period, covering the three preceding calendar months, under the previous methodology.
- The questions were first added to TNS's Omnibus survey on 4th May 2005 and the survey outputs provide continuous data from May 2005 for total number of trips, nights spent, breakdown of expenditure, purpose of trip, accommodation used and party composition on each trip by destination.

Because of these changes in methodology, the GBTS/UKTS results gathered since 2005 are not comparable with those from previous years. In addition, given that the survey fieldwork did not begin until May 2005, no survey data was collected for the first four months of the year, January-April. Consequently, the survey data for 2005 is 'part-year' in nature – only covering the May-December period. Comparative data is therefore restricted to 2006 only. All of the 2006, 2007, 2008, 2009, 2010 and 2011 data covers the full 12-months' period allowing for valid comparison.

Objectives

The first objective of GBTS is to provide measurements of tourism by residents of Great Britain, in terms of both volume and value. The second is to collect details of the trips taken and of the people taking them.

These objectives extend to:

- Tourism by people of any age. The core survey is based on adults but collects details of all adults and children present on the trip.
- Tourism for any purpose. Although the report places considerable emphasis on the important holiday sector, this is not just a holiday survey. Also included within the scope is tourism for the purpose of visiting friends and relatives, for work or business purposes, conferences and exhibitions, or indeed almost any other purpose.
- Day excursion trips, not involving an overnight stay away from home, are not covered by the survey at all.
- Tourism to any part of Great Britain, using any accommodation type.

GBTS is designed as a continuous measurement of the volume and value of domestic tourism by residents of Great Britain, in such a way as to provide absolute estimates at any point in its currency and relative change over time. Three separate but associated measurements are required from the survey:

- the number of trips (including child trips) taken by GB residents.
- the number of nights (including child nights) spent away from home on these trips.
- the value of spending on those trips.

In summary, for the purposes of this survey, tourism is taken to be any journey away from home lasting one or more nights, to any destination within Great Britain, by any mode of transport, for any purpose, and staying in any type of accommodation. These topics of destination, purpose, mode of transport, accommodation type and many others, are included in the information collected by the survey, in order to provide meaningful analysis and descriptions of the volume and value estimates.

Using previous methodologies, an upper limit of 60 days was applied to the number of nights spent away from home to qualify as a tourism trip. As respondents are now asked about trips returned from in the 4 weeks prior to interview, this upper limit is now redundant and no longer applied.

It is worth noting that despite this, results are reported on the basis of the start date of the trip.

Scope of this report

This document is intended to provide all of the information necessary to form an overview of the total GB domestic overnight tourism market. The reader will therefore find details of familiar subjects such as purpose, destination, accommodation, transport and month of trip. However also included are other subjects such as methods of booking or arranging travel and details of the types of location stayed at while away from home.

Inevitably, a publication of this size is selective. The 'core' results of each year's GBTS run into thousands of pages of computer tabulations, which are held by the sponsoring boards. Beyond these core tabulations, further computer analysis can provide – subject to technical limitations – any permutation of any number of parameters contained in the survey, in order to produce data on specific market sectors not already analysed. Survey results not published in this report are available from any of the sponsoring boards. Further information and details of costing can be obtained from any of the survey sponsors, at the addresses shown at the back of this report.

For 2012, a similar report has been produced from the Great Britain Day Visits Survey (GBDVS) covering same day tourism. For comparability and consistency, results have been presented in a similar format in both the 'GB Tourist' and the 'GB Day Visitor'.

Survey method

The GBTS survey is conducted continuously throughout the year, using face-to-face Computer Assisted Personal Interviews or CAPI interviewing, as part of TNS's in-home omnibus surveys. Weekly omnibus surveys are conducted with a representative sample of 2,000 adults aged 16 and over within Great Britain. Respondents are asked whether they have taken trips in Britain in the previous four calendar weeks that involved at least one night away from home.

When such trips are identified, further questions are asked about a maximum of three trips - the most recent three trips - with a core set of questions for all three trips and additional questions for the most recent trip. The questionnaire is thus designed to maximise accuracy of recall, whilst minimising the task for those who have undertaken more than one trip.

The requirement is for a complete dataset for each of the three most recent trips. Therefore, some imputation is necessary and that imputation covers data not collected, or otherwise missing.

The results are reported in terms of total GB population values. Therefore the data are weighted to correct for differences between the sample distribution and that of the population and also to gross the sample values up to the total population.

Reporting periods are defined in terms of groups of weeks. Results published from the data are for trips that started in each calendar month.

The sample design is based on a master sample frame which divides Great Britain into 600 sample points, with a further 5 sample points north of the Caledonian Canal. The TNS omnibus survey operates using 2 sets of points which are used on alternate weeks. Each set consists of 162 points within Great Britain. These sets of points are further split into 4 levels of 118, 133, 152 and 162 which are used depending on the interview length. Sampling points are selected after stratification by Government Office Region and Social Grade. Each sample point is divided into geographical halves. Selected addresses from the point are taken from one half the first time it is used and from the other half when it is next used. This provides for de-clustering or geographical dispersion week on week. Within each point, 130-200 addresses are issued from the Postal Address File and these consist of one or more Output Area. Depending on the interview length, a target to achieve an adult sample of 13 to 18 completed interviews is set (12 to 15 in London).

Interviewer assignments are conducted over two days of fieldwork and are carried out on weekdays between 2pm-8pm and/or at the weekend. Interviewers are issued with quota targets based on gender, working status and presence of children. All interviewers must leave three addresses between each successful interview.

On average 2,000 interviews are conducted each week, some 100,000 interviews per year. Interviewing is not normally conducted during the two weeks either side of Christmas. The weighting procedures are amended to compensate for these missing weeks.

It was decided to retain the question wording used in UKTS from 2005-2010 to ensure consistency of data collection (see below). However, subsequent trip details are only collected for trips taken within Great Britain in the preceding 4 weeks. The questionnaire reads:

"We would like to ask you about overnight trips you have taken in the UK and Ireland recently. We are interested in ALL overnight trips taken for whatever reason, including holidays, visits to friends and relatives, business trips and so on.

Q.1 Have you returned from any trips in the past four weeks that involved staying away from home for one night or more at a destination within the UK or the Republic of Ireland?

In this survey, by the UK, we mean anywhere in England, Scotland, Wales, Northern Ireland, the Channel Islands, the Isle of Man or any of the other islands which are part of the United Kingdom.

The four weeks we are talking about are from Monday (day/month) through to last Sunday (day/month).

Please include any trips taken where the main destination was abroad but where you stayed away from home in the UK or Ireland as part of that trip."

It should be noted that although the questionnaire (at Q.1) clarifies to the respondent that the Channel Islands and Isle of Man are included within the United Kingdom, all parties involved with the survey are aware that these islands have federacy status and are not part of the United Kingdom.

The change in the method of data collection from telephone interviewing to an in-home face-to-face approach utilising TNS's weekly Omnibus survey in May 2005, necessitated a review of the questionnaire to adapt it for CAPI use. In addition, the client group was keen to rationalise the length of the questionnaire and remove questions no longer deemed essential.

This report

Part 1

- Section 1-1 – *2012 General Trends* – this section interprets some of the key differences in domestic tourism in 2012 when compared to 2011.
- Section 1-2 – *2012 Full Year Summary* – an in-depth summary of domestic tourism during 2012.
- Section 1-3 - *2008-2012 Trends in Domestic Tourism* – this section focuses on trends during the previous five years, examining GB holiday, VFR and business tourism. Also included within this section are the following:
 - Trends in expenditure over the period, including a detailed breakdown of expenditure by the different spend categories of a trip i.e. accommodation, travel etc.
 - GB Holidays by Lifestage - this section looks at domestic holidays in Britain during the 2008-2012 time period, when analysed by different lifestage segments (Families, Empty Nesters etc).
 - All spend figures quoted throughout the report are presented as historic prices and do not take inflation into account, with the exception of page 7, where 2011 spend figures have also been adjusted to account for inflation.

Part 2

- A much more in-depth understanding of the characteristics of domestic tourism in Great Britain.

The GBTS reports in terms of trips, nights and spending:

- *Trips* are trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. It should be noted that each adult or child present on the trip counts as a trip. Thus a family of 2 adults and 2 children taking a trip away would count as 4 trips.
- *Bednights* are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3 night trip away from home would count as 12 bednights.
- *Spending* is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.
- Two further points about spending may be helpful:
 - Average expenditure per night is calculated by dividing the total trip costs by the number of nights. The total trip costs include those which are paid in advance of the trip (such as travel and inclusive package trip charges) as well as costs incurred on a daily or nightly basis during the trip.
 - Analysis of expenditure by country of destination allocates all trip costs to the country of destination, although in reality some of these costs may be paid in the country of residence rather than the country of destination.

For simplicity, absolute volumes and values have been rounded. The degree of rounding is generally self-evident in the tables, but where appropriate, an explanatory note has been added for clarity. The appendix contains a detailed set of definitions of terms used in the report.

Part 1: Section 1.1 – 2012 General Trends

Tourism in Great Britain in 2012

The period between 2010 and 2011 had seen a dramatic increase in the number of domestic tourism trips taken in Great Britain with 126.6 million trips being taken throughout 2011 compared to 115.7 million in 2010. In 2012 the overall volume of trips taken in GB had fallen slightly with a small decrease of -1% to 126.0 million. The number of nights spent during GB trips in 2012 was very similar to that seen in 2011, with +0.2% more nights being spent leaving the number at 388.2m. Despite the slight decline in trips since 2011, the amount of expenditure on GB trips in 2012 actually increased by 6% to reach £24bn – an increase above the rate of inflation. The volume of trips taken for holidays or visiting friends and relatives reflected the decline seen at an overall level with both having fallen by 1% since 2011 to 57.7m and 45.1m respectively. In contrast to the decreases seen for holidays or visiting friends and relatives, there have been improvements in the volume of business trips taken within Great Britain with 18.9 million trips taken (+2% compared to 2011).

All Domestic Overnight Tourism

	Trips			Bednights			Expenditure			Expenditure 2012 prices		
	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch
GB	126.6m	126.0m	-1%	387.3m	388.2m	+0.2%	£22.7bn	£24.0bn	+6%	£23.3bn	£24.0bn	+3%
England	104.3m	104.5m	+0.2%	306.8m	310.2m	+1%	£17.9bn	£19.5bn	+9%	£18.4bn	£19.5bn	+6%
Scotland	13.4m	12.8m	-5%	45.6m	43.3m	-5%	£3.0bn	£2.9bn	-4%	£3.1bn	£2.9bn	-6%
Wales	9.7m	9.6m	-1%	34.9m	34.7m	-1%	£1.7bn	£1.6bn	-8%	£1.7bn	£1.6bn	-8%

Holiday Tourism

	Trips			Bednights			Expenditure			Expenditure 2012 prices		
	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch
GB	58.4m	57.7m	-1%	208.5m	203.1m	-3%	£13.0bn	£13.8bn	+6%	£13.4bn	£13.8bn	+3%
England	46.2m	46.0m	-0.4%	158.0m	156.2m	-1%	£10.0bn	£11.0bn	+10%	£10.3bn	£11.0bn	+7%
Scotland	6.6m	6.2m	-6%	25.5m	22.5m	-12%	£1.7bn	£1.7bn	-3%	£1.7bn	£1.7bn	-3%
Wales	6.0m	5.9m	-2%	25.0m	24.4m	-3%	£1.2bn	£1.1bn	-13%	£1.2bn	£1.1bn	-11%

VFR Tourism

	Trips			Bednights			Expenditure			Expenditure 2012 prices		
	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch
GB	45.7m	45.1m	-1%	125.7m	129.0m	+3%	£4.7bn	£5.1bn	+8%	£4.8bn	£5.1bn	+6%
England	39.4m	38.9m	-1%	105.4m	107.2m	+2%	£3.9bn	£4.2bn	+7%	£4.0bn	£4.2bn	+5%
Scotland	4.1m	4.0m	-2%	13.2m	14.6m	+10%	£0.6bn	£0.6bn	+7%	£0.6bn	£0.6bn	-3%
Wales	2.4m	2.4m	-3%	7.0m	7.3m	+3%	£0.3bn	£0.3bn	+11%	£0.3bn	£0.3bn	-3%

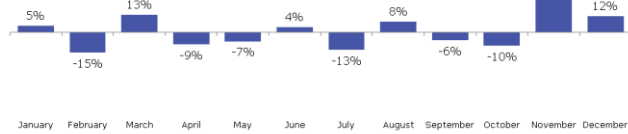
Business Tourism

	Trips			Bednights			Expenditure			Expenditure 2012 prices		
	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch	2011	2012	%Ch
GB	18.6m	18.9m	+2%	41.8m	44.5m	+7%	£4.4bn	£4.5bn	-2%	£4.5bn	£4.5bn	-1%
England	15.5m	15.9m	+3%	33.7m	36.8m	+9%	£3.5bn	£3.8bn	+6%	£3.6bn	£3.8bn	+6%
Scotland	2.2m	2.1m	-2%	5.8m	5.4m	-7%	£0.6bn	£0.5bn	-16%	£0.6bn	£0.5bn	-19%
Wales	1.0m	1.1m	+11%	2.3m	2.2m	-1%	£0.2bn	£0.2bn	-11%	£0.2bn	£0.2bn	-3%

Figure 1 – Domestic Trips in England

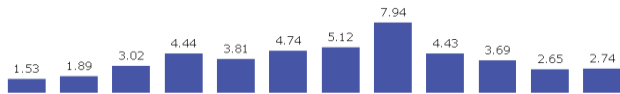
Domestic Tourism in England, 2011 v 2012

% change for all tourism TRIPS
Domestic Overnight Tourism

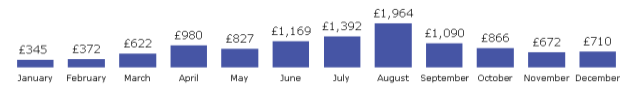


England: Seasonal Distribution of Domestic Holidays, 2012

GBTS Volume of visits (millions)



GBTS Value of visits (£millions)



TNS

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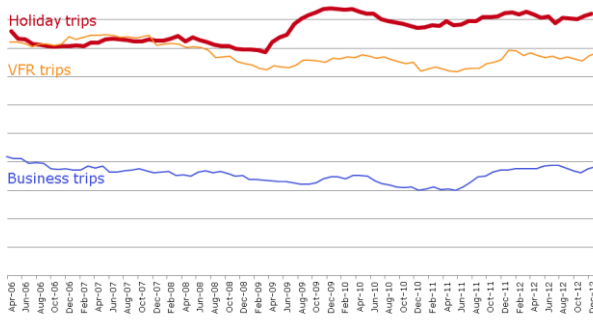
Visit Scotland

Visit Wales
Croeso Cymru

TNS

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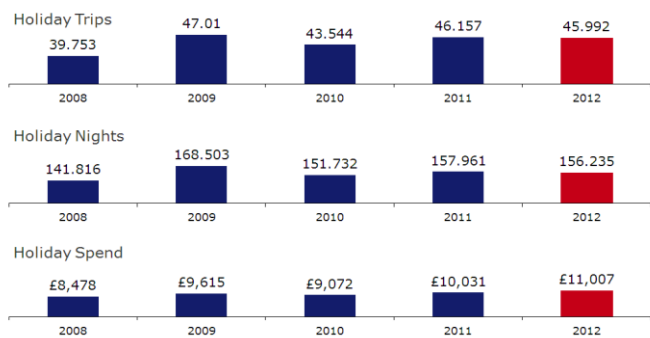
Domestic overnight tourism in England - long term trends (12-month rolling data)



TNS

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Recent Trends in Domestic Holidays in England



Overnight Domestic Tourism: GBTS 2012

TNS

©TNS 2012



Visit Scotland

Visit Wales
Croeso Cymru

During 2012, 104 million domestic trips were taken in England, with 310 million bednights and spending of £20 billion. These figures all represent increases on 2011 – trips saw no change at 0%, bednights increased by +1% and expenditure by +9% (historic prices).

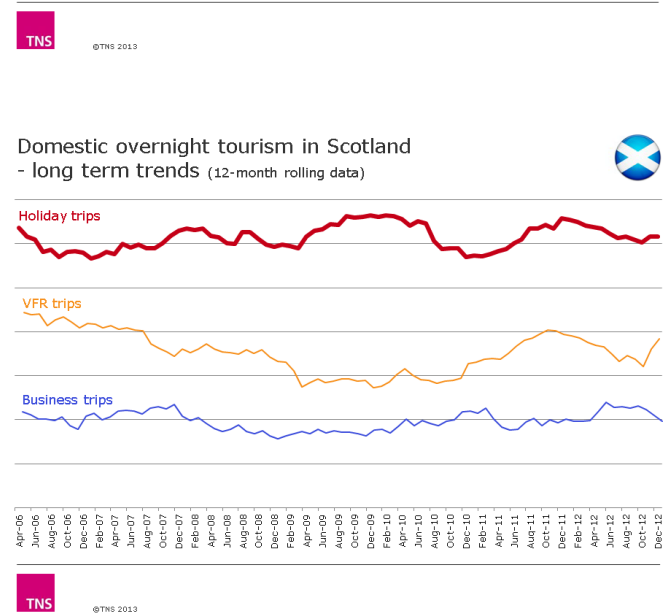
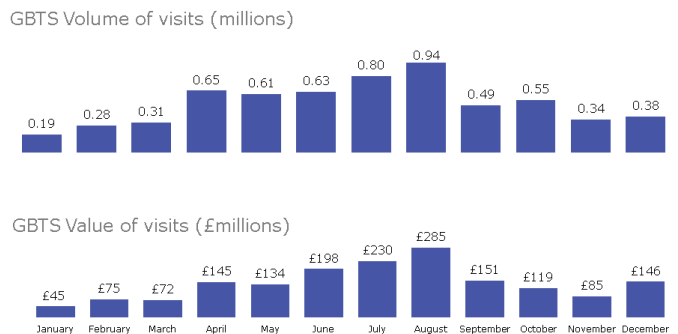
The year was split between months of decreases and increases in terms of number of visits, with a notable increase in November of +30% tipping the balance towards an overall annual increase. In addition to traditional public holidays, there was an additional bank holiday in June to celebrate the Queen's Diamond Jubilee. Although there was a modest increase in the number of trips taken during June compared to 2011, the impact of the extra holiday time is likely to have been felt later in the year during November and December, with some opting to take their extra time off at the end of the year. August saw an +8% increase in trips on 2011, and the Olympics may have helped to boost this, although perhaps not as much as anticipated, as some will have delayed their trips away until after the games.

Looking at the longer term rolling holiday trends, there had been signs of recovery in 2011 to the high volumes of English holiday trips seen in 2009, and although this fell back slightly during the middle of 2012, the end of the year saw volumes climb again. Holiday spend in England reached the highest levels witnessed in recent years at £11 billion.

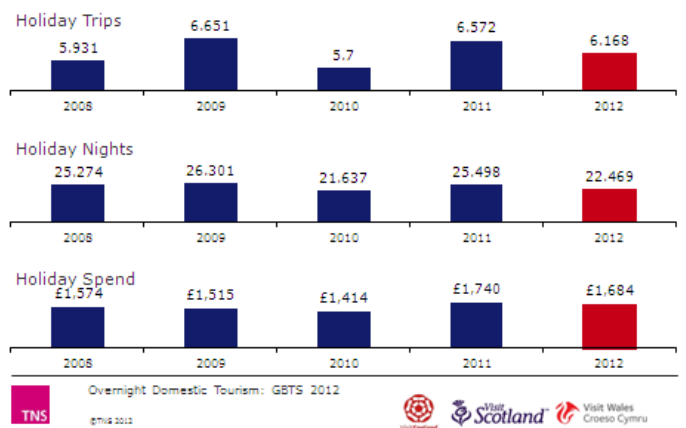
Figure 2 – Domestic Trips in Scotland



Scotland: Seasonal Distribution of Domestic Holidays, 2012



Recent Trends in Domestic Holidays in Scotland



In Scotland, 13 million domestic tourism trips were taken during 2012, with 43 million bednights and expenditure of £3 billion in spend. These figures are lower than those seen in 2011 – trips decreased by -5%, bednights by -5% and expenditure by -4% (historic prices).

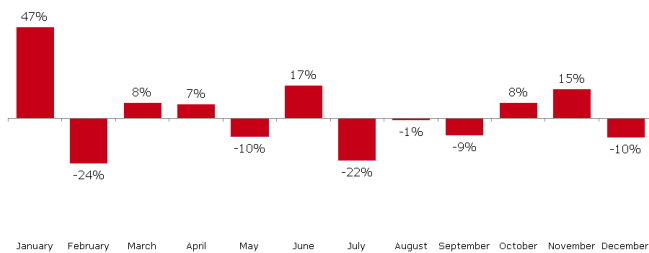
Declines were evident in 7 out of 12 months last year, notably from January to March and June/July, while November saw a large increase in visits compared to 2011. The November uplift was not large enough in volume to offset the losses seen earlier in 2012. Unusually wet weather during June and July contributed towards lower trip levels, and it is also thought that the additional holiday time afforded by the Jubilee bank holiday may have encouraged more holidays abroad at this time. Similarly to the November uplift for English trips, the increase seen in November could be explained by sunnier weather throughout the month, and visitors potentially having more holiday time left towards the end of the year due to the additional bank holiday, but it should be taken into account that the lower levels of trips at this time of year produce smaller base sizes and larger movements.

The longer term trends for domestic tourism in Scotland show 2009 to have been a year of rapid growth for holiday trips, followed by a sharp decline during 2010. In 2011, the decline continued but was less pronounced and there were signs towards the end of 2012 that this decline may be levelling off. VFR trips similarly appear to be recovering at the end of 2012 after declines that mirror the holiday market.

Figure 3 – Domestic Trips in Wales

Domestic Tourism in Wales, 2011 v 2012

% change for all tourism TRIPS
Domestic Overnight Tourism



Wales: Seasonal Distribution of Domestic Holidays, 2012



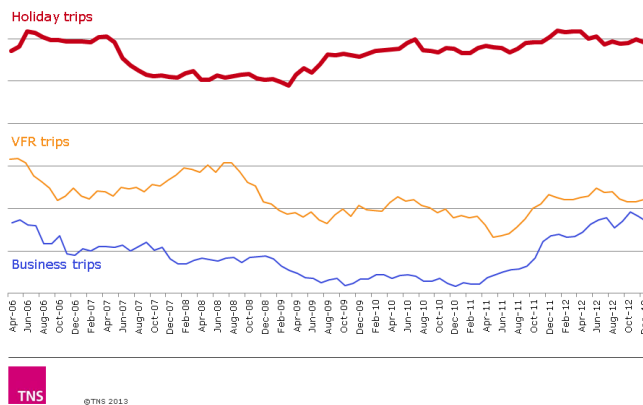
GBTS Volume of visits (millions)



GBTS Value of visits (£millions)



Domestic overnight tourism in Wales - long term trends (12-month rolling data)



Recent Trends in Domestic Holidays in Wales



In Wales, during 2012, some 10 million domestic tourism trips were taken, staying for 35 million bednights and spending £2 billion. These figures all represent declines compared to 2011 – trips fell by -1%, bednights by -1% and expenditure by -8% (historic prices).

There was a mixed performance across the year for volumes of trips taken in Wales, with declines seen in 6 out of the 12 months. The -22% decline recorded in July had the greatest impact, accounting for a loss of 0.3 million trips to Wales. Traditionally July and August are the most important months for Welsh tourism and this year accounted for a quarter (25%) of all trips taken, though both months saw declines compared to 2011 (-22% for July and -1% for August). It is likely that the poor weather during June and July will have impacted on these months.

Over a longer period of time, Wales has been less subject to the fluctuations evident across the English and Scottish holiday markets. There has been a period of gradual, steady growth in holiday trips taken since 2009, peaking in the early part of 2012. There has also been a sharp increase in the number of business trips taken in Wales over the past two years, reflecting a period of recovery to levels seen in 2006, prior to the economic downturn.

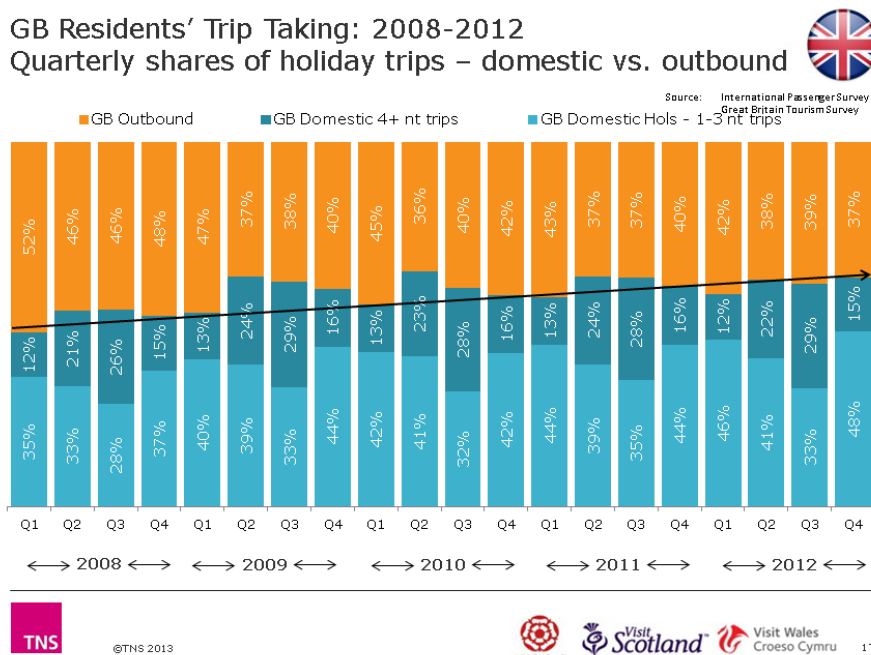
Completing the Picture

It is important to understand the performance of domestic tourism – and particularly domestic holidays, within the broader context of holiday taking by GB residents generally – both at home and overseas. Since the success for domestic holidays seen in 2009, the volume of trips taken within Great Britain has fluctuated, but 2012 has seen the level of domestic trips level off with a slight decrease of -1% compared to 2011. The number of overseas trips taken had declined sharply between 2008 to 2010, from 46 million to 36 million. While the decline has halted, there has been little sign of a recovery to the levels seen in 2008.

Table 1.1.1 – Holiday trip taking by GB residents				
GB residents' holiday trips in GB			GB residents' holiday trips overseas*	
Destination	Total Trips (m)	% Change on previous year	Total Trips (m)	% Change on previous year
2008	50.416		45.531	
2009	58.973	+17%	38.490	-15.5%
2010	54.472	-7.2%	36.126	-6.1%
2011	58.433	+6.7%	36.356	+0.6%
2012	57.696	-1.3%	36.364	0.0%

* Source: 2012 International Passenger Survey

Consequently, as illustrated below, the share of domestic holidays vis-a-vis outbound holidays has increased significantly over the last four years from around 52% in 2008 to around 61% in 2012:



While the high volumes of domestic trips have been maintained during 2012, there are signs that the volume levels have reached a plateau and the domestic tourism volume figures for 2013 and beyond will reveal the extent to which these levels can be sustained longer term.

Section 1.2 – 2012 – Full Year Summary

Tourism volumes & values in 2012

It is estimated that in 2012, GB residents took around 126 million trips of one night or more within Great Britain. These trips involved a total of 388 million nights away from home, resulting in an average tourism trip length of 3.1 nights.

Tourism expenditure on these domestic trips was around £24 billion, representing an average spend of £190 per trip and £62 per night away from home.

By relating these levels of tourism volume and value to the total population, the average level of tourism per head of population can be calculated:

In 2012, the average GB adult resident:

- took 2.0 tourism trips of one night or more away from home within Great Britain
- stayed away from home for 6.3 nights in total on tourism trips in Britain
- spent £389 in total on domestic tourism trips

Tourism Destinations

This section looks in detail at tourism in Great Britain, and compares the performance of England, Scotland and Wales as destinations.

More than four out of five (83%) British trips taken during 2012 were taken in England (104.5 million). Scotland saw 12.8 million trips during 2012 and a 10% share of British trips, while there were 9.6 million trips taken in Wales, with a share of 7%.

Table 1.2.1 – Tourism Trips in GB by country

	Trips	Share of Trips
Destination	Millions	%
GB Total	126.019	100%
England	104.458	83%
Scotland	12.752	10%
Wales	9.603	7%

It should be taken into account that the proportion of trips taken within each nation is largely commensurate with the size of its respective populations. When looking at the proportion of trips taken compared to each nation's population as part of Britain, England has a smaller share of trips taken than its share of the overall population, while Scotland and Wales both have a higher proportion of GB trips taken when compared to their population share.

Table 1.2.2 – Tourism Trips compared with population

	Population:		Trips:	
Destination	Millions	%	Millions	%
GB Total	61.691	100%	126.019	100%
England	53.107	86%	104.458	83%
Scotland	5.282	9%	12.752	10%
Wales	3.302	5%	9.603	7%

Source: 2010-based national population projections, Office for National Statistics

Tourism trips taken in Britain during 2012 were around 3.08 nights' duration on average. The average length of trips taken in Scotland and Wales was longer (with 3.62 nights being spent on trips in Wales and 3.40 nights for Scottish trips).

Table 1.2.3 – Tourism Nights in GB by country			
	Nights	Share of Nights	Av. nights per trip
Destination	Millions	%	
GB Total	388.240	100%	3.08
England	310.193	80%	2.97
Scotland	43.320	11%	3.40
Wales	34.727	9%	3.62

With regard to spending on tourism trips, domestic British trips cost on average around £190. Scotland saw slightly higher trip values, with trips costing on average £227. Trips to Scottish destinations typically see higher spend figures as they tend to be longer than trips taken elsewhere and involve longer journeys. Trips to Wales had the lowest average spend with trips costing on average £165, despite longer trip lengths (3.62 nights per trip av.) but spending per night is notably lower in Wales than in England and Scotland, impacting on the overall value of the trip.

Table 1.2.4 – Tourism Spending in GB by country				
	Spending	Share of Spending	Av. Spend per trip	Av. Spend per night
Destination	£Million	%	£	£
GB Total	£23,976	100%	£190	£62
England	£19,497	81%	£187	£63
Scotland	£2,891	12%	£227	£67
Wales	£1,588	7%	£165	£46

Purpose by Destination

This section illustrates the primary purpose of tourism trips taken by British residents within Great Britain in 2012 – be this for a holiday, visiting friends & relatives or travelling for business and work.

