



# The GB Tourist

# Statistics 2013

### ***Volumes and Values of Domestic Tourism in Great Britain - 2013***

Tourism by residents of Great Britain in 2013: 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-fifth 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. Since 2011 the scope has covered only the resident populations of Great Britain (England, Scotland and Wales) and trips within these jurisdictions. Northern Ireland data is 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', prior to 2011.*

All information in the 2013 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, 2011, 2012 and 2013 data covers the full 12-month 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. 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 2013, 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 – *2013 General Trends* – this section interprets some of the key differences in domestic tourism in 2013 when compared to 2012.
- Section 1.2 – *2013 Full Year Summary* – an in-depth summary of domestic tourism during 2013.
- Section 1.3 - *2009-2013 Trends in Domestic Tourism* – this section focuses on trends during the previous five years, examining GB holiday, visiting friends and relatives (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 lifestyle - this section looks at domestic holidays in Britain during the 2009-2013 time period, when analysed by different lifestyle 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 2012 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 – 2013 General Trends

### Tourism in Great Britain in 2013

The tables below and overleaf show that during 2013 the overall volume of trips taken in GB fell by -3% to 122.9 million. The number of nights spent during GB trips in 2013 decreased by -4% to 373.6m. Along with the decline in trips since 2012, the amount of expenditure on GB trips in 2013 has also fallen by -3% to £23bn. The volume of trips taken for holidays or visiting friends and relatives (VFR) reflects the decline seen at an overall level: holiday trips dropped by -1% to 57m and visits to friends and relatives dropped by -2% to 44m. There has also been a decrease in the volume of business trips taken within Great Britain to 18 million trips (-6% compared to 2012).

#### All Domestic Overnight Tourism

	Trips			Bednights			Expenditure		
	2012	2013	%Ch	2012	2013	%Ch	2012	2013	%Ch
GB	126.0m	122.9m	-3%	388.2m	373.6m	-4%	£24.0bn	£23.3bn	-3%
England	104.5m	101.8m	-3%	310.2m	297.2m	-4%	£19.5bn	£18.7bn	-4%
Scotland	12.8m	12.1m	-5%	43.3m	42.7m	-1%	£2.9bn	£2.9bn	0%
Wales	9.6m	9.9m	+3%	34.7m	33.7m	-3%	£1.6bn	£1.7bn	+7%

#### Holiday Tourism

	Trips			Bednights			Expenditure		
	2012	2013	%Ch	2012	2013	%Ch	2012	2013	%Ch
GB	57.7m	57.0m	-1%	203.1m	198.2m	-2%	£13.8bn	£13.5bn	-2%
England	46.0m	44.9m	-2%	156.2m	149.7m	-4%	£11.0bn	£10.5bn	-5%
Scotland	6.2m	6.5m	+5%	22.5m	24.4m	+9%	£1.7bn	£1.8bn	+8%
Wales	5.9m	6.1m	+3%	24.4m	24.1m	-1%	£1.1bn	£1.2bn	+11%

#### VFR Tourism

	Trips			Bednights			Expenditure		
	2012	2013	%Ch	2012	2013	%Ch	2012	2013	%Ch
GB	45.1m	44.2m	-2%	129.0m	124.8m	-3%	£5.1bn	£4.8bn	-5%
England	38.9m	38.2m	-2%	107.2m	105.9m	-1%	£4.2bn	£4.1bn	-3%
Scotland	4.0m	3.5m	-14%	14.6m	11.7m	-20%	£0.6bn	£0.5bn	-19%
Wales	2.4m	2.8m	+16%	7.3m	7.1m	-3%	£0.3bn	£0.3bn	-2%

#### Business Tourism

	Trips			Bednights			Expenditure		
	2012	2013	%Ch	2012	2013	%Ch	2012	2013	%Ch
GB	18.9m	17.8m	-6%	44.5	40.1	-10%	£4.5bn	£4.4bn	-2%
England	15.9m	15.1m	-5%	36.8	32.3	-12%	£3.8bn	£3.7bn	-3%
Scotland	2.1m	1.9m	-10%	5.4	5.9	+8%	£0.5bn	£0.5bn	-1%
Wales	1.1m	0.9m	-21%	2.2	2.0	-9%	£0.2bn	£0.2bn	+2%

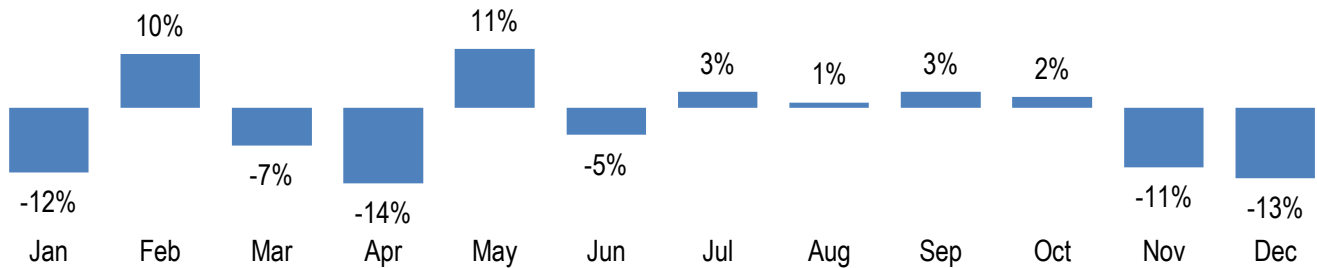
## GB Trips, Nights and Expenditure

Table 1.1.1 – GB Trips, Nights and Expenditure by Purpose – 2006-2013								
	2006	2007	2008	2009	2010	2011	2012	2013
<b>All Tourism</b>								
Trips (millions)	122.580	119.854	114.442	122.537	115.711	126.635	126.019	122.905
Nights (millions)	386.890	382.055	367.635	387.448	361.398	387.329	388.240	373.607
Spend - (historic prices - £m)	£20,094	£20,234	£20,168	20,971	£19,797	£22,666	£23,976	£23,294
Spend - (2013 prices - £m)	£24,252	£23,971	£23,282	£23,503	£21,585	£23,610	£24,378	£23,294
<b>Holidays</b>								
Trips (millions)	51.775	52.247	50.417	58.974	54.743	58.435	57.695	56.969
Nights (millions)	192.292	186.698	188.381	217.536	197.215	208.487	203.095	198.229
Spend - (historic prices - £m)	£10,526	£10,998	£10,936	£12,119	£11,534	£13,000	£13,763	£13,472
Spend - (2013 prices - £m)	£12,704	£12,956	£12,567	£13,445	£12,472	£13,495	£13,974	£13,472
<b>VFR</b>								
Trips (millions)	48.135	46.396	42.996	43.276	41.554	45.723	45.137	44.200
Nights (millions)	137.123	129.300	123.631	121.309	117.435	125.702	129.034	124.768
Spend - (historic prices - £m)	£4,540	£4,529	£4,492	£4,299	£4,193	£4,727	£5,083	£4,847
Spend - (2013 prices - £m)	£5,481	£5,374	£5,195	£4,871	£4,597	£4,939	£5,175	£4,847
<b>Business</b>								
Trips (millions)	18.602	18.117	17.625	17.453	16.341	18.572	18.944	17.772
Nights (millions)	44.614	43.515	41.644	40.774	37.695	41.762	44.470	40.143
Spend - (historic prices - £m)	£4,449	£4,233	£4,265	£4,185	£3,645	£4,400	£4,486	£4,388
Spend - (2013 prices - £m)	£5,370	£5,061	£4,954	£4,745	£4,041	£4,610	£4,575	£4,388



## England Trips, Nights and Expenditure

**Figure 1 – % Change in Volume of Domestic Trips in England – 2012 vs. 2013**



102 million domestic trips were taken in England during 2013, with 297 million bednights and spending of £19 billion. These are decreases on 2012; trips were down -3%, bednights dropped by -4% and expenditure by -6% in real prices.

The year was split between months of decreases and increases in terms of number of visits, with notable increases in February (+10%) and May (+11%), outweighed by the decreases in April (-14%) and December (-13%). The declines seen around April may well be due to the movement of the Easter bank holidays, as 2012 saw Easter fall in the middle of the month, while in 2013 the bank holidays were shared across March and April. England also suffered a particularly bad spring in terms of weather for 2013. December was also a month to see a drop in tourism (-13%), accompanied by stormy weather that hit the UK at this time which caused widespread flooding and storms, impacting on travel generally. Small gains were made during the summer months, compared to 2012.

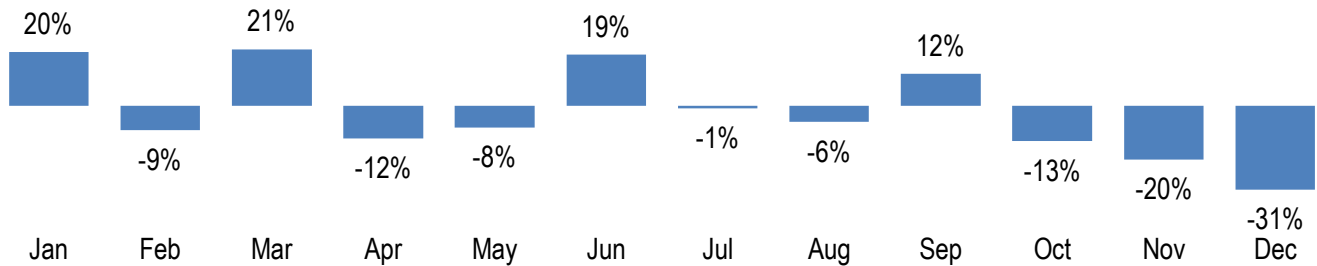
Looking at the longer term rolling holiday trends, since the recovery in 2011 volumes have remained fairly stable. Looking specifically at 2013, holiday trips and visiting friends and relatives remained fairly constant.

**Table 1.1.2 – England Trips, Nights and Expenditure by Purpose – 2006-2013**

	2006	2007	2008	2009	2010	2011	2012	2013
<b>All Tourism</b>								
Trips (millions)	100.872	99.127	94.782	102.249	95.503	104.280	104.458	101.756
Nights (millions)	304.934	304.061	292.814	310.077	284.992	306.806	310.193	297.199
Spend - (historic prices - £m)	£15,901	£16,135	£16,079	£17,016	£15,842	£17,914	£19,497	£18,710
Spend - (2013 prices - £m)	£19,193	£19,093	£18,544	£19,020	£17,257	£18,661	£19,815	£18,710
<b>Holidays</b>								
Trips (millions)	40.397	41.263	39.753	47.010	43.544	46.157	45.992	44.926
Nights (millions)	145.075	151.109	141.816	168.503	151.732	157.961	156.235	149.722
Spend - (historic prices - £m)	£8,104	£8,579	£8,478	£9,615	£9,072	£10,031	£11,007	£10,463
Spend - (2013 prices - £m)	£9,782	£10,086	£9,734	£10,636	£9,793	£10,412	£11,169	£10,463
<b>VFR</b>								
Trips (millions)	41.531	40.117	37.180	37.997	35.963	39.382	38.920	38.194
Nights (millions)	114.366	109.218	104.607	102.214	96.517	105.430	107.193	105.943
Spend - (historic prices - £m)	£3,830	£3,762	£3,711	£3,626	£3,478	£3,903	£4,192	£4,078
Spend - (2013 prices - £m)	£4,623	£4,474	£4,305	£4,109	£3,819	£4,083	£4,269	£4,078
<b>Business</b>								
Trips (millions)	15.697	15.230	14.966	14.873	13.454	15.502	15.901	15.122
Nights (millions)	35.963	35.302	34.322	33.144	29.925	33.718	36.837	32.261
Spend - (historic prices - £m)	£3,520	£3,433	£3,510	£3,467	£2,961	£3,538	£3,750	£3,655
Spend - (2013 prices - £m)	£4,249	£4,088	£4,056	£3,911	£3,274	£3,703	£3,820	£3,655

## Scotland Trips, Nights and Expenditure

**Figure 2 – % Change in Volume of Domestic Trips in Scotland – 2012 vs. 2013**



In Scotland, 12 million domestic tourism trips were taken during 2013, with 43 million bednights and expenditure of £2.9 billion in spend. These figures are lower than those seen in 2012 – trips decreased by -5%, bednights by -1% and expenditure by -2% in real terms.

Declines were evident in 8 out of 12 months last year, notably from October to December, while June saw an increase in visits compared to 2012. The June uplift, however, was not large enough in volume to offset the losses seen elsewhere in 2013. Poor weather conditions were experienced throughout October, November and December starting with the St Jude storm which caused a great deal of destruction and consequently disrupted the travel plans of many. Again, the movement of the Easter bank holidays across March and April have contributed towards declines seen in April.

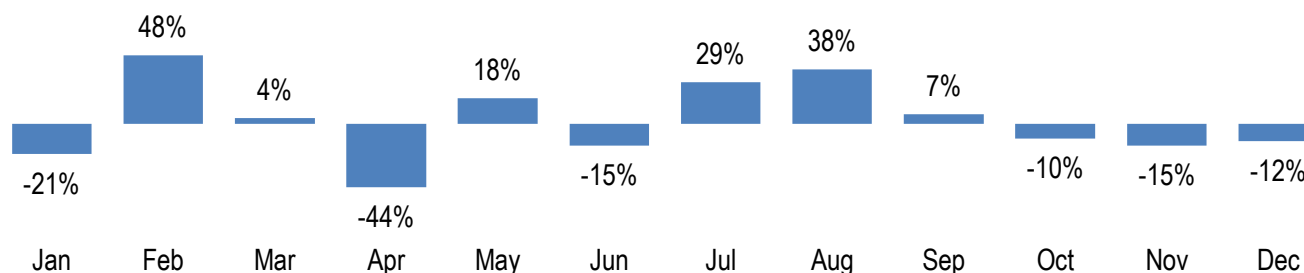
The longer term trends for domestic tourism in Scotland show 2009 to have been a year of rapid growth for holiday trips, followed by a sharp decline during 2010. There was recovery in 2011 and then a further dip in 2012 but by the end of that year, the volume of holiday trips was again growing. VFR trips appeared to be recovering at the end of 2012, but have dropped towards the end of 2013.

**Table 1.1.3 – Scotland Trips, Nights and Expenditure by Purpose – 2006-2013**

	2006	2007	2008	2009	2010	2011	2012	2013
<b>All Tourism</b>								
Trips (millions)	12.898	12.701	11.782	12.041	12.095	13.360	12.752	12.122
Nights (millions)	45.911	46.118	43.026	44.789	43.640	45.583	43.320	42.725
Spend - (historic prices - £m)	£2,584	£2,691	£2,685	£2,559	£2,517	£3,018	£2,891	£2,889
Spend - (2013 prices - £m)	£3,119	£3,172	£3,086	£2,885	£2,747	£3,139	£2,943	£2,889
<b>Holidays</b>								
Trips (millions)	5.794	6.304	5.931	6.651	5.700	6.572	6.168	6.480
Nights (millions)	22.335	26.181	25.274	26.301	21.637	25.498	22.469	24.396
Spend - (historic prices - £m)	£1,384	£1,508	£1,574	£1,515	£1,414	£1,740	£1,684	£1,814
Spend - (2013 prices - £m)	£1,670	£1,765	£1,789	£1,689	£1,537	£1,805	£1,712	£1,814
<b>VFR</b>								
Trips (millions)	4.285	3.859	3.648	3.212	3.614	4.106	4.031	3.470
Nights (millions)	15.631	12.398	11.36	12.248	13.506	13.241	14.568	11.734
Spend - (historic prices - £m)	£466	£519	£513	£432	£465	£572	£613	£496
Spend - (2013 prices - £m)	£562	£606	£585	£491	£506	£594	£622	£496
<b>Business</b>								
Trips (millions)	2.234	2.227	1.880	2.007	2.311	2.186	2.146	1.929
Nights (millions)	5.907	6.205	5.052	5.733	6.450	5.791	5.404	5.852
Spend - (historic prices - £m)	£654	£617	£538	£581	£561	£640	£537	£531
Spend - (2013 prices - £m)	£789	£739	£639	£663	£619	£671	£550	£531

## Wales Trips, Nights and Expenditure

**Figure 3 – % Change in Volume of Domestic Trips in Wales – 2012 vs. 2013**



In Wales, during 2013, some 10 million domestic tourism trips were taken, staying for 34 million bednights and spending £1.7 billion. While the number of trips made and the expenditure increased compared to 2012 (+3% and +5% respectively), the number of bednights dropped (-3%) year on year with many people choosing to take shorter trips.

There was a mixed performance across the year for volumes of trips taken in Wales. Significant declines were seen in January and April while seven months saw growth compared to 2012. Traditionally July and August are the most important months for Welsh tourism and this year accounted for a quarter (22%) of all trips taken, with both months seeing increases in volume compared to 2012 (+29% for July and +38% for August).

Over a longer period of time, there has been a period of gradual, steady growth in holiday trips taken since 2009, peaking in the early part of 2012. Declines seen through the early part of 2013 have been offset by a period of notable growth through the summer months and towards the end of the year. Welsh VFR trips have been climbing steadily since 2011 when volumes reached their lowest point. Business trips had also been improving during 2012, though 2013 has seen a period of fluctuation resulting in further declines towards the end of the year.

**Table 1.1.4 – Wales Trips, Nights and Expenditure by Purpose – 2006-2013**

	2006	2007	2008	2009	2010	2011	2012	2013
<b>All Tourism</b>								
Trips (millions)	9.547	8.811	8.452	8.890	8.666	9.697	9.603	9.929
Nights (millions)	36.045	31.876	31.794	32.582	32.765	34.941	34.727	33.682
Spend - (historic prices - £m)	£1,608	£1,408	£1,404	£1,396	£1,438	£1,734	£1,588	£1,696
Spend - (2013 prices - £m)	£1,941	£1,707	£1,653	£1,599	£1,581	£1,810	£1,620	£1,696
<b>Holidays</b>								
Trips (millions)	5.937	5.100	5.042	5.579	5.762	6.036	5.914	6.091
Nights (millions)	24.883	21.407	21.291	22.732	23.846	25.028	24.391	24.110
Spend - (historic prices - £m)	£1,037	£911	£884	£989	£1,049	£1,229	£1,072	£1,195
Spend - (2013 prices - £m)	£1,252	£1,104	£1,045	£1,120	£1,141	£1,278	£1,093	£1,195
<b>VFR</b>								
Trips (millions)	2.510	2.604	2.348	2.303	2.165	2.438	2.372	2.753
Nights (millions)	7.125	7.684	7.665	6.848	7.412	7.030	7.272	7.091
Spend - (historic prices - £m)	£245	£248	£268	£241	£250	£251	£279	£274
Spend - (2013 prices - £m)	£296	£294	£306	£272	£272	£263	£284	£274
<b>Business</b>								
Trips (millions)	0.848	0.824	0.845	0.675	0.616	0.994	1.101	0.870
Nights (millions)	2.744	2.007	2.270	1.897	1.320	2.253	2.230	2.029
Spend - (historic prices - £m)	£275	£183	£216	£136	£123	£223	£199	£202
Spend - (2013 prices - £m)	£332	£234	£259	£171	£147	£236	£205	£202

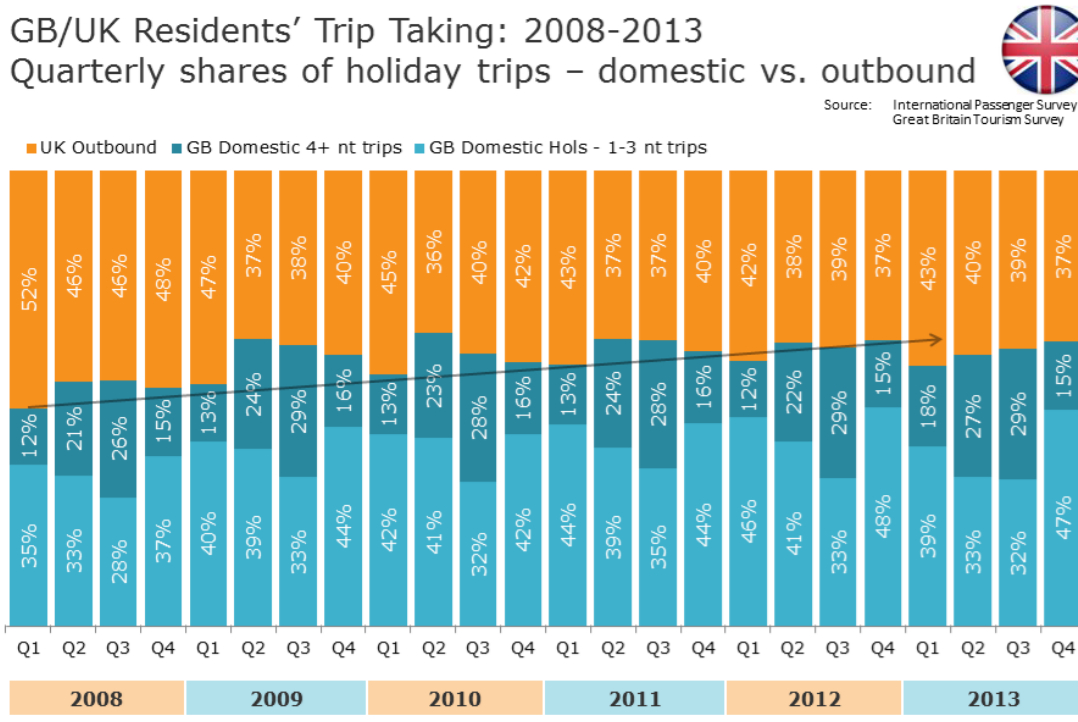
## Completing the Picture

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. In 2012 the level of domestic trips levelled off, with a slight decrease of -1% compared to 2011 and 2013 also seeing a -1% drop. The number of overseas trips taken declined sharply from 2008 to 2010, dropping from 46 million to 36 million. In 2011 the decline halted, but despite small increases in 2013, there is still a long way to go to reach 2008 levels.

Table 1.1.5 – Holiday trip taking by GB residents				
GB residents' holiday trips in GB			UK 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%
2013	56.969	-1.3%	36.932	+1.6%

\* Source: 2013 International Passenger Survey (Please note: Data for UK residents)

Consequently, as illustrated below, the share of domestic holidays vis-a-vis outbound holidays has increased significantly over the period from around 52% in 2008 to around 60% in 2013:



While the high volumes of domestic trips were maintained during 2012, there are signs that the volume levels have reached a plateau as 2013 levels on average have dropped. However, this is mainly showing a decrease due to the low Q1 levels, if 2014 follows the upward trend seen from Q2-Q4 this may change.

## Section 1.2 – 2013 – Full Year Summary

### Tourism volumes & values in 2013

It is estimated that in 2013, GB residents took around 123 million trips of one night or more within Great Britain. These trips involved a total of 374 million nights away from home, resulting in an average tourism trip length of 3 nights.

Tourism expenditure on these domestic trips was around £23 billion, representing an average spend of £187 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 2013, the average GB adult resident:

- took two tourism trips of one night or more away from home within Great Britain
- stayed away from home for approximately three nights per trip
- spent in the region of £190 per trip

### Tourism Destinations

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

Over four out of five (83%) British trips taken during 2013 were taken in England (101.8 million). Scotland saw 12.1 million trips during 2013 and a 10% share of British trips, while there were 9.9 million trips taken in Wales, with a share of 8%.

Table 1.2.1 – Tourism Trips in GB by country

	Trips	Share of Trips
Destination	Millions	%
GB Total	122.905	100%
England	101.756	83%
Scotland	12.122	10%
Wales	9.929	8%

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%	122.905	100%
England	53.107	86%	101.756	83%
Scotland	5.282	9%	12.122	10%
Wales	3.302	5%	9.929	8%

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

Tourism trips taken in Britain during 2013 were around 3.04 nights' duration on average. The average length of trips taken in Scotland and Wales was longer (with 3.52 nights for Scottish trips and 3.39 nights being spent on trips in Wales).

Table 1.2.3 – Tourism Nights in GB by country			
	Nights	Share of Nights	Av. nights per trip
Destination	Millions	%	
GB Total	373.607	100%	3.04
England	297.199	82%	2.92
Scotland	42.725	10%	3.52
Wales	33.682	8%	3.39

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 £238. 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 £171, despite longer trip lengths (3.39 nights per trip on average). However, 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	£23,294	100%	£190	£62
England	£18,710	82%	£184	£63
Scotland	£2,889	10%	£238	£68
Wales	£1,696	8%	£171	£50



## Purpose by Destination

This section illustrates the primary purpose of tourism trips taken by British residents within Great Britain in 2013 – 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 Total Holiday trips (including VFR-Holidays) is notably higher than for England and Scotland (77% vs. 66% for England and 73% for Scotland). Trips in Scotland and Wales were also more likely to be longer (4+ nights) than those taken in England, comprising 29% and 31% respectively of trips taken.