Trips taken as a holiday tend to make up the greatest proportion of British trips, with most of these being shorter trips of 1-3 nights in length. There are some variations between the nations, however, and for Wales the proportion of trips taken for holiday purposes (including Holiday VFR) is notably higher than for England and Scotland (74% vs. 63% for England and 67% for Scotland). Trips in Scotland and Wales were also more likely to be longer (4+ nights) than those taken in England, comprising 25% and 28% (respectively) of trips taken.

Trips for the purpose of visiting friends and relatives were taken more often in England, where nearly one in five trips (17%) were taken for this reason compared to 12% in Scotland and 9% in Wales.

England and Scotland tend to attract a greater proportion of business trips than Wales. During 2012, Wales saw a smaller proportion of business trips than were seen in England and Scotland (13% vs. 17% in England and 18% in Scotland).

Table 1.2.5 – Trips in GB by purpose			
	England	Scotland	Wales
Purpose	Million	Million	Million
Total	104.458	12.752	9.603
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	67.468	8.718	7.458
1-3 nights	46.467	5.459	4.519
4+ nights	21.001	3.260	2.938
VFR	17.445	1.480	0.828
Business/work	15.901	2.146	1.101
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	63%	67%	74%
1-3 nights	44%	42%	46%
4+ nights	18%	25%	28%
VFR	17%	12%	9%
Business/work	17%	18%	13%

For bednights, there are similarities with the analysis of trips across the different countries. It was noted earlier that Scotland and Wales have a slightly higher share of nights than of trips, driven by a longer average trip length (3.62 nights for Wales and 3.40 nights for Scotland vs. 2.97 nights per trip to England). This longer average length is mainly due to the higher share of trips accounted for by long holidays in Scotland and Wales.

Table 1.2.6 – Nights in GB by purpose			
	England	Scotland	Wales
Purpose	Million	Million	Million
Total	310.193	43.430	34.727
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	220.737	32.041	29.631
1-3 nights	87.298	10.598	9.423
4+ nights	133.439	21.443	20.207
VFR	42.691	4.997	2.033
Business/work	36.837	5.404	2.230
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	63%	67%	75%
1-3 nights	43%	39%	45%
4+ nights	20%	28%	30%
VFR	17%	11%	9%
Business/work	17%	18%	13%

Table 1.2.7 illustrates how the share of spending varies in each country by purpose of trip. The survey findings reveal that spending follows a similar pattern to those described for trips and bednights (Tables 1.2.5 and 1.2.6 respectively).

Table 1.2.7 – Spending in GB by purpose			
	England	Scotland	Wales
Purpose	£Million	£Million	£Million
Total	£19,497	£2,891	£1,588
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	£13,457	£2,063	£1,245
1-3 nights	£7,480	£980	£603
4+ nights	£5,977	£1,083	£642
VFR	£1,742	£234	£106
Business/work	£3,750	£537	£199
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	63%	67%	75%
1-3 nights	43%	39%	45%
4+ nights	20%	28%	30%
VFR	17%	11%	9%
Business/work	17%	18%	13%

Origin & Destination of Trips

So far, this report has looked at the destination of trips. This section now looks at the origin of trips – the GB countries in which those who are taking the tourist trips are normally resident.

Residents of England took 109 million trips in 2012, a share of 87% of all British trips, while those in Scotland took around 11 million, and Welsh residents took over 6 million trips.

The share of trips taken by residents of each nation is broadly in line with their share of the British population, as the average number of trips being taken by residents is fairly similar – averaging around 2 trips per resident across each of the British nations.

Table 1.2.8 – Trips taken by country of residence

	Residents of.....			
	GB	England	Scotland	Wales
Trips taken (Million)	126.019	108.987	10.633	6.400
Share of trips taken (%)	100%	87%	9%	5%
Resident Population (Million)	61.691	53.107	5.282	3.302
Share of Population (%)	100%	86%	9%	5%
Av. number of Trips taken per resident	2.04	2.05	2.01	2.00

British residents spend on average over 6 nights away on GB trips each year (across the 2 trips average taken per year as mentioned above) and spend on average £389 on these trips overall. Those in Wales spent slightly fewer nights away than English or Scottish residents (6.14 compared to 6.31 for England and 6.33 for Scotland) but this is largely because Welsh residents take slightly fewer trips than their English and Scottish counterparts. Scottish residents spent considerably more on trips each year, with an average of £448 being spent.

Table 1.2.9 – Nights taken & spending by country of residence

	Residents of.....			
	GB	England	Scotland	Wales
Nights away (Million)	388.240	335.150	33.445	19.645
Av. number of Nights taken per resident	6.29	6.31	6.33	6.14
Spending (£ Million)	£23,976	£20,448	£2,365	£1,164
Av. Spending per resident (£)	£389	£385	£448	£364

Looking at the relationship between the country of origin and the country of destination, table 1.2.10 below outlines the pattern in terms of numbers of trips. Note: a small number of tourist trips have more than one destination – for example, a holiday to more than one country, or an overnight stay in one country en route to another.

Table 1.2.10 – Destination of trip by country of residence (Number)				
Trips	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	126.019	108.987	10.633	6.400
England	104.458	96.323	4.175	3.960
Scotland	12.752	6.051	6.485	0.216
Wales	9.603	7.245	0.076	2.281

There continue to be major variations in destinations visited by the origin of the visitors. As has been reported previously, the majority of trips taken by English residents were within England, with just over one in ten of these trips being taken in Scotland or Wales (12%). While residents of Scotland were most likely to take trips within their own nation (60% of trips taken by Scottish residents were in Scotland), two in five trips were taken in England. In contrast to England and Scotland, trips made by Welsh residents were most likely to have been taken outside of their home nation with more than three fifths being taken in England (63%). Just over a third of trips taken by Welsh respondents were in Wales.

Table 1.2.11 – Destination of trip by country of residence (Share by Origin)				
Trips	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	100%	100%	100%
England	83%	88%	40%	63%
Scotland	10%	6%	60%	4%
Wales	7%	6%	1%	34%

Another means of analysing this information is in terms of the country of origin split within each destination (see below). This shows that more than nine in ten trips taken in England were taken by English residents. There is more diversity in the origins of residents taking trips in Scotland and Wales, with three quarters (75%) of those taking trips in Wales having come from England. Nearly half of those taking trips in Scotland came from England (47%). The proportion of trips in Scotland that were taken by Welsh visitors was low (2%) and Scottish residents made up only 1% of trips taken in Wales. The dominance of English residents in each trip location is a reflection of the size of its population.

Table 1.2.12 – Destination of trip by country of residence (Share by Destination)				
Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	86%	8%	5%
England	100%	92%	4%	4%
Scotland	100%	47%	51%	2%
Wales	100%	75%	1%	24%

As illustrated in the tables below, the patterns are very similar in terms of both nights and spending when looking at share by destination:

- The English generate 92% of the trips, 91% of the nights and 92% of the spend on domestic trips taken in England
- For the Scots, the equivalent figures for trips in Scotland are 51% of trips, 42% of nights and 49% of spending
- And for the Welsh, the proportions are 24%, 19% and 23% respectively

The proportions are lower in each case for nights and spending than for trips because in general, the further you travel, the longer you are likely to stay and the higher your spending is likely to be. Therefore, people taking a trip in a country other than their own will invariably account for a higher proportion of nights and spending than of trips.

Table 1.2.13 – Destination of nights by country of residence (Number)

Nights	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	388.240	335.150	33.445	19.645
England	310.193	283.435	14.927	11.831
Scotland	43.320	24.014	18.135	1.171
Wales	34.727	27.701	0.383	6.643

Table 1.2.14 – Destination of nights by residence (Share by Destination)

Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	86%	9%	5%
England	100%	91%	5%	4%
Scotland	100%	55%	42%	3%
Wales	100%	80%	1%	19%

Table 1.2.15 – Destination of spend by country of residence (£)

Spend	Residents of.....			
	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£23,976	£20,448	£2,365	£1,164
England	£19,497	£17,478	£1,241	£778
Scotland	£2,891	£1,703	£1,105	£84
Wales	£1,588	£1,267	£19	£302

Table 1.2.16 – Destination of spend by residence (Share by destination)

Row percentages	Residents of.....			
	GB	England	Scotland	Wales
Destination	Million	Million	Million	Million
GB	100%	86%	9%	5%
England	100%	92%	4%	4%
Scotland	100%	50%	49%	2%
Wales	100%	76%	1%	23%

Finally, table 1.2.17 presents an interesting analysis of the extent to which each country is a net 'winner' or 'loser' in terms of domestic tourism. For example, if country X generates 10 trips by its residents which are taken outside of country X in countries Y and Z, but 12 trips come in from these countries to country X, then it has a net gain of 2 trips. Both Scotland and Wales gain more in domestic tourism trips, nights and expenditure from elsewhere in Britain than 'leaks' out. The reverse is the case for England.

Table 1.2.17 – Net Gains/Losses of Domestic Tourism			
	Trips	Nights	Spend
Purpose	Millions	Millions	£Millions
England	-5.16	-24.96	-£951
Scotland	+2.02	+9.88	+£527
Wales	+5.35	+21.34	+£707

Section 1.3 – 2008-12 – Trends in Domestic Tourism

This section of the report presents the key findings for each year going back to 2008. Comparing five years of data provides a better understanding of the longer term trends in domestic tourism which are less apparent when comparing 'year-on-year'. The main body of the text focuses on the most recent 2012 time period when compared to 2011. However, any apparent trends over the 2008 – 2012 period are also highlighted.

Please note that the focus is on trips taken by British residents within Great Britain – Northern Ireland as both a destination and an origin has been removed (reflecting the change in the survey coverage from 2011 onwards). Consequently, care should be taken when comparing results from this year's report with those of previous years. All data presented here has Northern Ireland residents and destination information stripped out however.

Tourism Trips taken in Great Britain

Table 1.3.1 – Tourism Trips taken in GB (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
Trips (Millions)	114.442	122.537	+7.07%	115.711	-5.57%	126.635	+9.44%	126.019	-0.49%	+2.61%
Nights (Millions)	367.635	387.448	+5.39%	361.398	-6.72%	387.329	+7.18%	388.240	+0.24%	+1.52%
Spending (£Millions)	£20,168	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	£23,976	+5.78%	+4.66%
Av. Nights per trip	3.21	3.16	-1.57%	3.12	-1.22%	3.06	-2.07%	3.08	+0.65%	-1.05%
Av. Spend per trip	£176	£171	-2.89%	£171	-0.03%	£179	+4.62%	£190	+6.15%	+1.96%
Av. Spend per night	£55	£54	-1.34%	£55	+1.21%	£59	+6.83%	£62	+5.08%	+2.95%

Looking at the longer term trends, domestic tourism saw a significantly positive performance in 2011 compared to 2010, after a fall in the number of trips taken in 2009 compared to 2008. Although there has been a slight fall in the volume of GB trips taken during 2012 compared to 2011 (-0.1%), it has remained at a comparable level at 126 million trips and the average annual % change shows a net gain over the past 5 years of +2.6%.

The number of nights spent on trips in Britain had also risen significantly during 2011 compared to the previous year and 2012 saw the level being maintained with a small increase of 0.2%. Despite a poor performance in 2010 which saw bednights on trips fall by -6.7% compared to 2009, the net effect on the volume of nights spent over the past 5 years is an increase of +1.5%. As the number of trips has increased at a greater rate than the number of nights taken, however, the average trip length has fallen to 3.08 nights compared to the 3.21 nights seen in 2008 (an average % change of -1% over the past five years).

Expenditure – before taking account of inflation - has continued to improve since 2010, when the value of GB trips fell by -5.6% vs. the previous year. The overall performance of GB trip expenditure over the past five years has resulted in an average percentage change of +4.7% and an increase of nearly £4 billion (£3,808) on the expenditure figure for 2008.

Purpose of Domestic Trips in Great Britain

Table 1.3.2 – Purpose of Domestic Trips in GB (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	Millions	Millions		Millions		Millions		Millions		
All Tourism	114.442	122.537	+7.07%	115.711	-5.57%	126.635	+9.44%	126.019	-0.49%	+2.61%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	73.142	81.932	+12.02%	76.001	-7.24%	82.350	+8.35%	83.142	+0.96%	+3.52%
1-3 Nights	48.184	53.614	+11.27%	50.070	-6.61%	55.279	+10.40%	56.357	+1.95%	+4.25%
4-7 Nights	20.633	23.575	+14.26%	21.761	-7.69%	22.406	+2.96%	22.277	-0.58%	+2.24%
8+ Nights	4.325	4.743	+9.66%	4.171	-12.06%	4.665	+11.84%	4.508	-3.37%	+1.52%
Holiday (Pleasure/Leisure)	50.417	58.974	+16.97%	54.743	-7.17%	58.435	+6.74%	57.695	-1.27%	+3.82%
1-3 Nights	31.106	36.589	+17.63%	34.406	-5.97%	37.090	+7.80%	37.331	+0.65%	+5.03%
4-7 Nights	16.188	18.910	+16.81%	17.328	-8.37%	18.081	+4.35%	17.213	-4.80%	+2.00%
8+ Nights	3.123	3.475	+11.27%	3.009	-13.41%	3.263	+8.44%	3.151	-3.43%	+0.72%
Total VFR (VFR-Holiday & Other)	42.996	43.276	+0.65%	41.554	-3.98%	45.723	+10.03%	45.137	-1.28%	+1.36%
VFR-Holiday	22.725	22.957	+1.02%	21.259	-7.40%	23.916	+12.50%	25.446	+6.40%	+3.13%
Non-holiday VFR	20.271	20.319	+0.24%	20.295	-0.12%	21.808	+7.46%	19.690	-9.71%	-0.53%
Business/work	17.625	17.453	-0.98%	16.341	-6.37%	18.572	+13.65%	18.944	+2.00%	+2.08%

Holiday trips (including those made to see friends or relatives) make up the largest proportion of domestic trips taken in Great Britain, with 83.1 million trips having been taken for this purpose during the period of January to December 2012. More than two thirds (56.4 million) of these trips were shorter in length, lasting 1-3 nights, and trips lasting between 4 days or longer made up just under a third (26.8 million). Holiday trips in Britain have seen an increase of 10 million over the past five years from 73.1 million to 83.1 million, but accounting for a period of decline during 2010, the average rate of growth over the past five years has been +3.5%. Holiday tourism trips have continued to grow during 2012 compared to the same period for 2011 (+1.0%), despite an overall decline in trips taken in Britain, but this appears to have been driven by holiday VFR trips rather than 'pure' holidays for pleasure/leisure (growth rates of +6.4% compared to -1.3% respectively).

Trips for visiting friends and relatives have grown over the past five years to reach 45.1million trips taken during 2012, from 43.0 million trips taken during 2008, though this has been at a more modest rate than the overall growth rate for

trips in Great Britain. The average growth rate over the past five years for VFR has been +1.4% vs. +2.6% for all GB tourism trips. The effects of the overall declines felt during 2010 also impacted on VFR trip volumes with a decline of -4.0% between the 2009 and 2010 periods, but there have been further declines during the 2012 period, which saw VFR volumes decline by -1.3% compared to 2011. This appears to have been driven by a significant decline in 'non-holiday' VFR trips, which fell by -9.7% in the period January to December in 2012.

Recent increases in Business trips now appear to be contributing to the overall increase in trips taken in Britain as it experienced a significant period of growth during 2011, and further slightly more modest growth has been seen in the period of January to December 2012, compared to the same period for 2011, at a rate of +2.0%.

Table 1.3.3 – Purpose of Domestic Nights in GB (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (08-09)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	Millions	Millions		Millions		Millions		Millions		
All Tourism	367.635	387.448	+5.39%	361.398	+5.39%	387.329	+7.18%	388.240	+0.24%	+1.52%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	258.391	290.547	+12.44%	263.957	+12.44%	281.509	+6.65%	282.408	+0.32%	+2.57%
1-3 Nights	91.830	101.933	+11.00%	95.703	+11.00%	104.603	+9.30%	107.319	+2.60%	+4.20%
4-7 Nights	109.844	126.686	+15.33%	115.998	+15.33%	119.100	+2.67%	117.960	-0.96%	+2.15%
8+ Nights	56.716	61.928	+9.19%	52.256	+9.19%	57.806	+10.62%	57.129	-1.17%	+0.76%
Holiday (Pleasure/Leisure)	188.381	217.536	+15.48%	197.215	+15.48%	208.487	+5.72%	203.095	-2.59%	+2.32%
1-3 Nights	61.051	71.054	+16.38%	66.761	+16.38%	71.318	+6.83%	71.361	+0.06%	+4.31%
4-7 Nights	87.352	102.758	+17.64%	93.245	+17.64%	97.257	+4.30%	92.282	-5.12%	+1.89%
8+ Nights	39.978	43.724	+9.37%	37.209	+9.37%	39.911	+7.26%	39.452	-1.15%	+0.15%
Total VFR (VFR-Holiday & Other)	123.631	121.309	-1.88%	117.435	-1.88%	125.702	+7.04%	129.034	+2.65%	+1.15%
VFR-Holiday	70.010	73.011	+4.29%	66.742	+4.29%	73.022	+9.41%	79.313	+8.62%	+3.43%
Non-holiday VFR	53.621	48.298	-9.93%	50.693	-9.93%	52.679	+3.92%	49.721	-5.62%	-1.67%
Business/work	41.644	40.774	-2.09%	37.695	-2.09%	41.762	+10.79%	44.470	+6.48%	+1.91%

The number of nights spent on British trips has seen constant growth over the period since 2008, with 388.2 million nights now being spent away on domestic British trips, compared to 367.7 million nights in 2008. During this period, the volume of nights spent had grown at a fairly steady rate, but in the latest period from 2011 to 2012, the rate slowed to +0.2%, leaving an overall average change rate of +1.5% for the five-year period.

There is some evidence that the growth of British holiday bednights is beginning to slow, with a reduction in the number of nights spent on holiday trips falling by -2.6% from 2011 to 2012, following four years of consistent growth. Fewer holiday trips of 4 nights or more were taken in Britain during 2012 than compared to 2011, and in particular those lasting 4-7 nights was down notably by -5.1%. Conversely the length of VFR and Business trips has seen a reverse in direction in the past two years, as the volume of nights spent on these trips had been in decline from 2008 to 2010, but 2011 and 2012 have seen an increase in the amount of time spent away on these trips, lifting the average rate of growth for the past five years to +1.2% for VFR and 1.9% for Business trips.

Table 1.3.4 – Purpose of Domestic Spend in GB (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	£Millions	£Millions		£Millions		£Millions		£Millions		
All Tourism	£20,168	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	£23,976	+5.78%	+4.66%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	£13,451	£14,578	+8.38%	£13,943	-4.36%	£15,698	+12.59%	£16,765	+6.80%	+5.85%
1-3 Nights	£7,090	£7,357	+3.77%	£7,388	+0.42%	£8,171	+10.60%	£9,064	+10.93%	+6.43%
4-7 Nights	£4,944	£5,646	+14.20%	£5,190	-8.08%	£5,833	+12.39%	£6,052	+3.75%	+5.57%
8+ Nights	£1,417	£1,575	+11.15%	£1,366	-13.27%	£1,694	+24.01%	£1,649	-2.66%	+4.81%
Holiday (Pleasure/Leisure)	£10,936	£12,119	+10.82%	£11,534	-4.83%	£13,000	+12.71%	£13,763	+5.87%	+6.14%
1-3 Nights	£5,538	£5,838	+5.42%	£5,845	+0.12%	£6,484	+10.93%	£7,183	+10.78%	+6.81%
4-7 Nights	£4,279	£4,956	+15.82%	£4,563	-7.93%	£5,148	+12.82%	£5,214	+1.28%	+5.50%
8+ Nights	£1,118	£1,324	+18.43%	£1,126	-14.95%	£1,368	+21.49%	£1,366	-0.15%	+6.20%
Total VFR (VFR-Holiday & Other)	£4,492	£4,299	-4.30%	£4,193	-2.47%	£4,727	+12.74%	£5,083	+7.53%	+3.38%
VFR-Holiday	£2,515	£2,460	-2.19%	£2,409	-2.07%	£2,698	+12.00%	£3,001	+11.23%	+4.74%
Non-holiday VFR	£1,977	£1,840	-6.93%	£1,784	-3.04%	£2,029	+13.73%	£2,082	+2.61%	+1.59%
Business/work	£4,265	£4,185	-1.88%	£3,645	-12.90%	£4,400	+20.71%	£4,486	+1.95%	+1.97%

Once again, it is important to emphasise that 2011 and earlier figures are in historic prices and have not been converted to take account of inflation.

In terms of revenues, the performance of British domestic tourism has been on the whole positive for the period from 2008 to 2012, taking into account the fluctuation seen between 2009 and 2010, and the average rate of growth for this period is +4.7%. As Holiday trips make up the largest proportion of British domestic trips, they also represent the group with the largest value, with £16.8 billion spent on them in the period from January to December 2012.

The period between 2011 and 2012 saw the value of holiday trips increase ahead of the rate of inflation by +6.8% from 2011 to 2012, and this increase has been driven by a significant increase in the value of shorter breaks of 1-3 nights in length. On the other hand, the fall in the number of longer holiday trips of 8 or more nights taken in Britain is now impacting on their value, which fell by -2.7% compared to 2011.

Tourism Trips taken in England

Table 1.3.5 – Tourism Trips taken in England (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
Trips (Millions)	94.782	102.249	+7.88%	95.503	-6.60%	104.280	+9.19%	104.458	+0.17%	+2.66%
Nights (Millions)	292.814	310.077	+5.90%	284.992	-8.09%	306.806	+7.65%	310.913	+1.10%	+1.64%
Spending (£Millions)	£16,079	£17,016	+5.83%	£15,842	-6.90%	£17,914	+13.08%	£19,497	+8.84%	+5.21%
Av. Nights per trip	3.09	3.03	-1.84%	2.98	-1.60%	2.94	-1.41%	2.97	+1.01%	-0.96%
Av. Spend per trip	£170	£166	-1.90%	£166	-0.32%	£172	+3.56%	£187	+8.52%	+2.46%
Av. Spend per night	£55	£55	-0.06%	£56	+1.30%	£58	+5.04%	£63	+8.37%	+3.66%

As the largest proportion of the overall market, the English performance for domestic tourism trips tends to reflect the GB performance summary. For 2012, the volume of English trips taken has remained relatively on par with the volume seen in 2011, having increased slightly by +0.2%, while the GB total fell by -0.5%, due to the impact of declines seen in the volume of trips for Wales and Scotland.

There were modest increases in the number of nights spent on English trips and consequently an increase of +1.1% in their value from 2011 to 2012. Although English tourism has seen improvements across trips, nights and spend on the previous year, the rates of change represent a 'levelling-off' of performance when compared to the fluctuations of the previous four years.

While the average length of trips in England has remained relatively unchanged during the five year period from 2008 to 2012, the value of these trips has risen both in terms of overall spend and spend per night (at an average % change of +2.5% and +3.7% respectively over the five year period). Although the figures have not been adjusted to reflect the rate of inflation, the increases seen from 2011 to 2012 sit notably higher than the rate of inflation, representing a rise in spend in real terms.

Purpose of Domestic Trips in England

Table 1.3.6 – Purpose of Domestic Trips in England (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	Millions	Millions		Millions		Millions		Millions		
All Tourism	94.782	102.249	+7.88%	95.503	-6.60%	104.280	+9.19%	104.458	+0.17%	+2.66%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	59.024	66.922	+13.38%	61.443	-8.19%	66.645	+8.47%	67.468	+1.23%	+3.72%
1-3 Nights	39.872	44.698	+12.10%	41.393	-7.39%	45.789	+10.62%	46.467	+1.48%	+4.20%
4-7 Nights	15.945	18.535	+16.24%	16.875	-8.96%	17.227	+2.09%	17.512	+1.65%	+2.76%
8+ Nights	3.208	3.690	+15.02%	3.174	-13.98%	3.629	+14.34%	3.489	-3.86%	+2.88%
Holiday (Pleasure/Leisure)	39.753	47.010	+18.26%	43.544	-7.37%	46.157	+6.00%	45.992	-0.36%	+4.13%
1-3 Nights	25.146	29.694	+18.09%	27.859	-6.18%	30.055	+7.88%	30.200	+0.48%	+5.07%
4-7 Nights	12.409	14.595	+17.62%	13.399	-8.19%	13.678	+2.08%	13.295	-2.80%	+2.18%
8+ Nights	2.198	2.721	+23.79%	2.286	-15.99%	2.424	+6.04%	2.497	+3.01%	+4.21%
Total VFR (VFR-Holiday & Other)	37.180	37.997	+2.20%	35.963	-5.35%	39.382	+9.51%	38.920	-1.17%	+1.30%
VFR-Holiday	19.271	19.912	+3.33%	17.899	-10.11%	20.487	+14.46%	21.476	+4.83%	+3.13%
Non-holiday VFR	17.908	18.085	+0.99%	18.064	-0.12%	18.895	+4.60%	17.445	-7.67%	-0.55%
Business/work	14.966	14.873	-0.62%	13.454	-9.54%	15.502	+15.22%	15.901	+2.57%	+1.91%

Shorter holiday breaks constitute the largest part of English tourism trips taken and the volume of trips lasting between 1 and 3 nights has reached its highest point within the last five years at 46.5 million trips. As has been seen throughout the GB performance for 2012, compared to previous years, the growth in the number of English holiday trips has slowed down, with a change of +8.5% having been seen between 2010 and 2011, followed by a smaller change of +1.2% between 2011 and 2012.

In parallel with the overall GB results, English VFR trips have suffered a slight decline (-1.2%) from 2011 to 2012, putting it at odds with the overall English performance. The factor behind this decline has been a more significant fall in the volume of Non-holiday VFR trips taken during 2012 compared to 2011 (-7.7%), offset to a certain extent by an increase in holiday VFR (+4.8%). VFR has, on the whole, increased since 2008, from 37.2 million to 38.9 million, with an average % change of +1.3% across the five year period.

In line with the overall GB business tourism volumes, English business trip volumes have increased since 2010 and now stand at their highest point over the five year period at 15.9 million trips.

Tourism Trips taken in Scotland

Table 1.3.7 – Tourism Trips taken in Scotland (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
Trips (Millions)	11.782	12.041	+2.20%	12.095	+0.45%	13.360	+10.46%	12.752	-4.55%	+2.14%
Nights (Millions)	43.026	44.789	+4.10%	43.640	-2.57%	45.583	+4.45%	43.320	-4.96%	+0.25%
Spending (£Millions)	£2,685	£2,559	-4.69%	£2,517	-1.64%	£3,018	+19.90%	£2,891	-4.21%	+2.34%
Av. Nights per trip	3.65	3.72	+1.86%	3.61	-3.00%	3.41	-5.44%	3.40	-0.38%	-1.74%
Av. Spend per trip	£228	£213	-6.74%	£208	-2.08%	£226	+8.55%	£227	+0.31%	+0.01%
Av. Spend per night	£62	£57	-8.44%	£58	+0.95%	£66	+14.79%	£67	+1.12%	+2.10%

The volume of trips taken in Scotland during 2012 has fallen compared to the same period in 2011, now standing at around 12.8 million trips. This represents a fall of -4.6%, though rather than indicating a downward trend, this is more likely to be an adjustment after the significant increases seen during 2011. Despite these noteworthy changes in Scottish tourism trips over the past five years, the period from 2008 to 2010 saw a consistent, yet modest level of growth, resulting in an average annual % change of around +2.1%

Over the five year period, the number of nights spent on trips has increased at a slightly lower rate (+0.3%) compared to the number of trips, resulting a decline in the length of trips in Scotland since 2008 (3.7 nights per trip on average compared to 3.4 nights in 2012)

The significant increases in the value of Scottish trips seen in 2011 have been maintained over 2012, and Scotland trips are now worth around £2.9bn. The 2011 increases seen for average spend on trips and average spend per night, have therefore also been maintained, now standing at £227 and £67 respectively.

Purpose of Domestic Trips in Scotland

Table 1.3.8 – Purpose of Domestic Trips in Scotland (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	Millions	Millions		Millions		Millions		Millions		
All Tourism	11.782	12.041	+2.20%	12.095	+0.45%	13.360	+10.46%	12.752	-4.55%	+2.14%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	7.989	8.511	+6.53%	8.039	-5.55%	8.908	+10.81%	8.718	-2.13%	+2.41%
1-3 Nights	4.593	5.180	+12.78%	4.878	-5.83%	5.534	+13.45%	5.459	-1.36%	+4.76%
4-7 Nights	2.723	2.536	-6.87%	2.512	-0.95%	2.633	+4.82%	2.555	-2.96%	-1.49%
8+ Nights	0.674	0.795	+17.95%	0.649	-18.36%	0.742	+14.33%	0.704	-5.12%	+2.20%
Holiday (Pleasure/Leisure)	5.931	6.651	+12.14%	5.700	-14.30%	6.572	+15.30%	6.168	-6.15%	+1.75%
1-3 Nights	3.268	4.034	+23.44%	3.400	-15.72%	3.918	+15.24%	3.705	-5.44%	+4.38%
4-7 Nights	2.150	2.090	-2.79%	1.859	-11.05%	2.079	+11.83%	2.031	-2.31%	-1.08%
8+ Nights	0.513	0.527	+2.73%	0.441	-16.32%	0.576	+30.61%	0.431	-25.17%	-2.04%
Total VFR (VFR-Holiday & Other)	3.648	3.212	-11.95%	3.614	+12.52%	4.106	+13.61%	4.031	-1.83%	+3.09%
VFR-Holiday	2.059	1.860	-9.66%	2.339	+25.75%	2.336	-0.13%	2.551	+9.20%	+6.29%
Non-holiday VFR	1.589	1.352	-14.92%	1.275	-5.70%	1.770	+38.82%	1.480	-16.38%	+0.45%
Business/work	1.880	2.007	+6.76%	2.311	+15.15%	2.186	-5.41%	2.146	-1.83%	+3.67%

Holiday trips for pleasure/leisure continue to be the most common type of trip taken within Scotland at 6.2 million, though a 6.2% decline in trips for this purpose from 2011 to 2012 has driven down the overall volume of trips taken in Scotland (12.8 million, down -4.6%). However, due to large increases noted during 2009 and 2011, the average annual rate of growth for pleasure/leisure holiday trips is positive at +1.8% over the five year period.

The changes seen within VFR trip types mirrors those recorded across Britain from 2011 to 2012, with a notable increase in holiday VFR (+9.2%), while non-holiday VFR trips have fallen by -16.4%. The net effect of this on the total VFR volume of trips is a decline year-on-year compared to 2011 (-1.8%), though looking at the longer-term performance, the average annual % change has been +3.1% over the five year period.

The performance of business trip volumes in Scotland has differed to that seen across the GB total, having started the five year period with two years of growth, 2011 marked a -5.4% decrease on the previous year, followed by a further -1.8% for 2012 business trip volumes. Nevertheless, business trip volumes have increased since 2008, from 1.9 million to 2.1 million.

Tourism Trips taken in Wales

Table 1.3.9 – Tourism Trips taken in Wales (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
Trips (Millions)	8.452	8.890	+5.18%	8.666	-2.52%	9.697	+11.90%	9.603	-0.97%	+3.40%
Nights (Millions)	31.794	32.582	+2.48%	32.765	+0.56%	34.941	+6.64%	34.727	-0.61%	+2.27%
Spending (£Millions)	£1,404	£1,396	-0.57%	£1,438	+3.01%	£1,734	+20.58%	£1,588	-8.42%	+3.65%
Av. Nights per trip	3.76	3.67	-2.57%	3.78	+3.16%	3.60	-4.70%	3.62	+0.45%	-0.91%
Av. Spend per trip	£166	£157	-5.47%	£166	+5.67%	£179	+7.76%	£165	-7.62%	+0.09%
Av. Spend per night	£44	£43	-2.97%	£44	+2.43%	£50	+13.07%	£46	-8.54%	+1.00%

Trip volumes in Wales have fallen slightly during 2012 compared to 2011 (-1.0%), but remain significantly higher than 2010 levels at 9.6 million vs. 8.7 million (for 2012 and 2010 respectively). The number of bednights taken in Wales has followed a similar pattern and after a notable increase was seen during 2011, these levels have been maintained, now standing at 34.7 million nights spent during 2012.

Levels of spend on Welsh trips have seen slightly more fluctuation, having increased by more than a fifth from 2010 to 2011, and falling back slightly to £1.6bn in 2012 (-8.4% vs. 2011). Overall the five year period has seen spend grow at an average annual % change of +3.7%.

When looking at the five year period from 2008 to 2012, the volume of trips in Wales has seen a slightly higher average annual growth rate compared to the other nations, having grown at an average rate of +3.4%, compared to +2.7% for England and +2.1% for Scotland.

Purpose of Domestic Trips in Wales

Table 1.3.10 – Purpose of Domestic Trips in Wales (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	Millions	Millions		Millions		Millions		Millions		
All Tourism	8.452	8.890	+5.18%	8.666	-2.52%	9.697	+11.90%	9.603	-0.97%	+3.40%
Total Holiday (Holiday Pleasure/Leisure & VFR-Holiday)	6.543	6.948	+6.19%	6.908	-0.58%	7.290	+5.53%	7.458	+2.30%	+3.36%
1-3 Nights	3.817	3.804	-0.34%	3.870	+1.74%	4.046	+4.55%	4.519	+11.69%	+4.41%
4-7 Nights	2.163	2.641	+22.10%	2.569	-2.73%	2.682	+4.40%	2.434	-9.25%	+3.63%
8+ Nights	0.563	0.503	-10.66%	0.469	-6.76%	0.562	+19.83%	0.504	-10.32%	-1.98%
Holiday (Pleasure/Leisure)	5.042	5.579	+10.65%	5.762	+3.28%	6.036	+4.76%	5.914	-2.02%	+4.17%
1-3 Nights	2.768	2.889	+4.37%	3.214	+11.25%	3.168	-1.43%	3.499	+10.45%	+6.16%
4-7 Nights	1.767	2.307	+30.56%	2.173	-5.81%	2.422	+11.46%	2.045	-15.57%	+5.16%
8+ Nights	0.507	0.383	-24.46%	0.375	-2.09%	0.446	+18.93%	0.370	-17.04%	-6.17%
Total VFR (VFR-Holiday & Other)	2.348	2.303	-1.92%	2.165	-5.99%	2.438	+12.61%	2.372	-2.71%	+0.50%
VFR-Holiday	1.500	1.369	-8.73%	1.146	-16.29%	1.254	+9.42%	1.544	+23.13%	+1.88%
Non-holiday VFR	0.847	0.934	+10.27%	1.018	+8.99%	1.184	+16.31%	0.828	-30.07%	+1.38%
Business/work	0.845	0.675	-20.12%	0.616	-8.74%	0.994	+61.36%	1.101	+10.76%	+10.82%

Shorter holiday trips (including pleasure and VFR) make up nearly half of all trips made within Wales with 4.5 million trips of this nature taken during 2012. The volume of trips of this type has grown consistently since 2009, and saw a significant increase of +11.7% from 2011 to 2012. The growth of holiday trips overall has been offset during 2012, compared to the previous year, by negative changes in volumes for holidays lasting longer than 4 nights which saw a decrease of 9.4% (from 3.2 million in 2011 to 2.9 million in 2012).

Business trip volumes continue to increase. Having seen a significant uplift from 2010 to 2011, during 2012 they grew by a further +10.8% and now stand at more than a million (1.1 million) business trips from January to December for the first time since tracking began in 2006.

Expenditure During 2012

This section examines the breakdown of domestic tourism expenditure; first at a GB level between 2008 and 2012 (for all tourism and then pure holidays (leisure/pleasure, which exclude VFR on holiday)), then at the country level (comparing 2011 with 2012) – again, for all tourism and pure holidays.

When a survey respondent is interviewed, they are asked to specify how much money they spent on their trip within eight categories:

- Price of package holiday/inclusive trip
- Accommodation
- Travel costs to and from destination, and during the trip
- Services or advice (e.g. travel guides, tourist information)
- Buying clothes
- Eating and drinking out
- Other shopping
- Entertainment

Although it is interesting to compare total spend when broken down into these categories, the results should be interpreted with caution due to the smaller sample size at this level.

Table 1.3.13 below illustrates total spending on domestic overnight trips within Great Britain between 2008 and 2012.

Note: It is also important to emphasise that the 2008-2011 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.11 – Tourism Expenditure Breakdown in GB (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	£Millions	£Millions		£Millions		£Millions		£Millions		
Total	£20,168	£20,971	+3.98%	£19,797	-5.60%	£22,666	+14.49%	£23,976	+5.78%	+4.66%
Price of package holiday/inclusive trip	£892	£938	+5.16%	£722	-23.03%	£891	+23.41%	£1,046	+17.40%	+5.73%
% share	4%	4%	-	4%	-	4%	-	4%	-	-
Accommodation	£6,584	£7,045	+7.00%	£6,733	-4.43%	£7,528	+11.81%	£7,870	+4.54%	+4.73%
% share	33%	34%	-	34%	-	33%	-	33%	-	-
Travel costs to and from destination, and during the trip	£4,173	£4,078	-2.28%	£3,898	-4.41%	£4,813	+23.47%	£5,024	+4.38%	+5.29%
% share	21%	19%	-	20%	-	21%	-	21%	-	-
Services or advice (e.g. travel guides, tourist information)	£48	£41	-14.58%	£47	+14.63%	£39	-17.02%	£74	+89.74%	+18.19%
% share	*	*	-	*	-	*	-	*	-	-
Buying clothes	£1,206	£1,161	-3.73%	£1,113	-4.13%	£1,191	+7.01%	£1,313	+10.24%	+2.35%
% share	6%	6%	-	6%	-	5%	-	5%	-	-
Eating and drinking out	£3,820	£4,159	+8.87%	£3,990	-4.06%	£4,543	+13.86%	£4,640	+2.14%	+5.20%
% share	19%	20%	-	20%	-	20%	-	19%	-	-
Other shopping	£1,794	£1,907	+6.30%	£1,836	-3.72%	£2,073	+12.91%	£2,133	+2.89%	+4.60%
% share	9%	9%	-	9%	-	9%	-	9%	-	-
Entertainment	£1,275	£1,270	-0.39%	£1,106	-12.91%	£1,223	+10.58%	£1,450	+18.56%	+3.96%
% share	6%	6%	-	6%	-	5%	-	6%	-	-
Anything else	£376	£372	-1.06%	*	-	£364	-	£427	+17.31%	+8.12%
% share	2%	-	-	*	-	2%	-	2%	-	-

* = less than 0.5%

Nearly £24 billion was spent on British tourism during 2012. This represents an increase of +5.8% compared to the domestic tourism value figure for 2011 and follows a significant year of growth in 2011, which had seen an increase of +14.5% on spend for 2010. The growth rate for the five year period from 2008 to 2012 has been slightly lower, however, indexing slightly higher than the annual rate of inflation at +4.7%.

Although there is evidence that visitors are spending more on British trips, overall, there has been little notable change to what visitors spend their money on. Accommodation continues to make up the largest portion of spend. A third (33%) of the total value of trips is spent on accommodation and this has remained relatively unchanged over the five year period. Travel costs make up a further fifth (21%) of the value of British overnight trips, and there has been growth in travel spend over the past two years, from £3.9bn in 2010 to £5.0bn 2012 but across the five year period the annual rate of change stands at +5.3% compared to +4.7% for overall spend on GB trips.

British expenditure for pure holiday tourism (excludes VFR on holiday)

Table 1.3.12 – Holiday (Pleasure/Leisure) Tourism Expenditure Breakdown in GB (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
	£Millions	£Millions		£Millions		£Millions		£Millions		
Total	£10,936	£12,119	+10.82%	£11,534	-4.83%	£13,000	+12.71%	£13,763	+5.87%	+6.14%
Price of package holiday/inclusive trip	£671	£720	+7.30%	£581	-19.31%	£745	+28.23%	£812	+8.99%	+6.30%
% share	6%	6%	-	5%	-	6%	-	6%	-	-
Accommodation	£3,802	£4,399	+15.70%	£4,280	-2.71%	£4,649	+8.62%	£4,913	+5.68%	+6.82%
% share	35%	36%	-	37%	-	36%	-	36%	-	-
Travel costs to and from destination, and during the trip	£1,580	£1,615	+2.22%	£1,565	-3.10%	£1,906	+21.79%	£1,944	+1.99%	+5.73%
% share	14%	13%	-	14%	-	15%	-	14%	-	-
Services or advice (e.g. travel guides, tourist information)	£23	£25	+8.70%	£31	+24.00%	£28	-9.68%	£36	+28.57%	+12.90%
% share	*	*	-	*	-	*	-	*	-	-
Buying clothes	£667	£670	+0.45%	£655	-2.24%	£696	+6.26%	£807	+15.95%	+5.10%
% share	6%	6%	-	6%	-	5%	-	6%	-	-
Eating and drinking out	£2,061	£2,385	+15.72%	£2,313	-3.02%	£2,620	+13.27%	£2,688	+2.60%	+7.14%
% share	19%	20%	-	20%	-	20%	-	20%	-	-
Other shopping	£1,118	£1,205	+7.78%	£1,182	-1.91%	£1,317	+11.42%	£1,373	+4.25%	+5.39%
% share	10%	10%	-	10%	-	10%	-	10%	-	-
Entertainment	£802	£872	+8.73%	£727	-16.63%	£829	+14.03%	£980	+18.21%	+6.09%
% share	7%	7%	-	6%	-	6%	-	7%	-	-
Anything else	£213	£228	+7.04%	*	-	£211	-	£211	0.00%	+3.52%
% share	2%	2%	-	-	-	2%	-	2%	-	-

* = less than 0.5%

'Pure holidays' taken for pleasure/leisure are now worth £13.8bn across Great Britain in 2012, a gain of around +5.9% on the value figure for 2011 holiday tourism. Over the course of the five year period there has been some variation in direction of growth, although this averages out at a positive rate of growth (+6.1%).

As with the overall level of spend on British trips, the items/services that visitors spend their money on has been relatively consistent over the past five years. Again, accommodation makes up the single-biggest area of expenditure on 'pure holiday' trips and is worth around £4.9bn (36% of overall spend). Money spent on eating and drinking makes up a fifth of holiday spend, but grew at a slightly slower rate of +2.6% compared to the overall growth of 5.9% vs. 2011. In contrast, there were notable increases in the amount spent on entertainment and buying clothes on holiday, growing by 18.2% and +16.0% respectively. Travel accounts for slightly less money spent on 'pure holiday' trips compared to British trips overall, with transport making up 14% and 21% respectively. Those on Holiday trips were more likely to spend money on a wider range of items/services but most notably spent a higher proportion of their money on accommodation (36% compared to 33% spent on all trips).

Total spending on domestic overnight trips within England between 2011 and 2012

Table 1.3.13 – Tourism Expenditure Breakdown in England (2011-12)						
	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)
	£Millions	£Millions		£Millions	£Millions	
Total	£17,914	£19,497	+8.84%	£10,031	£11,007	+9.73%
Price of package holiday/inclusive trip	£741	£851	+14.84%	£621	£656	+5.64%
% share	4%	4%	-	6%	6%	-
Accommodation	£5,976	£6,450	+7.93%	£3,601	£3,954	+9.80%
% share	33%	33%	-	36%	36%	-
Travel costs to and from destination, and during the trip	£3,756	£3,976	+5.86%	£1,409	£1,491	+5.82%
% share	21%	20%	-	14%	14%	-
Services or advice (e.g. travel guides, tourist information)	£29	£57	+96.55%	£20	£25	+25.00%
% share	*	*	-	*	*	-
Buying clothes	£947	£1,082	+14.26%	£542	£638	+17.71%
% share	5%	6%	-	5%	6%	-
Eating and drinking out	£3,614	£3,792	+4.93%	£2,028	£2,162	+6.61%
% share	20%	19%	-	20%	20%	-
Other shopping	£1,587	£1,706	+7.50%	£993	£1,086	+9.37%
% share	9%	9%	-	10%	10%	-
Entertainment	£990	£1,231	+24.34%	£671	£834	+24.29%
% share	6%	6%	-	7%	8%	-
Anything else	£272	£351	+29.04%	£146	£161	+10.27%
% share	2%	2%	-	1%	1%	-

* = less than 0.5%

Given the relative size of England, it is little surprise that the expenditure results in Table 1.3.13 above reflect that of Great Britain as a whole. During the period of January to December 2012, domestic overnight trips were worth £19.5bn to England, with more than half (56%) of this value being attributed to holiday trips for pleasure/leisure. All types of English trips grew at a rate of 8.8%, while the number of holiday trips in England grew by +9.7%.

In line with the overall spend increases, there have been increases across all categories of trip spend, most notably for entertainment and buying clothes (+24.3% and +14.3% respectively).

Total spending on domestic overnight trips within Scotland between 2011 and 2012

Table 1.3.14 – Tourism Expenditure Breakdown in Scotland (2011-12)

	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)
	£Millions	£Millions		£Millions	£Millions	
Total	£3,018	£2,891	-4.21%	£1,740	£1,684	-3.22%
Price of package holiday/inclusive trip	£97	£128	+31.96%	£79	£99	+25.32%
% share	3%	4%	-	5%	6%	-
Accommodation	£931	£895	-3.87%	£586	£571	-2.56%
% share	31%	31%	-	34%	34%	-
Travel costs to and from destination, and during the trip	£730	£700	-4.11%	£306	£287	-6.21%
% share	24%	24%	-	18%	17%	-
Services or advice (e.g. travel guides, tourist information)	£6	£10	+66.67%	£4	£5	+25.00%
% share	*	*	-	*	*	-
Buying clothes	£166	£161	-3.01%	£101	£116	+14.85%
% share	6%	6%	-	6%	7%	-
Eating and drinking out	£596	£537	-9.90%	£355	£311	-12.39%
% share	20%	19%	-	20%	18%	-
Other shopping	£287	£266	-7.32%	£172	£173	+0.58%
% share	10%	9%	-	10%	10%	-
Entertainment	£146	£145	-0.68%	£95	£93	-2.11%
% share	5%	5%	-	5%	6%	-
Anything else	£59	£48	-18.64%	£41	£29	-29.27%
% share	2%	2%	-	2%	2%	-

* = less than 0.5%

Around £2.9bn was spent on domestic tourism trips in Scotland during 2012, marking a decline of -4.2% compared to 2011. The decline was slightly smaller for the holiday market, as Scottish holiday trips were worth 3.2% less than in 2011. These declines, however, follow a year of record growth for Scottish domestic tourism during 2011 when spend grew by 19.9% to reach £3bn, and perhaps reflect an adjustment towards previous levels after this peak.

There was little change to the proportion of spending attributed to each category, with accommodation and travel accounting for the largest portions of expenditure (31% and 24% respectively). Travel costs account for slightly more spend during Scottish trips than for English or Welsh equivalents (24% vs. 20% for England and 22% for Wales during 2012), which is largely due to the longer distances travelled by visitors to reach Scottish locations.

In contrast to the trend seen in English tourism spending, there have been small declines in the amount spent on entertainment or buying clothes (-0.7% and -3.0% respectively), in addition to a notable decline in the amount spent on eating and drinking out (-9.9%).

Total spending on domestic overnight trips within Wales between 2011 and 2012

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2011-12)

	All domestic tourism			Domestic Holidays (Pleasure/Leisure)		
	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)	2011 (Jan-Dec)	2012 (Jan-Dec)	% Change (11-12)
	£Millions	£Millions		£Millions	£Millions	
Total	£1,734	£1,588	-8.42%	£1,229	£1,072	-12.77%
Price of package holiday/inclusive trip	£53	£68	+28.30%	£44	£56	+27.27%
% share	3%	4%	-	4%	5%	-
Accommodation	£621	£525	-15.46%	£461	£389	-15.62%
% share	36%	33%	-	38%	36%	-
Travel costs to and from destination, and during the trip	£327	£347	+6.12%	£191	£166	-13.09%
% share	19%	22%	-	16%	16%	-
Services or advice (e.g. travel guides, tourist information)	£4	£7	+75.00%	£4	£6	+50.00%
% share	*	*	-	*	1%	-
Buying clothes	£78	£70	-10.26%	£53	£52	-1.89%
% share	4%	4%	-	4%	5%	-
Eating and drinking out	£333	£311	-6.61%	£236	£215	-8.90%
% share	19%	20%	-	19%	20%	-
Other shopping	£200	£160	-20.00%	£152	£115	-24.34%
% share	12%	10%	-	12%	11%	-
Entertainment	£86	£74	-13.95%	£63	£53	-15.87%
% share	5%	5%	-	5%	5%	-
Anything else	£33	£27	-18.18%	£24	£21	-12.50%
% share	2%	2%	-	2%	2%	-

* = less than 0.5%

Following 2011, when spending on Welsh domestic tourism trips reached its highest point, the value of Welsh tourism trips fell notably by -8.4% to £1.6bn in 2012. The largest year-on-year declines seen across spending categories were for accommodation (-15.5%), entertainment (-14.0%), buying clothes (-10.3%) and other shopping (-20%). Although accommodation still represents the largest portion of expenditure at 33%, almost £100 million less was spent compared to 2011.

Accommodation accounts for an even greater part of expenditure on 'Pure holiday' trips in Wales, at 36% and the decrease in expenditure has contributed to the overall decline in spending on holiday trips in Wales. There has also been a notable decline in the amount of money visitors are spending on travel (a decrease of 13.1% compared to 2011), in a reversal of the rises seen during 2011 (+23%).

Holidays taken in GB by lifestage

In this section we examine the trends and characteristics of holiday tourism and how it varies by lifestage. The number of trips and the percentage change between years has been illustrated for Great Britain and each constituent country between 2008 and 2012.

British adults have been defined into four categories:

Lifestage	
Pre-Nesters	Under 35 years & no children
Families	All ages & with children
Older Independents	35-54 years & no children
Empty Nesters	55+ years & no children

Table 1.3.16 – Pure Holiday Tourism Trips taken in GB by Lifestage (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
All Holidays (Pleasure/Leisure)	50.417	58.974	+16.97%	54.743	-7.17%	58.435	+6.74%	57.695	-1.27%	+3.82%
Pre-nesters	8.173	9.504	+16.29%	8.067	-15.12%	8.650	+7.23%	8.963	+3.62%	+3.00%
Families	16.582	20.254	+22.14%	19.649	-2.99%	20.288	+3.25%	19.869	-2.07%	+5.08%
Older Independents	9.298	11.045	+18.79%	10.178	-7.85%	10.751	+5.63%	10.593	-1.47%	+3.78%
Empty Nesters	16.364	18.171	+11.04%	16.849	-7.28%	18.745	+11.25%	18.270	-2.53%	+3.12%

Of the 57.7 million holiday trips (excluding VFR) taken in Britain during 2012, families represent the largest segment, with 19.9 million trips taken during 2012. Although this is down by -2.1% on the figure seen for 2011, the proportion of families taking holiday trips has increased at an average annual rate of +5.1%, due to a significant increase during 2009 of +22% vs. 2008. Empty nesters also make up a large section of tourism trips in Britain at 18.3 million trips, and the decline of -2.5% seen for this group year-on-year has contributed to the overall decline in holiday trips during 2012.

Holidays taken in England by Lifestage

Table 1.3.17 – Pure Holiday Tourism Trips taken in England by Lifestage (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
All Holidays (Pleasure/Leisure)	39.753	47.010	+18.26%	43.544	-7.37%	46.157	+6.00%	45.992	-0.36%	+4.13%
Pre-nesters	6.638	7.382	+11.21%	6.381	-13.56%	6.818	+6.85%	7.387	+8.35%	+3.21%
Families	12.950	16.404	+26.67%	15.632	-4.71%	16.071	+2.81%	16.104	+0.21%	+6.24%
Older Independents	7.244	8.604	+18.77%	7.899	-8.19%	8.470	+7.23%	8.541	+0.84%	+4.66%
Empty Nesters	12.920	14.620	+13.16%	13.633	-6.75%	14.799	+8.55%	13.960	-5.67%	+2.32%

As can be seen at the overall British level, Families and Empty Nesters also account for the largest part of English holiday trips at 16.1 million and 14.0 million respectively for 2012. There was a decline (-5.7%) in the number of trips taken by Empty Nesters compared to 2011, which has offset the increases seen across other lifestage types to produce a slight decrease overall for English holiday trips (-0.4%) during 2012. The five year period has, nevertheless, seen increases across all lifestage types taking English holiday trips.

Holidays taken in Scotland by Lifestage

Table 1.3.18 – Pure Holiday Tourism Trips taken in Scotland by Lifestage (2008-2012)										
	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
All Holidays (Pleasure/Leisure)	5.931	6.651	+12.14%	5.700	-14.30%	6.572	+15.30%	6.168	-6.15%	+1.75%
Pre-nesters	0.873	1.201	+37.57%	0.994	-17.24%	1.000	+0.60%	0.829	-17.10%	+0.96%
Families	1.799	1.913	+6.34%	1.699	-11.19%	2.056	+21.01%	1.787	-13.08%	+0.77%
Older Independents	1.269	1.363	+7.41%	1.222	-10.34%	1.347	+10.23%	1.091	-19.01%	-2.93%
Empty Nesters	1.990	2.174	+9.25%	1.785	-17.89%	2.169	+21.51%	2.461	+13.46%	+6.58%

The lifestage distribution throughout Scottish holiday trips is slightly different to England, where Empty Nesters are the most common type of domestic holiday-maker, accounting for 2.5 million of the 6.2 million total. There have been declines in the number of younger visitor types making holiday trips in Scotland, most notably amongst Older Independents (a decrease of -19% compared to 2011), but also significant decreases in families (-13%). It is the Empty Nester category which was most resilient in 2012, showing an increase of 13.5% on the previous year.

Holidays taken in Wales by Lifestage

Table 1.3.19 – Pure Holiday Tourism Trips taken in Wales by Lifestage (2008-2012)

	2008 (Jan-Dec)	2009 (Jan-Dec)	% Change (08-09)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	Average annual % change 08-12
All Holidays (Pleasure/Leisure)	5.042	5.579	+10.65%	5.762	+3.28%	6.036	+4.76%	5.914	-2.02%	+4.17%
Pre-nesters	0.736	0.936	+27.17%	0.749	-19.98%	0.887	+18.42%	0.780	-12.06%	+3.39%
Families	1.945	2.027	+4.22%	2.415	+19.14%	2.221	-8.03%	2.072	-6.71%	2.16%
Older Independents	0.832	1.108	+33.17%	1.084	-2.17%	0.977	-9.87%	1.009	+3.28%	+6.10%
Empty Nesters	1.530	1.508	-1.44%	1.514	0.40%	1.950	+28.80%	2.053	+5.28%	+8.26%

Families had dominated the Welsh holiday market in previous years but there have been significant declines in the number of trips being made by Families over the past two years (-8.0% in 2011 compared to 2010, and -6.7% from 2011 to 2012). In contrast, Empty Nesters have seen large increases which have seen this segment come close to equalling the scale of the family segment (35%). During 2012, there was a clear division along age lines, as Wales attracted more of the older lifestage groups, the Older Independents and Empty Nesters, and lost younger tourist, including the Pre-nesters and Families.

Part 2 : Summary Data Tables

This section provides detailed information for the following trip purposes:

	Pages		Pages
All Tourism	39-44	VFR Trips	60-64
Purpose	39	Accommodation used	60
Accommodation used	40	Main mode of transport used	61
Main mode of transport used	41	Country of residence	61
Country of residence	41	How trip booked	61
How trip booked	41	Whether booked online	62
Whether booked online	41	Package trip	62
Package trip	42	Type of location stayed at	62
Type of location stayed at	42	Month trip started	62
Month trip started	42	Duration of trip	62
Duration of trip	42	Children on trip	63
Children on trip	42	Socio-economic group	63
Socio-economic group	43	Age of respondent	63
Age of respondent	43	Lifecycle of respondent	63
Lifecycle of respondent	43	Activities undertaken on trip	63
Activities undertaken on trip	43		
Holiday (Pleasure/Leisure) Trips	45-49	VFR Nights	65-69
Accommodation used	45	Accommodation used	65
Main mode of transport used	46	Main mode of transport used	66
Country of residence	46	Country of residence	66
How trip booked	46	How trip booked	66
Whether booked online	47	Whether booked online	66
Package trip	47	Package trip	67
Type of location stayed at	47	Type of location stayed at	67
Month trip started	47	Month trip started	67
Duration of trip	47	Duration of trip	67
Children on trip	48	Children on trip	67
Socio-economic group	48	Socio-economic group	68
Age of respondent	48	Age of respondent	68
Lifecycle of respondent	48	Lifecycle of respondent	68
Activities undertaken on trip	48	Activities undertaken on trip	68
Holiday (Pleasure/Leisure) Nights	50-54	VFR Spend	70-74
Accommodation used	50	Accommodation used	70
Main mode of transport used	51	Main mode of transport used	71
Country of residence	51	Country of residence	71
How trip booked	51	How trip booked	71
Whether booked online	52	Whether booked online	71
Package trip	52	Package trip	72
Type of location stayed at	52	Type of location stayed at	72
Month trip started	52	Month trip started	72
Duration of trip	52	Duration of trip	72
Children on trip	53	Children on trip	72
Socio-economic group	53	Socio-economic group	73
Age of respondent	53	Age of respondent	73
Lifecycle of respondent	53	Lifecycle of respondent	73
Activities undertaken on trip	54	Activities undertaken on trip	73
Holiday (Pleasure/Leisure) Spend	55-59	Business Tourism	75-79
Accommodation used	55	Accommodation used	75
Main mode of transport used	56	Main mode of transport used	76
Country of residence	56	Country of residence	76
How trip booked	56	How trip booked	76
Whether booked online	57	Whether booked online	77
Package trip	57	Package trip	77
Type of location stayed at	57	Type of location stayed at	77
Month trip started	57	Month trip started	77
Duration of trip	57	Duration of trip	77
Children on trip	58	Children on trip	78
Socio-economic group	58	Socio-economic group	78
Age of respondent	58	Age of respondent	78
Lifecycle of respondent	58	Lifecycle of respondent	78
Activities undertaken on trip	58	Activities undertaken on trip	78
		All Tourism – Regions & National Parks	80

Table 2-1 – ALL TOURISM IN GREAT BRITAIN

British residents made an estimated 126 million trips in Great Britain in 2012, representing 388 million bed nights and £24 billion in spending.

- Holidays are the main purpose of trips taken, accounting for two thirds (66%) of trips taken and are even more important in terms of nights (73%) and spending (70%).
- Visits to friends and relatives (VFR) for mainly holiday trips account for one in five trips and nights away (20%) but are less important in terms of spending (13%).
- Business and work is the main purpose for around one in seven trips (16%) accounting for one in nine nights (12%). These are higher spending trips, accounting for a fifth (19%) of all tourism spending.
- Friends' and relatives' homes (including owned second homes) are a widely used type of accommodation accounting for almost four in ten of all trips (37%). This reflects not only visits to friends and relatives as such, but also holidays spent staying with friends and relatives. With no real accommodation costs, trips staying at friends' and relatives' homes account for only a fifth (20%) of spending on all tourism trips.
- Commercial accommodation is used on almost three-fifths of trips (59%), but these trips represent a much higher share of spending (77%). Commercial accommodation is mainly serviced (40% of trips) where trips tend to be shorter in duration (29% of nights) but higher spending (54%). Hotels and motels account for 34% of trips and 45% of spend; Guest houses and B&Bs account for 5% of trips and 8% of spend.
- Self catering rented accommodation is used on a lower volume of trips (17%), but these trips are longer (26% of nights) and slightly above average in terms of spending (22%).
- The car is the dominant form of transport with 73% of trips using a private car for the longest part of the journey from home to the destination.
- Firm bookings are made before more than half of all trips (54%), but this figure reflects the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant. Firm bookings are made for 74% of all trips which involve staying in commercial accommodation.
- Large cities/large towns (40%) are the major destinations of tourism trips, followed by small towns (24%), the seaside (19%) and countryside/villages (19%).