Trips for the purpose of visiting friends and relatives (VFR) were taken more often in England, where 38% of trips were taken for this reason compared to 29% in Scotland and 28% in Wales.

During 2013, Wales saw a smaller proportion of business trips than England and Scotland (9% vs. 15% in England and 16% in Scotland).

Table 1.2.5 – Trips in GB by purpose

	England	Scotland	Wales
Purpose	Million	Million	Million
Total	101.756	12.122	9.929
Total Holiday (including VFR-Holiday)	66.868	8.799	7.652
1-3 nights	46.417	5.301	4.614
4+ nights	20.450	3.498	3.038
Holiday	44.926	6.480	6.091
VFR	38.194	3.470	2.753
VFR-Holiday	21.942	2.319	1.561
VFR-Other	16.253	1.151	1.192
Business/work	15.122	1.929	0.870
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (including VFR-Holiday)	66%	73%	77%
1-3 nights	46%	44%	46%
4+ nights	20%	29%	31%
Holiday	44%	53%	61%
VFR	38%	29%	28%
VFR-Holiday	22%	19%	16%
VFR-Other	16%	9%	12%
Business/work	15%	16%	9%

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 (3.39 nights for Wales and 3.52 nights for Scotland vs. 2.92 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	297.199	42.725	33.682
Total Holiday (including VFR-Holiday)	216.296	32.923	28.48
1-3 nights	86.876	10.572	9.429
4+ nights	129.420	22.352	19.049
Holiday	149.722	24.396	24.110
VFR	105.943	11.734	7.091
VFR-Holiday	66.574	8.527	4.368
VFR-Other	39.369	3.207	2.723
Business/work	32.261	5.852	2.029
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (including VFR-Holiday)	73%	77%	84%
1-3 nights	29%	25%	28%
4+ nights	44%	52%	56%
Holiday	50%	57%	72%
VFR	36%	27%	21%
VFR-Holiday	22%	20%	13%
VFR-Other	13%	8%	8%
Business/work	11%	14%	6%

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	£18,710	£2,889	£1,696
Total Holiday (including VFR-Holiday)	£12,925	£2,172	£1,361
1-3 nights	£7,278	£1,061	£611
4+ nights	£5,646	£1,111	£749
Holiday	£10,463	£1,814	£1,195
VFR	£4,078	£496	£274
VFR-Holiday	£2,462	£358	£166
VFR-Other	£1,616	£138	£108
Business/work	£3,655	£531	£202
Purpose	% Share	% Share	% Share
Total	100%	100%	100%
Total Holiday (including VFR-Holiday)	69%	75%	80%
1-3 nights	39%	37%	36%
4+ nights	30%	38%	44%
Holiday	56%	63%	70%
VFR	22%	17%	16%
VFR-Holiday	13%	12%	10%
VFR-Other	9%	5%	6%
Business/work	20%	18%	12%

## 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 106 million trips in 2013, a share of 86% of all British trips, while those in Scotland took around 10.5 million and Welsh residents almost 6.5 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)	122.905	105.916	10.510	6.479
Share of trips taken (%)	100%	86%	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	1.99	1.99	1.99	1.96

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 £378 on these trips overall. Scottish residents spent slightly more nights away than English or Welsh residents (6.37 compared to 6.03 for England and 6.02 for Wales). Scottish residents also spent considerably more on trips each year, with an average of £456.

**Table 1.2.9 – Nights taken & spending by country of residence**

	Residents of.....			
	GB	England	Scotland	Wales
Nights away (Million)	373.607	320.063	33.659	19.885
Av. number of Nights taken per resident	6.06	6.03	6.37	6.02
Spending (£ Million)	£23,294	£19,655	£2,409	£1,231
Av. Spending per resident (£)	£378	£370	£456	£373

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	122.905	105.916	10.510	6.479
England	101.756	93.630	4.107	4.018
Scotland	12.122	5.606	6.323	0.193
Wales	9.929	7.435	0.209	2.285

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 (39%). 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 (62%). 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%	39%	62%
Scotland	10%	5%	60%	3%
Wales	8%	7%	2%	35%

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 (92%) taken in England were taken by English residents. There is more diversity in the origins of residents taking trips in Scotland and Wales, three quarters (75%) of those taking trips in Wales having come from England. Nearly half of those taking trips in Scotland came from England (46%). The proportion of trips in Scotland that were taken by Welsh visitors was low (2%) and similarly Scottish residents made up only 2% of trips taken in Wales. The dominance of English residents in each trip location is a reflection of the much larger population of England.

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%	9%	5%
England	100%	92%	4%	4%
Scotland	100%	46%	52%	2%
Wales	100%	75%	2%	23%

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

- English residents generate 92% of trips, 91% of nights and 89% of spend on domestic trips taken in England
- For Scottish residents, equivalent figures for trips in Scotland are 52% of trips, 42% of nights and 40% of spend
- And for Welsh residents, the proportions are 23%, 20% and 19% respectively

The further people travel, the more nights they are likely be away and the higher their spend is likely to be. Therefore, people taking a trip outside their country of residence will tend to account for a higher proportion of nights and spend, and those taking a trip within their country for residence will make up a lower proportion of nights and spend.

**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	373.607	320.063	33.659	19.885
England	297.199	270.267	14.818	12.114
Scotland	42.725	23.455	18.125	1.146
Wales	33.682	26.341	0.716	6.625

**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%	78%	2%	20%

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

Spend	Residents of.....			
	GB	England	Scotland	Wales
Destination	£Million	£Million	£Million	£Million
GB	£23,294	£19,655	£2,409	£1,231
England	£18,710	£16,690	£1,195	£825
Scotland	£2,889	£1,637	£1,164	£88
Wales	£1,696	£1,329	£50	£318

**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%	84%	10%	5%
England	100%	89%	6%	4%
Scotland	100%	57%	40%	3%
Wales	100%	78%	3%	19%



Table 1.2.17 presents analysis of the extent to which each country is a net ‘winner’ or ‘loser’ in terms of domestic tourism. For example, if residents of country X take 10 trips outside country X, in countries Y and Z, but 12 trips are taken in country X, by residents of countries Y and Z then country X has a net gain of 2 trips.

Both Scotland and Wales have more domestic tourism trips, nights and expenditure from elsewhere in Britain than residents of those countries who take trips to other parts of Britain. The converse is true for England, with a net loss in numbers of trips, nights and spend versus the rest of Britain.

Table 1.2.17 – Net Gains/Losses of Domestic Tourism			
	<b>Trips</b>	<b>Nights</b>	<b>Spend</b>
<b>Purpose</b>	<b>Millions</b>	<b>Millions</b>	<b>£Millions</b>
England	-4.92	-22.86	-£946
Scotland	+1.48	+9.07	+£480
Wales	+3.43	+13.80	+£466

English Regions – All Tourism - Analysis by region of residence and region visited

Table 1.2.18 –England Overnight Tourism: All tourism trips by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	0.365	1.148	0.380	0.269	0.320	0.269	0.823	0.459	0.323
Wales	0.046	0.667	0.254	0.141	0.522	0.165	0.576	0.611	1.090
North East England	1.107	1.322	1.309	0.357	0.340	0.264	0.410	0.409	0.199
North West England	0.441	4.014	1.350	0.552	1.048	0.578	1.625	0.902	1.190
Yorkshire and the Humber	0.659	1.696	2.832	1.279	0.742	0.715	1.337	0.926	0.658
East Midlands	0.319	0.953	1.158	1.940	0.987	1.315	1.142	1.467	1.270
West Midlands	0.152	1.242	0.471	0.683	1.794	0.479	0.964	0.961	2.128
East of England	0.162	0.614	0.599	0.708	0.540	2.201	0.845	1.446	1.341
London	0.130	0.697	0.449	0.534	0.986	0.876	0.798	2.890	1.623
South East England	0.276	0.922	0.744	0.868	1.023	1.446	2.101	5.850	3.575
South West England	0.243	0.708	0.465	0.568	0.723	0.651	1.689	2.014	6.002
<b>TOTAL</b>	<b>3.901</b>	<b>13.984</b>	<b>10.011</b>	<b>7.897</b>	<b>9.023</b>	<b>8.959</b>	<b>12.310</b>	<b>17.934</b>	<b>19.399</b>

Table 1.2.19 –England Overnight Tourism: All tourism trips by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	9.4%	8.2%	3.8%	3.4%	3.5%	3.0%	6.7%	2.6%	1.7%
Wales	1.2%	4.8%	2.5%	1.8%	5.8%	1.8%	4.7%	3.4%	5.6%
North East England	28.4%	9.5%	13.1%	4.5%	3.8%	2.9%	3.3%	2.3%	1.0%
North West England	11.3%	28.7%	13.5%	7.0%	11.6%	6.5%	13.2%	5.0%	6.1%
Yorkshire and the Humber	16.9%	12.1%	28.3%	16.2%	8.2%	8.0%	10.9%	5.2%	3.4%
East Midlands	8.2%	6.8%	11.6%	24.6%	10.9%	14.7%	9.3%	8.2%	6.5%
West Midlands	3.9%	8.9%	4.7%	8.6%	19.9%	5.3%	7.8%	5.4%	11.0%
East of England	4.2%	4.4%	6.0%	9.0%	6.0%	24.6%	6.9%	8.1%	6.9%
London	3.3%	5.0%	4.5%	6.8%	10.9%	9.8%	6.5%	16.1%	8.4%
South East England	7.1%	6.6%	7.4%	11.0%	11.3%	16.1%	17.1%	32.6%	18.4%
South West England	6.2%	5.1%	4.6%	7.2%	8.0%	7.3%	13.7%	11.2%	30.9%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 1.2.20 –England Overnight Tourism: All tourism nights by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	0.927	3.330	1.670	0.758	1.045	1.218	2.912	1.650	1.238
Wales	0.173	1.805	0.626	0.429	1.282	0.410	1.231	1.793	4.145
North East England	2.605	3.600	3.928	0.911	0.805	1.124	0.999	1.516	0.995
North West England	1.305	9.154	3.708	1.328	2.236	1.677	4.217	3.239	5.841
Yorkshire and the Humber	1.794	4.453	7.316	4.004	1.607	2.272	2.925	2.846	2.950
East Midlands	1.221	2.207	2.773	4.966	2.497	4.074	2.338	4.229	6.220
West Midlands	0.464	3.038	1.243	1.434	3.420	1.510	2.110	3.101	8.760
East of England	0.433	1.607	1.738	1.793	1.036	6.134	1.731	3.911	5.287
London	0.459	2.269	1.551	1.571	2.659	2.928	1.541	7.767	5.908
South East England	0.802	2.258	1.997	2.173	2.295	3.892	4.120	13.860	14.127
South West England	0.777	2.101	1.277	1.543	1.829	2.053	3.314	5.859	18.813
<b>TOTAL</b>	<b>10.960</b>	<b>35.823</b>	<b>27.828</b>	<b>20.910</b>	<b>20.711</b>	<b>27.292</b>	<b>27.437</b>	<b>49.773</b>	<b>74.283</b>

Table 1.2.21 –England Overnight Tourism: All tourism nights by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	8.5%	9.3%	6.0%	3.6%	5.0%	4.5%	10.6%	3.3%	1.7%
Wales	1.6%	5.0%	2.2%	2.1%	6.2%	1.5%	4.5%	3.6%	5.6%
North East England	23.8%	10.0%	14.1%	4.4%	3.9%	4.1%	3.6%	3.0%	1.3%
North West England	11.9%	25.6%	13.3%	6.4%	10.8%	6.1%	15.4%	6.5%	7.9%
Yorkshire and the Humber	16.4%	12.4%	26.3%	19.1%	7.8%	8.3%	10.7%	5.7%	4.0%
East Midlands	11.1%	6.2%	10.0%	23.7%	12.1%	14.9%	8.5%	8.5%	8.4%
West Midlands	4.2%	8.5%	4.5%	6.9%	16.5%	5.5%	7.7%	6.2%	11.8%
East of England	4.0%	4.5%	6.2%	8.6%	5.0%	22.5%	6.3%	7.9%	7.1%
London	4.2%	6.3%	5.6%	7.5%	12.8%	10.7%	5.6%	15.6%	8.0%
South East England	7.3%	6.3%	7.2%	10.4%	11.1%	14.3%	15.0%	27.8%	19.0%
South West England	7.1%	5.9%	4.6%	7.4%	8.8%	7.5%	12.1%	11.8%	25.3%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 1.2.22 –England Overnight Tourism: All tourism expenditure by region of residence and region visited (£millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions
Scotland	£67	£290	£87	£50	£82	£72	£315	£124	£104
Wales	£18	£100	£40	£29	£80	£20	£198	£115	£210
North East England	£143	£199	£227	£37	£42	£40	£115	£80	£58
North West England	£73	£520	£215	£95	£156	£114	£428	£157	£306
Yorkshire and the Humber	£136	£330	£444	£162	£154	£125	£333	£242	£202
East Midlands	£68	£200	£211	£232	£135	£204	£255	£206	£347
West Midlands	£27	£216	£84	£76	£139	£92	£269	£155	£525
East of England	£32	£118	£139	£93	£101	£262	£133	£222	£359
London	£36	£146	£99	£87	£149	£188	£61	£394	£373
South East England	£75	£210	£164	£137	£171	£218	£323	£665	£757
South West England	£74	£131	£83	£105	£111	£81	£363	£288	£1,050
<b>TOTAL</b>	<b>£749</b>	<b>£2,458</b>	<b>£1,792</b>	<b>£1,103</b>	<b>£1,318</b>	<b>£1,415</b>	<b>£2,793</b>	<b>£2,648</b>	<b>£4,291</b>

Table 1.2.23 –England Overnight Tourism: All tourism expenditure by region of residence and region visited (£millions)

	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions
Scotland	8.9%	11.8%	4.9%	4.5%	6.2%	5.1%	11.3%	4.7%	2.4%
Wales	2.4%	4.1%	2.2%	2.6%	6.1%	1.4%	7.1%	4.3%	4.9%
North East England	19.1%	8.1%	12.7%	3.4%	3.2%	2.8%	4.1%	3.0%	1.4%
North West England	9.7%	21.2%	12.0%	8.6%	11.8%	8.1%	15.3%	5.9%	7.1%
Yorkshire and the Humber	18.2%	13.4%	24.8%	14.7%	11.7%	8.8%	11.9%	9.1%	4.7%
East Midlands	9.1%	8.1%	11.8%	21.0%	10.2%	14.4%	9.1%	7.8%	8.1%
West Midlands	3.6%	8.8%	4.7%	6.9%	10.5%	6.5%	9.6%	5.9%	12.2%
East of England	4.3%	4.8%	7.8%	8.4%	7.7%	18.5%	4.8%	8.4%	8.4%
London	4.8%	5.9%	5.5%	7.9%	11.3%	13.3%	2.2%	14.9%	8.7%
South East England	10.0%	8.5%	9.2%	12.4%	13.0%	15.4%	11.6%	25.1%	17.6%
South West England	9.9%	5.3%	4.6%	9.5%	8.4%	5.7%	13.0%	10.9%	24.5%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 1.2.19 shows that the majority of trips made are by those visiting from other regions. However, with the exception of London, the greatest proportion of trips made in each English region are made by residents of the same area. The origins of visitors to London is slightly more diverse, drawing visitors from a wider range of regions – more than nine out of ten (94%) overnight visits are made by non-London residents. London also conversely sees a far smaller proportion of those who live in the region taking overnight visits there.

In terms of the volume of nights spent in each region, regions in the Northern or Southern regions of England tended to see a larger proportion of nights spent by those living in the same region. For other regions, including the East and West Midlands, East of England and London, the largest share of nights was spent by those from outside the region. A similar pattern was also seen in terms of the expenditure in each region by origin of visitor.

## English Regions – Holiday Trips - Analysis by region of residence and region visited

Table 1.2.24 –England Overnight Tourism: All holiday trips by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	0.202	0.642	0.185	0.138	0.076	0.096	0.310	0.118	0.120
Wales	0.023	0.244	0.106	0.053	0.238	0.054	0.230	0.226	0.656
North East England	0.630	0.668	0.798	0.154	0.128	0.087	0.124	0.158	0.123
North West England	0.179	2.565	0.681	0.190	0.310	0.116	0.520	0.234	0.609
Yorkshire and the Humber	0.354	1.027	1.804	0.718	0.327	0.258	0.533	0.298	0.386
East Midlands	0.083	0.421	0.508	1.013	0.391	0.628	0.322	0.393	0.647
West Midlands	0.047	0.597	0.196	0.263	0.673	0.187	0.314	0.336	1.534
East of England	0.060	0.246	0.235	0.325	0.215	1.166	0.265	0.618	0.800
London	0.026	0.203	0.121	0.159	0.257	0.372	0.130	1.275	0.805
South East England	0.082	0.277	0.190	0.350	0.295	0.480	0.547	2.469	1.962
South West England	0.059	0.251	0.090	0.185	0.235	0.187	0.501	0.657	3.214
<b>TOTAL</b>	<b>1.745</b>	<b>7.141</b>	<b>4.914</b>	<b>3.549</b>	<b>3.146</b>	<b>3.631</b>	<b>3.797</b>	<b>6.784</b>	<b>10.857</b>

Table 1.2.25 –England Overnight Tourism: All holiday trips by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	11.6%	9.0%	3.8%	3.9%	2.4%	2.6%	8.2%	1.7%	1.1%
Wales	1.3%	3.4%	2.2%	1.5%	7.6%	1.5%	6.1%	3.3%	6.0%
North East England	36.1%	9.4%	16.2%	4.3%	4.1%	2.4%	3.3%	2.3%	1.1%
North West England	10.3%	35.9%	13.9%	5.4%	9.9%	3.2%	13.7%	3.4%	5.6%
Yorkshire and the Humber	20.3%	14.4%	36.7%	20.2%	10.4%	7.1%	14.0%	4.4%	3.6%
East Midlands	4.8%	5.9%	10.3%	28.5%	12.4%	17.3%	8.5%	5.8%	6.0%
West Midlands	2.7%	8.4%	4.0%	7.4%	21.4%	5.2%	8.3%	5.0%	14.1%
East of England	3.4%	3.4%	4.8%	9.2%	6.8%	32.1%	7.0%	9.1%	7.4%
London	1.5%	2.8%	2.5%	4.5%	8.2%	10.2%	3.4%	18.8%	7.4%
South East England	4.7%	3.9%	3.9%	9.9%	9.4%	13.2%	14.4%	36.4%	18.1%
South West England	3.4%	3.5%	1.8%	5.2%	7.5%	5.2%	13.2%	9.7%	29.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



Table 1.2.26 –England Overnight Tourism: All holiday nights by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	0.566	1.925	0.935	0.420	0.156	0.592	1.160	0.383	0.549
Wales	0.105	0.521	0.249	0.226	0.631	0.086	0.455	0.703	3.138
North East England	1.706	1.802	2.472	0.457	0.196	0.491	0.247	0.602	0.695
North West England	0.727	6.44	2.173	0.557	0.595	0.494	1.395	0.859	3.709
Yorkshire and the Humber	1.030	3.042	4.896	2.579	0.692	1.082	1.117	1.051	2.204
East Midlands	0.339	1.182	1.341	3.041	1.049	2.514	0.623	1.418	3.526
West Midlands	0.212	1.424	0.749	0.752	1.567	0.777	0.663	1.310	7.166
East of England	0.218	0.964	0.844	0.891	0.477	3.675	0.496	1.499	3.827
London	0.118	0.695	0.391	0.592	0.626	1.667	0.159	3.463	2.807
South East England	0.258	0.938	0.517	0.796	0.694	1.802	0.930	6.709	8.891
South West England	0.245	0.735	0.227	0.530	0.619	0.691	0.914	2.223	11.777
<b>TOTAL</b>	<b>5.525</b>	<b>19.668</b>	<b>14.794</b>	<b>10.842</b>	<b>7.301</b>	<b>13.87</b>	<b>8.158</b>	<b>20.22</b>	<b>48.289</b>

Table 1.2.27 –England Overnight Tourism: All holiday nights by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions	Millions
Scotland	10.2%	9.8%	6.3%	3.9%	2.1%	4.3%	14.2%	1.9%	1.1%
Wales	1.9%	2.6%	1.7%	2.1%	8.6%	0.6%	5.6%	3.5%	6.5%
North East England	30.9%	9.2%	16.7%	4.2%	2.7%	3.5%	3.0%	3.0%	1.4%
North West England	13.2%	32.7%	14.7%	5.1%	8.1%	3.6%	17.1%	4.2%	7.7%
Yorkshire and the Humber	18.6%	15.5%	33.1%	23.8%	9.5%	7.8%	13.7%	5.2%	4.6%
East Midlands	6.1%	6.0%	9.1%	28.0%	14.4%	18.1%	7.6%	7.0%	7.3%
West Midlands	3.8%	7.2%	5.1%	6.9%	21.5%	5.6%	8.1%	6.5%	14.8%
East of England	3.9%	4.9%	5.7%	8.2%	6.5%	26.5%	6.1%	7.4%	7.9%
London	2.1%	3.5%	2.6%	5.5%	8.6%	12.0%	1.9%	17.1%	5.8%
South East England	4.7%	4.8%	3.5%	7.3%	9.5%	13.0%	11.4%	33.2%	18.4%
South West England	4.4%	3.7%	1.5%	4.9%	8.5%	5.0%	11.2%	11.0%	24.4%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Table 1.2.28 –England Overnight Tourism: All holiday expenditure by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions
Scotland	£37	£158	£51	£29	£30	£35	£136	£33	£40
Wales	£13	£48	£17	£15	£47	£4	£114	£62	£156
North East England	£122	£124	£166	£21	£19	£10	£37	£33	£44
North West England	£45	£419	£151	£53	£55	£45	£153	£51	£200
Yorkshire and the Humber	£97	£236	£294	£110	£70	£51	£169	£82	£142
East Midlands	£20	£99	£116	£165	£72	£114	£100	£72	£204
West Midlands	£11	£129	£52	£42	£75	£52	£140	£75	£425
East of England	£12	£59	£67	£55	£53	£178	£62	£123	£289
London	£6	£53	£29	£33	£48	£145	£26	£232	£268
South East England	£30	£95	£47	£60	£54	£94	£142	£383	£533
South West England	£22	£52	£24	£37	£34	£30	£124	£128	£777
<b>TOTAL</b>	<b>£415</b>	<b>£1,471</b>	<b>£1,015</b>	<b>£619</b>	<b>£555</b>	<b>£757</b>	<b>£1,203</b>	<b>£1,273</b>	<b>£3,076</b>

Table 1.2.29 –England Overnight Tourism: All holiday expenditure by region of residence and region visited (millions)									
	North East England	North West England	Yorkshire and The Humber	East Midlands	West Midlands	East of England	London	South East England	South West England
Area of origin	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions	£Millions
Scotland	8.9%	10.7%	5.0%	4.7%	5.4%	4.6%	11.3%	2.6%	1.3%
Wales	3.1%	3.3%	1.7%	2.4%	8.5%	0.5%	9.5%	4.9%	5.1%
North East England	29.4%	8.4%	16.4%	3.4%	3.4%	1.3%	3.1%	2.6%	1.4%
North West England	10.8%	28.5%	14.9%	8.6%	9.9%	5.9%	12.7%	4.0%	6.5%
Yorkshire and the Humber	23.4%	16.0%	29.0%	17.8%	12.6%	6.7%	14.0%	6.4%	4.6%
East Midlands	4.8%	6.7%	11.4%	26.7%	13.0%	15.1%	8.3%	5.7%	6.6%
West Midlands	2.7%	8.8%	5.1%	6.8%	13.5%	6.9%	11.6%	5.9%	13.8%
East of England	2.9%	4.0%	6.6%	8.9%	9.5%	23.5%	5.2%	9.7%	9.4%
London	1.4%	3.6%	2.9%	5.3%	8.6%	19.2%	2.2%	18.2%	8.7%
South East England	7.2%	6.5%	4.6%	9.7%	9.7%	12.4%	11.8%	30.1%	17.3%
South West England	5.3%	3.5%	2.4%	6.0%	6.1%	4.0%	10.3%	10.1%	25.3%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

As with all tourism trips, holiday trips also tended to see the greatest proportion of trips taken by people from the same region than any other individual region, although this varied for London, where visitors were more likely to have come from the rest of the South East or from further regions. This pattern was also reflected for the number of nights spent and expenditure within each region, with each region seeing its own residents accounting for the largest share of nights/spend, apart from London, where visitors from elsewhere were more likely to have a larger proportion.

## Booking method and lead time analysis

### Trips booked by trip purpose

Table 1.2.30 – Booking method by trip purpose								
	All trips		Holiday trips		VFR trips		Business trips	
Purpose	Million	%			Million		Million	
<i>GB</i>	122.905	100%	56.969	100%	44.200	100%	17.772	100%
<b>Firm booking</b>	<b>68.640</b>	56%	<b>39.751</b>	70%	<b>15.134</b>	34%	<b>11.518</b>	65%
<b>No firm bookings</b>	<b>46.799</b>	38%	<b>13.938</b>	24%	<b>27.407</b>	62%	<b>4.083</b>	23%
<i>England</i>	101.756	100%	44.926	100%	38.194	100%	15.122	100%
<b>Firm booking</b>	<b>56.785</b>	56%	<b>31.854</b>	71%	<b>12.932</b>	32%	<b>9.987</b>	66%
<b>No firm bookings</b>	<b>38.829</b>	38%	<b>10.480</b>	23%	<b>23.797</b>	62%	<b>3.332</b>	22%
<i>Scotland</i>	12.122	100%	6.480	100%	3.470	100%	1.929	100%
<b>Firm booking</b>	<b>7.237</b>	60%	<b>4.683</b>	72%	<b>1.331</b>	38%	<b>1.106</b>	57%
<b>No firm bookings</b>	<b>4.128</b>	34%	<b>1.458</b>	23%	<b>2.043</b>	59%	<b>0.559</b>	29%
<i>Wales</i>	9.929	100%	6.091	100%	2.753	100%	0.870	100%
<b>Firm booking</b>	<b>5.285</b>	53%	<b>3.628</b>	60%	<b>1.041</b>	38%	<b>0.509</b>	59%
<b>No firm bookings</b>	<b>4.039</b>	41%	<b>2.099</b>	34%	<b>1.605</b>	58%	<b>0.245</b>	28%

More than half (56%) of trips undertaken in GB during 2013 were booked in advance of taking the trip. The proportion of trips booked in advance varied by the purpose of the trip. Holidays and business trips were most likely to be booked in advance, 70% and 65% respectively are pre-booked and VFR trips were less likely to be booked in advance (34%). When considering holiday trips, those to Wales were less likely to be booked in advance (60%) than those to Scotland (72%) or England (71%).

## Trips taken in GB by booking method

Table 1.2.31 – Booking method by volume of trips, nights and expenditure – Overall GB			
	Trips	Nights	Expenditure
	Million	Million	£Million
Total	122.905	373.607	£23,294
<b>Firm booking (Net)</b>	<b>68.640</b>	<b>201.075</b>	<b>£15,733</b>
Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	5.798	15.045	£1,526
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	4.728	19.813	£1,358
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	41.618	120.010	£10,097
Directly through a transport provider (e.g. rail, air, sea, coach)	10.529	33.508	£2,099
Directly through a Tourist Board or Tourist Information Centre	0.807	2.789	£189
Through some other source	5.810	17.732	£1,269
<b>Did not make any firm bookings before trip</b>	<b>46.799</b>	<b>141.670</b>	<b>£5,438</b>
Don't know	9.625	30.861	£2,124

The 56% of GB trips in 2013 that were booked in advance actually accounted 68% of overall expenditure, since a higher proportion of more expensive trips were booked in advance than those costing less.

Overall, bookings made directly through the accommodation provider (e.g. hotel, B&B or cottage owner) account for the largest share of GB domestic overnight trips, with around a third (41.6 million) trips booked in this way. This method of booking trips also accounted for a slightly larger share of expenditure with more than two fifths (43%) of all expenditure being accounted for by direct bookings with accommodation providers. The nights spent by each booking method broadly reflected the share of trips overall, with the largest share of nights spent on trips where the booking was made directly with the accommodation provider. Other popular methods of booking trips included bookings made through a transport provider (e.g. rail, air, sea or coach), accounting for 9% of trips, or through a high street or online travel agent (5%). Just under two fifths (38%) of trips are made without a firm booking, but account for just over a fifth (23%) of the expenditure on GB trips overall.

## GB trip volumes by booking methods and country visited

Table 1.2.32 – Trip volumes by booking method – by country visited				
	GB	England	Scotland	Wales
Booking method	Million	Million	Million	Million
Total	122.905	101.756	12.122	9.929
<b>Firm booking (Net)</b>	<b>68.640</b>	<b>56.785</b>	<b>7.237</b>	<b>5.285</b>
Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	5.798	4.683	0.726	0.437
Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	4.728	3.852	0.541	0.364
Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	41.618	34.383	4.229	3.510
Directly through a transport provider (e.g. rail, air, sea, coach)	10.529	8.917	1.248	0.432
Directly through a Tourist Board or Tourist Information Centre	0.807	0.641	0.061	0.117
Through some other source	5.810	4.838	0.591	0.441
<b>Did not make any firm bookings before trip</b>	<b>46.799</b>	<b>38.829</b>	<b>4.128</b>	<b>4.039</b>
Don't know	9.625	8.005	0.958	0.699

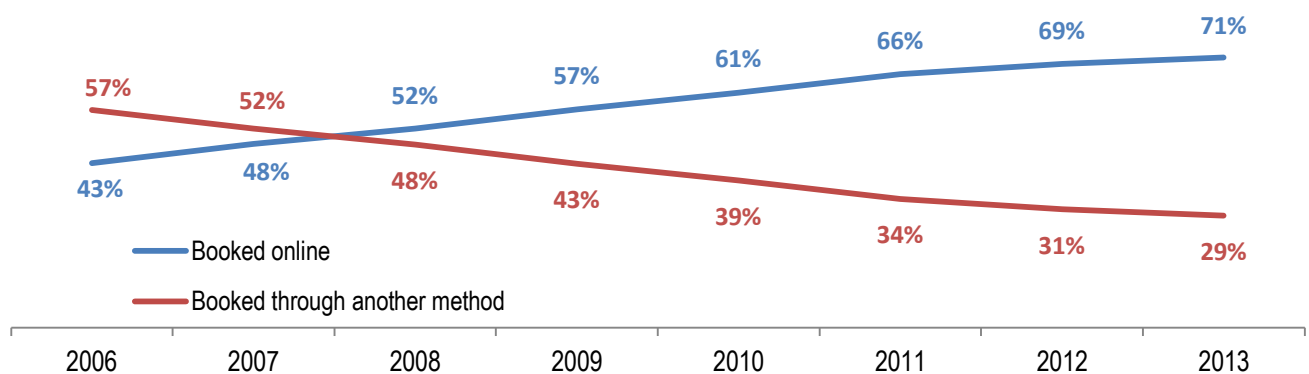
When comparing across different GB nations visited, there were similar proportions of visitors making firm bookings ahead of their trip, although Scotland saw a slightly higher share (58% compared to 54% for GB overall). On the other hand, trips to Wales were slightly more likely to involve trips where a firm booking had not been made previously (41% vs. 38% for GB overall).

In terms of the method of booking, going directly through the accommodation provider was the most popular choice across each of the nations, accounting for just over a third in each (34% England, 35% Scotland and 35% Wales). Other methods of booking saw similar levels of take-up across the nations, although Welsh trips were less likely to involve booking directly through a transport provider (4% v.s. 9% for GB overall).

## Booking online vs. other methods

Table 1.2.33 – GB Trip volumes by booking method – trends over time								
	2006	2007	2008	2009	2010	2011	2012	2013
Purpose	Million	Million	Million	Million	Million	Million	Million	Million
Total	122.58	119.854	114.442	122.537	115.711	126.635	126.019	122.905
<b>Firm booking (Net)</b>	<b>54.265</b>	<b>55.105</b>	<b>53.616</b>	<b>60.738</b>	<b>56.902</b>	<b>64.829</b>	<b>68.249</b>	<b>68.640</b>
Booked online	23.341	26.526	27.656	34.448	34.739	42.973	47.093	48.545
Booked through another method	30.924	28.579	25.960	26.290	22.163	21.856	21.156	20.095

Figure 4: % of GB trips where a firm booking was made - online vs. other methods



The growth of the importance of online methods of booking GB overnight trips can clearly be seen in Figure 4. Around seven out of ten trips where a firm booking is made are now booked online and the volume of trips booked online has more than doubled since 2006.

Figure 5: % of 2013 trips where a firm booking was made – booking method by type of provider

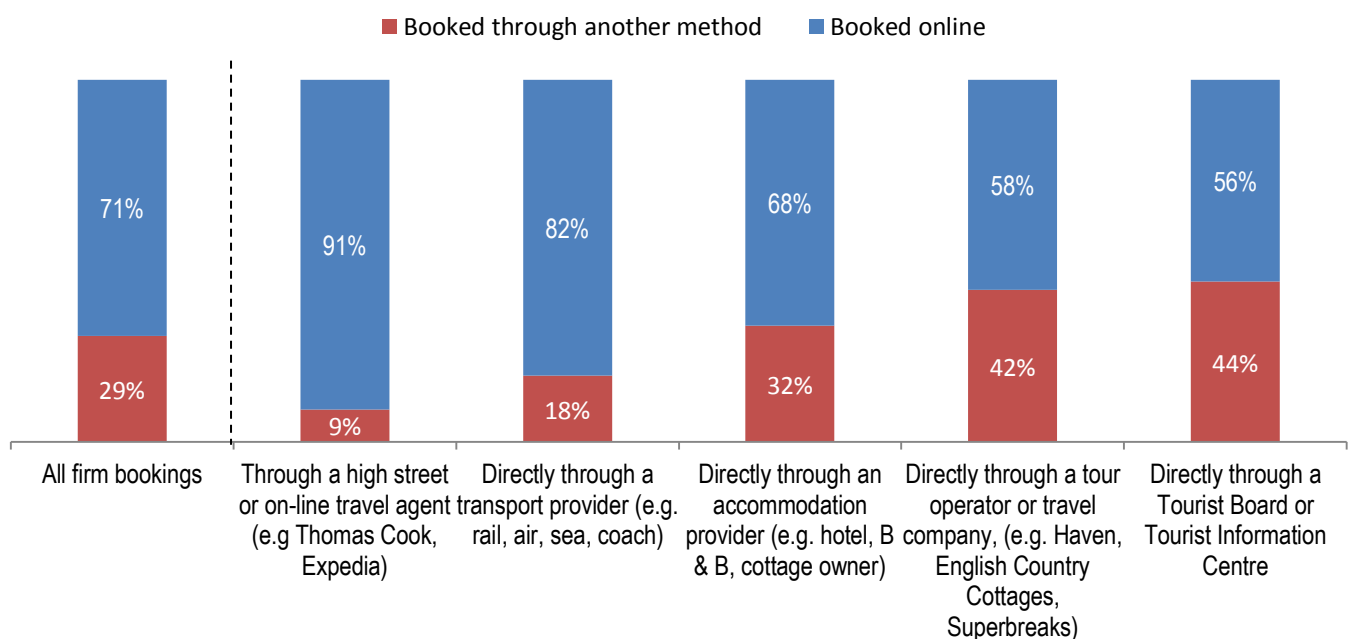


Figure 5 shows that although the majority of trips booked in advance during 2013 were done so online, the extent of this varied slightly by the type of channel accommodation is booked through. The highest levels of online booking were seen for those booking through a high street or online travel agent (e.g. Thomas Cook or Expedia) and around nine in ten (91%) of these trips were booked online. Booking accommodation through a transport provider was also highly likely to be done online (82%). Just over two thirds of those booking directly through an accommodation provider did so online. Of the remainder, the majority of these booked over the phone (29% of all firm bookings).

Tour operators and tourist boards tended to see higher proportions of trip-takers booking through non-online means – over two fifths in each case (42% and 44% respectively). For tour operators or travel companies such as Haven, English Country Cottages etc, telephone was a key non-online method of booking, with around 32% of firm bookings with them made this way. Around one in ten (12%) trips booked through these providers were booked in person, either at a head office or branch location. Telephone bookings were also key for Tourist Boards or Information Centres, with a quarter (26%) of trips booked through them made this way, but booking in person was also notable with nearly a fifth (18%) of trips using this method.

**Figure 6: % of 2013 trips where a firm booking was made – booking method by trip purpose**

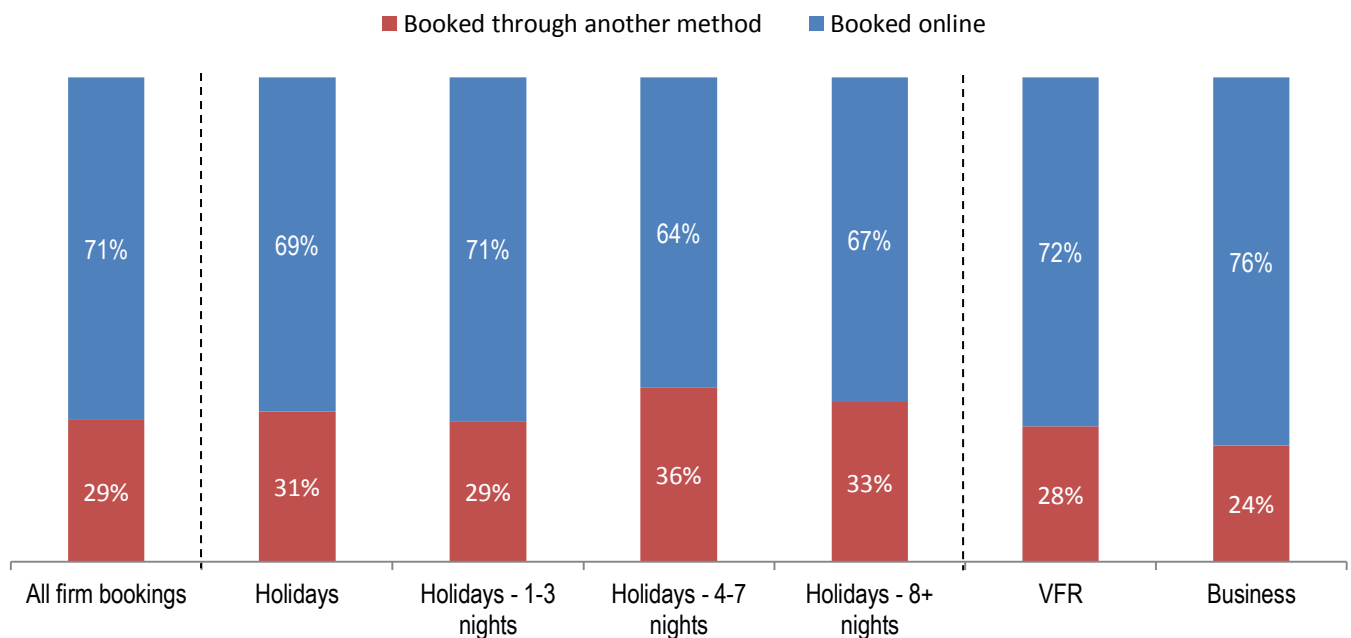


Figure 6 highlights that trip purpose did not have a significant impact upon propensity to book online or through other methods, with fairly consistent levels of take-up across all types. Business trips were more likely to have accommodation booked online, with more than three quarters (76%) choosing to do so.

In terms of holiday trips, nearly seven in ten (69%) trips are booked in this way. Other methods of booking holiday trips included telephone (24%), booking in person (6%) and by email (2%). Mid-length holidays were more likely to have been booked by non-online methods, with 36% of holiday trips lasting 4 to 7 nights having been booked in this way.



Table 1.2.34– Booking online – device used by accommodation booking channel						
	All Online firm bookings	Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	Directly through a transport provider (e.g. rail, air, sea, coach)	Directly through a Tourist Board or Tourist Information Centre
Device used	Million	Million	Million	Million	Million	Million
<b>All firm online bookings</b>	<b>48.545</b>	<b>5.280</b>	<b>2.747</b>	<b>28.281</b>	<b>8.613</b>	<b>0.450</b>
On a laptop or desktop PC	34.865 72%	3.699 72%	2.092 76%	20.872 74%	6.153 71%	0.326 72%
On a tablet device e.g. iPad, Kindle Fire etc	3.601 7%	0.534 10%	0.139 5%	2.280 8%	0.428 5%	0.064 14%
On a smartphone e.g. iPhone, Blackberry etc	1.483 3%	0.234 4%	0.059 2%	0.838 3%	0.349 4%	- -
On TV / games console e.g. Smart TV, Xbox etc	0.039 *	0.007 *	- -	0.032 *	- -	- -
Other	0.077 *	- -	- -	0.051 0%	- -	- -
None/don't know	7.108 15%	0.781 14%	0.437 16%	3.870 14%	1.583 19%	0.051 13%

As table 1.2.34 illustrates, firm bookings that were made online were most likely to have been booked on larger devices such as a laptop or desktop PC (72%), though one in ten trips booked online used a mobile device (7% tablet device and 3% smartphone).

There were few variations from this pattern of online bookings, with the majority of bookings having been made on a laptop or desktop PC. Bookings made through a high street or online travel agent, or directly through the accommodation provider had a higher proportion booked through a tablet device (10% and 8% respectively).

## Booking lead times by trips, nights and expenditure

In February 2013 a question was added to the GB Tourism Survey to examine the accommodation booking lead times, the length of time between booking and travelling for GB overnight holiday trips. This question was asked only of those who had made a firm booking ahead of arriving at their trip destination.

Table 1.2.35 – Booking lead times by volume of trips, nights and expenditure – Overall GB			
	Trips	Nights	Expenditure
Accommodation booking lead times	Million	Million	£Million
<b>Holidays booked in advance</b>	<b>38.081</b>	<b>133.344</b>	<b>£10,130</b>
More than 6 months before (365 days)	3.118	16.330	£1,016
4-6 months before (150 days)	4.960	22.150	£1,567
2-3 months before (45 days)	8.796	33.196	£2,546
About a month before (30 days)	6.255	19.684	£1,485
2-3 weeks before (17.5 days)	6.477	19.264	£1,652
4-7 days before (5.5 days)	4.236	11.512	£944
2-3 days before (2.5 days)	2.257	5.544	£521
The day before (1 day)	0.776	1.700	£156
Booked same day / booked after setting off on the trip (0 days)	0.495	1.185	£92
<b>Average booking lead time in days</b>	<b>68.5</b>	<b>-</b>	<b>-</b>

Of those GB domestic overnight trips where accommodation was booked, on average it is booked 68.5 days in advance of the trip (or around two months and one week), with around three fifths (61%) of trips being booked at least a month ahead of the trip. Trips booked at least a month in advance, tended to have a slightly higher share of nights (69%) and expenditure (65%), so as may be expected, longer, more expensive trips are more likely to be booked further in advance.

Table 1.2.36 – Trip volumes by booking lead times and country visited				
	GB	England	Scotland	Wales
Accommodation booking lead times	Million	Million	Million	Million
<b>Holidays booked in advance</b>	<b>38.081</b>	<b>30.585</b>	<b>4.397</b>	<b>3.476</b>
More than 6 months before (365 days)	3.118	2.626	0.252	0.313
4-6 months before (150 days)	4.960	4.000	0.602	0.431
2-3 months before (45 days)	8.796	7.029	1.034	0.785
About a month before (30 days)	6.255	4.915	0.765	0.612
2-3 weeks before (17.5 days)	6.477	5.214	0.696	0.636
4-7 days before (5.5 days)	4.236	3.450	0.486	0.343
2-3 days before (2.5 days)	2.257	1.760	0.337	0.184
The day before (1 day)	0.776	0.614	0.079	0.082
Booked same day / booked after setting off on the trip (0 days)	0.495	0.377	0.064	0.053
<b>Average booking lead time in days</b>	<b>68.5</b>	<b>69.9</b>	<b>60.8</b>	<b>70.8</b>

Looking across the individual GB nations, they tended to be broadly similar in terms of the proportion of trips booked in advance (GB 31%, England 30%, Scotland 36% and Wales 35%), though trips to Scotland and Wales were slightly more likely to be booked in advance.

Again looking across the nations amongst those trips that have been booked in advance, most tended to see trips that were booked on average over two months in advance. Trips to Wales were more likely to be booked further in advance, with an average booking lead time of 70.8 days, and although Scotland was more likely to see trips that are booked ahead, it tended to see the shortest average booking lead times (60.8 days average).

Table 1.2.37 – Trip volumes by booking lead times and accommodation booking channel – Overall GB					
	Through a high street or on-line travel agent (e.g. Thomas Cook, Expedia)	Directly through a tour operator or travel company, (e.g. Haven, English Country Cottages, Superbreaks)	Directly through an accommodation provider (e.g. hotel, B & B, cottage owner)	Directly through a transport provider (e.g. rail, air, sea, coach)	Directly through a Tourist Board or Tourist Information Centre
Accommodation booking lead times	Million	Million	Million	Million	Million
<b>Holidays booked in advance</b>	<b>3.004</b>	<b>3.305</b>	<b>23.842</b>	<b>2.536</b>	<b>0.482</b>
More than 6 months before (365 days)	0.075	0.416	2.091	0.125	0.037
4-6 months before (150 days)	0.387	0.636	2.829	0.301	0.059
2-3 months before (45 days)	0.584	1.014	5.433	0.531	0.089
About a month before (30 days)	0.490	0.373	4.057	0.516	0.122
2-3 weeks before (17.5 days)	0.653	0.446	4.129	0.408	0.045
4-7 days before (5.5 days)	0.461	0.268	2.775	0.275	0.069
2-3 days before (2.5 days)	0.190	0.073	1.529	0.134	0.053
The day before (1 day)	0.110	0.050	0.476	0.042	-
Booked same day / booked after setting off on the trip (0 days)	0.040	-	0.314	0.011	0.007
<b>Average booking lead time in days</b>	<b>47.1</b>	<b>95.7</b>	<b>69.6</b>	<b>59.4</b>	<b>65.1</b>

Table 1.2.37 illustrates that there were notable variations in booking lead times by the different booking channels used for GB holiday overnight trips. Trips booked via a high street or online travel agent tended to see the shortest booking lead times, being booked on average 47.1 days ahead (or roughly 1 month and 2 weeks). Trips where accommodation was booked through a transport provider also tended to see shorter booking lead times (59.4 days).

Booking directly through an accommodation provider saw slightly longer average booking lead times of 69.6 days (around 2 months and 1 week). The range of booking lead times for this method were slightly wider, with around a fifth (20%) having booked under a week before travelling, and a further fifth (21%) having been booked at least 4 months in advance. Trips that were booked through a tour operator or travel company saw the longest average booking lead time (95.7 days). Nearly a third of these trips were booked at least 4 months ahead of travelling.

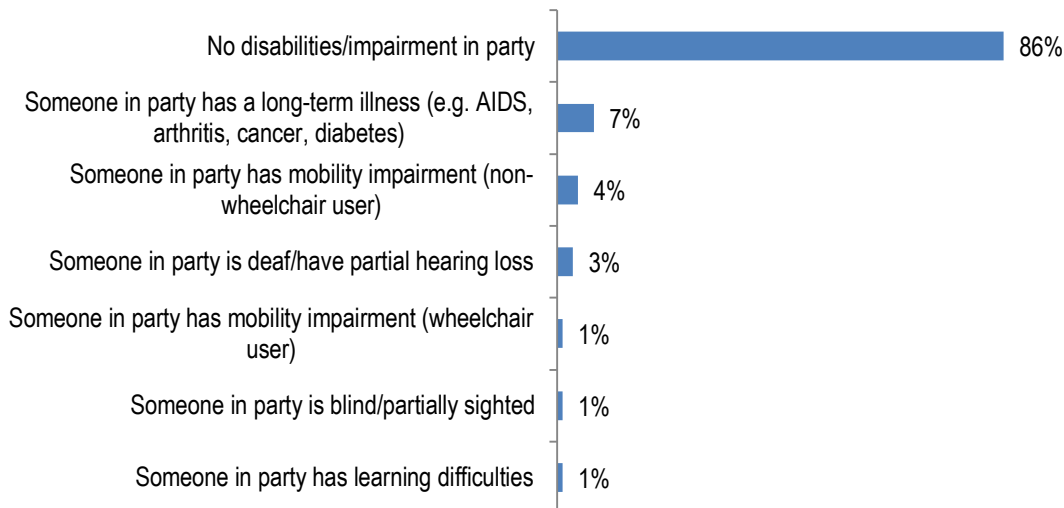
Table 1.2.38 – Trip volumes by booking lead times and length of trips – Overall GB			
	1 to 3 nights	4 to 7 nights	8+ nights
Accommodation booking lead times	Million	Million	Million
<b>Holidays booked in advance</b>	<b>23.946</b>	<b>12.283</b>	<b>1.852</b>
More than 6 months before (365 days)	1.223	1.452	0.443
4-6 months before (150 days)	2.361	2.156	0.443
2-3 months before (45 days)	4.856	3.539	0.401
About a month before (30 days)	4.303	1.778	0.174
2-3 weeks before (17.5 days)	4.599	1.691	0.186
4-7 days before (5.5 days)	3.205	0.921	0.111
2-3 days before (2.5 days)	1.883	0.345	0.029
The day before (1 day)	0.646	0.124	0.006
Booked same day / booked after setting off on the trip (0 days)	0.421	0.064	0.010
<b>Average booking lead time in days</b>	<b>53.3</b>	<b>91.3</b>	<b>141.6</b>

As may be expected, shorter trips tended to have shorter booking lead times, with an average of 53.3 days between booking and travelling for trips that were one to three nights in length (around 1 month and 3 weeks). Trips of four to seven days had an average booking lead time of 91.3 days (just over 3 months), while trips of over one week duration had much longer average booking lead times (around 4 months and 3 weeks).