Table 2.1 – All Tourism in GB												
	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
PURPOSE												
Leisure	102.83	84.91	10.20	8.29	332.1	263.4	37.0	31.7	£18,846	£15,198	£2,297	£1,351
Holiday (total)	83.14	67.47	8.72	7.46	282.4	220.7	32.0	29.6	£16,765	£13,457	£2,063	£1,245
Holiday / pleasure / leisure	57.70	45.99	6.17	5.91	203.1	156.2	22.5	24.4	£13,763	£11,007	£1,684	£1,072
Visiting friends & relatives – mainly holiday	25.45	21.48	2.55	1.54	79.3	64.5	9.6	5.2	£3,001	£2,450	£379	£173
Visiting friends & relatives – mainly other	19.69	17.44	1.48	0.83	49.7	42.7	5.0	2.0	£2,082	£1,742	£234	£106
Visiting friends or relatives (total)	45.14	38.92	4.03	2.37	129.0	107.2	14.6	7.3	£5,083	£4,192	£613	£279
Business (total)	19.57	16.49	2.18	1.12	45.8	38.0	5.5	2.3	£4,603	£3,859	£541	£202
Business travel	18.94	15.90	2.15	1.10	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
PURPOSE (CONTINUED)												
To attend a conference	1.55	1.30	0.20	0.08	3.4	2.8	0.6	0.1	£366	£290	£65	£12
To attend an exhibition/trade show	0.83	0.77	0.01	0.05	1.8	1.6	0.1	0.2	£190	£182	£2	£6
Travel/transport is my work	0.63	0.59	0.03	0.02	1.3	1.2	0.1	*	£117	£109	£4	£3
To do paid work/on business	16.56	13.83	1.94	0.98	39.2	32.5	4.8	2.0	£3,929	£3,279	£469	£181
School trip	0.47	0.43	0.01	0.02	1.5	1.3	0.0	0.1	£82	£77	*	£5
Other reason	2.90	2.42	0.35	0.13	7.8	6.5	0.7	0.6	£402	£332	£47	£23
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	74.31	60.75	8.28	5.90	218.4	173.7	25.4	19.2	£18,415	£14,914	£2,295	£1,205
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	51.46	42.86	6.02	3.10	113.5	91.3	14.4	7.7	£12,849	£10,524	£1,653	£673
Hotel/ motel	43.12	36.18	5.18	2.20	89.3	72.5	11.9	4.9	£10,755	£8,863	£1,416	£475
Guest House/ Bed and Breakfast	5.92	4.84	0.68	0.50	22.2	16.8	2.5	2.8	£1978	£1,547	£237	£194
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	21.94	17.29	2.13	2.73	101.1	79.8	10.3	11.1	£5283	£4,188	£589	£506
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	9.37	7.32	1.15	1.00	46.3	35.7	6.4	4.2	£3144	£2,461	£425	£258
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	15.88	12.17	1.22	2.59	71.3	53.7	5.1	12.5	£2535	£2,003	£188	£344
Touring caravan	4.20	3.20	0.39	0.67	19.3	15.1	1.7	2.5	£604	£469	£61	£74
Static (not owned)	4.24	3.33	0.25	0.65	21.0	16.9	1.0	3.1	£998	£815	£52	£132
Static (owned)	3.33	2.22	0.25	0.86	16.4	9.6	1.2	5.6	£396	£276	£25	£96
Camping	4.14	3.44	0.34	0.41	14.6	12.1	1.1	1.3	£536	£442	£51	£42
Hostel	1.50	1.05	0.33	0.14	3.7	2.6	0.7	0.4	£283	£203	£53	£27
Own home/ friend's home / relative's home	46.46	39.84	4.20	2.74	140.5	116.1	15.4	9.0	£4524	£3,756	£523	£245

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
MAIN MODE OF TRANSPORT USED												
Public transport	27.89	22.99	3.84	1.29	82.0	65.1	12.4	4.5	£5,956	£4,712	£1,002	£242
Train	19.14	16.50	1.95	0.82	54.3	45.7	5.8	2.8	£3,863	£3,293	£441	£130
Regular bus/ coach	3.78	3.00	0.60	0.23	11.5	8.8	1.9	0.8	£647	£502	£88	£57
Sea/ air	3.05	1.93	1.07	0.08	9.0	5.1	3.7	0.2	£891	£479	£405	£8
Plane	2.62	1.61	0.97	0.07	7.7	4.3	3.2	0.2	£829	£447	£374	£8
Boat/ ship/ ferry	0.43	0.33	0.09	0.01	1.3	0.8	0.5	-	£62	£32	£31	*
Personal transport	96.03	79.81	8.58	8.18	300.0	240.6	29.6	29.8	£17,636	£14,501	£1,811	£1,324
Car	92.07	76.59	8.14	7.81	287.9	230.9	28.2	28.7	£16,953	£13,947	£1,747	£1,258
Car - own/ friend's/ firm's	90.38	75.22	7.94	7.69	282.0	226.2	27.5	28.3	£16,515	£13,595	£1,691	£1,229
Car - hired	1.69	1.37	0.20	0.12	5.9	4.7	0.8	0.5	£438	£352	£57	£29
Organised coach tour	2.35	1.89	0.33	0.17	8.6	6.4	1.5	0.7	£617	£470	£99	£47
Other	1.47	1.19	0.20	0.11	4.3	3.3	0.6	0.4	£281	£219	£43	£19
COUNTRY OF RESIDENCE												
England	108.99	96.32	6.05	7.25	335.2	283.4	24.0	27.7	£20,448	£17,478	£1,703	£1,267
Scotland	10.63	4.17	6.49	0.08	33.4	14.9	18.1	0.4	£2,365	£1,241	£1,105	£19
Wales	6.40	3.96	0.22	2.28	19.6	11.8	1.2	6.6	£1,164	£778	£84	£302
HOW TRIP BOOKED												
Firm booking	68.25	56.60	7.19	4.95	213.3	170.8	23.9	18.5	£16,338	£13,296	£2,030	£1,011
High street or on-line travel agent	5.05	4.17	0.61	0.33	15.1	10.3	1.9	2.9	£1,369	£1,112	£200	£57
Directly with a tour operator	4.84	3.83	0.51	0.53	19.3	15.3	2.0	2.0	£1,456	£1,120	£206	£129
Directly with accommodation provider	40.19	33.71	3.86	2.96	117.6	96.7	12.0	9.0	£9,803	£8,110	£1,088	£604
Directly with a transport provider	12.08	9.98	1.59	0.58	39.1	31.3	5.8	2.0	£2,566	£2,030	£425	£111
Directly with a Tourist Board / TIC	0.89	0.68	0.12	0.09	3.4	2.6	0.5	0.3	£259	£178	£65	£16
Booked online	47.09	39.02	5.23	3.21	143.3	114.5	16.5	12.3	£11,378	£9,236	£1,487	£654
Through some other source	5.94	4.90	0.64	0.45	20.0	16.0	2.1	1.9	£1,302	£1,060	£146	£96
Did not make firm bookings before trip	49.39	40.96	4.67	4.03	150.0	119.5	16.5	14.0	£6,164	£4,997	£679	£489
Don't Know	8.38	6.90	0.88	0.62	25.0	19.9	2.9	2.2	£1,474	£1,204	£182	£88
WHETHER BOOKED ONLINE												
Booked online	47.09	39.02	5.23	3.21	143.3	114.5	16.5	12.3	£11,378	£9,236	£1,487	£654
Not booked online	78.93	65.44	7.52	6.39	244.9	195.7	26.8	22.4	£12,598	£10,261	£1,404	£934

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
PACKAGE TRIP												
Package trip	5.19	4.25	0.61	0.39	17.0	13.2	2.5	1.3	£1,661	£1,342	£209	£110
Not a package trip	120.25	99.78	12.04	9.15	369.1	295.7	40.4	33.0	£22,201	£18,074	£2,658	£1,469
Don't Know	0.58	0.42	0.11	0.06	2.1	1.3	0.4	0.4	£115	£81	£24	£9
TYPE OF LOCATION STAYED AT												
Seaside	24.48	19.72	1.44	3.48	98.1	79.0	5.9	13.2	£5,216	£4,313	£331	£572
Large city / large town	50.70	43.63	6.06	1.53	121.2	102.5	15.1	3.6	£9,651	£8,040	£1,376	£235
Small town	30.81	24.87	3.70	2.78	89.6	69.0	12.3	8.3	£4,904	£3,804	£655	£445
Countryside / village	23.48	18.91	2.64	2.23	78.5	59.0	9.9	9.5	£4,140	£3,277	£528	£335
MONTH TRIP STARTED												
January 2012	6.29	5.40	0.55	0.39	14.7	12.3	1.5	0.9	£1,017	£877	£95	£44
February 2012	6.71	5.70	0.71	0.35	14.9	12.4	1.6	0.8	£1,117	£918	£149	£50
March 2012	8.79	7.50	0.71	0.62	24.3	20.3	2.3	1.8	£1,524	£1,264	£173	£86
April 2012	11.15	9.04	1.29	0.94	32.9	25.8	3.9	3.2	£2,092	£1,668	£267	£157
May 2012	10.23	8.24	1.20	0.88	28.8	22.6	3.4	2.8	£1,898	£1,494	£252	£153
June 2012	11.48	9.53	0.97	1.06	35.9	28.5	4.0	3.3	£2,330	£1,881	£273	£176
July 2012	12.29	10.06	1.41	0.95	48.3	37.4	5.7	5.2	£2,727	£2,180	£341	£206
August 2012	16.19	13.18	1.61	1.47	65.3	50.9	6.6	7.8	£3,360	£2,704	£405	£252
September 2012	10.37	8.63	0.99	0.80	32.7	26.5	3.5	2.7	£2,072	£1,697	£234	£141
October 2012	10.08	8.17	1.01	0.94	27.4	21.4	3.2	2.7	£1,923	£1,563	£221	£139
November 2012	10.36	8.79	1.00	0.58	25.3	21.1	2.5	1.6	£1,969	£1,677	£194	£98
December 2012	12.07	10.21	1.31	0.62	37.8	30.9	5.0	1.9	£1,948	£1,574	£288	£86
DURATION OF TRIP												
1 night	37.96	32.94	3.01	2.01	38.0	32.9	3.0	2.0	£4,870	£4,216	£435	£220
2 nights	35.32	29.43	3.54	2.38	70.6	58.8	7.1	4.7	£5,929	£4,966	£643	£320
3 nights	18.25	14.74	1.91	1.72	54.8	44.1	5.6	5.1	£3,626	£2,895	£461	£270
4 nights	12.31	9.95	1.35	1.21	49.2	39.4	5.2	4.7	£2,857	£2,285	£336	£236
5 nights	5.61	4.40	0.70	0.59	28.0	21.8	3.4	2.8	£1,440	£1,108	£220	£113
6 nights	3.47	2.69	0.46	0.38	20.8	15.9	2.7	2.1	£895	£675	£130	£90
7 nights	7.26	5.69	0.88	0.76	50.8	39.6	6.0	5.2	£2,364	£1,809	£320	£235
1-3 nights	91.54	77.11	8.46	6.11	163.4	135.8	15.7	11.8	£14,425	£12,077	£1,538	£810
4-7 nights	28.65	22.73	3.39	2.94	148.9	116.7	17.3	14.9	£7,557	£5,877	£1,006	£674
8+ nights	5.83	4.62	0.90	0.55	76.0	57.6	10.3	8.0	£1,994	£1,543	£347	£104
Average duration of trip (nights)	3.08	2.97	3.40	3.62	3.08	2.97	3.40	3.62	3.08	2.97	3.40	3.62
CHILDREN ON TRIP												
Yes	32.98	27.15	2.89	3.12	119.2	94.5	10.7	14.0	£4,822	£4,018	£407	£397
No	93.04	77.31	9.87	6.48	269.0	215.7	32.6	20.7	£19,154	£15,479	£2,484	£1,191

Table 2.1 – All Tourism in GB												
	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	48.93	40.82	4.95	3.49	141.1	112.0	15.6	13.5	£10,236	£8,365	£1,260	£611
C1 (Clerical and supervisory)	39.05	32.60	3.60	3.13	121.5	98.9	12.3	10.4	£7,242	£5,903	£857	£481
C2 (Skilled manual)	21.86	17.66	2.52	1.81	69.6	55.0	8.7	5.9	£3,927	£3,161	£479	£286
DE (Unskilled, state pensioners etc.)	16.19	13.38	1.69	1.17	56.0	44.3	6.7	5.0	£2,572	£2,068	£294	£210
AGE OF RESPONDENT												
16-24	14.72	12.62	1.26	0.89	47.2	39.5	4.2	3.5	£2,358	£2,010	£212	£136
25-34	21.92	18.45	2.14	1.43	59.8	49.0	6.0	4.7	£3,888	£3,172	£499	£217
35-44	26.32	21.93	2.29	2.24	79.5	63.0	7.2	9.3	£4,927	£4,141	£458	£328
45-54	26.36	21.56	2.89	2.07	72.3	57.4	9.0	5.9	£5,400	£4,361	£680	£359
55-64	19.33	15.65	2.31	1.57	59.8	46.6	8.2	5.0	£4,140	£3,265	£602	£272
65+	17.37	14.25	1.86	1.40	69.7	54.6	8.7	6.4	£3,263	£2,547	£441	£275
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	17.07	14.59	1.59	0.97	51.8	43.4	5.1	3.3	£2,947	£2,467	£331	£149
Age 16-34, married, no children	7.91	6.73	0.70	0.51	19.4	16.0	2.0	1.4	£1,571	£1,293	£188	£90
Age 16-34, with children	11.66	9.75	1.11	0.84	35.7	29.1	3.1	3.4	£1,729	£1,423	£192	£114
Age 35-54, no children	25.53	20.86	2.80	2.01	67.0	53.1	8.3	5.6	£5,522	£4,435	£715	£372
Age 35-54, with children	27.15	22.63	2.38	2.30	84.9	67.4	7.9	9.6	£4,805	£4,067	£423	£316
Age 55+	36.70	29.90	4.17	2.97	129.4	101.2	16.9	11.4	£7,402	£5,813	£1,043	£547
ACTIVITIES UNDERTAKEN ON TRIP*												
Just relaxing	27.24	22.03	2.52	2.86	103.8	80.3	10.2	13.2	£5,492	£4,356	£645	£491
Sightseeing on foot	25.53	20.10	2.92	2.68	101.1	75.6	12.3	13.2	£6,470	£5,128	£805	£537
Short walk\ stroll - up to 2 miles\ 1 hour	21.71	17.58	2.16	2.23	90.4	70.8	9.0	10.7	£4,839	£3,892	£572	£375
Sightseeing by car	14.87	10.99	2.05	1.99	71.0	49.9	9.8	11.3	£4,077	£2,993	£648	£437
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.60	11.27	1.80	1.74	66.7	49.1	8.5	9.1	£3,577	£2,750	£496	£331
Visiting a beach	12.33	9.67	0.92	1.85	62.0	47.3	4.5	10.1	£2,913	£2,290	£260	£364
Centre based walking (i.e. around a city/town centre)	10.60	8.87	1.00	0.85	41.1	33.2	4.6	3.2	£2,643	£2,219	£264	£161
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	7.83	6.81	0.74	0.33	17.6	14.6	2.2	0.7	£1,337	£1,092	£185	£61
Visiting a country park	6.91	5.70	0.67	0.63	32.4	26.0	3.6	2.8	£1,683	£1,327	£208	£147
Swimming (indoors or outdoors)	6.62	5.02	0.71	0.96	33.5	24.6	3.0	5.9	£1,672	£1,327	£175	£170
Visiting a museum	6.38	5.23	0.91	0.33	27.8	21.6	4.4	1.7	£2,041	£1,648	£303	£90

Table 2.1 – All Tourism in GB												
	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	126.64	104.28	13.36	9.70	387.3	306.8	45.6	34.9	£22,666	£17,914	£3,018	£1,734
All Tourism – 2012	126.02	104.46	12.75	9.60	388.2	310.2	43.3	34.7	£23,976	£19,497	£2,891	£1,588
ACTIVITIES UNDERTAKEN ON TRIP (CONT)*												
Had a picnic or BBQ	6.10	4.69	0.54	0.95	31.6	24.0	2.9	4.8	£1,450	£1,108	£164	£178
Visiting a historic house, stately home, palace	5.80	4.72	0.71	0.43	28.1	22.3	3.4	2.3	£1,810	£1,444	£258	£109
Visiting a cathedral, church, abbey or other religious building	5.72	4.76	0.55	0.50	24.6	19.9	2.5	2.1	£1,662	£1,338	£204	£120
Visiting a castle/other historic site	5.49	3.65	1.11	0.84	25.7	16.4	5.1	4.2	£1,793	£1,131	£416	£246
Visiting a theme/amusement park	4.97	4.42	0.19	0.41	20.8	18.2	0.8	1.8	£1,292	£1,158	£51	£82
Visiting a garden	4.91	3.97	0.69	0.34	23.6	18.9	3.1	1.6	£1,476	£1,194	£206	£76
Special shopping for items you do not regularly buy	4.53	3.73	0.57	0.26	17.1	13.7	2.5	0.8	£1,471	£1,159	£238	£74
Viewing architecture and buildings	3.90	3.31	0.46	0.17	16.2	13.3	2.1	0.7	£1,218	£1,007	£158	£53
Other sightseeing (e.g. on a coach, boat trip)	3.87	2.89	0.78	0.29	15.6	11.1	3.2	1.4	£1,141	£854	£212	£75
Visiting another type of attraction	3.78	3.13	0.46	0.23	16.2	11.5	1.7	3.0	£912	£761	£101	£50
Sunbathing	3.21	2.59	0.14	0.50	17.6	14.3	0.9	2.4	£858	£688	£57	£113
A live music concert	3.06	2.63	0.31	0.18	9.4	7.4	1.2	0.9	£809	£668	£111	£30
Visiting a wildlife attraction/nature reserve	2.95	2.26	0.41	0.33	15.4	11.6	2.3	1.5	£763	£554	£122	£88
Visiting an art gallery	2.92	2.31	0.51	0.16	13.2	9.8	2.5	0.8	£1,024	£751	£207	£65

*Top 25 activities undertaken on trip illustrated in Table 2-1 above. Sorted by frequency of GB all tourism trips.

Table 2-2a – HOLIDAY TRIPS IN GREAT BRITAIN

- Tables 2-2a - 2-2c below are based on 'pure' holidays (pleasure and leisure). Visits to friends and relatives which are described by the respondent as being mainly a holiday rather than for some other reason are included further below in Tables 2-3a – 2-3c.
- British residents made 58 million holiday trips in Great Britain in 2012. Short holidays of 1-3 nights in length accounted for a 65% share whilst long holidays of 4+ nights or more accounted for a smaller 35% share.
- The commercial accommodation sector accounts for four in five holiday trips (81%), with a similar share for short trips (81%) and long trips (80%). The pattern is very different for self-catering (mainly cottages and caravans) accommodation. Long trips account for a 54% share whilst shorter trips have a much smaller share (21%).
- The car is the dominant mode of transport used for the longest part of the journey to the destination (78%). Public transport (excluding planes) is used for 18% of holiday trips.
- Firm bookings were made before going on holiday for two thirds of holiday trips (68%).
- Holiday trips are taken to a wide range of destinations. 37% of short trips are taken to large cities/towns whereas 45% of longer trips are taken to the seaside.
- Around two-fifths (40%) of long holiday trips are taken in July or August, while short trips are distributed more evenly across the year.

Table 2.2a – Holiday Trips in GB												
	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
All Tourism – 2012	57.70	45.99	6.17	5.91	37.33	30.20	3.71	3.50	20.36	15.79	2.46	2.41
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	46.62	37.37	5.17	4.41	30.35	24.57	3.17	2.68	16.27	12.80	2.00	1.73
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	27.55	22.50	3.40	1.90	21.97	18.19	2.41	1.43	5.58	4.31	1.00	0.47
Hotel/ motel	22.37	18.30	2.93	1.35	18.23	15.14	2.05	1.09	4.14	3.16	0.87	0.26
Guest House/ Bed and Breakfast	3.60	2.97	0.35	0.33	2.71	2.28	0.23	0.21	0.89	0.69	0.12	0.13
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	18.78	14.62	1.84	2.48	7.86	5.97	0.72	1.19	10.93	8.66	1.12	1.28
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	7.81	6.11	0.95	0.85	2.55	1.98	0.25	0.32	5.26	4.12	0.70	0.53
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	14.00	10.53	1.08	2.46	6.95	5.05	0.59	1.34	7.05	5.48	0.49	1.12

Table 2.2a – Holiday Trips in GB												
	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
All Tourism - 2012	57.70	45.99	6.17	5.91	37.33	30.2	3.71	3.5	20.36	15.79	2.46	2.41
ACCOMMODATION USED (CONT)												
Touring caravan	3.67	2.70	0.37	0.65	1.98	1.36	0.19	0.44	1.69	1.33	0.18	0.21
Static (not owned)	4.00	3.14	0.23	0.63	1.23	0.95	0.09	0.19	2.77	2.19	0.14	0.44
Static (owned)	3.03	2.01	0.19	0.83	1.64	1.07	0.12	0.46	1.39	0.95	0.07	0.37
Camping	3.31	2.69	0.29	0.35	2.11	1.68	0.20	0.24	1.20	1.02	0.09	0.11
Hostel	0.77	0.60	0.10	0.08	0.55	0.44	0.06	0.06	0.22	0.17	0.04	0.03
Own home/ friend's home / relative's home	7.24	5.89	0.84	0.63	4.64	3.94	0.38	0.34	2.60	1.95	0.46	0.29
MAIN MODE OF TRANSPORT USED												
Public transport	10.26	8.33	1.52	0.50	7.22	6.02	0.94	0.29	3.04	2.30	0.58	0.22
Train	6.50	5.48	0.78	0.27	5.20	4.50	0.57	0.14	1.30	0.99	0.22	0.13
Regular bus/ coach	1.36	1.05	0.23	0.11	0.89	0.67	0.16	0.09	0.47	0.37	0.08	0.03
Sea/ air	0.81	0.45	0.35	0.02	0.57	0.36	0.19	0.02	0.25	0.09	0.17	-
Plane	0.63	0.34	0.29	0.01	0.43	0.27	0.16	0.01	0.19	0.06	0.13	-
Boat/ ship/ ferry	0.19	0.11	0.07	0.01	0.13	0.09	0.03	0.01	0.05	0.02	0.04	-
Personal transport	46.74	37.18	4.50	5.33	29.62	23.83	2.68	3.15	17.11	13.35	1.82	2.18
Car	45.12	35.92	4.34	5.11	28.55	23.03	2.60	2.97	16.57	12.89	1.74	2.14
Car - own/ friend's/ firm's	44.42	35.38	4.26	5.03	28.13	22.68	2.57	2.92	16.29	12.70	1.69	2.10
Car - hired	0.70	0.54	0.08	0.08	0.42	0.34	0.03	0.04	0.28	0.19	0.05	0.04
Organised coach tour	1.78	1.46	0.22	0.12	0.70	0.58	0.06	0.05	1.08	0.88	0.16	0.06
Other	0.43	0.35	0.04	0.06	0.28	0.23	0.02	0.04	0.14	0.11	0.02	0.02
COUNTRY OF RESIDENCE												
England	48.91	42.25	2.58	4.39	31.04	27.53	1.17	2.40	17.87	14.72	1.41	1.99
Scotland	5.16	1.72	3.45	0.03	3.64	1.17	2.49	-	1.52	0.56	0.96	0.03
Wales	3.63	2.03	0.14	1.50	2.65	1.51	0.05	1.10	0.97	0.52	0.09	0.40
HOW TRIP BOOKED												
Firm booking	39.44	32.07	4.16	3.50	25.37	20.85	2.48	2.07	14.08	11.23	1.68	1.43
High street or on-line travel agent	3.03	2.45	0.36	0.24	2.32	1.97	0.24	0.11	0.71	0.49	0.13	0.13
Directly with a tour operator	3.89	3.09	0.38	0.45	1.73	1.35	0.18	0.20	2.16	1.74	0.20	0.25
Directly with accommodation provider	24.94	20.50	2.40	2.21	16.68	13.81	1.47	1.43	8.26	6.69	0.93	0.78
Directly with a transport provider	3.84	3.13	0.54	0.20	2.58	2.14	0.32	0.12	1.26	0.99	0.22	0.07
Directly with a Tourist Board / TIC	0.55	0.39	0.09	0.08	0.26	0.18	0.04	0.04	0.29	0.21	0.05	0.03
Booked online	26.53	21.60	2.89	2.25	17.50	14.41	1.80	1.31	9.03	7.19	1.09	0.94
Through some other source	3.49	2.80	0.43	0.30	2.10	1.70	0.26	0.13	1.39	1.10	0.17	0.17

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
All Tourism - 2012	57.7	45.99	6.17	5.91	37.33	30.2	3.71	3.5	20.36	15.79	2.46	2.41
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	14.61	11.00	1.64	2.05	9.84	7.62	1.02	1.24	4.77	3.38	0.62	0.81
Don't Know	3.65	2.92	0.37	0.36	2.13	1.73	0.21	0.19	1.52	1.19	0.16	0.18
WHETHER BOOKED ONLINE												
Booked online	26.53	21.60	2.89	2.25	17.50	14.41	1.80	1.31	9.03	7.19	1.09	0.94
Not booked online	31.17	24.39	3.28	3.66	19.83	15.79	1.91	2.19	11.33	8.60	1.37	1.47
PACKAGE TRIP												
Package trip	3.76	3.04	0.45	0.30	1.91	1.56	0.18	0.17	1.85	1.48	0.28	0.13
Not a package trip	53.67	42.76	5.67	5.57	35.25	28.51	3.49	3.32	18.42	14.25	2.18	2.26
Don't Know	0.27	0.19	0.04	0.03	0.17	0.13	0.03	0.01	0.10	0.07	0.01	0.03
TYPE OF LOCATION STAYED AT												
Seaside	17.97	14.36	0.89	2.84	8.87	6.94	0.38	1.57	9.09	7.42	0.51	1.27
Large city / large town	16.98	14.16	2.49	0.56	13.94	11.74	1.84	0.41	3.03	2.42	0.65	0.14
Small town	11.57	8.69	1.81	1.33	7.36	5.72	0.94	0.74	4.21	2.96	0.88	0.59
Countryside / village	12.85	10.10	1.49	1.41	7.48	6.07	0.62	0.82	5.37	4.03	0.88	0.59
MONTH TRIP STARTED												
January 2012	1.93	1.53	0.19	0.23	1.54	1.22	0.14	0.17	0.40	0.31	0.04	0.06
February 2012	2.35	1.89	0.28	0.18	1.98	1.59	0.23	0.16	0.36	0.30	0.05	0.02
March 2012	3.70	3.02	0.31	0.37	2.75	2.27	0.21	0.27	0.95	0.75	0.11	0.10
April 2012	5.64	4.44	0.65	0.63	3.81	3.00	0.42	0.41	1.83	1.43	0.23	0.22
May 2012	4.94	3.81	0.61	0.56	3.36	2.57	0.41	0.38	1.58	1.24	0.20	0.17
June 2012	6.00	4.74	0.63	0.69	3.66	2.91	0.31	0.44	2.35	1.82	0.32	0.26
July 2012	6.55	5.12	0.80	0.68	3.33	2.73	0.40	0.21	3.21	2.39	0.40	0.47
August 2012	10.03	7.94	0.94	1.19	5.15	4.10	0.47	0.58	4.89	3.84	0.47	0.62
September 2012	5.40	4.43	0.49	0.50	3.22	2.70	0.25	0.29	2.18	1.73	0.24	0.21
October 2012	4.65	3.69	0.55	0.45	3.32	2.70	0.39	0.24	1.33	0.99	0.16	0.21
November 2012	3.25	2.65	0.34	0.26	2.71	2.25	0.25	0.20	0.55	0.39	0.09	0.06
December 2012	3.25	2.74	0.38	0.17	2.50	2.14	0.23	0.15	0.75	0.60	0.14	0.02
DURATION OF TRIP												
1 night	12.50	10.65	1.09	0.76	12.50	10.65	1.09	0.76	-	-	-	-
2 nights	15.63	12.39	1.67	1.57	15.63	12.39	1.67	1.57	-	-	-	-
3 nights	9.20	7.15	0.95	1.17	9.20	7.15	0.95	1.17	-	-	-	-
4 nights	6.59	5.14	0.74	0.75	-	-	-	-	6.59	5.14	0.74	0.75
5 nights	3.15	2.42	0.41	0.38	-	-	-	-	3.15	2.42	0.41	0.38
6 nights	2.14	1.59	0.28	0.30	-	-	-	-	2.14	1.59	0.28	0.30
7 nights	5.34	4.15	0.60	0.62	-	-	-	-	5.34	4.15	0.60	0.62

Table 2.2a – Holiday Trips in GB												
	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
All Tourism - 2012	57.7	45.99	6.17	5.91	37.33	30.2	3.71	3.5	20.36	15.79	2.46	2.41
DURATION OF TRIP (CONT)												
1-3 nights	37.33	30.20	3.71	3.50	37.33	30.20	3.71	3.50	-	-	-	-
4-7 nights	17.21	13.29	2.03	2.05	-	-	-	-	17.21	13.29	2.03	2.05
8+ nights	3.15	2.50	0.43	0.37	-	-	-	-	3.15	2.50	0.43	0.37
Average duration of trip (nights)	3.52	3.40	3.65	4.13	1.91	1.88	1.94	2.11	6.47	6.30	6.22	7.05
CHILDREN ON TRIP												
Yes	19.75	15.86	1.61	2.38	10.84	8.62	0.99	1.23	8.92	7.24	0.62	1.15
No	37.94	30.13	4.56	3.53	26.49	21.58	2.72	2.26	11.45	8.55	1.85	1.27
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	20.68	16.53	2.26	2.05	13.63	11.23	1.28	1.14	7.05	5.30	0.97	0.91
C1 (Clerical and supervisory)	17.48	13.90	1.86	1.85	11.38	9.09	1.14	1.18	6.09	4.81	0.72	0.67
C2 (Skilled manual)	11.20	8.89	1.20	1.17	7.35	5.83	0.82	0.71	3.86	3.06	0.38	0.46
DE (Unskilled, state pensioners etc.)	8.33	6.67	0.85	0.85	4.97	4.05	0.46	0.46	3.36	2.62	0.39	0.38
AGE OF RESPONDENT												
16-24	5.17	4.27	0.47	0.46	3.81	3.16	0.31	0.34	1.37	1.10	0.16	0.12
25-34	9.65	7.83	0.94	0.92	6.87	5.66	0.73	0.49	2.78	2.18	0.21	0.43
35-44	12.80	10.49	1.01	1.34	8.33	6.86	0.71	0.80	4.46	3.63	0.30	0.54
45-54	11.80	9.44	1.29	1.14	8.34	6.74	0.86	0.74	3.46	2.71	0.43	0.40
55-64	9.33	7.06	1.32	1.05	5.84	4.55	0.62	0.69	3.50	2.52	0.70	0.36
65+	8.94	6.90	1.14	1.00	4.14	3.24	0.47	0.43	4.80	3.66	0.67	0.57
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	5.63	4.57	0.54	0.54	4.30	3.54	0.38	0.38	1.32	1.03	0.16	0.16
Age 16-34, married, no children	3.34	2.82	0.29	0.24	2.64	2.25	0.20	0.20	0.69	0.56	0.09	0.04
Age 16-34, with children	5.86	4.71	0.58	0.60	3.73	3.03	0.46	0.24	2.13	1.69	0.11	0.35
Age 35-54, no children	10.59	8.54	1.09	1.01	7.88	6.44	0.76	0.70	2.71	2.10	0.33	0.31
Age 35-54, with children	14.01	11.39	1.21	1.47	8.79	7.16	0.81	0.85	5.21	4.24	0.40	0.63
Age 55+	18.27	13.96	2.46	2.05	9.97	7.78	1.09	1.13	8.30	6.18	1.37	0.93
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	18.15	14.23	1.92	2.12	9.90	7.97	0.93	1.00	8.26	8.26	6.26	0.99
Just relaxing	16.63	13.00	1.59	2.18	9.10	7.17	0.80	1.13	7.54	7.54	5.83	0.79
Short walk/ stroll - up to 2 miles/ 1 hour	13.53	10.78	1.30	1.61	6.76	5.45	0.58	0.74	6.77	6.77	5.33	0.72
Sightseeing by car	10.99	8.02	1.47	1.62	4.67	3.45	0.62	0.60	6.32	6.32	4.57	0.85