## Accessibility

In 2013 respondents were asked whether they or any members of the party during their visit have any of the following disabilities or impairments. More than one in ten (14%) trips were made with a member of the party having one or more of these conditions. Long-term illness, mobility impairment (non-wheelchair user) or deafness/partial hearing loss were the most common conditions.

**Figure 7 - % of 2013 GB domestic overnight trips by disabilities or impairments in party**



The tables below also examine the number of trips, nights and expenditure by the presence of disabilities in the party. Looking across each of the GB nations the share of trips where a member of the party has a disability or impairment is comparable across each (England – 14%, Scotland 14%, Wales 15%). The volume of nights spent on overnight trips for parties of this type was also comparable across each of the nations, though these trips tended to be slightly longer than those where there were no disabilities or impairments in the party, (3.4 nights long on average vs. 3.0 for GB total). For expenditure too, trips including someone in the party with a disability or impairment saw slightly higher average expenditure than for those which did not (£197 vs. £188). In terms of differences between the nations for these trip party types, Wales was particularly more likely to see a higher average spend made by parties with a disability or impairment present compared to parties without (e.g. £197 vs. £166), while the opposite was true in Scotland, where parties with a disability or impairment saw an average trip expenditure of £234 compared to £239 for those without.

**Table 1.2.39 – Trips by disabilities/impairments in party by country of visit**

	Trips			
	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	7.880	6.401	0.787	0.770
Someone in party has mobility impairment (non-wheelchair user)	4.442	3.673	0.358	0.415
Someone in party is deaf/have partial hearing loss	4.014	3.332	0.419	0.288
Someone in party has mobility impairment (wheelchair user)	1.148	1.002	0.106	0.052
Someone in party is blind/partially sighted	1.376	1.142	0.102	0.152
Someone in party has learning difficulties	2.034	1.777	0.118	0.155
<b>NET: disability or impairment in party</b>	<b>17.021</b>	<b>13.974</b>	<b>1.671</b>	<b>1.512</b>
No disabilities/impairments in party	105.884	87.782	10.451	8.417
<b>TOTAL</b>	<b>122.905</b>	<b>101.756</b>	<b>12.122</b>	<b>9.929</b>

Table 1.2.40 – Nights by disabilities/impairments in party by country of visit

	Nights			
	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	27.180	21.200	3.180	2.800
Someone in party has mobility impairment (non-wheelchair user)	15.550	12.631	1.309	1.611
Someone in party is deaf/have partial hearing loss	5.195	4.210	0.457	0.529
Someone in party has mobility impairment (wheelchair user)	4.212	3.644	0.390	0.178
Someone in party is blind/partially sighted	5.195	4.210	0.457	0.529
Someone in party has learning difficulties	6.850	5.990	0.310	0.550
<b>NET: disability or impairment in party</b>	<b>58.486</b>	<b>46.729</b>	<b>6.354</b>	<b>5.403</b>
No disabilities/impairments in party	315.121	250.470	35.845	28.279
<b>TOTAL</b>	<b>373.607</b>	<b>297.199</b>	<b>42.725</b>	<b>33.682</b>

Table 1.2.41 – Volume of trips by disabilities/impairments in party by country of visit

	Expenditure			
	GB	England	Scotland	Wales
Disability or impairment in party	Millions	Millions	Millions	Millions
Someone in party has a long-term illness (e.g. AIDS, arthritis, cancer, diabetes)	£1,611	£1,222	£211	£178
Someone in party has mobility impairment (non-wheelchair user)	£883	£735	£69	£79
Someone in party is deaf/have partial hearing loss	£767	£623	£96	£48
Someone in party has mobility impairment (wheelchair user)	£325	£299	£14	£12
Someone in party is blind/partially sighted	£242	£197	£18	£27
Someone in party has learning difficulties	£349	£293	£25	£32
<b>NET: disability or impairment in party</b>	<b>£3,351</b>	<b>£2,662</b>	<b>£391</b>	<b>£298</b>
No disabilities/impairments in party	£19,943	£16,048	£2,498	£1,398
<b>TOTAL</b>	<b>£23,294</b>	<b>£18,710</b>	<b>£2,889</b>	<b>£1,696</b>

## Section 1.3 – 2009-13 – Trends in Domestic Tourism

This section of the report presents the key findings for each year going back to 2009. 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 2013 time period when compared to 2012. However, any apparent trends over the 2009 – 2013 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 removed.

Also, please note that all expenditure figures are presented in their original state as collected (historic prices). They do not therefore take account of inflation (in comparison to the expenditure data in Section 1.1 where inflation is taken into account).

### Tourism Trips taken in Great Britain

Table 1.3.1 – Tourism Trips taken in GB (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
Trips (Millions)	122.537	115.711	-5.57%	126.635	+9.44%	126.019	-0.49%	122.905	-2.47%	+0.23%
Nights (Millions)	387.448	361.398	-6.72%	387.329	+7.18%	388.240	+0.24%	373.607	-3.77%	-0.77%
Spending (£Millions)	£20,971	£19,797	-5.60%	£22,666	+14.49%	£23,976	+5.78%	£23,294	-2.84%	+2.96%
Av. Nights per trip	3.16	3.12	-1.22%	3.06	-2.07%	3.08	+0.65%	3.04	-1.3%	-0.99%
Av. Spend per trip	£171	£171	-0.03%	£179	+4.62%	£190	+6.15%	£190	0%	+2.69%
Av. Spend per night	£54	£55	+1.21%	£59	+6.83%	£62	+5.08%	£62	0%	+3.28%

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 2010 compared to 2009. The volume of GB trips taken during 2013 compared to 2012 has continued to fall (-2.5%) and is now 123 million. Despite the +9.4% growth in trips in 2011, the declines over the last two years mean the average growth over the five years is now levelling out at +0.23%.

The number of nights spent on trips in Britain rose significantly during 2011 compared to the previous year and 2012 saw the level being maintained with a small increase of 0.2%. However in 2013 this level dropped back down to those seen in 2009, falling by -2.5% compared to 2012. As the number of trips has fallen so too has the number of nights taken, with the average trip length dropping to 3.04 nights compared to the 3.16 nights seen in 2009 (an average change of -1% over the past five years).

Expenditure (before taking account of inflation) had been experiencing a period of improvement during 2010 to 2012, however 2013 saw a drop in spending to £23bn. The overall performance of GB trip expenditure over the past five years has resulted in an average percentage change of +3% and an increase of just over £2.3 billion on the expenditure figure for 2009.



## Purpose of Domestic Trips in Great Britain

Table 1.3.2 – Purpose of Domestic Trips in GB (2009-2013)

	2009 (Jan- Dec)	2010 (Jan- Dec)	% Change (09-10)	2011 (Jan- Dec)	% Change (10-11)	2012 (Jan- Dec)	% Change (11-12)	2013 (Jan- Dec)	% Change (12-13)	Average annual % change 09-13
	Millions	Millions		Millions		Millions		Millions		
<b>All Tourism</b>	<b>122.537</b>	<b>115.711</b>	-5.57%	<b>126.635</b>	+9.44%	<b>126.019</b>	-0.49%	<b>122.905</b>	-2.47%	+0.23%
<b>Total Holiday</b> (including VFR- Holiday)	<b>81.932</b>	<b>76.001</b>	-7.24%	<b>82.350</b>	+8.35%	<b>83.142</b>	+0.96%	<b>82.616</b>	-0.63%	+0.36%
1-3 Nights	53.614	50.070	-6.61%	55.279	+10.40%	56.357	+1.95%	56.221	-0.24%	+1.38%
4-7 Nights	23.575	21.761	-7.69%	22.406	+2.96%	22.277	-0.58%	22.171	-0.48%	-1.45%
8+ Nights	4.743	4.171	-12.06%	4.665	+11.84%	4.508	-3.37%	4.224	-6.3%	-2.47%
<b>Holiday</b>	<b>58.974</b>	<b>54.743</b>	-7.17%	<b>58.435</b>	+6.74%	<b>57.695</b>	-1.27%	<b>56.969</b>	-1.26%	-0.74%
1-3 Nights	36.589	34.406	-5.97%	37.090	+7.80%	37.331	+0.65%	36.785	-1.46%	+0.26%
4-7 Nights	18.910	17.328	-8.37%	18.081	+4.35%	17.213	-4.80%	17.236	+0.13%	-2.17%
8+ Nights	3.475	3.009	-13.41%	3.263	+8.44%	3.151	-3.43%	2.498	-20.72%	-7.28%
<b>VFR</b>	<b>43.276</b>	<b>41.554</b>	-3.98%	<b>45.723</b>	+10.03%	<b>45.137</b>	-1.28%	<b>44.200</b>	-2.08%	+0.67%
VFR-Holiday	22.957	21.259	-7.40%	23.916	+12.50%	25.446	+6.40%	25.647	+0.79%	+3.07%
VFR-Other	20.319	20.295	-0.12%	21.808	+7.46%	19.690	-9.71%	18.553	-5.77%	-2.04%
<b>Business/work</b>	<b>17.453</b>	<b>16.341</b>	-6.37%	<b>18.572</b>	+13.65%	<b>18.944</b>	+2.00%	<b>18.290</b>	-3.45%	+1.46%

Total Holiday trips (including VFR) make up the largest proportion of domestic trips taken in Great Britain, with 82.6 million trips having been taken for this purpose during the period of January to December 2013. More than two thirds (56.2 million) of these trips were shorter in length, lasting 1-3 nights, and trips lasting 4 days or longer made up just under a third (26.4 million). Total Holiday trips in Britain have seen a small increase over the past five years from 81.9 million to 82.6 million, with the average rate of growth over the past five years being +0.36%. Total Holiday tourism trips in 2013 have dropped against the same period for 2012 (-0.6%), mirroring the overall decline in trips taken in Britain.

2013 saw a drop in VFR trips, with 44.2m trips taken during 2013, this is an increase since 2009 when 43.3 million trips taken for this purpose. The average growth rate over the past five years for VFR is in line with all GB Tourism trips (+0.7% vs. +0.2% respectively).

Across all trip types, after the overall declines during 2010 there was a 'bounce back' in 2011 however 2012 and 2013 have seen levels of tourism start to drop back slightly again. One of the largest declines in 2013 was for 'VFR-other' trips, with consecutive years of decline in 2012 and 2013 (-9.7% and 5.8% respectively). The increases seen in 2011 and 2012 for Business trips were absent in 2013 with a loss recorded of -3.5%.

Table 1.3.3 – Purpose of Domestic Nights in GB (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (08-09)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	Millions	Millions		Millions		Millions		Millions		
<b>All Tourism</b>	<b>387.448</b>	<b>361.398</b>	+5.39%	<b>387.329</b>	+7.18%	<b>388.240</b>	+0.24%	373.607	-3.77%	+2.26%
<b>Total Holiday</b> (including VFR-Holiday)	<b>290.547</b>	<b>263.957</b>	+12.44%	<b>281.509</b>	+6.65%	<b>282.408</b>	+0.32%	277.698	-1.67%	+4.44%
1-3 Nights	<b>101.933</b>	<b>95.703</b>	+11.00%	<b>104.603</b>	+9.30%	<b>107.319</b>	+2.60%	106.877	-0.41%	+5.62%
4-7 Nights	<b>126.686</b>	<b>115.998</b>	+15.33%	<b>119.100</b>	+2.67%	<b>117.960</b>	-0.96%	117.077	-0.75%	+4.07%
8+ Nights	<b>61.928</b>	<b>52.256</b>	+9.19%	<b>57.806</b>	+10.62%	<b>57.129</b>	-1.17%	53.744	-5.93%	+3.18%
<b>Holiday</b>	<b>217.536</b>	<b>197.215</b>	+15.48%	<b>208.487</b>	+5.72%	<b>203.095</b>	-2.59%	198.229	-2.40%	+4.05%
1-3 Nights	<b>71.054</b>	<b>66.761</b>	+16.38%	<b>71.318</b>	+6.83%	<b>71.361</b>	+0.06%	70.275	-1.52%	+5.44%
4-7 Nights	<b>102.758</b>	<b>93.245</b>	+17.64%	<b>97.257</b>	+4.30%	<b>92.282</b>	-5.12%	91.994	-0.31%	+4.13%
8+ Nights	<b>43.724</b>	<b>37.209</b>	+9.37%	<b>39.911</b>	+7.26%	<b>39.452</b>	-1.15%	35.959	-8.85%	+1.66%
<b>VFR</b>	<b>121.309</b>	<b>117.435</b>	-1.88%	<b>125.702</b>	+7.04%	<b>129.034</b>	+2.65%	124.768	-3.31%	+1.13%
VFR-Holiday	<b>73.011</b>	<b>66.742</b>	+4.29%	<b>73.022</b>	+9.41%	<b>79.313</b>	+8.62%	79.469	+0.2%	+5.63%
VFR-Other	<b>48.298</b>	<b>50.693</b>	-9.93%	<b>52.679</b>	+3.92%	<b>49.721</b>	-5.62%	45.299	-8.89%	-5.13%
<b>Business/work</b>	<b>40.774</b>	<b>37.695</b>	-2.09%	<b>41.762</b>	+10.79%	<b>44.470</b>	+6.48%	41.531	-6.61%	+2.14%

The number of nights spent on British trips experienced growth between 2009-2012 peaking with 388.2 million nights being spent away on domestic British trips in 2012, however 2013 saw this figure drop to 373.6m which was a decline of -3.8%. Across the 2009-2013 period the overall average percentage changes remained positive at +2.3%.

For the second year running there was a decline in the number of nights spent on holiday trips falling by -2.6% from 2011 to 2012 and a further -2.4% from 2012 to 2013. Fewer holiday trips of 4 nights or more were taken in Britain during 2013 compared to 2012, and in particular those lasting 8+ nights was down notably by -8.9%. The length of Business trips also saw a decline, as the volume of nights spent on these trips fell by 6.6% to 41.5m. Similarly visits to friends and relatives also declined by -3.3% to 125m.

Table 1.3.4 – Purpose of Domestic Spend in GB (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	£Millions	£Millions		£Millions		£Millions		£Millions		
<b>All Tourism</b>	<b>£20,971</b>	<b>£19,797</b>	-5.60%	<b>£22,666</b>	+14.49%	<b>£23,976</b>	+5.78%	<b>£23,294</b>	-2.84%	+2.96%
<b>Total Holiday</b> (including VFR-Holiday)	<b>£14,578</b>	<b>£13,943</b>	-4.36%	<b>£15,698</b>	+12.59%	<b>£16,765</b>	+6.80%	<b>£16,457</b>	-1.84%	+3.30%
1-3 Nights	£7,357	£7,388	+0.42%	£8,171	+10.60%	£9,064	+10.93%	£8,950	-1.26%	+5.17%
4-7 Nights	£5,646	£5,190	-8.08%	£5,833	+12.39%	£6,052	+3.75%	£5,980	-1.19%	+1.72%
8+ Nights	£1,575	£1,366	-13.27%	£1,694	+24.01%	£1,649	-2.66%	£1,527	-7.4%	+0.17%
<b>Holiday</b>	<b>£12,119</b>	<b>£11,534</b>	-4.83%	<b>£13,000</b>	+12.71%	<b>£13,763</b>	+5.87%	<b>£13,472</b>	-2.11%	+2.91%
1-3 Nights	£5,838	£5,845	+0.12%	£6,484	+10.93%	£7,183	+10.78%	£7,008	-2.44%	+4.85%
4-7 Nights	£4,956	£4,563	-7.93%	£5,148	+12.82%	£5,214	+1.28%	£5,194	-0.38%	+1.45%
8+ Nights	£1,324	£1,126	-14.95%	£1,368	+21.49%	£1,366	-0.15%	£1,271	-6.95%	-0.14%
<b>VFR</b>	<b>£4,299</b>	<b>£4,193</b>	-2.47%	<b>£4,727</b>	+12.74%	<b>£5,083</b>	+7.53%	<b>£4,847</b>	-4.64%	+3.29%
VFR-Holiday	£2,460	£2,409	-2.07%	£2,698	+12.00%	£3,001	+11.23%	£2,986	-0.5%	+5.17%
VFR-Other	£1,840	£1,784	-3.04%	£2,029	+13.73%	£2,082	+2.61%	£1,862	-11.57%	+0.43%
<b>Business/work</b>	<b>£4,185</b>	<b>£3,645</b>	-12.90%	<b>£4,400</b>	+20.71%	<b>£4,486</b>	+1.95%	<b>£4,514</b>	+0.62%	+2.6%

Once again, it is important to emphasise that 2012 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 2009 to 2013, with an average rate of growth for this period being +3.0%. Although expenditure has risen in this period, there have been fluctuations seen between 2009 and 2010 and more recently the decline between 2012 and 2013. As Holiday trips make up the largest proportion of British domestic trips, they also represent the group with the largest value, with £13.5 billion spent on them in the period from January to December 2013.

The period between 2012 and 2013 saw the value of holiday trips fall by -2.1%, and this decrease has been driven by a significant drop in the value of longer breaks of 8+ nights in length (-7.0%). Shorter breaks (1-3 nights) also decreased by 2.4% versus 2012.

## Tourism Trips taken in England

Table 1.3.5 – Tourism Trips taken in England (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
Trips (Millions)	102.249	95.503	-6.60%	104.280	+9.19%	104.458	+0.17%	101.756	-2.59%	+0.04%
Nights (Millions)	310.077	284.992	-8.09%	306.806	+7.65%	310.913	+1.10%	297.199	-4.41%	-0.94%
Spending (£Millions)	£17,016	£15,842	-6.90%	£17,914	+13.08%	£19,497	+8.84%	£18,710	-4.04%	+2.75%
Av. Nights per trip	3.03	2.98	-1.60%	2.94	-1.41%	2.97	+1.01%	2.92	-1.68%	-0.92%
Av. Spend per trip	£166	£166	-0.32%	£172	+3.56%	£187	+8.52%	£184	-1.60%	+2.54%
Av. Spend per night	£55	£56	+1.30%	£58	+5.04%	£63	+8.37%	£63	0%	+3.68%

As the largest proportion of the overall market, the English performance for domestic tourism trips tends to reflect the GB performance. For 2013, the volume of English trips taken has declined on the volume seen in 2012, by -2.6%, while the GB total fell by -2.5%.

There was also a decrease in the number of nights spent on English trips (-4.4%) and consequently a decrease of -4.0% in their value from 2012 to 2013. English tourism saw improvements across trips, nights and spend in 2012, but decreases in 2013.

While the average length of trips in England has remained relatively unchanged during the five year period from 2009 to 2013, 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 sits notably higher than the rate of inflation, representing a rise in real terms. 2013 marked a departure from this trend, however, with average trip spending decreasing by -1.6% and 'per night spending' remaining steady.

## Purpose of Domestic Trips in England

Table 1.3.6 – Purpose of Domestic Trips in England (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	Millions	Millions		Millions		Millions		Millions		
<b>All Tourism</b>	<b>102.249</b>	<b>95.503</b>	-6.60%	<b>104.280</b>	+9.19%	<b>104.458</b>	+0.17%	<b>101.756</b>	-2.59%	+0.04%
<b>Total Holiday</b> (including VFR-Holiday)	<b>66.922</b>	<b>61.443</b>	-8.19%	<b>66.645</b>	+8.47%	<b>67.468</b>	+1.23%	<b>66.868</b>	-0.89%	+0.16%
1-3 Nights	44.698	41.393	-7.39%	45.789	+10.62%	46.467	+1.48%	46.417	-0.11%	+1.15%
4-7 Nights	18.535	16.875	-8.96%	17.227	+2.09%	17.512	+1.65%	17.198	-1.79%	-1.75%
8+ Nights	3.690	3.174	-13.98%	3.629	+14.34%	3.489	-3.86%	3.253	-6.76%	-2.57%
<b>Holiday</b>	<b>47.010</b>	<b>43.544</b>	-7.37%	<b>46.157</b>	+6.00%	<b>45.992</b>	-0.36%	<b>44.926</b>	-2.32%	-1.01%
1-3 Nights	29.694	27.859	-6.18%	30.055	+7.88%	30.200	+0.48%	29.583	-2.04%	+0.03%
4-7 Nights	14.595	13.399	-8.19%	13.678	+2.08%	13.295	-2.80%	13.134	-1.21%	-2.53%
8+ Nights	2.721	2.286	-15.99%	2.424	+6.04%	2.497	+3.01%	2.209	-11.53%	-4.62%
<b>VFR</b>	<b>37.997</b>	<b>35.963</b>	-5.35%	<b>39.382</b>	+9.51%	<b>38.920</b>	-1.17%	<b>38.194</b>	-1.87%	-0.46%
VFR-Holiday	19.912	17.899	-10.11%	20.487	+14.46%	21.476	+4.83%	21.942	+2.17%	+2.84%
VFR-Other	18.085	18.064	-0.12%	18.895	+4.60%	17.445	-7.67%	16.523	-5.29%	-2.12%
<b>Business/work</b>	<b>14.873</b>	<b>13.454</b>	-9.54%	<b>15.502</b>	+15.22%	<b>15.901</b>	+2.57%	<b>15.589</b>	-1.96%	+1.57%

Shorter holiday breaks constitute the largest part of English tourism trips. The volume of trips lasting 1 to 3 nights reached its highest point within the last five years in 2012, at 30.2 million trips, and was 29.6m in 2013. Compared to previous years, the growth in the number of English Holiday trips has slowed down, with a change of +6.0% having been seen between 2010 and 2011, followed by no change between 2011 and 2012 and -2.3% in 2013.

Following the trend seen with the overall GB results, English VFR trips have suffered a slight decline (-1.9%) from 2012 to 2013. In line with the overall GB business tourism volumes, English business trip volumes have dropped to 15.6m in 2013 (-2.0%).

## Tourism Trips taken in Scotland

Table 1.3.7 – Tourism Trips taken in Scotland (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
Trips (Millions)	12.041	12.095	+0.45%	13.360	+10.46%	12.752	-4.55%	12.122	-4.94%	+0.36%
Nights (Millions)	44.789	43.640	-2.57%	45.583	+4.45%	43.320	-4.96%	42.725	-1.37%	-1.11%
Spending (£Millions)	£2,559	£2,517	-1.64%	£3,018	+19.90%	£2,891	-4.21%	£2,889	-0.07%	+3.50%
Av. Nights per trip	3.72	3.61	-3.00%	3.41	-5.44%	3.40	-0.38%	3.52	+3.53%	-1.32%
Av. Spend per trip	£213	£208	-2.08%	£226	+8.55%	£227	+0.31%	£238	+4.85%	+2.91%
Av. Spend per night	£57	£58	+0.95%	£66	+14.79%	£67	+1.12%	£68	+1.49%	+41.59%

The volume of trips taken in Scotland during 2013 has fallen compared to the same period in 2012, now standing at around 12.1 million trips compared to 12.8 million trips in 2012, a fall of -5%. Despite these noteworthy changes in Scottish tourism trips over the past five years, the period from 2009 to 2013 saw a level of growth, resulting in an average annual % change of around +0.4%.

Over the five year period, the number of nights spent on trips has decreased at a rate of -1.1 %, having fallen by 1.4% in 2013 compared to 2012. Although the average number of nights spent per trip has decreased overall during the five year period (-1.3%), 2013 saw the average number of nights spent on Scottish trips increase (3.52 vs. 3.40 in 2012).

The value of Scottish trips taken in 2012 has been maintained over 2013, and Scotland trips are now worth around £2.9 billion. The average spend per trip and per night also continue to increase, now standing at £238 (+4.9% vs. 2012) and £68 (+1.5% vs. 2012).

## Purpose of Domestic Trips in Scotland

Table 1.3.8 – Purpose of Domestic Trips in Scotland (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	Millions	Millions		Millions		Millions				
<b>All Tourism</b>	<b>12.041</b>	<b>12.095</b>	+0.45%	<b>13.360</b>	+10.46%	<b>12.752</b>	-4.55%	<b>12.122</b>	-4.94%	+0.36%
<b>Total Holiday</b> (including VFR-Holiday)	<b>8.511</b>	<b>8.039</b>	-5.55%	<b>8.908</b>	+10.81%	<b>8.718</b>	-2.13%	<b>8.799</b>	+0.93%	+1.02%
1-3 Nights	5.180	4.878	-5.83%	5.534	+13.45%	5.459	-1.36%	5.301	-2.89%	+0.84%
4-7 Nights	2.536	2.512	-0.95%	2.633	+4.82%	2.555	-2.96%	2.815	+10.18%	+2.77%
8+ Nights	0.795	0.649	-18.36%	0.742	+14.33%	0.704	-5.12%	0.684	-2.84%	-3.00%
<b>Holiday</b>	<b>6.651</b>	<b>5.700</b>	-14.30%	<b>6.572</b>	+15.30%	<b>6.168</b>	-6.15%	<b>6.480</b>	+5.06%	-0.02%
1-3 Nights	4.034	3.400	-15.72%	3.918	+15.24%	3.705	-5.44%	3.847	+3.83%	-0.52%
4-7 Nights	2.090	1.859	-11.05%	2.079	+11.83%	2.031	-2.31%	2.122	+4.48%	+0.74%
8+ Nights	0.527	0.441	-16.32%	0.576	+30.61%	0.431	-25.17%	0.510	+18.33%	+1.86%
<b>VFR</b>	<b>3.212</b>	<b>3.614</b>	+12.52%	<b>4.106</b>	+13.61%	<b>4.031</b>	-1.83%	<b>3.470</b>	-13.92%	+2.6%
VFR-Holiday	1.860	2.339	+25.75%	2.336	-0.13%	2.551	+9.20%	2.319	-9.09%	+6.43%
VFR-Other	1.352	1.275	-5.70%	1.770	+38.82%	1.480	-16.38%	1.151	-22.23%	-1.37%
<b>Business/work</b>	<b>2.007</b>	<b>2.311</b>	+15.15%	<b>2.186</b>	-5.41%	<b>2.146</b>	-1.83%	<b>1.973</b>	-8.06%	-0.04%

In 2013, Holiday trips continued to be the most common type of trip taken within Scotland at 6.5 million and this represents a +5.1% increase on the 6.2m taken in 2012. There was a significant decline in 2010 (-14%) in this type of trip and also a slight decline looking at 2012 vs 2011. However, due to the 2013 increase and the increase noted in 2011, the average annual rate of growth for Holiday trips has improved on 2012 and the average rate of change seen over the five year period has been fairly stable overall.

VFR trips in Scotland have declined at a more significant rate than those recorded across Britain from 2012 to 2013, with a notable decrease in VFR-Other (-22.2%), and VFR-Holiday trips which have fallen by -9.1%. The net effect of this on the total VFR volume of trips is an overall decline year-on-year compared to 2012 (-13.9%). Looking at the longer-term, the average annual change remains positive at +2.6% 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 some significant growth over 2009, 2011 marked a -5.4% decrease on the previous year, followed by a further -1.8% for 2012 business trip volumes. In 2013 this decline fell further by -8.1% meaning the average annual percent change across the five years has now become negative.



## Tourism Trips taken in Wales

Table 1.3.9 – Tourism Trips taken in Wales (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
Trips (Millions)	8.890	8.666	-2.52%	9.697	+11.90%	9.603	-0.97%	9.929	+3.39%	+2.95%
Nights (Millions)	32.582	32.765	+0.56%	34.941	+6.64%	34.727	-0.61%	33.682	-3.01%	+0.9%
Spending (£Millions)	£1,396	£1,438	+3.01%	£1,734	+20.58%	£1,588	-8.42%	£1,696	+6.8%	+5.49%
Av. Nights per trip	3.67	3.78	+3.16%	3.60	-4.70%	3.62	+0.45%	3.39	-6.35%	-1.86%
Av. Spend per trip	£157	£166	+5.67%	£179	+7.76%	£165	-7.62%	£171	+3.64%	+2.36%
Av. Spend per night	£43	£44	+2.43%	£50	+13.07%	£46	-8.54%	£50	+9.46%	+4.11%

Trip volumes in Wales have increased during 2013 compared to 2012 (+3.4%), and were at the highest level they have seen over the 5 year period. In contrast, the number of bednights in Wales dropped by -3.0% meaning more trips of shorter durations are being taken.

Levels of spend on Welsh trips have seen slightly more fluctuation, having increased by more than a fifth from 2010 to 2011, and fallen back slightly to £1.6bn in 2012 (-8.4% vs. 2011). More recently, 2013 saw a +6.8% increase in spend, meaning overall the five year period has seen spend grow on average at +5.5% annually.

When looking at the five year period from 2009 to 2013, the volume of trips in Wales saw slightly higher average annual growth compared to the other nations, having grown at an average rate of +3.0%, compared to +0.0% for England and +0.4% for Scotland.

## Purpose of Domestic Trips in Wales

Table 1.3.10 – Purpose of Domestic Trips in Wales (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	Millions	Millions		Millions		Millions				
<b>All Tourism</b>	<b>8.890</b>	<b>8.666</b>	<b>-2.52%</b>	<b>9.697</b>	<b>+11.90%</b>	<b>9.603</b>	<b>-0.97%</b>	<b>9.929</b>	<b>+3.39%</b>	<b>+2.95%</b>
<b>Total Holiday</b> (including VFR-Holiday)	<b>6.948</b>	<b>6.908</b>	<b>-0.58%</b>	<b>7.290</b>	<b>+5.53%</b>	<b>7.458</b>	<b>+2.30%</b>	<b>7.652</b>	<b>+2.6%</b>	<b>+2.46%</b>
1-3 Nights	3.804	3.870	+1.74%	4.046	+4.55%	4.519	+11.69%	4.614	+2.1%	+5.02%
4-7 Nights	2.641	2.569	-2.73%	2.682	+4.40%	2.434	-9.25%	2.421	-0.53%	-2.03%
8+ Nights	0.503	0.469	-6.76%	0.562	+19.83%	0.504	-10.32%	0.618	+22.62%	+6.34%
<b>Holiday</b>	<b>5.579</b>	<b>5.762</b>	<b>+3.28%</b>	<b>6.036</b>	<b>+4.76%</b>	<b>5.914</b>	<b>-2.02%</b>	<b>6.091</b>	<b>+2.99%</b>	<b>+2.25%</b>
1-3 Nights	2.889	3.214	+11.25%	3.168	-1.43%	3.499	+10.45%	3.419	-2.29%	+4.05%
4-7 Nights	2.307	2.173	-5.81%	2.422	+11.46%	2.045	-15.57%	2.160	+5.62%	-1.08%
8+ Nights	0.383	0.375	-2.09%	0.446	+18.93%	0.370	-17.04%	0.513	+38.65%	+9.61%
<b>VFR</b>	<b>2.303</b>	<b>2.165</b>	<b>-5.99%</b>	<b>2.438</b>	<b>+12.61%</b>	<b>2.372</b>	<b>-2.71%</b>	<b>2.753</b>	<b>+16.06%</b>	<b>+4.99%</b>
VFR-Holiday	1.369	1.146	-16.29%	1.254	+9.42%	1.544	+23.13%	1.561	+1.1%	+4.34%
VFR-Other	0.934	1.018	+8.99%	1.184	+16.31%	0.828	-30.07%	1.192	+43.96%	+9.80%
<b>Business/work</b>	<b>0.675</b>	<b>0.616</b>	<b>-8.74%</b>	<b>0.994</b>	<b>+61.36%</b>	<b>1.101</b>	<b>+10.76%</b>	<b>0.883</b>	<b>-19.80%</b>	<b>+10.9%</b>

Shorter holiday trips (including VFR holidays) make up nearly half of all trips in Wales, with 4.6 million taken during 2013. The volume of this trip-type has grown consistently since 2009, with the largest rise having been seen from 2011 to 2012 (+11.7%). In 2013, shorter holiday trips grew at a slightly more modest rate of +2.1% but the overall period from 2009 saw an average annual growth rate of +5.0%

There was a notable rise in the number of VFR trips made in Wales during 2013 compared to 2012, rising from 2.4m to 2.8m (+16.1%). Although there have been fluctuations in the volume of this type of trip across the five year period, overall a positive average growth rate of +5.0% has been maintained.

In 2013 business trip volumes decreased by -19.8%. Having seen a significant uplift from 2010 to 2011, and growing further in 2012 (+10.8%) the average annual growth rate has been +10.9%.

## **Expenditure During 2013**

This section examines the breakdown of domestic tourism expenditure; first at a GB level between 2009 and 2013 (for All Tourism and then Holidays, then at the country level (comparing 2012 with 2013) – again, for All Tourism and 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 can be informative 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.

Note: It is also important to emphasise that, as in the previous section, the 2009-2012 figures are in historic prices and have not been converted to take account of inflation.

Table 1.3.11 below illustrates total spending on domestic overnight trips within Great Britain between 2009 and 2013.

Table 1.3.11 – Tourism Expenditure Breakdown in GB (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
	£Millions	£Millions		£Millions		£Millions				
Total	£20,971	£19,797	-5.60%	£22,666	+14.49%	£23,976	+5.78%	£23,294	-2.84%	+2.96%
Price of package holiday/inclusive trip	£938	£722	-23.03%	£891	+23.41%	£1,046	+17.40%	£912	-12.81%	+1.24%
% share	4%	4%	-	4%	-	4%	-	4%	-	-
Accommodation	£7,045	£6,733	-4.43%	£7,528	+11.81%	£7,870	+4.54%	£7,888	0.23%	+3.04%
% share	34%	34%	-	33%	-	33%	-	34%	-	-
Travel costs to and from destination, and during the trip	£4,078	£3,898	-4.41%	£4,813	+23.47%	£5,024	+4.38%	£4,864	-3.18%	+5.07%
% share	19%	20%	-	21%	-	21%	-	21%	-	-
Services or advice (e.g. travel guides, tourist information)	£41	£47	+14.63%	£39	-17.02%	£74	+89.74%	£5,953	-43.24%	+11.03%
% share	*	*	-	*	-	*	-	-	-	-
Buying clothes	£1,161	£1,113	-4.13%	£1,191	+7.01%	£1,313	+10.24%	£1,155	-12.03%	+0.27%
% share	6%	6%	-	5%	-	5%	-	5%	-	-
Eating and drinking out	£4,159	£3,990	-4.06%	£4,543	+13.86%	£4,640	+2.14%	£4,635	-0.11%	+2.96%
% share	20%	20%	-	20%	-	19%	-	20%	-	-
Other shopping	£1,907	£1,836	-3.72%	£2,073	+12.91%	£2,133	+2.89%	£2,038	-4.45%	1.91%
% share	9%	9%	-	9%	-	9%	-	9%	-	-
Entertainment	£1,270	£1,106	-12.91%	£1,223	+10.58%	£1,450	+18.56%	£1,398	-3.59%	+3.16%
% share	6%	6%	-	5%	-	6%	-	6%	-	-
Anything else	£372	*	-	£364	-	£427	+17.31%	£362	-15.22%	+1.05%
% share	-	*	-	2%	-	2%	-	2%	-	-

\* = less than 0.5%

Just over £23 billion was spent on British tourism during 2013. This represents a decrease of -2.8% compared to domestic tourism value for 2012 and follows a period of growth in 2011 and 2012, which experienced increases of +14.5% and +5.8% respectively. Despite the 2013 decline, the growth rate for the five year period from 2009 to 2013 was positive, indexing at +3.0%.

Although there is evidence that visitors are spending more on British trips, 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 (34%) 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 after growth in travel spend in each of the previous two years, there were declines in 2013 to £4.9bn (-3.2%). Across the five year period the annual rate of change stands at +5.1% compared to +3.0% for overall spend on GB trips.

## British expenditure for Holidays (excludes VFR-Holiday)

Table 1.3.12 – Holiday Tourism Expenditure Breakdown in GB (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 08-12
	£Millions	£Millions		£Millions		£Millions		£Millions		
Total	£12,119	£11,534	-4.83%	£13,000	+12.71%	£13,763	+5.87%	£13,472	-2.11%	+2.91%
Price of package holiday/inclusive trip	£720	£581	-19.31%	£745	+28.23%	£812	+8.99%	£678	-16.50%	+0.35%
% share	6%	5%	-	6%	-	6%	-	5%	-	-16.67%
Accommodation	£4,399	£4,280	-2.71%	£4,649	+8.62%	£4,913	+5.68%	£4,911	-0.04%	+2.89%
% share	36%	37%	-	36%	-	36%	-	36%	-	-
Travel costs to and from destination, and during the trip	£1,615	£1,565	-3.10%	£1,906	+21.79%	£1,944	+1.99%	£1,964	+1.03%	+5.43%
% share	13%	14%	-	15%	-	14%	-	15%	-	-
Services or advice (e.g. travel guides, tourist information)	£25	£31	+24.00%	£28	-9.68%	£36	+28.57%	£27	-25.00%	+4.47%
% share	*	*	-	*	-	*	-	-	-	-
Buying clothes	£670	£655	-2.24%	£696	+6.26%	£807	+15.95%	£742	-8.05%	+2.98%
% share	6%	6%	-	5%	-	6%	-	6%	-	-
Eating and drinking out	£2,385	£2,313	-3.02%	£2,620	+13.27%	£2,688	+2.60%	£2,631	-2.12%	+2.68%
% share	20%	20%	-	20%	-	20%	-	20%	-	-
Other shopping	£1,205	£1,182	-1.91%	£1,317	+11.42%	£1,373	+4.25%	£1,360	-0.95%	3.20%
% share	10%	10%	-	10%	-	10%	-	10%	-	-
Entertainment	£872	£727	-16.63%	£829	+14.03%	£980	+18.21%	£951	-2.96%	+3.16%
% share	7%	6%	-	6%	-	7%	-	7%	-	-
Anything else	£228	*	-	£211	-	£211	0.00%	£208	-1.42%	-0.71%
% share	2%	-	-	2%	-	2%	-	2%	-	-

\* = less than 0.5%

Holidays taken for pleasure/leisure are now worth £13.5bn across Great Britain in 2013, a decrease of around -2% compared to the value figure for 2012 Holidays. Over the course of the five year period there has been some variation in direction of growth, although this averages out at a positive annual rate of growth (+2.9%).

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 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 dropped by -2% compared to the overall growth of 2.7% over the past 5 years. Following this pattern there were decreases in the amount spent on the price of package holiday/inclusive trip (-16.5%) as well as declines in spend on services and advice which fell -25% on 2012. Holiday visitors 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 34% spent on all trips, irrespective of purpose).

## Total spending on domestic overnight trips within England between 2012 and 2013

Table 1.3.13 – Tourism Expenditure Breakdown in England (2012-13)

	All domestic tourism			Domestic Holidays		
	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)
	£Millions	£Millions		£Millions	£Millions	
Total	£19,497	£18,710	-4.04%	£11,007	£10,463	-4.94%
Price of package holiday/inclusive trip	£851	£725	-14.81%	£656	£512	-21.95%
% share	4%	4%	-	6%	5%	-
Accommodation	£6,450	£6,360	-1.4%	£3,954	£3,860	-2.38%
% share	33%	34%	-	36%	37%	-
Travel costs to and from destination, and during the trip	£3,976	£3,896	-2.01%	£1,491	£1,483	-0.54%
% share	20%	21%	-	14%	14%	-
Services or advice (e.g. travel guides, tourist information)	£57	£36	-36.84%	£25	£23	-8.0%
% share	*	*	-	*	*	-
Buying clothes	£1,082	£920	-14.97%	£638	£562	-11.91%
% share	6%	5%	-	6%	5%	-
Eating and drinking out	£3,792	£3,752	-1.05%	£2,162	£2,052	-5.09%
% share	19%	20%	-	20%	20%	-
Other shopping	£1,706	£1,562	-8.44%	£1,086	£1,025	-5.62%
% share	9%	8%	-	10%	10%	-
Entertainment	£1,231	£1,169	-5.04%	£834	£780	-6.47%
% share	6%	6%	-	8%	7%	-
Anything else	£351	£291	-17.09%	£161	£165	+2.48%
% share	2%	2%	-	1%	2%	-

\* = 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 from January to December 2013, domestic overnight trips were worth £18.7bn to England, with more than half (56%) of this value being attributed to Holidays.

Overall spend has experienced decreases, and there have been declines across all categories of trip spend, most notably for package holiday/inclusive trip costs and buying clothes (-22% and -12% respectively).

## Total spending on domestic overnight trips within Scotland between 2012 and 2013

Table 1.3.14 – Tourism Expenditure Breakdown in Scotland (2012-13)

	All domestic tourism			Domestic Holidays		
	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)
	£Millions	£Millions		£Millions	£Millions	
Total	£2,891	£2,889	-0.07%	£1,684	£1,814	+7.72%
Price of package holiday/inclusive trip	£128	£138	+7.81%	£99	£127	+28.28%
% share	4%	5%	-	6%	7%	-
Accommodation	£895	£954	+6.59%	£571	£618	+8.23%
% share	31%	33%	+	34%	34%	-
Travel costs to and from destination, and during the trip	£700	£632	-9.71%	£287	£289	+0.70%
% share	24%	22%	+	17%	16%	-
Services or advice (e.g. travel guides, tourist information)	£10	£3	-70.0%	£5	£2	-60.00%
% share	*	*	-	*	*	-
Buying clothes	£161	£171	+6.21%	£116	£132	+13.79%
% share	6%	6%	-	7%	7%	-
Eating and drinking out	£537	£546	+1.68%	£311	£341	+9.65%
% share	19%	19%	-	18%	19%	-
Other shopping	£266	£266	0.00%	£173	£184	+6.36%
% share	9%	9%	-	10%	10%	-
Entertainment	£145	£135	-6.90%	£93	£97	+4.30%
% share	5%	5%	-	6%	5%	-
Anything else	£48	£44	-8.33%	£29	£25	-13.79%
% share	2%	2%	-	2%	1%	-

\* = less than 0.5%

Around £2.9bn was spent on domestic tourism trips in Scotland during 2013, the same as 2012. In comparison the holiday market, saw an increase of +7.7% to £1.8m. These increases, however, follow a year of decreases and perhaps represent a return to usual spending levels.

The value of package holidays/inclusive trips increased in Scotland was up +28.3% to £127m, with the majority of other categories also experiencing an uplift.



## Total spending on domestic overnight trips within Wales between 2012 and 2013

Table 1.3.15 – Tourism Expenditure Breakdown in Wales (2012-13)						
	All domestic tourism			Domestic Holidays		
	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)	2012 (Jan-Dec)	2013 (Jan-Dec)	% Change (12-13)
	£Millions	£Millions		£Millions	£Millions	
Total	£1,588	£1,696	+6.80%	£1,072	£1,195	+11.47%
Price of package holiday/inclusive trip	£68	£50	-26.47%	£56	£39	-30.36%
% share	4%	3%	-	5%	3%	-
Accommodation	£525	£574	+9.33%	£389	£433	+11.31%
% share	33%	34%	-	36%	36%	-
Travel costs to and from destination, and during the trip	£347	£337	-2.88%	£166	£192	+15.66%
% share	22%	20%	-	16%	16%	-
Services or advice (e.g. travel guides, tourist information)	£7	£2	-71.43%	£6	£2	-66.67%
% share	*	*	-	1%	*	-
Buying clothes	£70	£64	-8.57%	£52	£48	-7.69%
% share	4%	4%	-	5%	4%	-
Eating and drinking out	£311	£337	+8.36%	£215	£238	+10.70%
% share	20%	20%	-	20%	20%	-
Other shopping	£160	£210	+31.25%	£115	£152	+32.17%
% share	10%	12%	-	11%	13%	-
Entertainment	£74	£94	+27.03%	£53	£73	+37.17%
% share	5%	6%	-	5%	6%	-
Anything else	£27	£27	0.00%	£21	£18	-14.29%
% share	2%	2%	-	2%	2%	-

\* = less than 0.5%

Spending on Welsh domestic tourism trips continues to grow. The value of Welsh tourism trips was just under £1.7m in 2013 which was up +6.8% on 2012. The largest year-on-year increase was seen in the 'Other shopping' category which was up by 31.3%, Entertainment was also up (+27.0%) however there were some declines in the other categories: travel costs were down -2.9% and buying clothes saw a decline of -8.6%. Accommodation still represents the largest portion of expenditure at 34%, which was an increase of +9.3% on 2012.

Accommodation accounted for an even greater part of expenditure on Holiday trips in Wales, at 36% and the increased expenditure on travel, eating and drinking out contributed to the overall increase in spending on Holiday trips in Wales.

## Holidays taken in GB by lifestage

This section examines 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 2009 and 2013.

British adults have been defined into four categories:

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

Table 1.3.16 – Holiday Tourism Trips taken in GB by Lifestage (2009-2013)

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
<b>Holidays</b>	<b>58.974</b>	<b>54.743</b>	-7.17%	<b>58.435</b>	+6.74%	<b>57.695</b>	-1.27%	<b>56.969</b>	-1.26%	-0.74%
Pre-nesters	9.504	8.067	-15.12%	8.650	+7.23%	8.963	+3.62%	8.461	-5.60%	-2.47%
Families	20.254	19.649	-2.99%	20.288	+3.25%	19.869	-2.07%	19.252	-3.11%	-1.23%
Older Independents	11.045	10.178	-7.85%	10.751	+5.63%	10.593	-1.47%	10.665	+0.68%	-0.75%
Empty Nesters	18.171	16.849	-7.28%	18.745	+11.25%	18.270	-2.53%	18.591	+1.76%	+0.80%

Of the 57 million Holiday trips taken in Britain during 2013, families represent the largest segment, with 19.3 million trips taken during 2013. This is down by -3.1% on the figure seen for 2012, and represents a greater annual decrease than the average across the 5 years (-1.2% per year). Pre nesters make up 8.5 million trips, this group were down -5.6% compared to 2012. Along with the drop in trips made by families, this contributed to the overall decline in holiday trips during 2013. In summary, across the five years, there has been an increase in the numbers of empty nesters taking holiday trips (+0.80% per annum) but this has been offset – and more – by annual decreases in family holidays (-1.2%) and pre-nester holidays (-2.5%)

## Holidays taken in England by Lifestage

Table 1.3.17 – Holiday Tourism Trips taken in England by Lifestage (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
<b>Holidays</b>	<b>47.010</b>	<b>43.544</b>	-7.37%	<b>46.157</b>	+6.00%	<b>45.992</b>	-0.36%	<b>44.926</b>	-2.32%	-1.01%
Pre-nesters	7.382	6.381	-13.56%	6.818	+6.85%	7.387	+8.35%	6.487	-12.18%	-2.64%
Families	16.404	15.632	-4.71%	16.071	+2.81%	16.104	+0.21%	15.355	-4.65%	-1.59%
Older Independents	8.604	7.899	-8.19%	8.470	+7.23%	8.541	+0.84%	8.389	-1.78%	-0.47%
Empty Nesters	14.620	13.633	-6.75%	14.799	+8.55%	13.960	-5.67%	14.695	+5.27%	+0.35%

As at the overall British level, Families and Empty Nesters also accounted for the largest part of English holiday trips at 15.4 million and 14.7 million respectively for 2013. There was a decline (-5.7%) in the number of trips taken by Families compared to 2012, which has offset the increases seen across other lifestage types to produce a slight decrease overall for English holiday trips (-2.3%) during 2013. In common with the British patterns, the five year period has seen decreases across the majority of lifestage types taking English holiday trips – only empty nesters have shown annual increases.

## Holidays taken in Scotland by Lifestage

Table 1.3.18 – Pure Holiday Tourism Trips taken in Scotland by Lifestage (2009-2013)										
	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 09-13
<b>Holidays</b>	<b>6.651</b>	<b>5.700</b>	-14.30%	<b>6.572</b>	+15.30%	<b>6.168</b>	-6.15%	<b>6.48</b>	+5.06%	0.02%
Pre-nesters	1.201	0.994	-17.24%	1.000	+0.60%	0.829	-17.10%	1.148	+38.48%	+1.19%
Families	1.913	1.699	-11.19%	2.056	+21.01%	1.787	-13.08%	1.859	+4.03%	+0.195
Older Independents	1.363	1.222	-10.34%	1.347	+10.23%	1.091	-19.01%	1.406	+28.87%	+2.44%
Empty Nesters	2.174	1.785	-17.89%	2.169	+21.51%	2.461	+13.46%	2.067	-16.01%	+0.27%

The largest lifestage group for Scottish holiday trips in 2013 was Empty Nesters, accounting for 2.1 million of the 6.5 million, but their number of trips has reduced by about a sixth since 2012. However, this has been more than made up by increases in the number of trips being taken in Scotland by Pre-nesters (+38.5%) and Older Independents (+28.9%).