Table 2.2a – Holiday Trips in GB

	All Holiday Trips				Short Holiday Trips (1-3 Nights)				Long Holiday Trips (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	58.43	46.16	6.57	6.04	37.09	30.05	3.92	3.17	21.34	16.10	2.65	2.87
All Tourism - 2012	57.7	45.99	6.17	5.91	37.33	30.2	3.71	3.5	20.36	15.79	2.46	2.41
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	10.22	7.85	1.18	1.28	4.86	3.85	0.44	0.59	5.36	5.36	4.00	0.75
Visiting a beach	9.42	7.45	0.62	1.42	3.66	2.89	0.19	0.58	5.77	5.77	4.56	0.43
Centre based walking (i.e. around a city/town centre)	5.89	4.99	0.49	0.49	3.36	2.91	0.25	0.22	2.53	2.53	2.09	0.24
Swimming (indoors or outdoors)	5.39	4.18	0.43	0.82	2.14	1.64	0.18	0.33	3.25	3.25	2.54	0.26
Visiting a country park	4.66	3.77	0.50	0.45	2.12	1.80	0.18	0.14	2.54	2.54	1.97	0.32
Visiting a museum	4.51	3.68	0.64	0.27	2.33	1.93	0.30	0.09	2.19	2.19	1.75	0.34
Had a picnic or BBQ	4.46	3.39	0.32	0.81	1.71	1.32	0.09	0.30	2.76	2.76	2.07	0.23
Visiting a castle/other historic site	4.20	2.76	0.81	0.71	1.77	1.20	0.33	0.24	2.43	2.43	1.56	0.48
Visiting a historic house, stately home, palace	4.19	3.35	0.56	0.34	1.84	1.48	0.26	0.10	2.35	2.35	1.88	0.30
Visiting a theme/amusement park	4.12	3.69	0.12	0.35	2.02	1.80	0.07	0.15	2.10	2.10	1.89	0.05
Visiting a cathedral, church, abbey or other religious building	3.79	3.04	0.43	0.40	1.85	1.49	0.19	0.16	1.94	1.94	1.54	0.24
Visiting a garden	3.26	2.55	0.48	0.28	1.34	1.04	0.21	0.10	1.91	1.91	1.51	0.27
Other sightseeing (e.g. on a coach, boat trip)	3.05	2.32	0.55	0.27	1.44	1.13	0.22	0.10	1.61	1.61	1.19	0.32
Sunbathing	2.74	2.16	0.12	0.47	0.85	0.64	0.02	0.19	1.89	1.89	1.52	0.10
Special shopping for items you do not regularly buy	2.73	2.21	0.33	0.22	1.70	1.39	0.16	0.15	1.03	1.03	0.82	0.17
Viewing architecture and buildings	2.60	2.20	0.32	0.11	1.41	1.24	0.11	0.06	1.19	1.19	0.96	0.21
Visiting another type of attraction	2.54	2.17	0.23	0.18	1.48	1.32	0.13	0.03	1.06	1.06	0.85	0.10
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	2.30	1.91	0.29	0.12	2.06	1.73	0.21	0.12	0.24	0.24	0.18	0.08
Visiting a wildlife attraction\ nature reserve	2.14	1.69	0.24	0.25	0.69	0.59	0.03	0.07	1.45	1.45	1.10	0.21
Visiting an art gallery	1.99	1.55	0.36	0.13	1.02	0.83	0.13	0.07	0.97	0.97	0.73	0.23
Going to the theatre	1.92	1.68	0.20	0.06	1.50	1.31	0.16	0.03	0.42	0.42	0.37	0.03

*Top 25 activities undertaken on trip illustrated in Table 2-2a above. Sorted by frequency of GB all holiday trips.

Table 2-2b – HOLIDAY BEDNIGHTS IN GREAT BRITAIN

- This section covers holiday tourism in terms of bed nights. As evident in recent years, the overall pattern is very similar to that for trips, but some differences are highlighted below. Furthermore, some clear patterns emerge between short and long holidays.
- Serviced accommodation is less important in terms of nights (32%) than it is for trips (48%). This is reflected in the share of bed nights based on the duration of the holiday with short trips accounting for a 54% share and long trips a 21% share. In contrast, long trips account for an 84% share of all bed nights in self-catering accommodation whilst short trips account for just over a quarter (16%). Long trips are well represented in terms of self-catering accommodation nights (84% vs. 65% of total for trips 4+ nights)
- Firm bookings are made before the trip for 68% of nights. There is little difference between the share for short (67%) and long trips (68%). The seaside accounts for 38% of holiday nights with accounting for a smaller share of shorter trips than long trips (27% vs. 44%). In contrast, trips within large towns and cities represent a larger share of bed nights on shorter trips (32%) when compared to long trips (12%).
- There is a strong summer seasonal peak in terms of nights, with 37% of nights taken in July and August. The share of bed nights for long trips is larger for these months than for short trips (45% vs. 23%) reflecting that many tourists take their main holiday of the year during these summer months, particularly amongst families during the main school holiday period.

Table 2.2a – Holiday Nights in GB												
	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
All Tourism – 2012	203.1	156.2	22.5	24.4	71.4	56.8	7.2	7.4	131.7	99.4	15.3	17.0
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	157.2	123.6	17.8	15.8	57.3	45.7	6.1	5.6	99.9	77.9	11.8	10.3
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	66.0	51.8	8.8	5.5	38.2	31.1	4.4	2.7	27.8	20.7	4.4	2.8
Hotel/ motel	50.5	39.7	7.4	3.4	30.9	25.3	3.7	2.0	19.6	14.5	3.7	1.4
Guest House/ Bed and Breakfast	9.4	7.4	0.9	1.0	5.2	4.3	0.4	0.5	4.2	3.2	0.5	0.6
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	89.1	70.2	8.8	10.1	18.1	13.8	1.6	2.7	71.0	56.3	7.3	7.4
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	39.7	30.7	5.3	3.7	6.3	5.0	0.6	0.7	33.5	25.8	4.7	3.0

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
All Tourism – 2012	203.1	156.2	22.5	24.4	71.4	56.8	7.2	7.4	131.7	99.4	15.3	17.0
ACCOMMODATION USED (CONT)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	64.7	48.5	4.4	11.9	15.6	11.3	1.3	3.1	49.1	37.2	3.1	8.8
Touring caravan	17.4	13.4	1.7	2.4	4.4	3.0	0.4	1.0	13.0	10.4	1.3	1.4
Static (not owned)	19.9	16.0	0.9	3.0	3.1	2.4	0.2	0.5	16.9	13.6	0.7	2.5
Static (owned)	15.3	9.0	0.9	5.5	3.8	2.4	0.3	1.1	11.6	6.6	0.6	4.4
Camping	12.0	10.1	0.9	1.0	4.4	3.5	0.4	0.5	7.6	6.6	0.5	0.5
Hostel	2.1	1.6	0.2	0.3	1.0	0.8	0.1	0.1	1.1	0.8	0.1	0.1
Own home/ friend's home / relative's home	24.9	19.0	3.3	2.6	8.7	7.3	0.8	0.6	16.2	11.7	2.5	2.0
MAIN MODE OF TRANSPORT USED												
Public transport	30.3	23.3	5.0	2.0	13.3	10.8	1.9	0.6	17.0	12.5	3.1	1.4
Train	17.3	13.8	2.2	1.3	9.2	7.9	1.1	0.3	8.1	5.9	1.1	1.0
Regular bus/ coach	4.3	3.2	0.7	0.3	1.7	1.2	0.3	0.2	2.6	2.0	0.4	0.2
Sea/ air	2.7	1.2	1.5	*	1.1	0.7	0.4	*	1.6	0.5	1.1	-
Plane	2.1	0.9	1.2	*	0.9	0.5	0.3	*	1.2	0.4	0.8	-
Boat/ ship/ ferry	0.7	0.3	0.4	*	0.2	0.2	0.1	*	0.4	0.1	0.3	-
Personal transport	170.4	131.6	16.8	22.1	57.2	45.3	5.2	6.7	113.2	86.2	11.6	15.4
Car	164.0	126.5	16.1	21.3	55.0	43.8	5.0	6.2	109.0	82.7	11.1	15.1
Car - own/ friend's/ firm's	161.5	124.7	15.8	21.0	54.3	43.2	5.0	6.1	107.2	81.5	10.9	14.8
Car - hired	2.5	1.8	0.3	0.4	0.7	0.6	0.1	0.1	1.7	1.2	0.3	0.3
Organised coach tour	6.7	5.3	0.9	0.4	1.5	1.2	0.2	0.1	5.2	4.1	0.8	0.3
Other	1.4	1.0	0.2	0.2	0.5	0.4	*	0.1	0.9	0.6	0.2	0.1
COUNTRY OF RESIDENCE												
England	175.2	144.2	11.4	19.6	59.1	51.4	2.5	5.1	116.1	92.8	8.9	14.4
Scotland	16.4	5.9	10.4	0.1	6.9	2.4	4.6	-	9.5	3.5	5.8	0.1
Wales	11.5	6.2	0.7	4.7	5.4	3.0	0.1	2.2	6.2	3.2	0.6	2.4
HOW TRIP BOOKED												
Firm booking	138.0	108.5	14.9	14.7	48.1	39.0	4.8	4.3	90.0	69.4	10.1	10.4
High street or on-line travel agent	10.3	6.3	1.2	2.7	4.1	3.4	0.5	0.2	6.2	2.9	0.8	2.5
Directly with a tour operator	16.7	13.3	1.6	1.8	3.6	2.8	0.4	0.4	13.1	10.5	1.2	1.4
Directly with accommodation provider	83.3	67.7	8.2	7.4	31.3	25.6	2.7	3.0	52.0	42.1	5.5	4.5
Directly with a transport provider	12.3	9.7	1.9	0.7	4.9	3.9	0.7	0.3	7.4	5.7	1.3	0.4

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
All Tourism – 2012	203.1	156.2	22.5	24.4	71.4	56.8	7.2	7.4	131.7	99.4	15.3	17.0
HOW TRIP BOOKED (CONT)												
Directly with a Tourist Board / TIC	2.7	1.9	0.4	0.3	0.5	0.4	0.1	0.1	2.1	1.6	0.3	0.2
Booked online	91.0	70.7	10.1	10.3	32.6	26.5	3.4	2.7	58.4	44.2	6.7	7.5
Through some other source	12.9	10.0	1.6	1.3	4.1	3.2	0.6	0.3	8.8	6.7	1.1	1.0
Did not make firm bookings before trip	51.8	37.5	6.2	8.1	19.2	14.6	2.0	2.7	32.5	22.9	4.2	5.4
Don't Know	13.3	10.3	1.4	1.6	4.1	3.2	0.5	0.4	9.2	7.1	0.9	1.2
WHETHER BOOKED ONLINE												
Booked online	91.0	70.7	10.1	10.3	32.6	26.5	3.4	2.7	58.4	44.2	6.7	7.5
Not booked online	112.1	85.5	12.4	14.1	38.8	30.3	3.8	4.7	73.3	55.2	8.6	9.5
PACKAGE TRIP												
Package trip	13.5	10.5	1.9	1.1	3.8	3.0	0.5	0.4	9.7	7.5	1.5	0.7
Not a package trip	188.5	145.1	20.4	22.9	67.2	53.6	6.7	7.0	121.2	91.6	13.7	15.9
Don't Know	1.2	0.6	0.1	0.4	0.3	0.2	0.1	*	0.8	0.4	0.1	0.4
TYPE OF LOCATION STAYED AT												
Seaside	76.9	61.8	3.8	11.3	19.3	14.8	0.9	3.6	57.6	46.9	2.9	7.7
Large city / large town	38.4	31.4	5.9	1.1	23.1	19.3	3.2	0.6	15.3	12.1	2.7	0.5
Small town	37.9	26.9	6.3	4.7	14.1	10.7	1.9	1.5	23.8	16.1	4.5	3.3
Countryside / village	49.4	35.7	6.4	7.3	14.8	11.8	1.2	1.7	34.6	23.9	5.1	5.6
MONTH TRIP STARTED												
January 2012	4.8	3.7	0.5	0.5	2.7	2.1	0.3	0.3	2.1	1.6	0.2	0.3
February 2012	5.4	4.4	0.6	0.4	3.4	2.7	0.4	0.3	2.0	1.7	0.3	0.1
March 2012	10.6	8.4	1.0	1.2	5.0	4.0	0.4	0.6	5.6	4.4	0.6	0.6
April 2012	17.9	13.6	2.1	2.3	7.6	5.9	0.8	0.9	10.3	7.7	1.2	1.4
May 2012	16.0	12.1	2.0	1.9	6.8	5.1	0.8	0.9	9.2	7.0	1.2	1.0
June 2012	22.2	16.8	2.9	2.5	7.3	5.7	0.6	1.0	14.9	11.1	2.3	1.5
July 2012	29.9	22.5	3.4	4.0	6.3	5.1	0.8	0.4	23.6	17.4	2.6	3.6
August 2012	45.4	34.4	4.1	7.0	10.3	8.1	1.0	1.3	35.1	26.3	3.1	5.7
September 2012	19.8	16.0	2.1	1.8	6.1	5.0	0.5	0.5	13.8	11.0	1.5	1.2
October 2012	13.8	10.4	1.6	1.7	6.4	5.1	0.8	0.5	7.4	5.3	0.9	1.2
November 2012	7.9	6.3	0.9	0.8	5.0	4.1	0.5	0.4	2.9	2.1	0.4	0.3
December 2012	9.3	7.6	1.2	0.5	4.5	3.8	0.4	0.3	4.8	3.8	0.8	0.2
DURATION OF TRIP												
1 night	12.5	10.7	1.1	0.8	12.5	10.7	1.1	7.4	-	-	-	-
2 nights	31.3	24.8	3.3	3.1	31.3	24.8	3.3	0.8	-	-	-	-
3 nights	27.6	21.4	2.8	3.5	27.6	21.4	2.8	3.1	-	-	-	-

Table 2.2a – Holiday Nights in GB

	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
All Tourism – 2012	203.1	156.2	22.5	24.4	71.4	56.8	7.2	7.4	131.7	99.4	15.3	17.0
DURATION OF TRIP (CONT)												
4 nights	26.4	20.5	2.9	2.9	-	-	-	-	26.4	20.5	2.9	2.9
5 nights	15.7	12.0	2.0	1.8	-	-	-	-	15.7	12.0	2.0	1.8
6 nights	12.8	9.4	1.7	1.8	-	-	-	-	12.8	9.4	1.7	1.8
7 nights	37.4	28.9	4.2	4.3	-	-	-	-	37.4	28.9	4.2	4.3
1-3 nights	71.4	56.8	7.2	7.4	71.4	56.8	7.2	7.4	-	-	-	-
4-7 nights	92.3	70.7	10.7	10.8	-	-	-	-	92.3	70.7	10.7	10.8
8+ nights	39.5	28.7	4.5	6.2	-	-	-	-	39.5	28.7	4.5	6.2
Average duration of trip (nights)	3.52	3.40	3.65	4.13	1.91	1.88	1.94	2.11	6.47	6.30	6.22	7.05
CHILDREN ON TRIP												
Yes	80.3	62.9	5.7	11.8	22.1	17.3	2.0	2.8	58.2	45.6	3.7	8.9
No	122.8	93.4	16.8	12.6	49.3	39.5	5.2	4.5	73.5	53.9	11.5	8.1
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	72.5	54.1	8.6	9.8	25.8	20.9	2.5	2.4	46.7	33.2	6.0	7.4
C1 (Clerical and supervisory)	61.7	48.5	6.5	6.8	21.6	17.0	2.2	2.5	40.1	31.5	4.3	4.3
C2 (Skilled manual)	38.1	29.7	4.2	4.2	14.3	11.2	1.6	1.5	23.8	18.5	2.6	2.7
DE (Unskilled, state pensioners etc.)	30.8	24.0	3.2	3.6	9.6	7.7	0.9	1.0	21.2	16.3	2.3	2.6
AGE OF RESPONDENT												
16-24	15.9	12.4	1.6	1.8	6.6	5.4	0.6	0.6	9.3	7.1	1.0	1.2
25-34	29.0	23.0	2.6	3.4	12.7	10.3	1.5	1.0	16.3	12.7	1.2	2.4
35-44	46.0	36.1	3.0	6.9	15.7	12.8	1.2	1.7	30.3	23.3	1.8	5.2
45-54	38.4	30.4	4.1	3.8	16.0	12.8	1.6	1.5	22.4	17.6	2.5	2.3
55-64	34.0	24.8	5.5	3.6	11.7	8.9	1.3	1.5	22.3	15.9	4.2	2.1
65+	39.9	29.5	5.6	4.8	8.8	6.7	1.1	1.0	31.1	22.8	4.5	3.8
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	16.3	12.5	1.8	2.1	7.4	5.9	0.7	0.7	9.0	6.6	1.0	1.3
Age 16-34, married, no children	9.0	7.5	0.9	0.6	4.7	4.0	0.4	0.4	4.3	3.5	0.5	0.2
Age 16-34, with children	19.5	15.5	1.5	2.6	7.2	5.8	0.9	0.5	12.3	9.7	0.6	2.0
Age 35-54, no children	32.1	25.5	3.4	3.3	14.9	12.1	1.5	1.4	17.2	13.4	1.9	1.9
Age 35-54, with children	52.2	41.0	3.8	7.5	16.7	13.5	1.4	1.9	35.5	27.5	2.4	5.6
Age 55+	73.8	54.3	11.1	8.4	20.4	15.5	2.3	2.5	53.4	38.8	8.8	5.9

Table 2.2a – Holiday Nights in GB												
	All Holiday Nights				Short Holiday Nights (1-3 Nights)				Long Holiday Nights (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism - 2011	208.5	158.0	25.5	25.0	71.3	57.3	7.5	6.6	137.2	100.7	18.0	18.4
All Tourism – 2012	203.1	156.2	22.5	24.4	71.4	56.8	7.2	7.4	131.7	99.4	15.3	17.0
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	77.3	57.7	8.5	11.1	20.7	16.5	2.0	2.3	56.6	41.2	6.5	8.9
Just relaxing	70.6	53.0	6.7	10.9	18.6	14.5	1.6	2.5	52.0	38.5	5.0	8.5
Short walk\ stroll - up to 2 miles\ 1 hour	61.5	47.1	5.6	8.8	14.4	11.5	1.2	1.7	47.1	35.6	4.4	7.1
Sightseeing by car	56.0	39.1	7.1	9.8	10.5	7.6	1.4	1.5	45.5	31.5	5.7	8.3
Visiting a beach	50.4	38.6	3.3	8.4	8.2	6.5	0.4	1.3	42.2	32.1	3.0	7.1
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	49.5	36.0	6.2	7.3	10.7	8.4	1.0	1.3	38.8	27.6	5.2	6.0
Swimming (indoors or outdoors)	27.5	20.2	2.0	5.3	4.8	3.7	0.4	0.7	22.7	16.6	1.6	4.6
Had a picnic or BBQ	24.7	18.6	2.0	4.1	3.9	3.1	0.2	0.6	20.8	15.5	1.9	3.4
Centre based walking (i.e. around a city\town centre)	24.0	19.8	2.1	2.1	6.9	5.9	0.5	0.5	17.1	13.9	1.6	1.6
Visiting a country park	23.1	18.3	2.6	2.1	4.5	3.8	0.4	0.3	18.5	14.5	2.2	1.8
Visiting a historic house, stately home, palace	21.7	16.9	2.8	1.9	4.0	3.2	0.6	0.2	17.6	13.7	2.2	1.7
Visiting a castle\other historic site	20.8	13.1	4.0	3.7	3.9	2.6	0.7	0.6	16.9	10.5	3.3	3.1
Visiting a museum	19.9	15.4	3.0	1.5	4.9	3.9	0.7	0.2	15.0	11.5	2.3	1.2
Visiting a theme\amusement park	17.6	15.7	0.5	1.4	4.2	3.7	0.2	0.3	13.4	12.0	0.3	1.1
Visiting a cathedral,church, abbey or other religious building	17.2	13.4	1.9	1.8	4.0	3.2	0.4	0.4	13.2	10.2	1.5	1.4
Visiting a garden	17.1	13.5	2.3	1.4	2.8	2.1	0.5	0.2	14.3	11.4	1.8	1.1
Sunbathing	15.5	12.5	0.7	2.2	2.0	1.5	*	0.4	13.5	11.0	0.7	1.8
Other sightseeing (e.g. on a coach, boat trip)	12.8	9.0	2.5	1.2	3.1	2.4	0.5	0.2	9.7	6.6	2.0	1.0
Visiting another type of attraction	11.9	8.2	0.8	2.9	2.9	2.5	0.3	0.1	9.0	5.7	0.6	2.8
Visiting a wildlife attraction\ nature reserve	11.8	8.9	1.7	1.2	1.4	1.2	0.1	0.2	10.3	7.7	1.6	1.0
Viewing architecture and buildings	11.6	9.5	1.6	0.5	3.0	2.6	0.3	0.2	8.6	7.0	1.3	0.3
Special shopping for items you do not regularly buy	10.7	8.3	1.6	0.8	3.4	2.7	0.3	0.4	7.3	5.6	1.3	0.4
Visiting an art gallery	9.4	6.8	1.8	0.7	2.3	1.8	0.3	0.2	7.1	5.0	1.5	0.5
Visiting a zoo\safari park	8.9	7.3	0.8	0.8	1.1	0.9	0.2	*	7.7	6.4	0.6	0.7
Watching wildlife, bird watching	8.6	5.3	2.1	1.3	1.0	0.8	0.1	0.1	7.6	4.4	2.0	1.2

*Top 25 activities undertaken on trip illustrated in Table 2-2b above. Sorted by frequency of GB all holiday nights

Table 2-2c – HOLIDAY SPENDING IN GREAT BRITAIN

- This section covers holiday (pleasure and leisure) tourism in terms of spending. The overall pattern, as evident in recent years, is very similar to that for trips and nights. Key differences between short and long holidays have been highlighted below.
- Serviced accommodation (principally hotels) is slightly more important in terms of spending (53%) than trips (48%) or especially nights (32%), particularly for short trips (73%). Self-catering accommodation is more popular on longer trips but accounts for a smaller share of spend (31%).
- Firm bookings made before going on trips account for a 76% share of all spend. There is little difference between the share of spend for short (76%) and long trips (78%).
- The share of overall holiday expenditure for those staying in their own homes or homes of friends or relatives on holiday is low for spend (7%) and slightly lower than the share of trips (13%) and nights (12%). As with firm bookings, there is little difference between short and long trips, accounting for a 7% share of short trips and a 6% share of longer trips.

Table 2.2c – Holiday Spend in GB												
	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
All Tourism – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£12,072	£9,669	£1,519	£884	£6,412	£5,258	£712	£442	£5,660	£4,411	£807	£442
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	£7,274	£5,878	£987	£410	£5,236	£4,336	£613	£286	£2,039	£1,541	£373	£124
Hotel/ motel	£5,930	£4,783	£843	£304	£4,466	£3,704	£531	£231	£1,464	£1,079	£312	£73
Guest House/ Bed and Breakfast	£866	£716	£100	£50	£541	£461	£53	£26	£325	£255	£46	£24
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£4,640	£3,669	£512	£459	£1,084	£846	£87	£151	£3,556	£2,823	£425	£308
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	£2,722	£2,135	£362	£225	£531	£423	£42	£66	£2,191	£1,712	£320	£159
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	£2,286	£1,793	£164	£328	£676	£507	£52	£118	£1,609	£1,286	£113	£211
Touring caravan	£542	£413	£59	£70	£177	£121	£15	£41	£365	£292	£44	£29

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
All Tourism – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
ACCOMMODATION USED (CONT)												
Static (not owned)	£932	£764	£44	£125	£174	£142	£9	£23	£759	£622	£35	£102
Static (owned)	£368	£259	£15	£94	£123	£84	£7	£33	£245	£175	£8	£62
Camping	£443	£357	£47	£39	£202	£159	£21	£21	£241	£198	£25	£18
Hostel	£158	£122	£20	£15	£92	£76	£11	£5	£66	£47	£9	£10
Own home/ friend's home / relative's home	£926	£738	£126	£62	£506	£432	£45	£29	£420	£306	£81	£33
MAIN MODE OF TRANSPORT USED												
Public transport	£2,810	£2,193	£488	£128	£1,800	£1,468	£267	£65	£1,010	£725	£221	£64
Train	£1,719	£1,424	£236	£59	£1,296	£1,107	£160	£30	£423	£318	£76	£29
Regular bus/ coach	£357	£270	£56	£31	£210	£158	£36	£16	£147	£112	£20	£15
Sea/ air	£288	£140	£148	*	£167	£104	£63	*	£121	£36	£85	-
Plane	£251	£124	£128	*	£149	£93	£56	*	£102	£31	£71	-
Boat/ ship/ ferry	£37	£16	£20	*	£18	£11	£6	*	£19	£5	£14	-
Personal transport	£10,813	£8,714	£1,165	£933	£5,294	£4,366	£489	£439	£5,519	£4,348	£676	£495
Car	£10,527	£8,495	£1,138	£895	£5,146	£4,256	£480	£411	£5,381	£4,239	£658	£484
Car - own/ friend's/ firm's	£10,318	£8,332	£1,108	£878	£5,040	£4,169	£466	£404	£5,278	£4,163	£642	£473
Car - hired	£210	£162	£30	£17	£106	£86	£13	£6	£104	£76	£17	£11
Organised coach tour	£483	£375	£68	£39	£144	£110	£14	£20	£338	£265	£54	£19
Other	£83	£69	£7	£7	£54	£48	£3	£3	£30	£21	£4	£5
COUNTRY OF RESIDENCE												
England	£11,705	£9,974	£885	£846	£5,917	£5,256	£299	£362	£5,788	£4,718	£586	£484
Scotland	£1,319	£574	£740	£5	£808	£353	£455	-	£512	£221	£286	£5
Wales	£739	£459	£59	£221	£458	£297	£14	£147	£281	£162	£45	£74
HOW TRIP BOOKED												
Firm booking	£10,551	£8,514	£1,290	£748	£5,441	£4,501	£590	£349	£5,110	£4,012	£700	£399
High street or on-line travel agent	£851	£686	£121	£44	£596	£518	£62	£16	£255	£168	£59	£28
Directly with a tour operator	£1,231	£959	£159	£113	£353	£266	£57	£30	£879	£693	£103	£83
Directly with accommodation provider	£6,619	£5,432	£720	£467	£3,522	£2,944	£339	£239	£3,097	£2,488	£381	£228
Directly with a transport provider	£1,030	£808	£171	£52	£601	£489	£84	£28	£429	£319	£87	£23
Directly with a Tourist Board / TIC	£186	£122	£49	£15	£67	£44	£17	£5	£120	£78	£32	£10
Booked online	£7,247	£5,836	£918	£493	£3,740	£3,106	£423	£211	£3,507	£2,730	£495	£282
Through some other source	£839	£661	£118	£60	£416	£335	£60	£21	£423	£326	£58	£39