## Holidays taken in Wales by Lifestage

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

	2009 (Jan-Dec)	2010 (Jan-Dec)	% Change (09-10)	2011 (Jan-Dec)	% Change (10-11)	2012 (Jan-Dec)	% Change (11-12)	2013 (Jan-Dec)	% Change (12-13)	Average annual % change 08-12
<b>Holidays</b>	<b>5.579</b>	<b>5.762</b>	+3.28%	<b>6.036</b>	+4.76%	<b>5.914</b>	-2.02%	<b>6.091</b>	+2.99%	+2.25%
Pre-nesters	0.936	0.749	-19.98%	0.887	+18.42%	0.780	-12.06%	0.893	+14.49%	+0.22%
Families	2.027	2.415	+19.14%	2.221	-8.03%	2.072	-6.71%	2.180	+5.21%	+2.40%
Older Independents	1.108	1.084	-2.17%	0.977	-9.87%	1.009	+3.28%	0.995	-1.39%	-2.54%
Empty Nesters	1.508	1.514	0.40%	1.950	+28.80%	2.053	+5.28%	2.023	-1.46%	+8.25%

Families dominate the Welsh holiday market, although 2011 and 2012 saw major decreases in the numbers of family visitors. 2013 saw recovery close to 2011 levels. In contrast, Empty Nesters have seen a slight decrease over 2012 which saw this group drop in volume but remain just over 2 million. During 2013 there were generally increases in the number of younger visitors – families and pre-nesters. In contrast, the numbers of older independents and empty nesters declined somewhat.

## Part 2 : Summary Data Tables

This section provides detailed information for the following trip purposes:

	Pages		Pages
<b>All Tourism</b>	<b>60-65</b>	<b>VFR Trips</b>	<b>81-85</b>
Purpose	60	Accommodation used	81
Accommodation used	61	Main mode of transport used	82
Main mode of transport used	62	Country of residence	82
Country of residence	62	How trip booked	82
How trip booked	62	Whether booked online	83
Whether booked online	62	Package trip	83
Package trip	63	Type of location stayed at	83
Type of location stayed at	63	Month trip started	83
Month trip started	63	Duration of trip	83
Duration of trip	63	Children on trip	84
Children on trip	64	Socio-economic group	84
Socio-economic group	64	Age of respondent	84
Age of respondent	64	Lifecycle of respondent	84
Lifecycle of respondent	64	Activities undertaken on trip	84
Activities undertaken on trip	64		
<b>Holiday Trips</b>	<b>66-70</b>	<b>VFR Nights</b>	<b>86-90</b>
Accommodation used	66	Accommodation used	86
Main mode of transport used	67	Main mode of transport used	87
Country of residence	67	Country of residence	87
How trip booked	67	How trip booked	87
Whether booked online	68	Whether booked online	87
Package trip	68	Package trip	88
Type of location stayed at	68	Type of location stayed at	88
Month trip started	68	Month trip started	88
Duration of trip	68	Duration of trip	88
Children on trip	69	Children on trip	88
Socio-economic group	69	Socio-economic group	89
Age of respondent	69	Age of respondent	89
Lifecycle of respondent	69	Lifecycle of respondent	89
Activities undertaken on trip	69	Activities undertaken on trip	89
<b>Holiday Nights</b>	<b>71-75</b>	<b>VFR Spend</b>	<b>91-95</b>
Accommodation used	71	Accommodation used	91
Main mode of transport used	72	Main mode of transport used	92
Country of residence	72	Country of residence	92
How trip booked	72	How trip booked	92
Whether booked online	73	Whether booked online	92
Package trip	73	Package trip	93
Type of location stayed at	73	Type of location stayed at	93
Month trip started	73	Month trip started	93
Duration of trip	74	Duration of trip	93
Children on trip	74	Children on trip	93
Socio-economic group	74	Socio-economic group	94
Age of respondent	74	Age of respondent	94
Lifecycle of respondent	74	Lifecycle of respondent	94
Activities undertaken on trip	75	Activities undertaken on trip	94
<b>Holiday Spend</b>	<b>76-80</b>	<b>Business Tourism</b>	<b>96-100</b>
Accommodation used	76	Purpose of trip	96
Main mode of transport used	77	Accommodation used	96
Country of residence	77	Main mode of transport used	97
How trip booked	77	Country of residence	97
Whether booked online	78	How trip booked	97
Package trip	78	Whether booked online	98
Type of location stayed at	78	Package trip	98
Month trip started	78	Type of location stayed at	98
Duration of trip	78	Month trip started	98
Children on trip	79	Duration of trip	99
Socio-economic group	79	Children on trip	99
Age of respondent	79	Socio-economic group	99
Lifecycle of respondent	79	Age of respondent	99
Activities undertaken on trip	79	Lifecycle of respondent	99
		Activities undertaken on trip	100

## Table 2.1 – ALL TOURISM IN GREAT BRITAIN

British residents made an estimated 123 million trips in Great Britain in 2013, representing 374 million bed nights and £23 billion in spending.

- Holidays (including visiting friends and relatives) are the main purpose of trips taken, accounting for two thirds (67%) of trips taken and are even more important in terms of nights (74%) and spending (71%).
- Visits to friends and relatives (VFR) for mainly holiday purposes account for one in five trips and nights away (21%) but are less important in terms of spending (13%).
- Business and work is the main purpose for around one in seven trips (15%) accounting for one in nine nights (11%). These are higher spending trips, accounting for just under 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 (36%). 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 (18%) 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 (78%). Commercial accommodation is mainly serviced (41% of trips) where trips tend to be shorter in duration (30% of nights) but higher spending (55%). Hotels and motels account for 35% of trips and 45% of spend; guest houses and B&Bs account for 4% of trips and 5% of spend.
- Self catering rented accommodation is used on a lower volume of trips (18%), but these trips are longer (27% 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 (56%), but it would be higher were it not for the high level of staying at friends and relatives' homes and using personal transport, where advance booking is less relevant.
- Large cities/large towns (41%) are the major destinations of tourism trips, followed by small towns (23%), 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 – 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
All Tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
<b>PURPOSE</b>												
Leisure	101.20	83.12	9.95	8.84	323.0	255.7	36.1	31.2	£18,319	£14,540	£2,310	£1,469
Total Holiday	82.62	66.87	8.80	7.65	277.7	216.3	32.9	28.5	£16,457	£12,925	£2,172	£1,361
Holiday	56.97	44.93	6.48	6.09	198.2	149.7	24.4	24.1	£13,472	£10,463	£1,814	£1,195
VFR-holiday	25.65	21.94	2.32	1.56	79.5	66.6	8.5	4.4	£2,985	£2,462	£357	£166
VFR-other	18.55	16.25	1.15	1.19	45.3	39.4	3.2	2.7	£1,862	£1,616	£138	£108
VFR	44.20	38.19	3.47	2.75	124.8	105.9	11.7	7.1	£4,847	£4,078	£496	£274
Business (total)	18.29	15.59	1.97	0.88	41.5	33.5	6.0	2.0	£4,514	£3,770	£542	£203
Business travel	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£702

Table 2.1 – All Tourism in GB

	Trips				Nights				Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
<b>All Tourism – 2012</b>	<b>126.02</b>	<b>104.46</b>	<b>12.75</b>	<b>9.60</b>	<b>388.2</b>	<b>310.2</b>	<b>43.3</b>	<b>34.7</b>	<b>£23,976</b>	<b>£19,497</b>	<b>£2,891</b>	<b>£1,588</b>
<b>All Tourism – 2013</b>	<b>122.91</b>	<b>101.76</b>	<b>12.12</b>	<b>9.93</b>	<b>373.6</b>	<b>297.2</b>	<b>42.7</b>	<b>33.7</b>	<b>£23,294</b>	<b>£18,710</b>	<b>£2,889</b>	<b>£1,696</b>
<b>PURPOSE (CONTINUED)</b>												
To attend a conference	1.34	1.18	0.10	0.06	2.8	2.4	0.3	0.1	£370	£316	£26	£28
To attend an exhibition/trade show	0.78	0.66	0.08	0.06	1.5	1.2	0.1	0.1	£205	£168	£12	£25
Travel/transport is my work	0.52	0.47	0.04	0.01	1.4	1.2	0.1	*	£127	£116	£11	£1
To do paid work/on business	15.66	13.29	1.75	0.76	35.9	28.6	5.5	1.8	£3,812	£3,171	£493	£149
School trip	0.39	0.33	0.01	0.05	1.3	1.1	*	0.1	£32	£22	£4	£6
Other reason	2.92	2.6	0.17	0.15	7.5	6.8	0.5	0.2	£402	£355	£28	£19
<b>ACCOMMODATION USED</b>												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	<b>72.81</b>	<b>59.24</b>	<b>8.15</b>	<b>6.14</b>	<b>212.5</b>	<b>164.1</b>	<b>27.4</b>	<b>21.0</b>	<b>£18,056</b>	<b>£14,401</b>	<b>£2,322</b>	<b>£1,333</b>
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	<b>50.73</b>	<b>42.25</b>	<b>5.73</b>	<b>3.28</b>	<b>110.4</b>	<b>88.2</b>	<b>14.4</b>	<b>7.8</b>	<b>£12,764</b>	<b>£10,429</b>	<b>£1,594</b>	<b>£741</b>
<b>Hotel/ motel</b>	<b>43.16</b>	<b>36.13</b>	<b>5.08</b>	<b>2.39</b>	<b>89.2</b>	<b>71.6</b>	<b>12.4</b>	<b>5.2</b>	<b>£10,993</b>	<b>£9,022</b>	<b>£1,421</b>	<b>£550</b>
<b>Guest House/ Bed and Breakfast</b>	<b>5.44</b>	<b>4.42</b>	<b>0.54</b>	<b>0.60</b>	<b>14.3</b>	<b>11.1</b>	<b>1.5</b>	<b>1.7</b>	<b>£1,218</b>	<b>£965</b>	<b>£126</b>	<b>£127</b>
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	<b>21.78</b>	<b>16.80</b>	<b>2.41</b>	<b>2.89</b>	<b>99.6</b>	<b>74.1</b>	<b>12.5</b>	<b>13.0</b>	<b>£5,176</b>	<b>£3,913</b>	<b>£681</b>	<b>£583</b>
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	<b>9.08</b>	<b>6.76</b>	<b>1.30</b>	<b>1.16</b>	<b>46.7</b>	<b>33.4</b>	<b>7.5</b>	<b>5.7</b>	<b>£3,147</b>	<b>£2,354</b>	<b>£478</b>	<b>£315</b>
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	<b>15.84</b>	<b>11.97</b>	<b>1.45</b>	<b>2.60</b>	<b>66.9</b>	<b>49.4</b>	<b>6.4</b>	<b>11.1</b>	<b>£2,432</b>	<b>£1,808</b>	<b>£240</b>	<b>£384</b>
Touring caravan	4.41	3.6	0.38	0.52	19.8	15.6	1.9	2.4	£637	£490	£73	£74
Static (not owned)	3.56	2.61	0.39	0.60	17.0	12.6	1.8	2.7	£753	£571	£76	£106
Static (owned)	3.12	1.93	0.33	0.52	14.0	8.8	1.4	3.8	£403	£250	£37	£116
Camping	4.76	3.84	0.37	0.62	16.1	12.5	1.3	2.3	£638	£497	£54	£88
<b>Hostel</b>	<b>1.468</b>	<b>1.188</b>	<b>0.161</b>	<b>0.119</b>	<b>4.9</b>	<b>4.2</b>	<b>0.5</b>	<b>0.3</b>	<b>£210</b>	<b>£140</b>	<b>£57</b>	<b>£13</b>
<b>Own home/ friend's home / relative's home</b>	<b>45.37</b>	<b>39.31</b>	<b>3.61</b>	<b>2.88</b>	<b>135.4</b>	<b>114.4</b>	<b>12.6</b>	<b>8.4</b>	<b>£4,274</b>	<b>£3,598</b>	<b>£452</b>	<b>£224</b>



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 – 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
All Tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
MAIN MODE OF TRANSPORT												
Public transport	27.20	22.64	3.42	1.27	79.01	62.79	12.13	4.09	£5,803	£4,651	£917	£234
Train	18.09	15.57	1.85	0.75	50.2	42.5	5.4	2.2	£3,806	£3,227	£449	£130
Regular bus/ coach	3.79	3.02	0.54	0.25	11.9	8.9	2.0	1.0	£548	£405	£92	£51
Sea/ air	3.23	2.30	0.88	0.09	10.4	6.3	3.9	0.1	£1,013	£632	£362	£18
Plane	2.88	2.04	0.79	0.07	8.7	5.5	3.1	0.1	£900	£574	£309	£18
Boat/ ship/ ferry	0.35	0.25	0.09	0.01	1.7	0.9	0.8	-	£113	£59	£53	£1
Personal transport	93.94	77.68	8.49	8.52	289.0	230.5	29.2	29.2	£17,124	£13,796	£1,893	£1,434
Car	89.97	74.37	8.06	8.22	277.1	221.1	27.6	28.4	£16,375	£13,202	£1,778	£1,395
Car - own/ friend's/ firm's	88.34	73.05	7.88	8.06	272.5	217.4	27.1	27.9	£15,956	£12,852	£1,732	£1,372
Car - hired	1.62	1.32	0.19	0.16	4.6	3.7	0.4	0.4	£419	£350	£46	£24
Organised coach tour	2.44	2.01	0.25	0.19	8.2	5.9	1.5	0.8	£549	£446	£67	£36
Other	1.21	0.98	0.12	0.11	3.4	2.6	0.5	0.3	£221	£173	£25	£23
COUNTRY OF RESIDENCE												
England	105.9	93.6	5.6	7.4	320.1	270.3	23.5	26.3	£19,655	£16,690	£1,637	£1,329
Scotland	10.5	4.1	6.3	0.2	33.7	14.8	18.1	0.7	£2,409	£1,195	£1,164	£50
Wales	6.5	4.0	0.2	2.3	19.6	12.1	1.1	6.6	£1,231	£825	£88	£318
HOW TRIP BOOKED												
Firm booking	68.64	56.79	7.24	5.29	208.3	165.3	24.9	18.1	£16,252	£13,033	£2,080	£1,140
High street or on-line travel agent	5.80	4.68	0.73	0.44	15.0	11.9	2.0	1.2	£1,526	£1,227	£198	£101
Directly with a tour operator	4.73	3.85	0.54	0.36	19.8	15.1	3.1	1.6	£1,358	£1,076	£195	£87
Directly with accommodation provider	41.62	34.38	4.23	3.51	120.0	94.6	13.7	11.7	£10,097	£8,073	£1,269	£755
Directly with a transport provider	10.53	8.92	1.25	0.43	33.5	27.1	5.0	1.4	£2,099	£1,663	£358	£78
Directly with a Tourist Board / TIC	0.81	0.64	0.06	0.12	2.8	2.2	0.2	0.4	£189	£140	£16	£33
Booked online	48.55	40.32	5.31	3.38	144.3	114.7	18.0	11.5	£11,785	£9,483	£1,551	£751
Through some other source	5.81	4.84	0.59	0.44	17.7	14.5	1.8	1.5	£1,269	£1,053	£128	£88
Did not make firm bookings before trip	46.80	38.83	4.13	4.04	141.7	113.8	14.5	13.4	£5,438	£4,388	£620	£429
Don't Know	7.47	6.14	0.76	0.60	23.6	18.1	3.3	2.2	£1,604	£1,289	£188	£127
WHETHER BOOKED ONLINE												
Booked online	48.55	40.32	5.31	3.38	144.3	114.7	18.0	11.5	£11,785	£9,483	£1,551	£751
Not booked online	74.36	61.43	6.82	6.55	229.3	182.5	24.7	22.2	£11,509	£9,227	£1,338	£945

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 – 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
All Tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
PACKAGE TRIP												
Package trip	5.36	4.51	0.58	0.30	16.5	12.8	2.7	1.1	£1,518	£1,223	£210	£85
Not a package trip	116.86	96.67	11.47	9.58	354.7	282.5	39.9	32.3	£21,662	£17,395	£2,664	£1,603
Don't Know	0.69	0.58	0.07	0.04	2.4	1.9	0.1	0.3	£114	£92	£14	£8
TYPE OF LOCATION STAYED AT												
Seaside	23.47	18.60	1.65	3.59	91.2	70.9	6.3	14.0	£4,801	£3,886	£314	£602
Large city / large town	50.43	44.03	5.10	1.88	119.8	102.5	13.4	3.9	£9,603	£8,104	£1,200	£300
Small town	28.82	23.35	3.41	2.48	84.9	65.2	12.3	7.5	£4,567	£3,464	£726	£377
Countryside / village	23.07	18.30	2.61	2.45	76.9	57.9	10.7	8.3	£4,241	£3,188	£637	£416
MONTH TRIP STARTED												
January 2012	5.70	4.78	0.65	0.31	12.58	10.49	1.53	0.56	£940	£766	£103	£71
February 2012	7.42	6.29	0.65	0.52	19.13	15.47	2.00	1.66	£1,390	£1,157	£159	£75
March 2012	8.41	6.98	0.85	0.64	24.58	19.08	3.22	2.28	£1,455	£1,198	£156	£101
April 2012	9.36	7.80	1.14	0.53	25.15	20.19	3.50	1.47	£1,796	£1,464	£248	£84
May 2012	11.18	9.13	1.10	1.04	31.93	25.40	3.57	2.97	£2,008	£1,590	£235	£183
June 2012	11.04	9.09	1.16	0.90	33.78	26.91	4.24	2.63	£2,280	£1,835	£289	£156
July 2012	12.95	10.40	1.40	1.23	48.60	37.45	6.03	5.12	£2,765	£2,175	£367	£222
August 2012	16.69	13.36	1.51	2.04	63.92	49.03	6.10	8.78	£3,438	£2,681	£381	£375
September 2012	10.78	8.90	1.11	0.85	33.29	26.22	3.94	3.13	£2,258	£1,791	£317	£149
October 2012	9.97	8.32	0.88	0.84	27.12	22.02	2.88	2.22	£1,760	£1,414	£216	£130
November 2012	9.09	7.80	0.80	0.50	21.03	17.39	2.50	1.13	£1,640	£1,384	£176	£79
December 2012	10.34	8.91	0.90	0.55	32.51	27.56	3.23	1.72	£1,565	£1,254	£241	£71
DURATION OF TRIP												
1 night	36.59	31.66	2.80	2.12	36.6	31.7	2.8	2.1	£4,685	£4,063	£402	£220
2 nights	35.00	29.42	3.00	2.65	70.0	58.8	6.0	5.3	£5,692	£4,724	£605	£363
3 nights	18.11	14.54	2.00	1.70	54.3	43.4	5.9	5.1	£3,602	£2,799	£507	£296
4 nights	12.04	9.47	1.63	1.05	48.2	37.6	6.4	4.2	£2,959	£2,317	£451	£191
5 nights	5.86	4.72	0.68	0.52	29.3	23.4	3.3	2.5	£1,537	£1,245	£189	£104
6 nights	3.19	2.56	0.39	0.35	19.1	15.1	2.1	1.9	£823	£651	£86	£86
7 nights	6.87	5.32	0.76	0.85	48.1	37.0	5.3	5.8	£2,170	£1,631	£261	£278
1-3 nights	89.70	75.63	7.80	6.48	160.9	133.9	14.6	12.5	£13,978	£11,585	£1,513	£880
4-7 nights	27.96	22.06	3.46	2.78	144.7	113.2	17.1	14.4	£7,489	£5,844	£986	£658
8+ nights	5.24	4.07	0.87	0.67	68.0	50.1	11.0	6.8	£1,827	£1,280	£389	£158
Average duration of trip (nights)	3.04	2.92	3.52	3.39	3.04	2.92	3.52	3.39	3.04	2.92	3.52	3.39

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 – 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
All Tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
CHILDREN ON TRIP												
Yes	32.65	26.77	3.03	3.20	114.4	90.0	12.0	12.5	£4,578	£3,681	£479	£419
No	90.25	74.99	9.09	6.73	259.2	207.2	30.8	21.2	£18,716	£15,029	£2,410	£1,277
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	47.88	40.31	4.39	3.59	136.7	108.7	15.3	12.6	£10,082	£8,206	£1,210	£666
C1 (Clerical and supervisory)	39.00	32.26	4.08	2.97	118.3	95.7	13.1	9.5	£7,206	£5,756	£949	£501
C2 (Skilled manual)	20.59	16.66	2.21	1.86	65.6	51.3	8.6	5.7	£3,593	£2,825	£479	£288
DE (Unskilled, state pensioners etc.)	15.44	12.53	1.45	1.51	53.0	41.4	5.7	5.9	£2,414	£1,923	£250	£241
AGE OF RESPONDENT												
16-24	14.61	12.44	1.14	1.06	43.8	37.1	3.5	3.3	£2,147	£1,759	£242	£146
25-34	21.00	17.19	2.02	1.91	56.7	44.8	6.5	5.4	£3,558	£2,856	£432	£269
35-44	26.35	21.80	2.70	2.01	76.3	60.6	9.0	6.7	£4,718	£3,858	£538	£323
45-54	24.46	20.25	2.65	1.85	69.0	53.1	9.9	6.1	£5,432	£4,427	£667	£339
55-64	18.85	15.51	1.90	1.61	58.2	46.4	6.2	5.6	£4,103	£3,146	£611	£346
65+	17.64	14.56	1.71	1.50	69.6	55.3	7.7	6.5	£3,337	£2,664	£398	£274
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	16.31	13.82	1.41	1.15	47.1	39.2	4.6	3.3	£2,597	£2,123	£306	£168
Age 16-34, married, no children	7.99	6.49	0.91	0.62	20.4	16.1	2.5	1.8	£1,527	£1,190	£229	£108
Age 16-34, with children	11.31	9.32	0.84	1.20	33.1	26.6	2.8	3.7	£1,580	£1,302	£140	£139
Age 35-54, no children	23.94	19.73	2.72	1.71	63.9	49.2	9.4	5.3	£5,580	£4,520	£709	£350
Age 35-54, with children	26.87	22.33	2.64	2.14	81.4	64.4	9.4	7.5	£4,570	£3,764	£495	£312
Age 55+	36.49	30.07	3.61	3.11	127.8	101.7	13.9	12.2	£7,440	£5,811	£1,010	£620
ACTIVITIES UNDERTAKEN ON TRIP*												
Just relaxing	31.27	25.13	2.94	3.46	118.6	92.4	12.5	13.7	£6,286	£4,912	£774	£599
Sightseeing on foot	25.69	19.90	2.99	3.09	100.2	75.7	11.9	12.6	£6,440	£4,951	£868	£621
Short walk\ stroll - up to 2 miles\ 1 hour	22.78	18.14	2.11	2.74	91.4	71.1	9.5	10.9	£4,885	£3,769	£588	£528
Sightseeing by car	14.74	10.61	2.20	2.19	69.2	48.8	10.5	9.9	£3,966	£2,776	£679	£511
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	14.57	11.32	1.52	1.98	62.8	47.7	7.1	8.0	£3,485	£2,661	£453	£372
Visiting a beach	13.24	10.26	0.90	2.26	64.1	48.8	4.8	10.4	£3,201	£2,471	£291	£439
Any other single particular activity	11.027	9.342	0.915	0.847	29.7	24.1	3.2	2.4	£1,786	£1,446	£217	£123
Centre based walking (i.e. around a city\town centre)	10.85	8.88	0.94	1.14	39.0	31.2	3.9	3.8	£2,892	£2,338	£308	£246
Attending a special event of a personal nature (wedding, graduation, christening, etc.)	7.58	6.37	0.71	0.56	17.3	14.2	2.1	1.1	£1,287	£1,048	£156	£83

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 – 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
All Tourism – 2013	122.91	101.76	12.12	9.93	373.6	297.2	42.7	33.7	£23,294	£18,710	£2,889	£1,696
ACTIVITIES UNDERTAKEN ON TRIP (CONT)*												
Had a picnic or BBQ	6.85	5.33	0.61	1.03	33.5	25.3	3.4	4.8	£1,721	£1,349	£181	£191
Swimming (indoors or outdoors)	6.50	5.08	0.71	0.82	31.1	23.9	3.4	3.9	£1,720	£1,360	£179	£181
Visiting a country park	6.42	5.16	0.76	0.64	28.6	21.7	3.6	3.4	£1,570	£1,175	£232	£163
Visiting a museum	6.37	5.27	0.87	0.34	26.8	21.0	4.5	1.2	£1,932	£1,526	£305	£101
Visiting a castle/other historic site	5.43	3.74	1.03	0.83	26.4	16.9	5.4	4.1	£1,791	£1,160	£423	£207
Visiting a cathedral, church, abbey or other religious building	5.29	4.45	0.47	0.48	23.8	18.6	3.0	2.2	£1,692	£1,340	£211	£141
Visiting a historic house, stately home, palace	5.15	4.42	0.56	0.26	23.9	19.3	3.3	1.2	£1,668	£1,351	£233	£84
Sunbathing	4.83	3.82	0.25	0.80	26.6	21.6	1.2	3.8	£1,289	£1,071	£78	£140
Viewing architecture and buildings	4.69	3.81	0.52	0.48	18.8	14.2	2.4	2.2	£1,510	£1,186	£187	£137
Visiting a garden	4.63	3.82	0.51	0.39	22.0	17.8	2.4	1.8	£1,481	£1,199	£176	£105
Visiting a theme/amusement park	4.36	3.81	0.12	0.46	19.1	16.2	0.7	2.2	£1,086	£934	£35	£117
Special shopping for items you do not regularly buy	3.92	3.35	0.36	0.27	14.6	11.8	1.6	1.2	£1,268	£981	£186	£101
Visiting another type of attraction	3.74	3.13	0.35	0.34	13.9	11.3	1.3	1.3	£939	£791	£80	£67
Other sightseeing (e.g. on a coach, boat trip)	3.73	2.82	0.63	0.35	16.1	11.2	3.3	1.6	£1,165	£860	£218	£88
A live music concert	3.24	2.66	0.35	0.28	10.4	8.5	0.9	1.0	£887	£736	£77	£74
Visiting a wildlife attraction/nature reserve	2.91	2.27	0.34	0.35	14.6	11.0	1.8	1.7	£744	£577	£83	£84

\*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 Holidays (excluding VFR). 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 57 million holiday trips in Great Britain in 2013. 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 share (35%).
- The commercial accommodation sector accounts for four in five holiday trips (81%), with the share for short trips (82%) and long trips (80%) being at similar levels. For self-catering accommodation (mainly cottages and caravans), long trips account for a 55% share whilst shorter trips have a smaller share (22%).
- 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 17% of holiday trips.
- Firm bookings were made before going on holiday for over two thirds of holiday trips (70%).
- Holiday trips are taken to a wide range of destinations. 37% of short trips are taken to large cities/towns whereas 43% of longer trips are taken to the seaside.
- Just under a third (30%) of holiday trips were taken in July or August.

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
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
All Tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
ACCOMMODATION USED												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	46.35	36.92	5.40	4.49	30.23	24.52	3.25	2.52	16.12	12.39	2.15	1.97
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	27.30	22.33	3.35	1.92	21.98	18.26	2.48	1.29	5.32	4.07	0.87	0.63
<b>Hotel/ motel</b>	22.42	18.43	2.95	1.28	18.52	15.49	2.22	0.87	3.89	2.94	0.73	0.41
<b>Guest House/ Bed and Breakfast</b>	3.34	2.65	0.34	0.44	2.40	1.95	0.19	0.26	0.94	0.70	0.16	0.17
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	19.03	14.65	2.04	2.59	7.92	6.05	0.71	1.17	11.10	8.60	1.33	1.42
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	7.75	5.77	1.07	1.01	2.31	1.61	0.30	0.40	5.44	4.16	0.77	0.61
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	14.23	10.70	1.27	2.43	7.20	5.42	0.59	1.20	7.03	5.28	0.68	1.22

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 – 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
All Tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
ACCOMMODATION USED (CONT)												
Touring caravan	3.87	3.11	0.33	0.49	2.00	1.66	0.14	0.20	1.86	1.45	0.19	0.29
Static (not owned)	3.34	2.47	0.35	0.55	1.07	0.70	0.12	0.25	2.27	1.77	0.23	0.30
Static (owned)	2.93	1.81	0.29	0.84	1.59	0.97	0.18	0.43	1.35	0.84	0.10	0.40
Camping	4.10	3.32	0.31	0.54	2.54	2.08	0.14	0.32	1.56	1.23	0.17	0.22
Hostel	0.57	0.36	0.13	0.08	0.43	0.28	0.08	0.07	0.14	0.08	0.05	0.01
Own home/ friend's home / relative's home	7.25	5.89	1.07	1.01	4.40	3.62	0.39	0.41	2.85	2.28	0.45	0.36
MAIN MODE OF TRANSPORT USED												
Public transport	9.88	7.70	1.63	0.63	6.73	5.41	0.98	0.35	3.14	2.29	0.64	0.28
Train	6.01	4.86	0.91	0.30	4.61	3.77	0.64	0.20	1.41	1.09	0.27	0.10
Regular bus/ coach	1.41	1.02	0.27	0.12	0.80	0.61	0.15	0.05	0.61	0.41	0.12	0.08
Sea/ air	0.87	0.56	0.26	0.06	0.57	0.36	0.15	0.06	0.30	0.19	0.12	-
Plane	0.65	0.39	0.21	0.04	0.45	0.28	0.13	0.04	0.19	0.11	0.08	-
Boat/ ship/ ferry	0.22	0.16	0.05	0.01	0.11	0.08	0.02	0.01	0.11	0.08	0.04	-
Personal transport	46.21	36.52	4.76	5.36	29.36	23.63	2.81	2.98	16.85	12.89	1.95	2.38
Car	44.42	35.06	4.60	5.17	28.22	22.65	2.74	2.88	16.21	12.41	1.85	2.28
Car - own/ friend's/ firm's	43.78	35.54	4.54	5.10	27.76	22.29	2.70	2.82	16.02	12.24	1.84	2.28
Car – hired	0.64	0.52	0.05	0.07	0.46	0.35	0.04	0.07	0.18	0.17	0.01	-
Organised coach tour	1.81	1.42	0.23	0.16	0.87	0.75	0.07	0.06	0.93	0.67	0.16	0.10
Other	0.55	0.44	0.04	0.09	0.49	0.38	0.04	0.07	0.06	0.06	-	0.02
COUNTRY OF RESIDENCE												
England	48.28	41.3	2.75	4.65	31.06	27.37	1.28	2.46	1.56	1.15	0.29	0.14
Scotland	5.50	1.77	3.65	0.12	3.63	1.02	2.56	0.05	18.51	14.10	2.35	2.51
Wales	3.19	1.80	0.09	1.32	2.10	1.19	0.01	0.90	0.11	0.10	-	0.02
HOW TRIP BOOKED												
Firm booking	39.75	31.85	4.68	3.63	25.64	20.86	2.81	2.02	14.11	10.99	1.87	1.61
High street or on-line travel agent	3.36	2.66	0.43	0.30	2.48	2.02	0.27	0.19	0.87	0.64	0.16	0.11
Directly with a tour operator	3.69	2.95	0.47	0.30	1.44	1.21	0.14	0.10	2.25	1.74	0.33	0.20
Directly with accommodation provider	26.04	20.85	3.02	2.50	17.58	14.26	1.93	1.44	8.45	6.59	1.08	1.07
Directly with a transport provider	3.03	2.52	0.44	0.12	2.14	1.79	0.27	0.08	0.89	0.72	0.17	0.04
Directly with a Tourist Board / TIC	0.55	0.42	0.05	0.08	0.35	0.27	0.02	0.07	0.20	0.15	0.04	0.01
Booked online	27.30	21.99	3.34	2.26	18.20	14.89	2.12	1.23	9.10	7.10	1.22	1.04
Through some other source	3.24	2.59	0.36	0.32	1.86	1.48	0.23	0.16	1.37	1.11	0.13	0.16



	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 – 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
All Tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
Did not make firm bookings before trip	13.94	10.48	1.49	2.01	9.14	7.08	0.85	1.21	4.80	3.40	0.61	0.89
Don't Know	3.28	2.59	0.34	0.37	2.01	1.64	0.18	0.19	1.27	0.95	0.16	0.18
WHETHER BOOKED ONLINE												
Booked online	27.30	21.99	3.34	2.26	18.20	14.89	2.12	1.23	9.10	7.10	1.22	1.04
Not booked online	29.67	22.94	3.14	3.83	18.59	14.69	1.73	2.19	11.08	8.24	1.41	1.63
PACKAGE TRIP												
Package trip	3.68	2.96	0.49	0.25	2.12	1.82	0.21	0.11	1.56	1.15	0.29	0.14
Not a package trip	53.01	41.73	5.97	5.81	34.50	27.63	3.62	3.30	18.51	14.10	2.35	2.51
Don't Know	0.28	0.23	0.02	0.03	0.17	0.14	0.02	0.01	0.11	0.10	-	0.02
TYPE OF LOCATION STAYED AT												
Seaside	17.09	13.45	1.12	2.75	8.47	6.61	0.55	1.32	8.62	6.83	0.57	1.42
Large city / large town	16.60	13.98	2.18	0.77	13.58	11.50	1.62	0.49	3.02	2.47	0.55	0.28
Small town	11.32	8.42	1.88	1.27	7.10	5.43	0.96	0.74	4.22	2.99	0.93	0.53
Countryside / village	13.44	10.34	1.71	1.60	7.86	6.16	0.80	0.91	5.59	4.18	0.91	0.69
MONTH TRIP STARTED												
January 2013	1.81	1.43	0.28	0.11	1.54	1.21	0.23	0.09	0.27	0.22	0.05	0.01
February 2013	2.50	2.02	0.29	0.19	2.10	1.76	0.21	0.14	0.40	0.26	0.09	0.05
March 2013	3.58	2.78	0.40	0.44	2.52	2.03	0.25	0.25	1.06	0.75	0.15	0.19
April 2013	4.30	3.45	0.53	0.33	3.09	2.51	0.38	0.21	1.21	0.94	0.15	0.12
May 2013	5.72	4.52	0.61	0.66	3.89	3.06	0.38	0.45	1.83	1.46	0.23	0.21
June 2013	5.70	4.48	0.75	0.56	3.52	2.86	0.37	0.31	2.18	1.62	0.38	0.25
July 2013	7.15	5.57	0.79	0.81	3.63	2.94	0.31	0.38	3.52	2.63	0.48	0.42
August 2013	10.09	7.83	1.00	1.45	4.97	3.94	0.48	0.57	5.12	3.89	0.52	0.87
September 2013	5.21	4.09	0.62	0.56	3.26	2.60	0.36	0.30	1.95	1.49	0.26	0.26
October 2013	4.75	3.77	0.49	0.52	3.21	2.57	0.31	0.33	1.54	1.20	0.18	0.19
November 2013	3.41	2.79	0.36	0.26	2.98	2.48	0.28	0.22	0.43	0.31	0.08	0.04
December 2013	2.75	2.19	0.35	0.21	2.08	1.63	0.28	0.17	0.67	0.56	0.07	0.05
DURATION OF TRIP												
1 night	12.60	10.68	1.15	0.78	12.60	10.68	1.15	0.78	-	-	-	-
2 nights	14.87	11.93	1.46	1.48	14.87	11.93	1.46	1.48	-	-	-	-
3 nights	9.31	6.97	1.24	1.16	9.31	6.97	1.24	1.16	-	-	-	-
4 nights	6.75	5.10	0.93	0.75	-	-	-	-	6.75	5.10	0.93	0.75
5 nights	3.20	2.47	0.41	0.37	-	-	-	-	3.20	2.47	0.41	0.37
6 nights	2.01	1.58	0.21	0.27	-	-	-	-	2.01	1.58	0.21	0.27
7 nights	5.28	3.98	0.57	0.77	-	-	-	-	5.28	3.98	0.57	0.77



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 – 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
All Tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
DURATION OF TRIP (CONT)												
1-3 nights	36.79	29.58	3.85	3.42	37.33	30.20	3.71	3.50	-	-	-	-
4-7 nights	17.24	13.13	2.12	2.16	-	-	-	-	17.21	13.29	2.03	2.05
8+ nights	2.95	2.21	0.51	0.51	-	-	-	-	3.15	2.50	0.43	0.37
Average duration of trip (nights)	3.48	3.33	3.76	3.96	1.91	1.87	2.01	2.10	6.34	6.15	6.34	6.34
CHILDREN ON TRIP												
Yes	19.67	15.66	1.83	2.42	10.89	8.78	0.90	1.22	8.78	6.87	0.93	1.20
No	37.30	29.27	4.65	3.68	25.90	20.80	2.95	2.20	11.40	8.47	1.70	1.47
SOCIO-ECONOMIC GROUP												
AB (Professional and managerial)	20.86	16.62	2.22	2.25	13.66	11.20	1.22	1.25	7.20	5.42	1.00	1.00
C1 (Clerical and supervisory)	17.63	13.94	2.28	1.62	11.77	9.42	1.50	0.89	5.87	4.52	0.78	0.73
C2 (Skilled manual)	10.76	8.42	1.18	1.22	6.94	5.47	0.70	0.77	3.82	2.95	0.48	0.44
DE (Unskilled, state pensioners etc.)	7.72	5.95	0.80	1.0	4.42	3.49	0.43	0.51	3.30	2.46	0.37	0.50
AGE OF RESPONDENT												
16-24	4.96	3.81	0.64	0.54	3.42	2.67	0.42	0.34	1.54	1.13	0.22	0.20
25-34	8.82	6.82	0.93	1.11	6.30	4.91	0.64	0.76	2.52	1.91	0.29	0.35
35-44	12.88	10.34	1.38	1.27	8.60	6.99	0.82	0.79	4.29	3.34	0.55	0.49
45-54	11.72	9.27	1.47	1.15	7.91	6.40	0.92	0.62	3.80	2.86	0.55	0.53
55-64	9.50	7.46	1.09	1.06	6.14	5.01	0.64	0.51	3.36	2.45	0.45	0.55
65+	9.09	7.24	0.98	0.97	4.41	3.60	0.41	0.41	4.69	3.64	0.57	0.56
LIFECYCLE OF RESPONDENTS												
Age 16-34, unmarried, no children	15.81	11.69	2.09	2.03	3.82	3.00	0.46	0.37	1.41	1.03	0.24	0.19
Age 16-34, married, no children	9.43	6.83	1.43	1.18	2.40	1.86	0.30	0.26	0.82	0.60	0.15	0.09
Age 16-34, with children	17.36	13.14	1.60	2.62	3.50	2.73	0.30	0.47	1.82	1.42	0.12	0.28
Age 35-54, no children	32.42	23.66	5.08	3.67	7.74	6.21	0.95	0.60	2.92	2.18	0.45	0.40
Age 35-54, with children	49.47	38.13	5.47	5.87	8.77	7.18	0.79	0.81	5.16	4.03	0.65	0.62
Age 55+	73.75	56.28	8.72	8.74	10.55	8.61	1.04	0.92	8.04	6.09	1.02	1.11
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	19.25	14.89	1.97	2.56	10.56	8.17	1.05	1.36	0.11	0.08	0.03	-
Sightseeing on foot	18.62	14.15	2.21	2.47	10.38	8.03	1.15	1.22	8.24	6.12	1.06	1.25
Short walk/ stroll - up to 2 miles/ 1 hour	14.35	10.86	1.45	2.21	7.33	5.60	0.64	1.10	0.62	0.52	0.08	0.04
Sightseeing by car	11.07	7.80	1.71	1.76	4.71	3.31	0.74	0.66	6.36	4.49	0.97	1.09

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 - 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
All Tourism – 2013	56.97	44.93	6.48	6.09	36.79	29.58	3.85	3.42	20.18	15.34	2.63	2.67
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	10.26	7.67	1.12	1.68	4.84	3.59	0.44	0.83	0.63	0.53	0.07	0.07
Visiting a beach	10.18	7.68	0.68	1.96	3.79	2.76	0.22	0.82	0.15	0.05	0.06	0.06
Centre based walking (i.e. around a city/town centre)	6.64	5.38	0.56	0.80	3.85	3.17	0.25	0.46	0.52	0.47	0.05	0.03
Swimming (indoors or outdoors)	5.22	4.06	0.55	0.70	2.16	1.65	0.22	0.30	-	-	-	-
Had a picnic or BBQ	5.03	3.78	0.46	0.88	1.97	1.45	0.12	0.41	0.27	0.23	0.02	0.02
Visiting a castle\other historic site	4.35	2.90	0.85	0.73	1.95	1.35	0.36	0.25	2.41	1.55	0.50	0.48
Visiting a museum	4.32	3.54	0.62	0.23	2.30	1.94	0.29	0.08	2.02	1.59	0.33	0.15
Sunbathing	4.11	3.19	0.22	0.72	1.22	0.82	0.08	0.34	0.30	0.23	0.05	0.02
Visiting a country park	3.91	3.00	0.49	0.51	1.71	1.36	0.20	0.15	2.20	1.64	0.30	0.36
Visiting a historic house, stately home, palace	3.64	3.04	0.46	0.22	1.54	1.37	0.14	0.05	2.09	1.67	0.32	0.17
Visiting a cathedral church, abbey or other religious building	3.61	2.94	0.35	0.43	1.80	1.53	0.14	0.13	1.81	1.40	0.22	0.30
Visiting a theme\amusement park	3.59	3.16	0.03	0.43	1.94	1.71	0.03	0.20	1.65	1.44	0.01	0.23
Viewing architecture and buildings	3.34	2.64	0.38	0.40	1.80	1.45	0.17	0.18	1.54	1.19	0.21	0.22
Visiting a garden	3.23	2.67	0.33	0.29	1.16	0.98	0.09	0.08	2.07	1.68	0.24	0.20
Other sightseeing (e.g. on a coach, boat trip)	3.05	2.26	0.56	0.29	1.40	1.08	0.23	0.11	1.65	1.18	0.33	0.18
Visiting another type of attraction	2.65	2.20	0.25	0.27	1.72	1.44	0.16	0.15	0.93	0.76	0.09	0.12
Visiting a wildlife attraction\ nature reserve	2.25	1.71	0.25	0.32	0.86	0.70	0.08	0.09	1.39	1.02	0.17	0.23
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	2.19	1.84	0.20	0.17	1.90	1.61	0.15	0.14	0.10	0.06	-	0.05
A live music concert	2.13	1.69	0.29	0.19	1.50	1.16	0.21	0.12	-	-	-	-
Special shopping for items you do not regularly buy	2.04	1.68	0.23	0.17	1.18	1.00	0.12	0.06	0.86	0.68	0.11	0.12
Going to the theatre	1.91	1.71	0.15	0.07	1.39	1.25	0.10	0.05	-	-	-	-

\*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 (31%) 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 20% share. In contrast, long trips have a 27% share of all bed nights in self-catering accommodation whilst short trips account for just under one in ten (8%).
- Firm bookings are made before the trip for 68% of nights. There is little difference between the share for short (69%) and long trips (68%). The seaside accounts for 36% of holiday nights accounting for a smaller share of shorter trips than long trips (26% vs. 42%). 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 38% 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. 25%) reflecting the fact that many tourists take their main holiday of the year during these summer months, particularly amongst families during the main school holiday period.

Table 2.2b – 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 – 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
All Tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
ACCOMMODATION USED												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	154.4	117.7	19.2	17.4	56.9	45.2	6.4	5.3	97.5	72.6	12.8	12.1
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	64.0	50.0	8.8	5.2	37.9	31.0	4.5	2.4	26.2	19.0	4.3	2.8
<b>Hotel/ motel</b>	49.3	38.5	7.6	3.2	31.2	25.6	4.0	1.6	18.2	12.9	3.6	1.6
<b>Guest House/ Bed and Breakfast</b>	9.6	7.3	0.9	1.4	4.5	3.7	0.4	0.5	5.1	3.6	0.5	0.9
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	89.0	66.9	10.0	12.1	18.2	13.7	1.7	2.8	70.8	53.2	8.3	9.3
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	40.5	29.5	5.7	5.2	5.9	4.1	0.8	1.1	34.6	25.4	5.0	4.2

Table 2.2b – 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			
<b>All Tourism – 2012</b>	<b>203.1</b>	<b>156.2</b>	<b>22.5</b>	<b>24.4</b>	<b>71.4</b>	<b>56.8</b>	<b>7.2</b>	<b>7.4</b>	<b>131.7</b>	<b>99.4</b>	<b>15.3</b>	<b>17.0</b>
<b>All Tourism – 2013</b>	<b>198.2</b>	<b>149.7</b>	<b>24.4</b>	<b>24.1</b>	<b>70.3</b>	<b>55.4</b>	<b>7.7</b>	<b>7.2</b>	<b>128.0</b>	<b>94.4</b>	<b>16.7</b>	<b>16.9</b>
<b>ACCOMMODATION USED (CONT)</b>												
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	<b>61.8</b>	<b>45.7</b>	<b>5.5</b>	<b>10.6</b>	<b>15.9</b>	<b>11.9</b>	<b>1.3</b>	<b>2.7</b>	<b>46.0</b>	<b>33.9</b>	<b>4.2</b>	<b>7.9</b>
Touring caravan	18.1	14.2	1.6	2.3	4.3	3.6	0.4	0.4	13.8	10.6	1.3	1.9
Static (not owned)	15.9	12.0	1.5	2.4	2.7	1.7	0.3	0.6	13.3	10.3	1.1	1.8
Static (owned)	13.4	8.3	1.3	3.7	3.6	2.3	0.4	0.9	9.8	6.1	0.9	2.8
Camping	14.4	11.2	1.2	2.1	5.3	4.3	0.3	0.7	9.1	6.9	0.9	1.4
<b>Hostel</b>	<b>1.73</b>	<b>1.11</b>	<b>0.44</b>	<b>0.18</b>	<b>0.93</b>	<b>0.59</b>	<b>0.19</b>	<b>0.15</b>	<b>0.81</b>	<b>0.53</b>	<b>0.24</b>	<b>0.03</b>
<b>Own home/ friend's home / relative's home</b>	<b>26.0</b>	<b>20.1</b>	<b>3.2</b>	<b>2.7</b>	<b>8.3</b>	<b>6.7</b>	<b>0.8</b>	<b>0.8</b>	<b>17.7</b>	<b>13.4</b>	<b>2.4</b>	<b>1.9</b>
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	<b>29.9</b>	<b>21.6</b>	<b>6.0</b>	<b>2.3</b>	<b>12.1</b>	<b>9.4</b>	<b>2.0</b>	<b>0.7</b>	<b>17.8</b>	<b>12.2</b>	<b>4.0</b>	<b>1.7</b>
Train	16.5	12.8	2.8	0.9	8.1	6.5	1.3	0.4	8.4	6.3	1.5	0.5
Regular bus/ coach	4.8	3.1	1.0	0.7	1.4	1.0	0.3	0.1	3.4	2.1	0.7	0.6
Sea/ air	3.2	1.9	1.2	0.1	1.1	0.7	0.4	0.1	2.0	1.2	0.8	-
Plane	2.1	1.2	0.8	0.1	0.9	0.5	0.3	0.1	1.2	0.7	0.5	-
Boat/ ship/ ferry	1.0	0.7	0.3	0.0	0.2	0.2	0.1	0.0	0.8	0.5	0.3	-
<b>Personal transport</b>	<b>165.7</b>	<b>126.1</b>	<b>18.0</b>	<b>21.5</b>	<b>56.9</b>	<b>44.9</b>	<b>5.6</b>	<b>6.3</b>	<b>108.8</b>	<b>81.3</b>	<b>12.4</b>	<b>15.2</b>
Car	159.2	121.1	17.3	20.9	54.5	42.9	5.5	6.2	104.8	78.2	11.8	14.7
Car - own/ friend's/ firm's	157.2	119.4	17.1	20.8	53.6	42.2	5.4	6.0	103.6	77.2	11.7	14.7
Car - hired	2.0	1.7	0.2	0.1	0.9	0.7	0.1	0.1	1.1	1.1	0.1	-
Organised coach tour	6.5	4.4	1.4	0.7	1.6	1.4	0.1	0.1	4.8	3.1	1.2	0.5
Other	1.3	1.0	0.1	0.2	0.9	0.7	0.1	0.1	0.4	0.3	-	0.1
<b>COUNTRY OF RESIDENCE</b>												
England	168.3	136.8	12.5	19.0	59.3	51.1	2.9	5.2	109.1	85.7	9.6	13.8
Scotland	18.7	6.7	11.4	0.5	7.0	2.0	4.8	0.1	11.7	4.7	6.6	0.3
Wales	11.2	6.1	0.5	4.6	4.1	2.2	0.0	1.8	7.2	3.9	0.5	2.8
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	<b>135.6</b>	<b>103.9</b>	<b>17.2</b>	<b>14.4</b>	<b>48.5</b>	<b>38.7</b>	<b>5.7</b>	<b>4.2</b>	<b>87.0</b>	<b>65.2</b>	<b>11.6</b>	<b>10.2</b>
High street or on-line travel agent	9.1	7.0	1.2	0.9	4.3	3.5	0.5	0.3	4.8	3.5	0.7	0.6
Directly with a tour operator	17.2	12.9	2.9	1.5	3.0	2.4	0.3	0.2	14.3	10.5	2.6	1.2
Directly with accommodation provider	85.8	65.6	10.4	9.8	33.3	26.3	3.9	3.0	52.5	39.3	6.5	6.7
Directly with a transport provider	9.8	7.7	1.6	0.5	4.1	3.3	0.6	0.2	5.7	4.3	1.0	0.4