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
All Tourism – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	£2,496	£1,916	£305	£274	£1,421	£1,138	£148	£134	£1,075	£778	£157	£140
Don't Know	£717	£577	£89	£50	£322	£266	£30	£26	£395	£311	£59	£24
WHETHER BOOKED ONLINE												
Booked online	£7,247	£5,836	£918	£493	£3,740	£3,106	£423	£211	£3,507	£2,730	£495	£282
Not booked online	£6,516	£5,171	£766	£579	£3,443	£2,800	£345	£298	£3,073	£2,371	£421	£281
PACKAGE TRIP												
Package trip	£1,245	£1,009	£150	£86	£591	£497	£53	£40	£654	£511	£96	£47
Not a package trip	£12,457	£9,946	£1,530	£980	£6,552	£5,373	£712	£467	£5,905	£4,573	£818	£514
Don't Know	£62	£52	£5	£5	£41	£35	£3	£3	£21	£17	£2	£3
TYPE OF LOCATION STAYED AT												
Seaside	£4,243	£3,540	£229	£473	£1,558	£1,277	£74	£207	£2,685	£2,263	£155	£266
Large city / large town	£4,073	£3,311	£664	£98	£3,153	£2,641	£432	£80	£920	£670	£232	£18
Small town	£2,417	£1,753	£398	£266	£1,259	£965	£181	£112	£1,158	£788	£216	£154
Countryside / village	£2,988	£2,361	£392	£234	£1,204	£1,014	£81	£110	£1,784	£1,347	£312	£125
MONTH TRIP STARTED												
January 2012	£418	£345	£45	£28	£302	£251	£32	£19	£116	£93	£13	£9
February 2012	£481	£372	£75	£35	£379	£296	£52	£31	£103	£77	£23	£3
March 2012	£748	£622	£72	£54	£520	£440	£48	£32	£228	£182	£24	£22
April 2012	£1,231	£980	£145	£107	£715	£586	£76	£54	£515	£394	£69	£53
May 2012	£1,059	£827	£134	£98	£599	£479	£65	£55	£460	£348	£69	£43
June 2012	£1,495	£1,169	£198	£128	£690	£566	£62	£63	£805	£603	£137	£65
July 2012	£1,782	£1,392	£230	£161	£624	£499	£95	£31	£1,157	£892	£135	£130
August 2012	£2,471	£1,964	£285	£222	£876	£688	£91	£97	£1,595	£1,276	£194	£125
September 2012	£1,329	£1,090	£151	£88	£577	£496	£49	£32	£752	£594	£102	£57
October 2012	£1,073	£866	£119	£88	£651	£545	£65	£40	£423	£321	£54	£48
November 2012	£791	£672	£85	£34	£611	£537	£43	£31	£180	£135	£42	£3
December 2012	£886	£710	£146	£30	£639	£524	£90	£25	£246	£185	£55	£6
DURATION OF TRIP												
1 night	£1,968	£1,719	£1,684	£83	£1,968	£1,719	£166	£83	-	-	-	-
2 nights	£3,033	£2,460	£166	£223	£3,033	£2,460	£350	£223	-	-	-	-
3 nights	£2,182	£1,727	£350	£204	£2,182	£1,727	£252	£204	-	-	-	-
4 nights	£1,683	£1,337	£252	£128	-	-	-	-	£1,683	£1,337	£217	£128
5 nights	£913	£698	£217	£77	-	-	-	-	£913	£698	£139	£77
6 nights	£611	£457	£139	£73	-	-	-	-	£611	£457	£81	£73
7 nights	£2,007	£1,554	£81	£208	-	-	-	-	£2,007	£1,554	£245	£208
1-3 nights	£7,183	£5,906	£245	£509	£7,183	£5,906	£768	£509	-	-	-	-

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
All Tourism – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
DURATION OF TRIP (CONT)												
4-7 nights	£5,214	£4,046	£682	£486	-	-	-	-	£5,214	£4,046	£682	£486
8+ nights	£1,366	£1,055	£234	£77	-	-	-	-	£1,366	£1,055	£234	£77
Average duration of trip (nights)	3.52	3.40	3.65	4.13	1.91	1.88	1.94	2.11	6.47	6.30	6.22	7.05
CHILDREN ON TRIP												
Yes	£3,782	£3,175	£275	£332	£1,394	£1,170	£113	£111	£2,387	£2,004	£161	£221
No	£9,982	£7,832	£1,410	£740	£5,789	£4,736	£655	£398	£4,193	£3,096	£755	£342
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	£5,468	£4,353	£725	£390	£2,858	£2,386	£278	£194	£2,611	£1,968	£447	£195
C1 (Clerical and supervisory)	£4,186	£3,336	£531	£319	£2,216	£1,781	£276	£159	£1,970	£1,555	£254	£161
C2 (Skilled manual)	£2,389	£1,924	£272	£193	£1,330	£1,084	£155	£91	£1,059	£839	£117	£102
DE (Unskilled, state pensioners etc.)	£1,720	£1,394	£156	£170	£779	£654	£59	£65	£941	£739	£97	£105
AGE OF RESPONDENT												
16-24	£1,250	£1,072	£98	£80	£784	£670	£63	£51	£465	£401	£35	£29
25-34	£2,089	£1,700	£239	£150	£1,277	£1,048	£160	£69	£811	£652	£78	£82
35-44	£2,831	£2,398	£237	£196	£1,545	£1,316	£138	£91	£1,286	£1,082	£99	£105
45-54	£2,912	£2,317	£362	£234	£1,642	£1,344	£183	£115	£1,270	£972	£179	£119
55-64	£2,458	£1,850	£414	£195	£1,198	£959	£126	£114	£1,260	£891	£288	£81
65+	£2,224	£1,671	£334	£218	£737	£569	£97	£71	£1,487	£1,102	£237	£147
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	£1,454	£1,193	£159	£102	£928	£760	£105	£63	£526	£433	£54	£39
Age 16-34, married, no children	£810	£694	£76	£40	£580	£508	£36	£35	£230	£185	£40	£5
Age 16-34, with children	£1,074	£884	£102	£88	£554	£450	£83	£21	£520	£434	£20	£66
Age 35-54, no children	£2,876	£2,298	£361	£217	£1,760	£1,444	£198	£117	£1,116	£854	£163	£100
Age 35-54, with children	£2,867	£2,417	£238	£213	£1,427	£1,216	£123	£88	£1,440	£1,201	£115	£124
Age 55+	£4,682	£3,521	£748	£413	£1,935	£1,528	£223	£184	£2,747	£1,994	£525	£228
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	£5,223	£4,133	£643	£447	£2,243	£1,855	£213	£174	£2,980	£2,278	£430	£273
Just relaxing	£4,218	£3,326	£489	£402	£1,639	£1,290	£183	£166	£2,578	£2,036	£306	£236
Short walk\ stroll - up to 2 miles\ 1 hour	£3,617	£2,889	£432	£296	£1,271	£1,038	£129	£104	£2,346	£1,851	£303	£192
Sightseeing by car	£3,388	£2,511	£510	£367	£981	£752	£115	£115	£2,407	£1,760	£396	£252
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£2,901	£2,221	£418	£262	£904	£728	£88	£88	£1,997	£1,493	£330	£174

Table 2.2c – Holiday Spend in GB

	All Holiday Spend				Short Holiday Spend (1-3 Nights)				Long Holiday Spend (4+ Nights)			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism - 2011	£13,000	£10,031	£1,740	£1,229	£6,484	£5,250	£758	£475	£6,516	£4,781	£981	£754
All Tourism – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a beach	£2,429	£1,926	£211	£292	£573	£462	£32	£78	£1,857	£1,463	£180	£214
Centre based walking (i.e. around a city/town centre)	£1,876	£1,579	£187	£110	£880	£767	£71	£43	£995	£812	£116	£67
Visiting a museum	£1,613	£1,307	£233	£73	£662	£574	£58	£30	£951	£734	£175	£43
Visiting a castle/other historic site	£1,468	£938	£320	£210	£416	£267	£87	£62	£1,052	£671	£232	£149
Visiting a country park	£1,346	£1,055	£176	£115	£376	£321	£33	£22	£970	£734	£143	£93
Visiting a historic house, stately home, palace	£1,480	£1,181	£214	£85	£436	£349	£71	£17	£1,043	£832	£143	£68
Visiting a cathedral, church, abbey or other religious building	£1,266	£999	£172	£95	£495	£405	£59	£32	£771	£594	£113	£64
Swimming (indoors or outdoors)	£1,437	£1,156	£145	£137	£392	£298	£52	£41	£1,046	£858	£93	£95
Had a picnic or BBQ	£1,228	£930	£142	£156	£224	£172	£11	£41	£1,003	£758	£131	£114
Visiting a garden	£1,196	£965	£167	£64	£328	£260	£50	£18	£869	£705	£117	£46
Other sightseeing (e.g. on a coach, boat trip)	£996	£732	£190	£74	£346	£281	£44	£21	£650	£451	£146	£53
Visiting a theme/amusement park	£1,132	£1,021	£36	£74	£414	£375	£12	£26	£718	£647	£24	£48
Viewing architecture and buildings	£926	£778	£116	£32	£361	£327	£23	£11	£565	£451	£93	£21
Special shopping for items you do not regularly buy	£1,070	£828	£175	£67	£528	£425	£65	£38	£542	£403	£109	£29
Visiting another type of attraction	£683	£581	£56	£46	£327	£298	£24	£5	£356	£283	£32	£41
Sunbathing	£787	£633	£48	£106	£138	£99	£5	£34	£649	£534	£43	£72
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£541	£439	£83	£19	£430	£371	£39	£19	£111	£67	£44	-
Visiting an art gallery	£810	£590	£167	£52	£316	£245	£43	£28	£494	£345	£125	£24
Visiting a wildlife attraction/nature reserve	£650	£467	£105	£78	£136	£109	£8	£20	£514	£358	£97	£58
Going to the theatre	£663	£585	£55	£23	£461	£400	£45	£16	£202	£185	£10	£7

*Top 25 activities undertaken on trip illustrated in Table 2-2c above. Sorted by frequency of GB all holiday spend.

Table 2-3a – VISITS TO FRIENDS & RELATIVES

- Tables 2a-2c illustrate the value and volume of trips, bed nights and expenditure for visits to friends and relatives. These trips are further split by visits to friends and relatives which are described by the respondent as being mainly a holiday and visits to friends and relatives for some other reason.
- British residents made 45 million VFR trips within Great Britain in 2012. 25 million of these trips were VFR-Holiday trips (56%) and the remaining 20 million were Non-holiday VFR trips (44%). In general, there were very few differences between the two different types of trips. VFR-Holiday trips were slightly more likely to be taken during the summer months of July and August (20% for VFR holiday vs. 16% for Non-holiday VFR). Non-holiday VFR trips tended to be shorter (2.52 nights on average vs. 3.12 for VFR holiday) and spread more evenly across the year.
- As would be expected, the majority of VFR trips do involve staying in own homes or homes of friends and relatives (81% of trips), however a minority (19%) use commercial accommodation.
- As with other types of tourism, the private car is the most widely used transport for the journey to the destination (74% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (43% and 30% respectively), reflecting the population distribution.
- VFR trips are spread fairly evenly throughout the year, albeit with a peak in December (16%), reflecting the Christmas period.
- Some 17% of VFR trips are made by 16-24 year olds, a greater proportion than for All Tourism, where only 12% of trips are made by this youngest age-group.

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
All Tourism - 2012	45.14	38.92	4.03	2.37	25.45	21.48	2.55	1.54	19.69	17.44	1.48	0.83
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	8.70	7.38	0.96	0.47	4.44	3.70	0.50	0.29	4.27	3.68	0.46	0.18
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	7.16	6.15	0.80	0.30	3.29	2.81	0.38	0.15	3.87	3.34	0.42	0.15
Hotel/ motel	5.91	5.07	0.66	0.24	2.60	2.24	0.29	0.11	3.31	2.83	0.36	0.14
Guest House/ Bed and Breakfast	0.95	0.80	0.13	0.04	0.56	0.46	0.09	0.03	0.39	0.35	0.04	0.01
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.43	1.15	0.13	0.18	1.06	0.83	0.09	0.15	0.37	0.32	0.03	0.03
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	0.85	0.64	0.10	0.12	0.62	0.45	0.07	0.11	0.23	0.19	0.03	0.01

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
All Tourism - 2012	45.14	38.92	4.03	2.37	25.45	21.48	2.55	1.54	19.69	17.44	1.48	0.83
ACCOMMODATION USED (CONT)												
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	0.82	0.69	0.08	0.07	0.61	0.51	0.07	0.04	0.21	0.17	0.01	0.03
Touring caravan	0.25	0.24	0.01	*	0.18	0.17	-	*	0.07	0.07	0.01	-
Static (not owned)	0.18	0.14	0.02	0.02	0.13	0.11	0.02	*	0.04	0.02	-	0.02
Static (owned)	0.23	0.17	0.04	0.01	0.18	0.13	0.04	-	0.06	0.04	-	0.01
Camping	0.16	0.13	0.01	0.03	0.12	0.10	0.01	0.03	0.04	0.04	-	-
Hostel	0.18	0.14	0.04	-	0.13	0.10	0.03	-	0.05	0.04	0.01	-
Own home/ friend's home / relative's home	36.71	31.82	3.15	1.89	21.20	17.97	2.07	1.26	15.51	13.84	1.08	0.64
MAIN MODE OF TRANSPORT USED												
Public transport	10.22	8.58	1.32	0.37	6.09	5.05	0.83	0.23	4.14	3.53	0.49	0.14
Train	7.38	6.48	0.63	0.29	4.51	3.88	0.44	0.20	2.87	2.60	0.19	0.09
Regular bus/ coach	1.78	1.42	0.31	0.04	0.96	0.78	0.17	0.01	0.81	0.64	0.14	0.03
Sea/ air	0.95	0.64	0.31	0.02	0.59	0.39	0.19	0.01	0.36	0.25	0.12	0.01
Plane	0.84	0.53	0.30	0.02	0.53	0.34	0.19	0.01	0.31	0.19	0.11	0.01
Boat/ ship/ ferry	0.12	0.11	0.01	-	0.06	0.05	0.01	-	0.06	0.05	*	-
Personal transport	34.33	29.82	2.66	2.00	19.04	16.14	1.69	1.30	15.29	13.68	0.97	0.69
Car	33.60	29.16	2.63	1.96	18.69	15.82	1.67	1.29	14.91	13.34	0.96	0.66
Car - own/ friend's/ firm's	33.22	28.85	2.56	1.95	18.48	15.64	1.63	1.29	14.74	13.21	0.93	0.66
Car - hired	0.38	0.31	0.07	0.01	0.21	0.17	0.04	-	0.17	0.13	0.03	0.01
Organised coach tour	0.23	0.14	0.07	0.02	0.09	0.05	0.03	0.01	0.14	0.09	0.04	0.01
Other	0.35	0.31	0.03	0.01	0.17	0.15	0.01	0.01	0.18	0.16	0.02	-
COUNTRY OF RESIDENCE												
England	40.10	36.52	1.93	1.83	22.37	20.00	1.24	1.25	17.72	16.52	0.69	0.58
Scotland	3.36	1.27	2.08	0.03	2.21	0.88	1.31	0.03	1.15	0.39	0.76	-
Wales	1.68	1.13	0.03	0.52	0.86	0.60	-	0.27	0.81	0.54	0.03	0.25
HOW TRIP BOOKED												
Firm booking	14.55	12.52	1.43	0.67	7.93	6.78	0.81	0.41	6.61	5.75	0.62	0.26
High street or on-line travel agent	0.78	0.66	0.09	0.04	0.44	0.37	0.05	0.01	0.34	0.29	0.04	0.03
Directly with a tour operator	0.45	0.35	0.05	0.04	0.24	0.21	0.02	0.01	0.20	0.14	0.03	0.03
Directly with accommodation provider	6.91	6.08	0.57	0.31	3.16	2.71	0.30	0.19	3.75	3.37	0.27	0.12
Directly with a transport provider	5.24	4.44	0.64	0.18	3.37	2.88	0.39	0.12	1.87	1.56	0.26	0.05
Directly with a TIC	0.23	0.21	0.01	0.01	0.11	0.10	0.01	-	0.11	0.11	-	0.01

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
All Tourism - 2012	45.14	38.92	4.03	2.37	25.45	21.48	2.55	1.54	19.69	17.44	1.48	0.83
HOW TRIP BOOKED (CONT)												
Booked online	10.09	8.69	1.05	0.41	5.69	4.90	0.60	0.25	4.39	3.79	0.45	0.16
Through some other source	1.17	1.00	0.07	0.10	0.72	0.60	0.05	0.08	0.45	0.40	0.03	0.02
Did not make firm bookings before trip	28.41	24.55	2.39	1.57	16.05	13.50	1.59	1.02	12.35	11.05	0.80	0.55
Don't Know	2.18	1.85	0.21	0.13	1.46	1.20	0.15	0.11	0.72	0.64	0.06	0.02
WHETHER BOOKED ONLINE												
Booked online	10.09	8.69	1.05	0.41	5.69	4.90	0.60	0.25	4.39	3.79	0.45	0.16
Not booked online	35.05	30.23	2.98	1.96	19.76	16.58	1.95	1.29	15.30	13.65	1.03	0.67
PACKAGE TRIP												
Package trip	0.57	0.45	0.09	0.03	0.30	0.24	0.05	0.01	0.27	0.21	0.04	0.02
Not a package trip	44.41	38.33	3.93	2.33	25.02	21.12	2.49	1.53	19.39	17.21	1.44	0.81
Don't Know	0.16	0.14	0.01	0.01	0.13	0.11	0.01	0.01	0.03	0.03	-	-
TYPE OF LOCATION STAYED AT												
Seaside	5.00	4.11	0.43	0.48	3.04	2.39	0.29	0.39	1.95	1.73	0.14	0.09
Large city / large town	19.45	17.24	1.89	0.42	10.82	9.48	1.18	0.23	8.63	7.76	0.71	0.19
Small town	13.44	11.49	1.20	0.88	7.64	6.40	0.75	0.56	5.80	5.09	0.45	0.31
Countryside / village	8.42	7.06	0.79	0.67	4.83	3.95	0.52	0.44	3.59	3.11	0.27	0.23
MONTH TRIP STARTED												
January 2012	2.67	2.37	0.22	0.09	1.34	1.23	0.08	0.03	1.33	1.14	0.15	0.06
February 2012	2.73	2.40	0.24	0.12	1.45	1.19	0.17	0.09	1.28	1.21	0.06	0.03
March 2012	3.19	2.86	0.20	0.14	1.72	1.50	0.12	0.10	1.47	1.36	0.08	0.04
April 2012	3.48	2.95	0.37	0.20	1.87	1.51	0.23	0.16	1.61	1.44	0.14	0.04
May 2012	3.10	2.66	0.30	0.15	1.62	1.33	0.21	0.08	1.48	1.33	0.08	0.06
June 2012	3.55	3.11	0.18	0.26	1.87	1.66	0.11	0.11	1.68	1.45	0.07	0.15
July 2012	3.55	3.10	0.29	0.20	2.05	1.79	0.16	0.12	1.50	1.31	0.13	0.07
August 2012	4.63	3.89	0.49	0.28	2.92	2.34	0.39	0.22	1.71	1.55	0.10	0.06
September 2012	3.25	2.81	0.30	0.15	1.71	1.45	0.15	0.12	1.54	1.36	0.15	0.03
October 2012	3.38	2.90	0.23	0.25	1.93	1.63	0.15	0.15	1.45	1.27	0.08	0.09
November 2012	4.31	3.68	0.48	0.15	2.24	1.89	0.28	0.07	2.07	1.79	0.20	0.08
December 2012	7.30	6.19	0.74	0.40	4.73	3.96	0.50	0.30	2.56	2.23	0.24	0.10
DURATION OF TRIP												
1 night	14.52	12.90	0.94	0.68	6.60	5.76	0.52	0.32	7.92	7.15	0.42	0.36
2 nights	14.01	12.25	1.25	0.53	7.92	6.75	0.82	0.36	6.08	5.50	0.43	0.16
3 nights	6.90	5.78	0.66	0.46	4.50	3.76	0.42	0.34	2.39	2.02	0.25	0.12
4 nights	3.49	3.05	0.28	0.22	2.35	2.05	0.19	0.15	1.14	1.00	0.09	0.07
5 nights	1.63	1.30	0.18	0.16	1.03	0.76	0.15	0.13	0.60	0.54	0.03	0.03

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
All Tourism - 2012	45.14	38.92	4.03	2.37	25.45	21.48	2.55	1.54	19.69	17.44	1.48	0.83
DURATION OF TRIP (CONT)												
6 nights	1.02	0.87	0.09	0.05	0.67	0.57	0.07	0.04	0.35	0.31	0.03	0.01
7 nights	1.58	1.24	0.23	0.13	1.02	0.84	0.12	0.07	0.56	0.39	0.11	0.06
1-3 nights	35.42	30.93	2.85	1.66	19.03	16.27	1.75	1.02	16.40	14.67	1.10	0.64
4-7 nights	7.70	6.46	0.78	0.56	5.06	4.22	0.52	0.39	2.64	2.25	0.25	0.17
8+ nights	2.01	1.52	0.40	0.15	1.36	0.99	0.27	0.13	0.66	0.53	0.13	0.01
Average duration of trip (nights)	2.86	2.75	3.62	3.08	3.12	3.00	3.76	3.38	2.52	2.45	3.38	2.41
CHILDREN ON TRIP												
Yes	11.77	10.06	1.10	0.68	7.30	6.00	0.81	0.55	4.46	4.05	0.29	0.14
No	33.37	28.86	2.93	1.69	18.14	15.47	1.74	1.00	15.23	13.39	1.19	0.69
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	16.93	14.71	1.45	0.86	9.70	8.22	0.96	0.57	7.23	6.50	0.49	0.29
C1 (Clerical and supervisory)	14.61	12.76	1.12	0.83	8.30	7.10	0.74	0.53	6.31	5.66	0.38	0.30
C2 (Skilled manual)	7.10	5.86	0.81	0.43	3.93	3.19	0.46	0.28	3.17	2.67	0.35	0.15
DE (Unskilled, state pensioners etc.)	6.49	5.59	0.65	0.26	3.52	2.97	0.39	0.16	2.98	2.62	0.26	0.09
AGE OF RESPONDENT												
16-24	7.57	6.70	0.58	0.31	4.18	3.62	0.36	0.21	3.40	3.09	0.22	0.10
25-34	8.44	7.44	0.65	0.37	4.92	4.22	0.46	0.26	3.52	3.22	0.19	0.11
35-44	7.58	6.38	0.78	0.44	4.51	3.62	0.58	0.34	3.07	2.76	0.20	0.11
45-54	7.59	6.40	0.71	0.52	4.17	3.44	0.42	0.34	3.42	2.96	0.29	0.19
55-64	6.52	5.53	0.68	0.36	3.54	3.03	0.31	0.22	2.98	2.50	0.37	0.14
65+	7.43	6.46	0.63	0.37	4.13	3.56	0.42	0.18	3.30	2.91	0.21	0.18
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	8.45	7.49	0.64	0.35	4.77	4.17	0.43	0.19	3.68	3.32	0.21	0.16
Age 16-34, married, no children	3.03	2.70	0.21	0.12	1.65	1.42	0.14	0.09	1.38	1.29	0.07	0.02
Age 16-34, with children	4.54	3.95	0.38	0.22	2.67	2.25	0.25	0.19	1.86	1.71	0.13	0.03
Age 35-54, no children	7.56	6.34	0.74	0.48	3.93	3.26	0.42	0.26	3.63	3.09	0.32	0.22
Age 35-54, with children	7.61	6.44	0.75	0.49	4.75	3.80	0.59	0.42	2.86	2.64	0.17	0.07
Age 55+	13.95	12.00	1.31	0.73	7.67	6.59	0.73	0.40	6.28	5.41	0.59	0.33
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	9.95	8.43	0.90	0.66	6.32	5.26	0.60	0.48	3.63	3.17	0.30	0.18
Short walk\ stroll - up to 2 miles\ 1 hour	6.98	5.76	0.76	0.53	4.60	3.78	0.46	0.41	2.38	1.98	0.29	0.12
Sightseeing on foot	6.05	4.88	0.71	0.50	4.23	3.41	0.43	0.41	1.82	1.47	0.28	0.09

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR Holiday Trips				Non-Holiday VFR Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	45.72	39.38	4.11	2.44	23.92	20.49	2.34	1.25	21.81	18.89	1.77	1.18
All Tourism - 2012	45.14	38.92	4.03	2.37	25.45	21.48	2.55	1.54	19.69	17.44	1.48	0.83
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	5.12	4.52	0.42	0.19	1.57	1.38	0.13	0.07	3.55	3.15	0.28	0.12
Centre based walking (i.e. around a city/town centre)	3.77	3.23	0.34	0.22	2.58	2.19	0.27	0.13	1.19	1.04	0.07	0.09
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	3.66	2.88	0.44	0.41	2.52	1.95	0.30	0.33	1.14	0.93	0.15	0.08
Sightseeing by car	3.40	2.63	0.48	0.32	2.50	1.90	0.33	0.27	0.90	0.73	0.15	0.05
Visiting a beach	2.48	1.97	0.17	0.38	1.74	1.39	0.12	0.28	0.74	0.58	0.05	0.10
Visiting a country park	2.04	1.76	0.15	0.15	1.44	1.24	0.12	0.10	0.60	0.53	0.03	0.04
Special shopping for items you do not regularly buy	1.66	1.40	0.23	0.04	1.14	0.95	0.18	0.01	0.53	0.45	0.05	0.02
Visiting a cathedral,church, abbey or other religious building	1.62	1.44	0.09	0.09	1.10	0.98	0.05	0.07	0.52	0.46	0.04	0.02
Visiting a museum	1.49	1.25	0.21	0.04	1.07	0.88	0.15	0.03	0.43	0.37	0.05	0.01
Going to the cinema	1.46	1.19	0.17	0.11	0.95	0.75	0.13	0.07	0.51	0.44	0.03	0.04
Visiting a garden	1.45	1.26	0.18	0.05	1.04	0.91	0.11	0.04	0.42	0.35	0.07	0.01
Visiting a historic house, stately home, palace	1.41	1.21	0.12	0.08	0.98	0.84	0.07	0.06	0.43	0.37	0.05	0.02
Had a picnic or BBQ	1.37	1.16	0.11	0.13	0.95	0.78	0.08	0.10	0.42	0.37	0.02	0.03
Visiting a castle\other historic site	1.12	0.80	0.22	0.11	0.85	0.60	0.17	0.10	0.27	0.20	0.05	0.01
Viewing architecture and buildings	1.03	0.88	0.11	0.04	0.79	0.69	0.08	0.02	0.24	0.19	0.03	0.02
Visiting another type of attraction	0.99	0.86	0.10	0.03	0.63	0.54	0.07	0.02	0.37	0.32	0.03	0.01
Attending a food\local produce event (e.g. food festival, farmers market)	0.98	0.86	0.07	0.05	0.69	0.59	0.06	0.05	0.29	0.27	0.01	-
Swimming (indoors or outdoors)	0.91	0.68	0.13	0.12	0.61	0.48	0.10	0.06	0.30	0.20	0.03	0.06
Visiting a theme\amusement park	0.79	0.68	0.06	0.06	0.55	0.46	0.04	0.06	0.23	0.22	0.02	-
A live music concert	0.77	0.66	0.08	0.04	0.50	0.43	0.05	0.03	0.26	0.23	0.03	0.01
Visiting an art gallery	0.71	0.56	0.13	0.02	0.45	0.34	0.09	0.02	0.26	0.23	0.04	0.01
Going to the theatre	0.67	0.60	0.06	0.01	0.46	0.43	0.04	-	0.21	0.17	0.03	0.01

*Top 25 activities undertaken on trip illustrated in Table 2-3a above. Sorted by frequency of GB all VFR trips.

Table 2-3b – VFR BEDNIGHTS IN GREAT BRITAIN

- This section covers VFR bednights. There were 129 million such bednights recorded during 2012. 79 million of these (61%) were to visit friends and relatives whilst on holiday.
- Staying in own homes or homes of friends and relatives is even more important for nights (84%) than it is for trips (81%).
- The majority - 62% - of all bednights were made without a firm booking.
- Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for a 19% share of all bednights, a higher share than for trips (16%).

Table 2.3b – VFR Nights in GB												
	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
All Tourism – 2012	129.0	107.2	14.6	7.3	79.3	64.5	9.6	5.2	49.7	42.7	5.0	2.0
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	19.0	15.2	2.5	1.3	11.0	8.6	1.4	0.9	8.0	6.6	1.1	0.4
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	13.4	11.1	1.8	0.6	6.6	5.5	0.8	0.3	6.8	5.6	1.0	0.2
Hotel/ motel	10.6	8.8	1.4	0.4	4.9	4.1	0.6	0.2	5.6	4.6	0.8	0.2
Guest House/ Bed and Breakfast	2.1	1.6	0.4	0.1	1.3	1.0	0.2	0.1	0.8	0.6	0.2	*
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	5.1	3.8	0.6	0.7	4.0	2.9	0.5	0.6	1.2	0.9	0.1	0.1
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	3.3	2.4	0.5	0.4	2.6	1.9	0.4	0.3	0.7	0.6	0.1	*
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	2.7	1.9	0.5	0.4	2.1	1.4	0.5	0.3	0.6	0.5	-	0.1
Touring caravan	0.7	0.7	-	0.1	0.5	0.4	-	0.1	0.2	0.2	-	-
Static (not owned)	0.7	0.4	0.1	0.1	0.5	0.4	0.1	*	0.1	0.1	-	0.1
Static (owned)	0.9	0.5	0.3	*	0.7	0.4	0.3	-	0.2	0.1	-	*
Camping	0.5	0.3	*	0.2	0.4	0.2	*	0.2	0.1	0.1	-	-
Hostel	0.4	0.3	0.1	-	0.3	0.2	0.1	-	0.1	0.1	*	-
Own home/ friend's home / relative's home	108.6	91.1	11.6	5.9	67.3	55.3	7.7	4.3	41.3	35.8	3.9	1.6

Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
All Tourism – 2012	129.0	107.2	14.6	7.3	79.3	64.5	9.6	5.2	49.7	42.7	5.0	2.0
MAIN MODE OF TRANSPORT USED												
Public transport	33.7	27.1	5.3	1.4	20.8	16.6	3.2	1.0	13.0	10.5	2.1	0.4
Train	24.2	20.7	2.5	1.0	14.9	12.5	1.6	0.8	9.3	8.2	0.8	0.3
Regular bus/ coach	5.8	4.4	1.2	0.2	3.3	2.7	0.5	0.1	2.4	1.7	0.7	0.1
Sea/ air	3.3	2.0	1.3	0.1	2.4	1.5	0.8	0.1	1.0	0.5	0.5	*
Plane	2.9	1.7	1.2	0.1	2.1	1.3	0.8	0.1	0.9	0.4	0.5	*
Boat/ ship/ ferry	0.4	0.3	*	-	0.3	0.2	*	-	0.1	0.1	*	-
Personal transport	93.8	78.7	9.2	5.9	57.6	47.0	6.3	4.2	36.2	31.7	2.9	1.6
Car	92.1	77.2	9.1	5.8	56.8	46.3	6.3	4.2	35.3	30.9	2.8	1.6
Car - own/ friend's/ firm's	90.6	76.1	8.8	5.8	56.1	45.8	6.1	4.2	34.5	30.3	2.7	1.5
Car - hired	1.5	1.1	0.3	0.1	0.7	0.5	0.2	-	0.8	0.6	0.1	0.1
Organised coach tour	0.8	0.3	0.4	0.1	0.4	0.1	0.3	*	0.4	0.2	0.2	*
Other	0.9	0.8	*	*	0.5	0.5	*	*	0.3	0.3	*	-
COUNTRY OF RESIDENCE												
England	113.0	98.0	8.9	6.1	68.8	58.3	6.0	4.5	44.2	39.7	2.9	1.5
Scotland	11.2	5.6	5.5	0.2	7.7	4.0	3.6	0.2	3.5	1.6	1.9	-
Wales	4.8	3.6	0.1	1.1	2.8	2.2	-	0.6	2.0	1.4	0.1	0.5
HOW TRIP BOOKED												
Firm booking	43.1	35.7	5.2	2.3	26.4	21.6	3.0	1.8	16.7	14.0	2.2	0.5
High street or on-line travel agent	2.2	1.8	0.3	0.1	1.2	1.0	0.2	*	1.0	0.8	0.1	0.1
Directly with a tour operator	1.5	1.2	0.2	0.1	1.0	0.8	0.2	0.1	0.5	0.4	0.1	*
Directly with accommodation provider	16.3	13.9	1.5	0.8	8.6	7.1	0.8	0.7	7.6	6.8	0.7	0.2
Directly with a transport provider	19.9	16.3	2.9	0.8	13.3	11.1	1.6	0.6	6.6	5.2	1.3	0.1
Directly with a Tourist Board / TIC	0.5	0.5	*	*	0.3	0.3	*	-	0.2	0.2	-	*
Booked online	29.9	25.1	3.7	1.2	18.7	15.9	2.0	0.9	11.2	9.3	1.7	0.3
Through some other source	3.5	2.8	0.2	0.5	2.5	1.9	0.2	0.4	1.1	0.9	0.1	0.1
Did not make firm bookings before trip	80.1	66.7	8.7	4.7	49.1	39.7	6.1	3.3	31.0	27.0	2.6	1.4
Don't Know	5.8	4.8	0.7	0.3	3.8	3.1	0.5	0.2	1.9	1.7	0.2	0.1
WHETHER BOOKED ONLINE												
Booked online	29.9	25.1	3.7	1.2	18.7	15.9	2.0	0.9	11.2	9.3	1.7	0.3
Not booked online	99.1	82.1	10.9	6.1	60.6	48.6	7.6	4.3	38.5	33.4	3.3	1.7

Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
All Tourism – 2012	129.0	107.2	14.6	7.3	79.3	64.5	9.6	5.2	49.7	42.7	5.0	2.0
PACKAGE TRIP												
Package trip	1.7	1.1	0.5	0.1	1.0	0.6	0.4	0.1	0.7	0.6	0.1	*
Not a package trip	126.8	105.6	14.1	7.2	77.9	63.6	9.2	5.2	48.9	42.0	4.9	2.0
Don't Know	0.5	0.5	*	*	0.4	0.3	*	*	0.1	0.1	-	-
TYPE OF LOCATION STAYED AT												
Seaside	16.3	12.9	1.8	1.6	10.8	8.2	1.3	1.4	5.5	4.7	0.5	0.3
Large city / large town	51.6	45.3	5.3	1.0	30.3	26.4	3.3	0.7	21.3	18.9	2.0	0.4
Small town	37.7	30.3	4.7	2.7	23.3	18.2	3.3	1.8	14.4	12.1	1.4	0.9
Countryside / village	23.3	18.7	2.7	1.9	14.8	11.7	1.6	1.4	8.6	7.0	1.1	0.5
MONTH TRIP STARTED												
January 2012	6.1	5.2	0.6	0.2	3.0	2.8	0.2	0.1	3.0	2.4	0.5	0.2
February 2012	6.3	5.3	0.6	0.4	3.7	3.0	0.5	0.3	2.6	2.4	0.2	0.1
March 2012	9.5	8.4	0.8	0.4	5.4	4.7	0.4	0.3	4.1	3.7	0.3	0.1
April 2012	9.8	7.9	1.3	0.6	5.8	4.3	0.9	0.5	4.0	3.6	0.4	0.1
May 2012	8.0	6.7	0.8	0.5	4.8	3.9	0.6	0.4	3.1	2.8	0.2	0.2
June 2012	8.7	7.5	0.5	0.7	5.0	4.3	0.3	0.4	3.7	3.2	0.2	0.3
July 2012	11.5	9.3	1.3	0.9	6.9	5.5	0.7	0.7	4.6	3.8	0.6	0.2
August 2012	15.5	12.6	2.1	0.9	10.3	7.9	1.7	0.7	5.2	4.7	0.4	0.2
September 2012	8.8	7.2	1.1	0.6	5.0	4.2	0.4	0.4	3.8	3.0	0.6	0.1
October 2012	9.3	7.8	0.9	0.6	5.4	4.4	0.7	0.3	3.9	3.4	0.2	0.2
November 2012	10.5	8.9	1.3	0.3	5.9	5.1	0.7	0.1	4.6	3.8	0.6	0.2
December 2012	25.2	20.6	3.2	1.3	18.0	14.6	2.3	1.1	7.2	6.0	0.9	0.3
DURATION OF TRIP												
1 night	14.5	12.9	0.9	0.7	6.6	5.8	0.5	0.3	7.9	7.1	0.4	0.4
2 nights	28.0	24.5	2.5	1.1	15.8	13.5	1.6	0.7	12.2	11.0	0.9	0.3
3 nights	20.7	17.3	2.0	1.4	13.5	11.3	1.2	1.0	7.2	6.1	0.7	0.4
4 nights	13.9	12.0	1.1	0.8	9.4	8.1	0.7	0.6	4.5	3.9	0.3	0.3
5 nights	8.1	6.5	0.9	0.8	5.1	3.8	0.7	0.6	3.0	2.7	0.1	0.1
6 nights	6.1	5.2	0.6	0.3	4.0	3.4	0.4	0.2	2.1	1.9	0.2	0.1
7 nights	11.0	8.6	1.6	0.9	7.1	5.8	0.8	0.5	3.9	2.7	0.7	0.4
1-3 nights	63.2	54.7	5.4	3.1	36.0	30.5	3.4	2.0	27.3	24.2	2.0	1.1
4-7 nights	39.2	32.3	4.1	2.8	25.7	21.1	2.7	1.9	13.5	11.2	1.4	0.9
8+ nights	26.6	20.2	5.1	1.4	17.7	12.9	3.5	1.3	8.9	7.3	1.6	0.1
Average duration (nights)	2.86	2.75	3.62	3.08	3.12	3.00	3.76	3.38	2.52	2.45	3.38	2.41
CHILDREN ON TRIP												
Yes	34.1	27.5	4.6	2.1	23.5	18.1	3.6	1.8	10.7	9.4	1.0	0.3
No	94.9	79.7	10.0	5.2	55.8	46.4	6.0	3.4	39.0	33.3	4.0	1.7

Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
All Tourism – 2012	129.0	107.2	14.6	7.3	79.3	64.5	9.6	5.2	49.7	42.7	5.0	2.0
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	44.3	37.4	4.4	2.4	27.9	23.0	3.1	1.8	16.4	14.4	1.4	0.6
C1 (Clerical and supervisory)	43.0	36.5	3.9	2.6	26.6	22.3	2.5	1.8	16.3	14.2	1.4	0.7
C2 (Skilled manual)	20.9	16.5	3.2	1.2	12.9	10.0	2.0	0.8	8.0	6.4	1.2	0.4
DE (Unskilled, state pensioners etc.)	20.9	16.8	3.0	1.0	11.9	9.1	2.0	0.7	9.0	7.7	1.1	0.3
AGE OF RESPONDENT												
16-24	23.7	20.8	1.9	1.1	15.1	13.2	1.1	0.8	8.6	7.6	0.7	0.3
25-34	21.6	18.4	2.0	1.1	13.7	11.4	1.4	0.9	7.9	7.1	0.6	0.2
35-44	20.4	16.0	2.9	1.5	13.4	9.8	2.4	1.2	6.9	6.2	0.5	0.3
45-54	18.6	14.6	2.7	1.3	11.1	8.5	1.7	0.9	7.5	6.1	1.1	0.4
55-64	17.7	14.6	2.1	1.0	9.8	8.2	1.0	0.6	7.9	6.5	1.1	0.4
65+	27.1	22.8	2.9	1.4	16.3	13.5	2.0	0.8	10.8	9.3	0.9	0.6
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	25.6	22.6	2.1	0.9	16.4	14.5	1.4	0.5	9.2	8.1	0.7	0.4
Age 16-34, married, no children	6.9	5.9	0.5	0.5	4.0	3.2	0.4	0.5	2.9	2.7	0.1	*
Age 16-34, with children	12.8	10.8	1.3	0.8	8.3	6.8	0.8	0.7	4.5	4.0	0.5	*
Age 35-54, no children	18.1	14.4	2.4	1.2	9.8	7.6	1.4	0.8	8.3	6.8	1.0	0.4
Age 35-54, with children	20.8	16.2	3.2	1.5	14.7	10.7	2.7	1.3	6.2	5.5	0.5	0.2
Age 55+	44.8	37.4	5.0	2.4	26.1	21.6	3.0	1.5	18.8	15.8	2.0	0.9
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	31.6	25.9	3.5	2.2	21.4	17.4	2.3	1.7	10.3	8.5	1.2	0.5
Short walk\ stroll - up to 2 miles\ 1 hour	24.7	19.9	3.1	1.7	16.8	13.8	1.7	1.4	7.9	6.1	1.4	0.3
Sightseeing on foot	20.1	15.1	3.1	1.9	14.1	10.5	2.0	1.6	6.0	4.5	1.2	0.3
Centre based walking (i.e. around a city\town centre)	14.6	11.6	2.1	0.8	10.5	8.1	1.8	0.6	4.1	3.6	0.3	0.2
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.4	10.8	2.0	1.7	10.3	7.8	1.1	1.4	4.1	3.0	0.9	0.3
Sightseeing by car	13.6	9.8	2.5	1.3	10.1	7.2	1.7	1.2	3.5	2.6	0.7	0.2
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	11.9	10.1	1.3	0.5	4.4	3.6	0.6	0.2	7.5	6.5	0.8	0.3
Visiting a beach	9.6	7.2	0.9	1.6	7.3	5.5	0.6	1.2	2.3	1.7	0.3	0.4
Visiting a country park	8.4	6.9	1.0	0.5	5.9	4.6	0.8	0.4	2.6	2.3	0.2	0.1
Going to the cinema	7.1	5.8	0.7	0.6	4.7	3.6	0.6	0.4	2.4	2.1	0.1	0.2
Visiting a museum	6.6	5.2	1.1	0.2	4.5	3.5	0.8	0.2	2.1	1.7	0.3	*

Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				Non-Holiday VFR Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
All Tourism – 2011	125.7	105.4	13.2	7.0	73.0	61.1	8.0	3.9	52.7	44.3	5.3	3.1
All Tourism – 2012	129.0	107.2	14.6	7.3	79.3	64.5	9.6	5.2	49.7	42.7	5.0	2.0
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a cathedral, church, abbey or other religious building	6.5	5.7	0.5	0.3	4.2	3.8	0.2	0.2	2.3	2.0	0.2	*
Special shopping for items you do not regularly buy	6.1	5.1	0.9	0.1	4.4	3.7	0.7	*	1.7	1.5	0.2	*
Visiting a garden	5.8	4.9	0.7	0.2	4.2	3.6	0.4	0.2	1.6	1.3	0.3	*
Had a picnic or BBQ	5.8	4.5	0.6	0.6	4.3	3.2	0.5	0.5	1.5	1.3	0.1	0.1
Visiting a historic house, stately home, palace	5.7	4.8	0.5	0.4	4.3	3.7	0.3	0.3	1.4	1.1	0.2	0.1
Swimming (indoors or outdoors)	5.0	3.7	0.7	0.5	3.7	2.9	0.5	0.3	1.3	0.8	0.3	0.2
Visiting a castle/other historic site	4.3	3.1	0.8	0.5	3.5	2.5	0.6	0.4	0.8	0.6	0.2	*
Viewing architecture and buildings	3.9	3.2	0.5	0.2	2.9	2.5	0.3	0.1	0.9	0.7	0.2	0.1
Attending a food/local produce event (e.g. food festival, farmers market)	3.8	3.3	0.3	0.2	3.1	2.6	0.3	0.2	0.7	0.7	*	-
Visiting another type of attraction	3.5	2.8	0.6	0.1	2.4	1.9	0.4	0.1	1.1	0.9	0.1	*
Visiting an art gallery	3.2	2.5	0.6	0.1	1.8	1.4	0.4	0.1	1.4	1.1	0.2	*
Visiting a theme/amusement park	3.1	2.4	0.4	0.4	2.4	1.8	0.2	0.4	0.7	0.6	0.1	-
Going to the theatre	2.7	2.4	0.3	*	2.1	2.0	0.1	-	0.5	0.3	0.2	*
Visiting a zoo/safari park	2.6	2.2	0.3	0.1	2.1	1.7	0.3	0.1	0.5	0.5	0.1	-

*Top 25 activities undertaken on trip illustrated in Table 2-3b above. Sorted by frequency of GB all VFR nights.

Table 2-3c – VFR SPENDING IN GREAT BRITAIN

- The overall pattern for VFR spending is consistent with trips and bed nights. These types of trips are less reliant on commercial accommodation (accounting for a 34% share of spend) with friends and relatives homes the most popular type of accommodation (65% share of spend).
- Large cities and towns and small towns accounted for a 71% share of all VFR spend, reflecting the large population bases in built up conurbations where most of these trips are taken.
- Short trips (1-3 nights) accounted for a 68% share of spend - this was particularly so for Non-holiday VFR trips (75%). In contrast, VFR-Holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (28% compared to 19% for Non-holiday VFR trips).

Table 2.3c – VFR Spend in GB												
	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£1,735	£1,395	£234	£106	£943	£748	£135	£60	£792	£647	£99	£46
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	£1,371	£1,125	£176	£69	£679	£560	£85	£34	£691	£565	£91	£35
Hotel/ motel	£1,102	£914	£141	£47	£522	£435	£63	£25	£580	£480	£78	£22
Guest House/ Bed and Breakfast	£194	£157	£30	£8	£120	£97	£16	£7	£74	£60	£13	£1
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£314	£240	£37	£37	£220	£165	£29	£26	£94	£75	£8	£11
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	£233	£177	£30	£25	£166	£123	£22	£21	£67	£54	£8	£5
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	£105	£77	£15	£13	£74	£54	£15	£5	£31	£23	-	£7
Touring caravan	£28	£25	-	£3	£20	£17	-	£3	£9	£9	-	-
Static (not owned)	£40	£27	£7	£7	£27	£20	£7	*	£13	£6	-	£6
Static (owned)	£23	£14	£8	£1	£20	£12	£8	-	£3	£2	-	£1
Camping	£13	£11	*	£2	£7	£5	*	£2	£6	£6	-	-
Hostel	£50	£29	£21	-	£44	£23	£21	-	£7	£6	*	-
Own home/ friend's home / relative's home	£3,293	£2,758	£366	£169	£2,020	£1,676	£233	£111	£1,274	£1,082	£133	£58

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
MAIN MODE OF TRANSPORT USED												
Public transport	£1,343	£1,068	£227	£48	£840	£668	£139	£32	£503	£400	£88	£15
Train	£910	£780	£93	£36	£574	£483	£64	£27	£335	£297	£29	£9
Regular bus/ coach	£178	£151	£22	£6	£110	£100	£8	£2	£68	£52	£13	£3
Sea/ air	£214	£115	£96	£3	£145	£83	£59	£3	£68	£31	£37	*
Plane	£206	£109	£95	£3	£140	£79	£58	£3	£66	£29	£37	*
Boat/ ship/ ferry	£7	£6	£1	-	£5	£4	£1	-	£2	£2	*	-
Personal transport	£3,676	£3,067	£380	£229	£2,116	£1,740	£237	£139	£1,560	£1,327	£143	£91
Car	£3,613	£3,007	£379	£227	£2,084	£1,709	£237	£138	£1,529	£1,298	£141	£89
Car - own/ friend's/ firm's	£3,558	£2,975	£361	£222	£2,056	£1,690	£228	£138	£1,502	£1,285	£133	£84
Car - hired	£54	£32	£17	£5	£28	£19	£9	-	£27	£13	£9	£5
Organised coach tour	£49	£28	£17	£3	£15	£6	£8	*	£34	£22	£9	£3
Other	£37	£32	£3	£2	£22	£20	*	£2	£14	£11	£3	-
COUNTRY OF RESIDENCE												
England	£4,378	£3,770	£382	£226	£2,529	£2,144	£236	£148	£1,850	£1,625	£147	£78
Scotland	£502	£275	£223	£4	£360	£213	£143	£4	£142	£62	£80	-
Wales	£203	£147	£8	£48	£113	£93	-	£20	£90	£54	£8	£28
HOW TRIP BOOKED												
Firm booking	£2,347	£1,921	£307	£119	£1,355	£1,118	£167	£70	£992	£802	£140	£49
High street or on-line travel agent	£179	£137	£35	£7	£120	£91	£25	£3	£59	£45	£10	£3
Directly with a tour operator	£81	£62	£11	£8	£46	£37	£5	£4	£35	£24	£7	£4
Directly with accommodation provider	£1,173	£985	£138	£51	£585	£488	£65	£32	£588	£497	£74	£18
Directly with a transport provider	£757	£622	£113	£23	£510	£430	£67	£13	£247	£192	£46	£9
Directly with a Tourist Board / TIC	£36	£31	£4	£1	£28	£24	£4	-	£8	£6	-	£1
Booked online	£1,656	£1,358	£223	£75	£1,000	£827	£123	£50	£656	£531	£100	£25
Through some other source	£207	£165	£11	£31	£130	£105	£7	£18	£76	£60	£4	£13
Did not make firm bookings before trip	£2,469	£2,052	£269	£147	£1,463	£1,185	£184	£94	£1,006	£868	£85	£53
Don't Know	£268	£218	£36	£13	£183	£147	£28	£9	£84	£71	£9	£4
WHETHER BOOKED ONLINE												
Booked online	£1,656	£1,358	£223	£75	£1,000	£827	£123	£50	£656	£531	£100	£25
Not booked online	£3,427	£2,834	£390	£204	£2,001	£1,623	£256	£123	£1,426	£1,211	£134	£81

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
PACKAGE TRIP												
Package trip	£146	£96	£41	£9	£81	£48	£28	£5	£65	£48	£13	£4
Not a package trip	£4,919	£4,080	£571	£269	£2,905	£2,388	£349	£168	£2,014	£1,691	£221	£101
Don't Know	£18	£16	£2	*	£15	£13	£2	*	£3	£3	-	-
TYPE OF LOCATION STAYED AT												
Seaside	£658	£516	£78	£64	£415	£318	£55	£43	£243	£199	£24	£21
Large city / large town	£2,189	£1,864	£285	£41	£1,268	£1,064	£178	£26	£921	£800	£107	£14
Small town	£1,397	£1,144	£158	£95	£838	£689	£92	£58	£560	£456	£67	£37
Countryside / village	£827	£656	£92	£79	£472	£371	£55	£46	£355	£285	£37	£34
MONTH TRIP STARTED												
January 2012	£243	£210	£26	£7	£120	£112	£7	£1	£123	£98	£19	£6
February 2012	£268	£220	£40	£7	£149	£108	£34	£6	£119	£113	£5	£1
March 2012	£336	£300	£23	£12	£188	£165	£16	£7	£148	£135	£8	£5
April 2012	£382	£301	£52	£29	£223	£166	£34	£23	£159	£135	£18	£6
May 2012	£335	£279	£39	£17	£191	£151	£31	£9	£145	£128	£9	£8
June 2012	£380	£320	£30	£30	£209	£185	£15	£9	£171	£135	£15	£21
July 2012	£444	£348	£67	£30	£283	£228	£37	£18	£162	£120	£29	£12
August 2012	£554	£441	£83	£30	£382	£293	£67	£22	£172	£148	£16	£8
September 2012	£423	£348	£45	£30	£229	£193	£19	£17	£194	£154	£26	£14
October 2012	£418	£350	£42	£26	£240	£196	£30	£14	£179	£154	£13	£12
November 2012	£571	£478	£74	£19	£298	£249	£39	£10	£273	£229	£35	£9
December 2012	£729	£595	£92	£41	£490	£403	£51	£37	£239	£192	£41	£5
DURATION OF TRIP												
1 night	£1,060	£931	£79	£50	£481	£412	£50	£20	£578	£519	£29	£30
2 nights	£1,530	£1,303	£166	£61	£855	£723	£89	£43	£675	£580	£77	£18
3 nights	£853	£688	£119	£47	£544	£439	£74	£31	£309	£248	£46	£16
4 nights	£525	£433	£48	£44	£372	£314	£35	£23	£153	£119	£13	£21
5 nights	£250	£194	£41	£15	£150	£112	£28	£11	£100	£83	£13	£4
6 nights	£190	£152	£26	£13	£127	£97	£17	£12	£63	£54	£9	£1
7 nights	£273	£202	£46	£25	£189	£153	£26	£10	£85	£50	£20	£15
1-3 nights	£3,443	£2,922	£364	£158	£1,881	£1,574	£212	£94	£1,563	£1,348	£151	£64
4-7 nights	£1,239	£981	£160	£98	£838	£676	£106	£56	£401	£305	£54	£42
8+ nights	£401	£288	£89	£23	£283	£200	£60	£23	£118	£89	£29	£1
Average duration of trip (nights)	2.86	2.75	3.62	3.08	3.12	3.00	3.76	3.38	2.52	2.45	3.38	2.41
CHILDREN ON TRIP												
Yes	£911	£723	£129	£59	£610	£478	£91	£41	£301	£244	£38	£18
No	£4,172	£3,469	£484	£220	£2,391	£1,972	£288	£132	£1,781	£1,498	£196	£88

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	£2,132	£1,775	£234	£123	£1,292	£1,059	£158	£75	£840	£716	£76	£48
C1 (Clerical and supervisory)	£1,570	£1,312	£168	£90	£925	£772	£97	£56	£645	£540	£71	£34
C2 (Skilled manual)	£760	£609	£107	£43	£437	£351	£60	£27	£323	£259	£48	£16
DE (Unskilled, state pensioners etc.)	£621	£495	£104	£22	£347	£268	£64	£15	£274	£227	£40	£7
AGE OF RESPONDENT												
16-24	£745	£643	£64	£37	£435	£372	£35	£28	£310	£271	£29	£9
25-34	£910	£778	£93	£39	£592	£489	£72	£30	£318	£289	£21	£9
35-44	£696	£550	£102	£44	£433	£330	£72	£31	£263	£219	£30	£13
45-54	£957	£741	£149	£67	£546	£416	£88	£42	£411	£326	£61	£25
55-64	£918	£763	£110	£45	£480	£413	£44	£22	£438	£350	£66	£23
65+	£857	£717	£95	£46	£516	£429	£68	£19	£341	£287	£27	£26
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	£901	£788	£77	£36	£553	£478	£53	£22	£347	£310	£23	£14
Age 16-34, married, no children	£374	£327	£26	£21	£226	£187	£20	£19	£148	£140	£6	£2
Age 16-34, with children	£380	£306	£55	£19	£247	£196	£34	£17	£133	£110	£21	£2
Age 35-54, no children	£1,016	£795	£156	£65	£565	£439	£91	£35	£451	£356	£66	£30
Age 35-54, with children	£637	£496	£94	£47	£414	£307	£69	£38	£223	£189	£25	£9
Age 55+	£1,775	£1,480	£204	£91	£996	£842	£112	£42	£779	£637	£93	£49
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	£1,152	£922	£144	£86	£760	£620	£89	£52	£393	£303	£56	£34
Sightseeing on foot	£985	£786	£126	£73	£673	£552	£71	£50	£311	£233	£55	£23
Short walk\ stroll - up to 2 miles\ 1 hour	£943	£769	£118	£57	£634	£525	£67	£41	£309	£243	£50	£15
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£734	£599	£97	£38	£241	£200	£28	£13	£493	£399	£69	£25
Sightseeing by car	£595	£428	£115	£52	£438	£322	£73	£43	£157	£106	£42	£9
Centre based walking (i.e. around a city\town centre)	£560	£471	£65	£24	£399	£341	£41	£17	£161	£130	£24	£8
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£529	£410	£59	£60	£383	£301	£38	£44	£146	£109	£21	£16
Visiting a beach	£393	£304	£36	£53	£284	£229	£21	£34	£109	£75	£15	£19
Special shopping for items you do not regularly buy	£345	£286	£52	£7	£241	£200	£39	£3	£104	£86	£13	£5
Visiting a cathedral, church, abbey or other religious building	£342	£299	£25	£17	£239	£218	£11	£10	£102	£81	£15	£6

Table 2.3c – VFR Spend in GB												
	All VFR Spend				VFR Holiday Spend				Non-Holiday VFR Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2011	£4,727	£3,903	£572	£251	£2,698	£2,212	£350	£136	£2,029	£1,691	£223	£116
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Visiting a museum	£329	£262	£56	£11	£246	£200	£37	£9	£82	£62	£19	£2
Visiting a historic house, stately home, palace	£288	£230	£38	£20	£204	£165	£21	£18	£84	£65	£17	£2
Visiting a country park	£276	£223	£28	£25	£190	£154	£19	£18	£86	£69	£9	£7
Visiting a castle/other historic site	£255	£167	£60	£27	£205	£134	£48	£23	£50	£33	£12	£4
Visiting a garden	£251	£207	£38	£7	£184	£157	£22	£5	£67	£50	£16	£1
Viewing architecture and buildings	£242	£186	£38	£18	£182	£154	£23	£5	£60	£32	£15	£13
Going to the cinema	£241	£188	£37	£16	£157	£120	£29	£8	£84	£68	£8	£8
Had a picnic or BBQ	£201	£159	£22	£21	£152	£118	£17	£17	£49	£41	£4	£4
Visiting another type of attraction	£181	£136	£43	£2	£125	£97	£26	£1	£57	£39	£16	£1
Attending a food/local produce event (e.g. food festival, farmers market)	£169	£150	£15	£5	£126	£109	£13	£5	£43	£41	£2	-
Swimming (indoors or outdoors)	£165	£112	£25	£28	£110	£86	£16	£8	£55	£26	£9	£19
Visiting an art gallery	£152	£112	£26	£13	£104	£81	£21	£1	£48	£31	£6	£11
Going to the theatre	£151	£138	£12	£1	£120	£115	£5	-	£31	£23	£7	£1
Visiting a theme/amusement park	£146	£125	£13	£8	£110	£92	£10	£8	£36	£33	£3	-
A live music concert	£127	£101	£21	£5	£81	£66	£9	£5	£46	£34	£12	*

*Top 25 activities undertaken on trip illustrated in Table 2-3c above. Sorted by frequency of GB all VFR spend.

Table 2-4 – BUSINESS & WORK TOURISM IN GREAT BRITAIN

- British residents made 19 million business and work trips within Great Britain in 2012. This represents 45 million bed nights and £4.5 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (85%), mainly in hotels and motels (73%). However it is worth noting that nearly one in ten of business and work trips involve staying in own or friends' and relatives' homes (8%).
- The car is the main form of transport used for the journey to the destination (60% of trips). Public transport is used for almost a third of business and work trips (31%) – especially the train (23%).
- Business and work trips tend to be relatively short, with nearly half involving only one night away from home (46%).
- Almost half (48%) of trips are taken by those in the professional and managerial (AB) socio-economic group, over twice the share of the British adult population (20%).

Table 2-4 – Business and Work Tourism												
	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
All Tourism - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	16.11	13.54	1.86	0.88	35.7	29.3	4.5	1.8	£4,121	£3,440	£495	£185
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	14.70	12.46	1.60	0.81	30.2	25.2	3.5	1.6	£3,851	£3,220	£452	£178
Hotel/ motel	13.18	11.34	1.42	0.58	25.5	21.6	2.8	1.1	£3,423	£2,903	£402	£119
Guest House/ Bed and Breakfast	1.11	0.90	0.16	0.08	3.2	2.6	0.5	0.1	£294	£241	£37	£16
Total Self-catering rented accommodation and Caravan and Camping (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.09	0.92	0.12	0.05	4.7	3.8	0.7	0.2	£231	£191	£34	£5
Self-catering rented accommodation (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	0.51	0.39	0.10	0.02	2.4	1.7	0.6	0.1	£133	£102	£28	£3
Caravan and Camping (Touring caravan, static (not owned), static (owned), camping)	0.62	0.54	0.03	0.05	2.4	2.1	0.2	0.2	£101	£92	£7	£3
Touring caravan	0.24	0.22	*	0.01	1.0	0.9	*	*	£30	£27	£2	£1

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
All Tourism - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
ACCOMMODATION USED (CONT)												
Static (not owned)	0.05	0.05	*	-	0.3	0.3	*	-	£23	£22	£1	-
Static (owned)	0.04	0.02	0.01	0.02	0.1	0.1	*	*	£4	£2	£1	£1
Camping	0.29	0.26	0.01	0.02	0.9	0.8	0.1	0.1	£45	£41	£3	£1
Hostel	0.35	0.18	0.16	0.02	0.8	0.4	0.3	*	£39	£29	£8	£2
Own home/ friend's home / relative's home	1.91	1.64	0.12	0.18	5.4	4.7	0.4	0.3	£245	£211	£25	£9
MAIN MODE OF TRANSPORT USED												
Public transport	6.13	4.95	0.88	0.39	14.5	11.8	1.9	0.8	£1,595	£1,266	£268	£62
Train	4.59	3.92	0.46	0.27	11.0	9.5	1.0	0.5	£1,128	£989	£104	£35
Regular bus/ coach	0.30	0.22	0.03	0.07	0.7	0.4	*	0.2	£71	£46	£6	£19
Sea/ air	1.10	0.68	0.38	0.04	2.5	1.6	0.9	0.1	£346	£187	£154	£5
Plane	1.00	0.60	0.37	0.04	2.3	1.4	0.8	0.1	£330	£180	£145	£5
Boat/ ship/ ferry	0.10	0.08	0.02	-	0.2	0.2	0.1	-	£16	£7	£9	-
Personal transport	12.27	10.52	1.16	0.69	28.5	24.0	3.2	1.4	£2,761	£2,397	£229	£134
Car	10.93	9.46	0.96	0.60	25.0	21.3	2.5	1.2	£2,472	£2,162	£199	£112
Car - own/ friend's/ firm's	10.45	9.07	0.91	0.57	23.7	20.1	2.4	1.2	£2,318	£2,024	£190	£105
Car - hired	0.48	0.39	0.05	0.03	1.3	1.2	0.1	*	£154	£138	£9	£7
Organised coach tour	0.24	0.21	0.03	0.02	0.6	0.5	0.1	*	£66	£51	£13	£2
Other	0.45	0.34	0.09	0.02	1.2	0.9	0.2	*	£114	£81	£31	£2
COUNTRY OF RESIDENCE												
England	16.41	14.28	1.38	0.88	37.4	32.4	3.3	1.7	£3,829	£3,266	£402	£162
Scotland	1.63	0.94	0.71	0.02	4.6	2.7	1.7	0.1	£462	£333	£118	£10
Wales	0.90	0.68	0.05	0.19	2.5	1.7	0.4	0.5	£195	£151	£17	£26
HOW TRIP BOOKED												
Firm booking	11.70	9.71	1.42	0.68	26.1	21.3	3.5	1.3	£3,033	£2,498	£410	£126
High street or on-line travel agent	1.11	0.96	0.12	0.06	2.5	2.1	0.3	0.1	£319	£275	£39	£6
Directly with a tour operator	0.44	0.33	0.08	0.03	0.9	0.7	0.2	0.1	£128	£86	£36	£7
Directly with accommodation provider	6.77	5.75	0.76	0.37	15.0	12.3	2.0	0.6	£1,759	£1,476	£212	£72
Directly with a transport provider	2.49	1.94	0.37	0.21	5.5	4.1	0.9	0.5	£677	£502	£138	£37
Directly with a Tourist Board / TIC	0.09	0.07	0.02	-	0.1	0.1	*	-	£30	£19	£11	-
Booked online	8.63	7.06	1.16	0.49	18.2	14.9	2.5	0.8	£2,170	£1,768	£330	£72
Through some other source	1.02	0.85	0.13	0.04	2.5	2.1	0.3	0.1	£236	£214	£17	£5

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
All Tourism - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	5.14	4.42	0.48	0.31	13.9	12.0	1.3	0.7	£1,042	£904	£85	£53
Don't Know	2.10	1.77	0.24	0.10	4.5	3.6	0.6	0.2	£410	£348	£42	£20
WHETHER BOOKED ONLINE												
Booked online	8.63	7.06	1.16	0.49	18.2	14.9	2.5	0.8	£2,170	£1,768	£330	£72
Not booked online	10.31	8.84	0.99	0.61	26.3	21.9	2.9	1.4	£2,316	£1,982	£207	£127
PACKAGE TRIP												
Package trip	0.62	0.56	0.05	0.02	1.4	1.2	0.2	*	£219	£196	£18	£5
Not a package trip	18.18	15.26	2.04	1.06	42.7	35.5	5.0	2.2	£4,232	£3,542	£501	£190
Don't Know	0.14	0.08	0.06	0.02	0.4	0.2	0.2	*	£34	£13	£18	£3
TYPE OF LOCATION STAYED AT												
Seaside	0.96	0.73	0.11	0.13	2.9	2.4	0.3	0.2	£225	£173	£22	£31
Large city / large town	12.11	10.37	1.41	0.49	26.2	21.8	3.3	1.1	£3,042	£2,570	£389	£83
Small town	4.92	4.03	0.60	0.45	11.6	9.9	1.1	0.6	£948	£797	£88	£63
Countryside / village	1.47	1.10	0.28	0.14	3.8	2.8	0.7	0.3	£265	£206	£38	£21
MONTH TRIP STARTED												
January 2012	1.40	1.25	0.10	0.06	3.3	3.0	0.2	0.1	£319	£290	£21	£9
February 2012	1.38	1.18	0.19	0.04	2.7	2.3	0.3	*	£314	£276	£33	£6
March 2012	1.51	1.29	0.14	0.08	3.3	2.7	0.4	0.1	£385	£300	£71	£13
April 2012	1.60	1.28	0.23	0.10	3.9	3.3	0.4	0.2	£425	£342	£63	£20
May 2012	1.82	1.46	0.26	0.15	4.1	3.2	0.6	0.3	£457	£354	£75	£28
June 2012	1.70	1.48	0.14	0.10	4.3	3.6	0.5	0.2	£423	£366	£39	£18
July 2012	1.71	1.40	0.27	0.06	4.7	3.7	0.8	0.2	£418	£367	£37	£14
August 2012	1.19	1.07	0.13	-	3.5	3.2	0.3	-	£285	£253	£32	-
September 2012	1.31	1.02	0.18	0.13	3.0	2.3	0.4	0.3	£249	£192	£37	£21
October 2012	1.78	1.37	0.22	0.19	3.8	2.8	0.6	0.3	£386	£312	£58	£16
November 2012	2.30	2.04	0.13	0.14	5.1	4.5	0.3	0.4	£526	£455	£30	£41
December 2012	1.27	1.07	0.16	0.04	2.9	2.3	0.5	0.1	£299	£242	£43	£14
DURATION OF TRIP												
1 night	9.01	7.70	0.81	0.50	9.0	7.7	0.8	0.5	£1,624	£1,382	£167	£76
2 nights	4.61	3.89	0.49	0.24	9.2	7.8	1.0	0.5	£1,182	£1,042	£111	£29
3 nights	1.74	1.47	0.25	0.06	5.2	4.4	0.7	0.1	£513	£421	£79	£13
4 nights	2.00	1.53	0.33	0.22	8.0	6.0	1.2	0.9	£584	£454	£69	£61
5 nights	0.73	0.61	0.10	0.03	3.6	3.0	0.5	0.1	£247	£199	£36	£13
6 nights	0.17	0.10	0.06	0.03	1.0	0.6	0.3	0.1	£71	£44	£23	£4
7 nights	0.23	0.19	0.03	0.01	1.6	1.3	0.2	0.1	£67	£37	£28	£2
1-3 nights	15.36	13.05	1.56	0.80	23.5	19.8	2.5	1.1	£3,319	£2,844	£357	£118

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
All Tourism - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
DURATION OF TRIP (CONT)												
4-7 nights	3.12	2.43	0.52	0.29	14.2	10.9	2.2	1.1	£970	£733	£157	£80
8+ nights	0.47	0.42	0.07	0.01	6.8	6.1	0.7	*	£197	£173	£23	£1
Average duration of trip (nights)	2.35	2.31	2.51	2.00	2.35	2.31	2.51	2.00	2.35	2.31	2.51	2.00
CHILDREN ON TRIP												
Yes	0.61	0.42	0.15	0.05	1.9	1.5	0.3	0.2	£39	£30	£3	£6
No	18.33	15.48	2.00	1.05	42.5	35.4	5.1	2.1	£4,447	£3,720	£534	£193
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	9.75	8.26	1.09	0.50	20.1	16.9	2.3	0.9	£2,386	£2,028	£280	£79
C1 (Clerical and supervisory)	5.72	4.86	0.54	0.36	13.2	10.9	1.6	0.7	£1,312	£1,104	£152	£56
C2 (Skilled manual)	2.61	2.07	0.41	0.18	8.5	6.9	1.1	0.4	£616	£489	£80	£47
DE (Unskilled, state pensioners etc.)	0.86	0.71	0.10	0.06	2.6	2.1	0.3	0.2	£171	£129	£25	£17
AGE OF RESPONDENT												
16-24	1.21	1.00	0.14	0.09	4.6	3.8	0.7	0.2	£273	£219	£40	£13
25-34	3.26	2.67	0.51	0.14	7.7	6.3	1.2	0.2	£781	£595	£157	£28
35-44	5.11	4.34	0.44	0.38	10.9	9.0	1.1	0.8	£1,274	£1,085	£113	£76
45-54	5.99	4.89	0.77	0.38	13.7	11.1	1.9	0.7	£1,386	£1,184	£150	£52
55-64	2.75	2.44	0.24	0.10	5.8	5.2	0.4	0.2	£632	£544	£67	£21
65+	0.61	0.56	0.05	0.02	1.7	1.5	0.1	0.1	£140	£124	£8	£8
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	2.10	1.76	0.32	0.04	6.4	5.3	1.0	0.1	£475	£384	£86	£5
Age 16-34, married, no children	1.37	1.06	0.18	0.16	3.1	2.3	0.5	0.3	£346	£239	£78	£29
Age 16-34, with children	1.00	0.85	0.14	0.03	2.8	2.4	0.3	0.1	£232	£191	£34	£7
Age 35-54, no children	6.26	5.01	0.87	0.45	14.6	11.3	2.3	1.0	£1,474	£1,217	£179	£78
Age 35-54, with children	4.84	4.22	0.34	0.31	10.1	8.8	0.7	0.6	£1,187	£1,051	£85	£50
Age 55+	3.36	3.00	0.29	0.11	7.5	6.7	0.5	0.3	£772	£668	£75	£29
ACTIVITIES UNDERTAKEN ON TRIP												
Sightseeing on foot	0.87	0.60	0.24	0.04	2.4	1.7	0.6	0.1	£190	£145	£30	£14
Short walk/ stroll - up to 2 miles/ 1 hour	0.85	0.72	0.08	0.06	2.5	2.2	0.2	0.1	£210	£174	£21	£15
Centre based walking (i.e. around a city/town centre)	0.72	0.50	0.13	0.09	1.7	1.3	0.3	0.2	£156	£130	£9	£17
Just relaxing	0.52	0.48	0.02	0.02	1.1	1.0	0.1	0.1	£102	£90	£9	£3

Table 2-4 – Business and Work Tourism

	Business Trips				Business Nights				Business Expenditure			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				£ Millions			
All Tourism – 2011	18.57	15.50	2.19	0.99	41.8	33.7	5.8	2.3	£4,400	£3,538	£640	£223
All Tourism - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	0.44	0.27	0.16	0.04	1.3	0.9	0.3	0.1	£101	£76	£19	£7
A live music concert	0.34	0.30	0.02	0.02	1.1	0.8	0.2	*	£112	£99	£11	£2
Sightseeing by car	0.31	0.22	0.06	0.03	0.8	0.6	0.2	0.1	£64	£37	£15	£12
Attending an outdoor fair\ exhibition\show (e.g. gardening or agricultural show)	0.31	0.28	*	0.02	0.8	0.7	*	0.1	£56	£51	£2	£3
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.29	0.28	-	0.01	0.5	0.5	-	*	£92	£90	-	£2
Visiting a museum	0.26	0.21	0.04	0.01	0.9	0.7	0.2	*	£76	£62	£10	£4
Swimming (indoors or outdoors)	0.26	0.11	0.15	0.01	0.8	0.5	0.3	*	£59	£52	£6	£1
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.25	0.22	0.01	0.02	0.7	0.7	*	*	£47	£43	£2	£2
Visiting a beach	0.23	0.07	0.14	0.03	0.7	0.3	0.3	0.1	£57	£34	£12	£11
Visiting a wildlife attraction\ nature reserve	0.22	0.06	0.14	0.02	0.8	0.4	0.4	0.1	£18	£10	£5	£3
Running, jogging, orienteering	0.20	0.14	0.03	0.04	1.0	0.9	0.1	*	£63	£48	£10	£5
Viewing architecture and buildings	0.19	0.17	0.02	0.01	0.5	0.5	*	*	£42	£36	£5	£1
Visiting another type of attraction	0.19	0.07	0.12	0.01	0.5	0.2	0.2	*	£38	£37	£1	£1
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.19	0.18	0.01	-	0.5	0.5	*	-	£30	£30	£1	-
Other sightseeing (e.g. on a coach, boat trip)	0.17	0.06	0.12	-	0.4	0.1	0.2	-	£16	£16	£1	-
Visiting a cathedral, church, abbey or other religious building	0.16	0.14	0.01	0.02	0.5	0.4	*	*	£38	£27	£2	£8
Visiting an art gallery	0.16	0.14	0.02	-	0.4	0.4	0.1	-	£49	£35	£13	-
Visiting a scenic\historic railway	0.16	0.02	0.14	0.01	0.3	*	0.3	*	£9	£1	£7	*
Had a picnic or BBQ	0.16	0.03	0.12	0.01	0.3	0.1	0.2	*	£5	£3	£1	£1
Watching a live football match (not on TV)	0.14	0.13	0.01	-	0.3	0.3	*	-	£15	£14	£1	-
Visiting a castle\other historic site	0.13	0.05	0.07	0.02	0.4	0.1	0.3	*	£58	£18	£31	£8

*Top 25 activities undertaken on trip illustrated in Table 2-4 above. Sorted by frequency of GB all business trips.

Table 2-5 – ALL TOURISM – DESTINATION & PURPOSE

This section provides a regional breakdown of tourism volume and value in England, Scotland and Wales in 2012.

The relative 'strengths' of individual English regions include:

- Holidays – South West
- VFR – South East
- Business - London

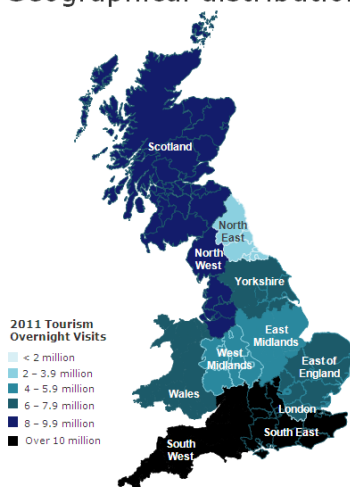
The regional breakdowns for Scotland and Wales are based on small sample sizes and are therefore subject to much wider margins of error.

TABLE 2-5 – Destination & Purpose	ALL TOURISM			ALL HOLIDAYS			ALL VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2012	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2012	104.46	310.2	£19,497	67.47	220.7	£13,457	38.92	107.2	£4,192	15.9	36.8	£3,750
West Midlands	8.50	20.7	£1,234	4.96	12.1	£706	3.53	8.7	£319	1.75	4.2	£349
East of England	9.88	31.6	£1,674	6.24	22.8	£1,130	4.17	11.2	£382	1.43	3.2	£324
East Midlands	8.50	23.7	£1,339	5.19	15.9	£907	3.16	7.7	£305	1.37	3.2	£248
London	12.15	27.7	£2,784	6.6	15.5	£1,531	4.32	11.0	£518	3.25	6.9	£954
North West	14.19	38.0	£2,664	9.8	28.2	£1,920	4.78	12.8	£531	1.84	3.7	£434
North East	4.31	12.0	£777	3	9.2	£579	1.66	4.2	£199	0.54	0.9	£100
South East	17.92	48.8	£2,929	11.03	32.1	£1,934	7.69	20.6	£813	2.69	6.5	£575
South West	19.74	75.4	£4,181	14.5	61.0	£3,412	6.27	18.8	£700	1.95	5.1	£413
Yorkshire & the Humber	11.25	30.3	£1,807	7.52	22.7	£1,278	4.13	11.6	£405	1.51	2.8	£320
SCOTLAND												
ALL TOURISM – 2012	12.75	43.3	£2,891	8.72	32.0	£2,063	4.03	14.6	£613	2.15	5.4	£537
Scotland – North	3.47	12.3	£765	2.35	9.3	£585	0.95	3.2	£122	0.63	1.5	£121
Scotland – West	4.13	13.0	£820	2.7	9.4	£547	1.48	5.2	£209	0.78	1.7	£172
Scotland – East	4.52	13.6	£1,087	3.22	10	£764	1.35	4.7	£228	0.70	1.9	£218
Scotland – South	1.00	3.7	£182	0.73	2.8	£139	0.34	1.4	£46	0.08	0.3	£19
Edinburgh	2.48	6.5	£714	1.7	4.2	£476	0.64	1.7	£131	0.46	1.4	£170
Glasgow	1.69	4.3	£302	0.91	2.6	£160	0.65	2.1	£79	0.46	0.9	£108
WALES												
ALL TOURISM – 2012	9.60	34.7	£1,588	7.46	29.6	£1,245	2.37	7.3	£279	1.10	2.2	£199
North Wales	3.44	13.4	£515	3.04	12.6	£448	0.57	1.8	£60	0.21	0.4	£43
Mid Wales	1.60	6.3	£243	1.34	5.4	£217	0.40	1.2	£37	0.12	0.3	£15
South West Wales	2.14	8.4	£430	1.69	7.1	£322	0.56	1.8	£80	0.23	0.7	£59
South East Wales	2.20	5.3	£357	1.2	3.4	£221	0.81	2.3	£96	0.53	0.8	£80

Table 2-6 – ALL TOURISM – NATIONAL PARKS

TABLE 2-6 – National Parks	ALL TOURISM			ALL HOLIDAYS			ALL VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2012	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2012	104.46	310.2	£19,497	67.47	220.7	£13,457	38.92	107.2	£4,192	15.9	36.8	£3,750
Dartmoor National Park	0.44	1.4	£73	0.35	1.1	£57	0.16	0.5	£22	0.02	*	£5
Exmoor National Park	0.60	2.4	£107	0.5	2.2	£96	0.17	0.5	£24	0.03	*	£3
Lake District National Park	2.61	9.1	£611	2.34	8.4	£550	0.43	1.2	£65	0.12	0.3	£20
North York Moors National Park	1.26	3.8	£211	1.16	3.6	£204	0.14	0.3	£14	0.02	*	£3
Northumberland National Park	0.18	0.5	£22	0.15	0.5	£20	0.06	0.1	£5	0.01	*	£1
Peak District National Park	0.75	1.9	£126	0.54	1.3	£106	0.21	0.5	£24	0.03	*	£1
The Broads National Park	0.57	2.8	£155	0.5	2.4	£145	0.09	0.5	£11	0.01	*	£1
Yorkshire Dales National Park	0.57	1.9	£93	0.5	1.7	£84	0.17	0.5	£15	0.01	*	£2
SCOTLAND												
ALL TOURISM – 2012	12.75	43.3	£2,891	8.72	32.0	£2,063	4.03	14.6	£613	2.15	5.4	£537
Cairngorms National Park	0.59	2.0	£109	0.41	1.8	£99	0.04	0.1	£6	0.15	0.2	£6
Loch Lomond and the Trossachs National Park	0.48	1.5	£95	0.37	1.1	£68	0.11	0.3	£12	0.07	0.3	£18
WALES												
ALL TOURISM - 2012	9.60	34.7	£1,588	7.46	29.6	£1,245	2.37	7.3	£279	1.10	2.2	£199
Brecon Beacons National Park	0.35	0.9	£60	0.24	0.7	£51	0.12	0.2	£9	0.04	0.1	£5
Pembrokeshire Coast National Park	1.11	4.8	£239	1.01	4.6	£212	0.19	0.7	£31	0.04	0.1	£7
Snowdonia National Park	0.87	3.3	£143	0.82	3.1	£135	0.08	0.3	£6	0.03	0.1	£5

Geographical distribution of holiday trips



- The South West represents the most popular destination for domestic holidays in England
- The highest spend per trip is seen in Scotland

Country	Visits	Spend	£/trip
GB	83.14	£16,765	£202
England	67.47	£13,457	£199
Scotland	8.72	£2,063	£237
Wales	7.46	£1,245	£167
South West	14.5	£3,412	£235
South East	11.0	£1,934	£175
North West	9.8	£1,920	£196
Yorkshire & the Humber	7.5	£1,278	£170
London	6.6	£1,531	£232
East of England	6.2	£1,130	£181
East Midlands	5.2	£907	£175
West Midlands	5.0	£706	£142
North East	3.0	£579	£193



Overnight Domestic Tourism: GBTS 2012

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Appendix

2010-2012 3-Year Average – Region, Local Authority and Town Analysis

Due to the boundary changes relating to the Region, Local Authority and Town analysis, this data will be available in tabulated form during Q4 2013.

Definitions of terms used

Most terms used in this report will be familiar to users of tourism data without further explanation. However, definitions of the main terms used in the report are provided below for reference.

Trips

The estimated number of tourism trips made by adults aged 16 and over and by children up to the age of 15 who accompany them. A trip must consist of at least one night spent away from home, has no upper limit (unlike in the previous versions of the survey where a maximum limit of 60 nights was imposed), and has its end marked by the respondent's return to home. However, the reported timing of trips is reported on the basis of the start date of individual trips. This start date approach is consistent with previous methodologies.

Not included are 'unaccompanied child trips' - trips taken by children up to the age of 15 when not accompanied by an adult.

Bednights

The estimated number of nights spent away from home by adults and by children accompanying them on tourism trips.

Spending

The estimated expenditure incurred relating to all tourism trips. This includes all expenditure by adults on the trip both for themselves and for other people for whom the adults paid (for example, children). This covers those costs incurred in advance of the trip, costs paid during the trip itself, and also any bills relating to the trip paid after returning home. Costs paid on behalf of the person taking the trip, for example by an employer paying the cost of a business trip, are also included.

Expenditure includes items such as package holidays, accommodation, travel to and from the destination and during the trip, services and advice, buying clothes, eating and drinking out, shopping, entertainment and other items relating to the trip.

Allocation of Spending

When spending is reported by country of destination, all of the spending is allocated to the relevant country of destination. In reality, not all of the spending may take place in the country of destination. For example, travel costs or inclusive trip charges may be incurred in the country of origin rather than the country of destination. No attempt has been made in this report to adjust for this.

Where a trip involves overnight stays in more than one destination, the expenditure for the trip is allocated to each destination proportionally to the number of nights spent in each destination.

Total Holiday

'Holiday' includes trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" and trips where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is described as being mainly a holiday rather than for some other reason.

Holiday (Pleasure/Leisure)

Holiday (Pleasure/Leisure) indicates trips where the main reason for taking the trip is described by the respondent as "holiday, leisure or pleasure" (with no visiting friends or relatives element to the trip).

VFR

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is initially described as "visiting friends and relatives", and which on subsequent probing is described as being mainly for some other reason rather than a holiday.

Business/work

'Business/work' trips are those trips where the main reason for taking the trip is described as "to do paid work/on business", "to attend a conference" or "to attend an exhibition, trade show or agricultural show".

Other Purposes

This covers all trips for purposes other than holiday, VFR and business/work as described above. It includes trips where "travel/transport is my work" (such as those made by overnight delivery drivers), and trips made for educational, social, sporting and personal or family reasons (such as attending weddings and funerals, taking someone to university, and similar reasons).

Great Britain

Great Britain as a destination in this survey includes England, Scotland, Wales, the Isle of Man and the Channel Islands.

Commercial accommodation

Commercial accommodation is the total of serviced and self-catering rented accommodation. So it includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided. Rented flat /apartments, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Serviced rented accommodation

Serviced rented accommodation includes hotel, motel, guest house, farmhouse, bed & breakfast, and holiday camp/village with any meals provided.

Total Self-catering rented accommodation and Caravan and Camping

Total Self-catering rented accommodation and Caravan and Camping includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided, self-catering holiday camp/village, camping, towed caravan and static caravan which is not owned.

Self-catering rented accommodation

Self-catering rented accommodation includes rented flat /apartment, rented house/chalet/villa/bungalow/cottage without any meals provided and self-catering holiday camp/village.

Caravan and Camping accommodation

Caravan and camping accommodation includes camping, towed caravan, static caravan which is not owned and static caravan which is owned.

Other types of accommodation

Other types of accommodation cover all accommodation types not included under rented accommodation above. It includes friends' or relatives' home, static caravan which is owned, second home or timeshare which is owned, hostel, university or school, boat, sleeper cab of lorry/truck, transit and any other type of accommodation.

Personal transport

Personal transport includes own/friend's/firm's car, hired car, motorised caravan/camper/dormobile, motor cycle and bicycle.

Public transport

Public transport includes train, regular bus/coach, organised coach tour and plane.

Inclusive trip

Inclusive trip is defined in the questionnaire as "a package or inclusive trip - that is, where you paid a single price for accommodation plus some form of transport"

Type of location

The classification of type of location as 'seaside', 'large city/large town', 'small town' or 'countryside/village' is a subjective assessment made by the respondent by selecting from these four options.

Touring

A 'touring' trip is defined in the questionnaire as "a touring holiday, where you moved around spending nights in different places".

Children on trip

Children on trip means that at least one child aged up to 15 was part of the group for all or part of the trip.

Socio-economic group (social grade)

This classification is derived from the occupation of the Chief Income Earner in the respondent's home, and is based on the system used by the National Readership Survey (NRS). It is generally used in market research in the UK and consists of six social grades:

Grade	Occupation
A	Higher managerial, administrative or professional
B	Intermediate managerial, administrative or professional
C1	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled manual workers
D	Semi and unskilled manual workers
E	State pensioners or widows (with no other earners in household), casual or lowest grade workers

It is important to note that this classification is actually based only on the adult respondent interviewed about the trip, rather than all people taking the trip. While technically this characteristic only relates to the individual, it can in practice be interpreted as applying to all people on the trip. Those on the trip will generally be people in the same household who would be therefore be allocated the same social grade.

Age of respondent

Information on age is obtained for the respondent being interviewed about the trip, but no information is obtained for other adults or children accompanying on the trip.

In tabulating the results, the characteristics of the individual reporting the trip are applied to other trip members, although in reality these other trip members will have different characteristics. Information on age characteristics must therefore be interpreted with caution.

Lifecycle of respondent

'Single' includes widowed, separated, divorced and civil partnerships that have terminated. 'Married' includes married and living with partner. As with age, this information is based on the characteristics of the respondent being interviewed

about the trip and is not available for the other trip members. The lifecycle characteristics of the respondent are applied to all trip members, although in reality their own characteristics will be substantially different. Information on lifecycle must therefore be interpreted with caution.

Regions

Regions of England, Scotland and Wales shown in this report are defined as follows

ENGLAND

Cumbria: County of Cumbria

Northumbria: Northumberland, Durham, Tyne & Wear, Tees Valley

North West: Lancashire, Merseyside, Greater Manchester, Cheshire

Yorkshire: North Yorkshire, West Yorkshire, South Yorkshire, East Riding of Yorkshire, Kingston upon Hull, North Lincolnshire, North East Lincolnshire

Heart of England: Staffordshire, Shropshire, West Midlands, Warwickshire, Herefordshire, Worcestershire, Gloucestershire (except South Gloucestershire), Derbyshire, Leicestershire, Northamptonshire, Nottinghamshire, Rutland, Lincolnshire

East of England: Norfolk, Suffolk, Cambridgeshire, Essex, Bedfordshire, Hertfordshire

London: Greater London

South West: Cornwall, Devon, Somerset, Wiltshire, Western Dorset, South Gloucestershire

Southern: Hampshire, Isle of Wight, Eastern Dorset, Berkshire, Buckinghamshire, Oxfordshire

South East: Kent, Surrey, East Sussex, West Sussex

In most of the English level analysis, the above regional destinations are also combined, where appropriate, to allow analysis at a regional level.

West Midlands

East England

East Midlands

London

North West

North East

South East

South West

Yorkshire

SCOTLAND

Grampian: Aberdeen City and Shire

Tayside: Dundee, Perth & Kinross, Angus

Edinburgh and East Central: Edinburgh, the Lothians, Fife, Clackmannanshire, Falkirk, Stirling

South of Scotland: Borders, Dumfries and Galloway

Glasgow and West Central: Glasgow, Renfrewshire, East Renfrewshire, Inverclyde, East and West Dunbartonshire, North South and East Ayrshire and North and South Lanarkshire

Highlands & Islands: including Argyll & the Islands, Caithness and Sutherland, Inverness and East Highlands, Lochaber, Moray, Orkney, Shetland, Skye and Wester Ross, and Inne Gall

Since 2007, the primary Scottish levels analysis has been at the newly defined macro-tourism areas:

Scotland - North - (Highlands & Islands, Aberdeen & Grampian, Western and Northern Isles)

Scotland - West - (Argyll, The Isles, Loch Lomond, The Trossachs + Glasgow & Clyde Valley, Ayrshire & Arran)

Scotland - East - (Perthshire + Angus & Dundee + Kingdom of Fife + Edinburgh & Lothians)

Scotland - South (Dumfries & Galloway + Scottish Borders),

Edinburgh

Glasgow

WALES

North Wales: Anglesey, Conwy, Denbighshire, Flintshire, Wrexham, Gwynedd North (former Arfon and Dwyfor)

Mid Wales: Ceredigion, Powys, Gwynedd South (Meirionnydd)

South West Wales: Neath/Port Talbot, Carmarthenshire, Swansea, Pembrokeshire

South East Wales: Bridgend, Rhondda Cynon Taf, Merthyr Tydfil, Caerphilly, Blaenau Gwent, Torfaen, Vale of Glamorgan, Cardiff, Newport, Monmouthshire

Levels of Statistical Confidence

The estimates of the numbers of trips, nights away, and the expenditure on those trips are subject to sampling variation as the data are from a survey. Those sampling variations are quantifiable in terms of confidence limits. For the 2012 GBTS data, those values are given in the table below.

Confidence limits of GBTS 2012 at the 95% level

	Trips %	Nights %	Spend %
GB	2.6%	3.2%	3.3%
England	2.8%	3.3%	3.6%
Scotland	6.6%	7.5%	8.5%
Wales	6.0%	14.3%	9.4%

It must be emphasised that sampling variation is not the only possible source of error. Others include bias through non response and measurement errors caused by memory distortion and/or lack of knowledge of the respondent. These are not quantifiable and can affect the survey results. In particular it is often difficult for respondents to recall expenditure on trips with high levels of accuracy. Nevertheless, it is possible to state, for example, that assuming no bias, the true value of the number of GB trips in 2012 will lie in the range of plus or minus 2.6% of the estimate on 95% of occasions.

Great Britain - resident population

This table describes the characteristics of adults resident in Great Britain which formed the basis for the weighting of the sample survey. These 2012 figures are the latest available

Great Britain Adult Population

TOTAL ADULT POPULATION		49108	TOTAL ADULT POPULATION		49108
Age by Sex			Government Office Regions		
Male 16-24	3615		North East	2102	
Male 25-34	4150		North West	5630	
Male 35-44	4022		Yorkshire & Humber	4348	
Male 45-54	4171		East Midlands	3726	
Male 55-64	3383		West Midlands	4394	
Male 65-74	2643		East of England	4748	
Male 75-84	1506		London	6250	
Male 85+	485		South East	6830	
			South West	4372	
Female 16-24	3401		Wales	2462	
Female 25-34	4097		Scotland	4246	
Female 35-44	4079				
Female 45-54	4282		Presence of Children		
Female 55-64	3528		Yes	13930	
Female 65-74	2881		No	35178	
Female 75-84	1937				
Female 85+	928		Social Grade		
Car Ownership			AB	11341	
1	20736		C1	14030	
2+	18203		C2	10315	
0	10169		D	7583	
			E	5839	

The values above were derived from:

- a. Census 2001
- b. 2006 based Population Projections for 2011
- c. BARB Establishment Survey 2006

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The statutory tourist boards and Visit Wales (the Tourism Department of the Welsh Government) who jointly sponsor the Great Britain Tourism Survey.



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