Table 2.2b – 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 – 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
All Tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
HOW TRIP BOOKED (CONT)												
Directly with a Tourist Board / TIC	2.0	1.6	0.2	0.2	0.7	0.5	0.0	0.2	1.4	1.1	0.2	0.1
Booked online	90.9	69.8	12.0	9.1	33.8	27.0	4.3	2.5	57.1	42.8	7.7	6.6
Through some other source	11.4	9.0	1.2	1.2	3.7	2.9	0.4	0.3	7.8	6.1	0.8	0.9
Did not make firm bookings before trip	50.6	36.6	5.8	8.1	17.9	13.6	1.7	2.6	32.7	23.0	4.2	5.6
Don't Know	12.1	9.2	1.3	1.5	3.8	3.1	0.4	0.4	8.3	6.2	0.9	1.2
WHETHER BOOKED ONLINE												
Booked online	90.9	69.8	12.0	9.1	33.8	27.0	4.3	2.5	57.1	42.8	7.7	6.6
Not booked online	107.4	79.9	12.4	15.0	36.5	28.4	3.5	4.7	70.9	51.6	8.9	10.3
PACKAGE TRIP												
Package trip	12.5	9.2	2.3	1.0	4.0	3.4	0.4	0.2	8.4	5.8	1.9	0.8
Not a package trip	184.6	139.7	22.0	22.9	65.9	51.7	7.3	6.9	118.7	88.0	14.8	16.0
Don't Know	1.2	0.9	0.1	0.2	0.4	0.3	0.1	0.0	0.8	0.6	-	0.2
TYPE OF LOCATION STAYED AT												
Seaside	71.7	55.1	4.7	11.9	18.0	13.9	1.3	2.9	53.7	41.2	3.5	9.0
Large city / large town	38.1	31.1	5.3	1.7	22.6	18.9	2.9	0.9	15.5	12.2	2.4	0.9
Small town	38.8	27.1	7.0	4.7	13.7	10.1	2.0	1.6	25.1	17.0	5.0	3.0
Countryside / village	49.3	36.1	7.3	5.9	15.7	12.3	1.6	1.8	33.6	23.8	5.7	4.0
MONTH TRIP STARTED												
January 2013	3.9	3.1	0.6	0.2	2.6	2.0	0.4	0.2	1.3	1.0	0.2	0.1
February 2013	5.8	4.3	0.8	0.8	3.6	2.9	0.4	0.3	2.2	1.4	0.4	0.5
March 2013	12.0	8.6	1.7	1.7	4.7	3.7	0.5	0.5	7.3	4.9	1.2	1.3
April 2013	13.0	10.3	1.6	1.1	5.8	4.7	0.7	0.4	7.1	5.5	0.9	0.7
May 2013	19.0	14.6	2.1	2.2	8.0	6.1	0.9	1.0	11.0	8.5	1.3	1.2
June 2013	20.0	14.9	3.1	2.0	6.3	5.0	0.8	0.5	13.7	9.8	2.3	1.5
July 2013	31.8	23.7	4.1	4.0	7.1	5.6	0.7	0.9	24.7	18.1	3.4	3.1
August 2013	44.0	32.4	4.6	7.0	10.2	7.9	1.0	1.2	33.8	24.4	3.5	5.8
September 2013	18.9	14.3	2.4	2.2	6.4	5.0	0.8	0.7	12.4	9.3	1.6	1.5
October 2013	14.7	11.5	1.6	1.6	6.3	5.0	0.7	0.6	8.5	6.5	1.0	0.9
November 2013	7.8	6.1	1.0	0.7	5.4	4.4	0.6	0.5	2.3	1.7	0.4	0.2
December 2013	7.5	6.0	0.8	0.6	3.8	2.9	0.5	0.4	3.7	3.1	0.4	0.2
DURATION OF TRIP												
1 night	12.60	10.68	1.15	0.78	12.6	10.7	1.2	0.8	-	-	-	-
2 nights	29.74	23.86	2.92	2.97	29.7	23.9	2.9	3.0	-	-	-	-
3 nights	27.93	20.82	3.66	3.44	27.9	20.8	3.7	3.4	-	-	-	-

Table 2.2b – 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 – 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
All Tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
<b>DURATION OF TRIP (CONT)</b>												
4 nights	27.01	20.34	3.70	2.97	-	-	-	-	27.0	20.3	3.7	3.0
5 nights	15.99	12.21	1.98	1.81	-	-	-	-	16.0	12.2	2.0	1.8
6 nights	12.03	9.30	1.20	1.53	-	-	-	-	12.0	9.3	1.2	1.5
7 nights	36.96	27.75	3.94	5.27	-	-	-	-	37.0	27.8	3.9	5.3
1-3 nights	70.28	55.36	7.73	7.19	71.4	56.8	7.2	7.4	-	-	-	-
4-7 nights	91.99	69.60	10.82	11.57	-	-	-	-	92.3	70.7	10.7	10.8
8+ nights	35.96	24.76	5.85	5.35	-	-	-	-	39.5	28.7	4.5	6.2
Average duration of trip (nights)	3.48	3.33	3.76	3.96	1.9	1.9	2.0	2.1	6.3	6.2	6.3	6.3
<b>CHILDREN ON TRIP</b>												
Yes	77.3	59.1	7.9	10.4	22.2	17.5	2.0	2.7	55.1	41.6	5.9	7.6
No	120.9	90.6	16.5	13.7	48.1	37.9	5.7	4.5	72.8	52.8	10.8	9.3
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	71.6	53.2	9.0	9.4	25.9	20.8	2.5	2.6	45.7	32.4	6.5	6.8
C1 (Clerical and supervisory)	59.6	46.0	7.5	6.1	22.6	17.7	3.0	1.9	37.0	28.3	4.5	4.2
C2 (Skilled manual)	37.4	28.8	4.5	4.1	13.1	10.3	1.3	1.5	24.2	18.5	3.2	2.5
DE (Unskilled, state pensioners etc.)	29.6	21.7	3.4	4.6	8.6	6.6	0.9	1.2	21.0	15.1	2.5	3.4
<b>AGE OF RESPONDENT</b>												
16-24	16.0	11.8	1.9	2.2	6.2	4.7	0.8	0.7	9.8	7.2	1.1	1.6
25-34	26.6	19.8	3.2	3.6	11.8	9.0	1.3	1.6	14.8	10.8	1.9	2.0
35-44	43.1	33.3	4.7	5.1	16.1	12.8	1.6	1.7	27.0	20.5	3.1	3.3
45-54	38.8	28.5	5.9	4.5	14.8	11.7	1.8	1.3	24.0	16.8	4.0	3.2
55-64	33.3	25.2	4.0	4.1	12.3	10.0	1.3	1.0	21.0	15.3	2.6	3.1
65+	40.4	31.1	4.8	4.6	9.1	7.3	0.9	0.9	31.4	23.8	3.9	3.7
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	15.8	11.7	2.1	2.0	6.9	5.3	0.9	0.7	8.9	6.4	1.2	1.3
Age 16-34, married, no children	9.4	6.8	1.4	1.2	4.4	3.3	0.6	0.5	5.0	3.5	0.8	0.7
Age 16-34, with children	17.4	13.1	1.6	2.6	6.7	5.1	0.6	1.0	10.6	8.1	1.0	1.6
Age 35-54, no children	32.4	23.7	5.1	3.7	14.3	11.1	1.9	1.3	18.2	12.6	3.2	2.4
Age 35-54, with children	49.5	38.1	5.5	5.9	16.6	13.4	1.5	1.8	32.9	24.8	4.0	4.1
Age 55+	73.7	56.3	8.7	8.7	21.4	17.2	2.2	1.9	52.4	39.0	6.5	6.8



Table 2.2b – 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 – 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
All Tourism – 2013	198.2	149.7	24.4	24.1	70.3	55.4	7.7	7.2	128.0	94.4	16.7	16.9
ACTIVITIES UNDERTAKEN ON TRIP												
Just relaxing	78.5	59.3	8.4	10.8	21.6	16.4	2.2	3.0	56.9	42.9	6.2	7.8
Sightseeing on foot	75.3	55.0	9.3	11.0	21.5	16.3	2.6	2.7	53.7	38.7	6.7	8.3
Short walk\ stroll - up to 2 miles\ 1 hour	61.2	45.2	6.7	9.3	15.8	11.9	1.5	2.4	45.4	33.3	5.2	6.9
Sightseeing by car	53.9	37.1	8.2	8.6	10.7	7.4	1.7	1.5	43.3	29.7	6.5	7.0
Visiting a beach	51.4	38.3	3.7	9.4	8.5	6.0	0.5	1.9	42.9	32.2	3.1	7.5
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	47.3	34.6	5.4	7.3	10.9	8.1	1.0	1.9	36.4	26.5	4.5	5.4
Had a picnic or BBQ	26.3	19.2	2.7	4.4	4.5	3.2	0.3	0.9	21.8	15.9	2.4	3.5
Centre based walking (i.e. around a city/town centre)	25.2	19.6	2.6	2.9	7.5	6.0	0.5	1.0	17.7	13.6	2.1	2.0
Swimming (indoors or outdoors)	24.6	18.5	2.6	3.5	4.9	3.7	0.5	0.7	19.7	14.8	2.1	2.8
Sunbathing	22.7	18.0	1.0	3.7	2.8	1.8	0.2	0.8	19.9	16.2	0.8	2.9
Visiting a castle\other historic site	21.2	12.9	4.5	3.8	4.2	2.9	0.8	0.5	17.0	10.0	3.7	3.3
Visiting a country park	19.5	14.1	2.6	2.8	3.9	3.1	0.5	0.3	15.6	11.0	2.1	2.5
Visiting a museum	19.2	14.7	3.6	1.0	5.0	4.1	0.7	0.2	14.2	10.5	2.9	0.8
Visiting a historic house, stately home, palace	18.2	14.2	2.9	1.1	3.4	2.9	0.3	0.1	14.8	11.3	2.5	1.0
Visiting a cathedral, church, abbey or other religious building	16.7	12.2	2.4	2.0	3.8	3.2	0.3	0.3	12.8	9.0	2.1	1.8
Visiting a garden	16.4	13.3	1.7	1.4	2.4	2.0	0.2	0.2	14.0	11.4	1.5	1.2
Visiting a theme\amusement park	15.1	12.9	0.1	2.1	3.7	3.2	0.1	0.5	11.4	9.7	0.0	1.6
Viewing architecture and buildings	13.7	9.9	1.9	2.0	3.7	2.9	0.4	0.4	10.0	6.9	1.5	1.6
Other sightseeing (e.g. on a coach, boat trip)	13.2	8.9	2.9	1.4	3.0	2.2	0.6	0.3	10.1	6.7	2.3	1.2
Visiting a wildlife attraction\ nature reserve	11.5	8.6	1.3	1.6	2.1	1.8	0.2	0.2	9.3	6.8	1.1	1.4
Visiting another type of attraction	9.6	7.6	0.8	1.2	3.4	2.8	0.3	0.3	6.2	4.8	0.5	0.9
Visiting a scenic\historic railway	8.8	6.1	0.8	1.8	1.6	1.2	0.1	0.3	7.2	4.9	0.7	1.5
Special shopping for items you do not regularly buy	8.1	6.1	1.1	1.0	2.3	2.0	0.3	0.1	5.8	4.1	0.8	0.9
Cycling - on a road\surfaced path	7.9	6.2	1.0	0.7	1.6	1.3	0.2	0.1	6.4	4.9	0.8	0.6
Visiting an art gallery	7.8	5.4	1.5	0.9	1.9	1.4	0.4	0.1	5.9	4.1	1.1	0.8

\*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 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 (52%) than trips (48%) or especially nights (32%), particularly spending on short trips (72%). Self-catering accommodation is more popular on longer trips, accounting for over half of the share of spend (54%).
- Firm bookings made before going on trips account for a 78% share of all spend. There is a difference between the share of spend for short trips vs long with short trips (77%) accounting for less than long trips (79%).
- 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 (13%). As with firm bookings, there is little difference between short and long trips, accounting for a 7% share of short trips and 8% 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			
<b>All Tourism – 2012</b>	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
<b>All Tourism – 2013</b>	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
<b>ACCOMMODATION USED</b>												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£11,799	£9,200	£1,606	£992	£6,254	£5,060	£788	£406	£5,545	£4,140	£819	£586
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	£7,066	£5,641	£982	£443	£5,036	£4,158	£616	£261	£2,030	£1,482	£366	£181
<b>Hotel/ motel</b>	£5,814	£4,656	£866	£292	£4,338	£3,598	£556	£184	£1,475	£1,058	£309	£108
<b>Guest House/ Bed and Breakfast</b>	£839	£648	£86	£104	£459	£368	£40	£51	£379	£280	£46	£53
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£4,646	£3,524	£580	£542	£1,164	£874	£152	£139	£3,482	£2,651	£428	£403
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	£2,778	£2,093	£396	£289	£585	£429	£96	£60	£2,193	£1,664	£300	£229
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	£2,258	£1,672	£219	£368	£716	£521	£73	£121	£1,543	£1,151	£146	£246
<b>Touring caravan</b>	£574	£439	£63	£73	£183	£142	£22	£20	£391	£297	£41	£53

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			
<b>All Tourism – 2012</b>	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
<b>All Tourism – 2013</b>	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
<b>ACCOMMODATION USED (CONT)</b>												
Static (not owned)	£716	£546	£70	£100	£145	£96	£21	£28	£570	£450	£49	£72
Static (owned)	£390	£240	£35	£115	£137	£77	£18	£42	£253	£163	£17	£72
Camping	£578	£447	£51	£80	£250	£207	£13	£31	£328	£240	£38	£50
Hostel	£109	£49	£51	£9	£67	£34	£25	£8	£43	£15	£26	£2
Own home/ friend's home / relative's home	£983	£779	£132	£73	£489	£409	£50	£30	£494	£370	£81	£43
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	<b>£2,713</b>	<b>£2,082</b>	<b>£492</b>	<b>£139</b>	<b>£1,606</b>	<b>£1,304</b>	<b>£246</b>	<b>£56</b>	<b>£1,107</b>	<b>£778</b>	<b>£247</b>	<b>£82</b>
Train	£1,737	£1,397	£277	£63	£1,175	£978	£161	£36	£562	£419	£116	£27
Regular bus/ coach	£308	£196	£69	£43	£140	£94	£34	£12	£167	£102	£35	£30
Sea/ air	£319	£184	£133	£2	£154	£104	£48	£2	£165	£80	£85	-
Plane	£237	£146	£89	£1	£128	£87	£40	£1	£109	£59	£50	-
Boat/ ship/ ferry	£83	£38	£44	£1	£26	£17	£9	£1	£57	£21	£36	-
<b>Personal transport</b>	<b>£10,561</b>	<b>£8,252</b>	<b>£1,275</b>	<b>£1,034</b>	<b>£5,293</b>	<b>£4,252</b>	<b>£617</b>	<b>£425</b>	<b>£5,268</b>	<b>£4,000</b>	<b>£658</b>	<b>£610</b>
Car	£10,198	£7,964	£1,222	£1,012	£5,086	£4,068	£601	£417	£5,112	£3,896	£621	£594
Car - own/ friend's/ firm's	£9,970	£7,767	£1,199	£1,004	£4,972	£3,977	£586	£409	£4,998	£3,790	£613	£594
Car – hired	£228	£197	£23	£8	£114	£91	£15	£8	£114	£106	£8	-
Organised coach tour	£432	£343	£58	£32	£163	£145	£11	£7	£269	£198	£47	£25
Other	£127	£90	£9	£29	£91	£72	£6	£13	£36	£17	£2	£16
<b>COUNTRY OF RESIDENCE</b>												
England	£11,334	£9,430	£945	£958	£5,838	£5,114	£348	£376	£5,496	£4,317	£597	£582
Scotland	£1,414	£550	£827	£37	£777	£236	£523	£18	£637	£315	£304	£19
Wales	£724	£482	£42	£200	£393	£294	£2	£97	£331	£188	£40	£103
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	<b>£10,496</b>	<b>£8,203</b>	<b>£1,454</b>	<b>£839</b>	<b>£5,386</b>	<b>£4,375</b>	<b>£680</b>	<b>£331</b>	<b>£5,109</b>	<b>£3,827</b>	<b>£774</b>	<b>£508</b>
High street or on-line travel agent	£939	£741	£127	£71	£590	£500	£62	£29	£348	£242	£65	£41
Directly with a tour operator	£1,141	£892	£170	£79	£300	£247	£39	£14	£842	£645	£131	£65
Directly with accommodation provider	£6,779	£5,278	£945	£556	£3,681	£2,974	£475	£232	£3,098	£2,303	£471	£324
Directly with a transport provider	£797	£622	£147	£28	£451	£369	£66	£16	£346	£253	£81	£12
Directly with a Tourist Board / TIC	£148	£106	£16	£26	£72	£51	£3	£19	£76	£55	£13	£8
Booked online	£7,433	£5,830	£1,059	£543	£4,001	£3,265	£533	£204	£3,431	£2,566	£526	£340
Through some other source	£803	£648	£85	£70	£363	£298	£41	£24	£440	£350	£44	£46

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 – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
All Tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
HOW TRIP BOOKED (CONT)												
Did not make firm bookings before trip	£2,205	£1,666	£267	£271	£1,214	£941	£154	£119	£991	£726	£113	£152
Don't Know	£772	£594	£93	£85	£408	£328	£39	£41	£364	£266	£54	£44
WHETHER BOOKED ONLINE												
Booked online	£7,433	£5,830	£1,059	£543	£4,001	£3,265	£533	£204	£3,431	£2,566	£526	£340
Not booked online	£6,039	£4,633	£755	£652	£3,007	£2,378	£340	£287	£3,033	£2,253	£415	£364
PACKAGE TRIP												
Package trip	£1,054	£812	£181	£61	£500	£426	£51	£23	£553	£385	£130	£38
Not a package trip	£12,361	£9,602	£1,629	£1,130	£6,477	£5,194	£818	£465	£5,884	£4,408	£811	£665
Don't Know	£58	£49	£4	£4	£31	£24	£4	£3	£27	£26	-	£1
TYPE OF LOCATION STAYED AT												
Seaside	£3,860	£3,109	£241	£510	£1,386	£1,105	£101	£181	£2,474	£2,004	£141	£329
Large city / large town	£4,040	£3,335	£580	£125	£3,105	£2,625	£401	£78	£936	£710	£179	£47
Small town	£2,374	£1,634	£497	£243	£1,130	£812	£213	£105	£1,244	£823	£283	£138
Countryside / village	£3,152	£2,351	£485	£317	£1,365	£1,082	£158	£126	£1,787	£1,270	£327	£191
MONTH TRIP STARTED												
January 2013	£348	£269	£52	£27	£293	£223	£44	£26	£55	£46	£8	£1
February 2013	£489	£377	£73	£39	£369	£314	£35	£20	£119	£62	£38	£19
March 2013	£766	£607	£84	£75	£491	£411	£40	£39	£275	£196	£44	£36
April 2013	£941	£759	£116	£66	£582	£472	£79	£32	£358	£287	£37	£34
May 2013	£1,229	£927	£166	£136	£629	£478	£76	£75	£600	£448	£90	£61
June 2013	£1,491	£1,166	£213	£112	£684	£579	£74	£32	£806	£587	£139	£80
July 2013	£1,779	£1,385	£227	£167	£611	£486	£74	£51	£1,169	£900	£152	£117
August 2013	£2,493	£1,902	£299	£292	£884	£703	£111	£70	£1,609	£1,199	£188	£222
September 2013	£1,342	£1,015	£222	£105	£657	£519	£97	£41	£685	£496	£125	£65
October 2013	£1,057	£830	£138	£89	£595	£486	£69	£40	£462	£344	£69	£49
November 2013	£871	£721	£103	£47	£753	£633	£84	£37	£117	£88	£19	£11
December 2013	£667	£506	£122	£39	£459	£339	£92	£29	£208	£167	£30	£10
DURATION OF TRIP												
1 night	£2,003	£1,739	£169	£96	£2,003	£1,739	£169	£96	-	-	-	-
2 nights	£2,923	£2,375	£343	£205	£2,923	£2,375	£343	£205	-	-	-	-
3 nights	£2,082	£1,530	£362	£190	£2,082	£1,530	£362	£190	-	-	-	-
4 nights	£1,738	£1,288	£297	£153	-	-	-	-	£1,738	£1,288	£297	£153
5 nights	£954	£733	£136	£85	-	-	-	-	£954	£733	£136	£85
6 nights	£631	£500	£62	£69	-	-	-	-	£631	£500	£62	£69
7 nights	£1,871	£1,397	£214	£259	-	-	-	-	£1,871	£1,397	£214	£259
1-3 nights	£7,008	£5,643	£873	£491	£7,008	£5,643	£873	£491	-	-	-	-

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 – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
All Tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
<b>DURATION OF TRIP (CONT)</b>												
4-7 nights	£5,194	£3,918	£710	£566	-	-	-	-	£5,194	£3,918	£710	£566
8+ nights	£1,271	£901	£231	£139	-	-	-	-	£1,271	£901	£231	£139
Average duration of trip (nights)	3.48	3.33	3.76	3.96	1.9	1.9	2.0	2.1	6.3	6.2	6.3	6.3
<b>CHILDREN ON TRIP</b>												
Yes	£3,623	£2,916	£355	£352	£1,407	£1,155	£138	£114	£2,215	£1,761	£216	£237
No	£9,850	£7,546	£1,460	£844	£5,600	£4,489	£735	£377	£4,249	£3,058	£724	£467
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	£5,514	£4,321	£730	£463	£3,007	£2,504	£315	£189	£2,507	£1,818	£415	£274
C1 (Clerical and supervisory)	£4,101	£3,137	£635	£329	£2,179	£1,697	£349	£134	£1,922	£1,441	£286	£195
C2 (Skilled manual)	£2,238	£1,750	£278	£210	£1,136	£898	£133	£105	£1,102	£852	£145	£105
DE (Unskilled, state pensioners etc.)	£1,619	£1,254	£172	£193	£685	£545	£77	£63	£934	£709	£95	£130
<b>AGE OF RESPONDENT</b>												
16-24	£1,078	£823	£155	£100	£635	£510	£81	£44	£443	£313	£74	£56
25-34	£1,897	£1,486	£244	£167	£1,149	£918	£147	£84	£748	£568	£97	£83
35-44	£2,538	£2,013	£301	£224	£1,337	£1,082	£158	£97	£1,201	£931	£143	£127
45-54	£3,149	£2,504	£418	£227	£1,814	£1,486	£219	£109	£1,335	£1,018	£198	£118
55-64	£2,557	£1,881	£415	£261	£1,277	£1,004	£181	£92	£1,280	£877	£234	£169
65+	£2,253	£1,756	£281	£216	£795	£643	£87	£64	£1,458	£1,113	£194	£151
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	£1,178	£904	£177	£97	£759	£614	£99	£46	£418	£290	£78	£51
Age 16-34, married, no children	£889	£677	£139	£74	£536	£426	£74	£36	£353	£251	£64	£38
Age 16-34, with children	£908	£728	£84	£97	£489	£388	£55	£47	£419	£340	£29	£50
Age 35-54, no children	£3,062	£2,400	£431	£231	£1,846	£1,479	£248	£118	£1,216	£921	£182	£113
Age 35-54, with children	£2,625	£2,118	£288	£220	£1,305	£1,089	£129	£88	£1,320	£1,029	£159	£132
Age 55+	£4,810	£3,637	£696	£477	£2,072	£1,648	£268	£156	£2,738	£1,989	£428	£321
<b>ACTIVITIES UNDERTAKEN ON TRIP</b>												
Sightseeing on foot	£5,265	£3,986	£733	£546	£2,213	£1,727	£295	£192	£3,051	£2,259	£438	£355
Just relaxing	£4,765	£3,648	£608	£509	£1,940	£1,522	£249	£168	£2,825	£2,126	£359	£341
Short walk\ stroll - up to 2 miles\ 1 hour	£3,767	£2,847	£465	£455	£1,408	£1,105	£154	£149	£2,359	£1,742	£311	£306
Sightseeing by car	£3,330	£2,303	£582	£445	£992	£676	£198	£119	£2,338	£1,627	£384	£326
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£2,825	£2,103	£383	£339	£940	£699	£115	£126	£1,885	£1,404	£268	£213

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 – 2012	£13,763	£11,007	£1,684	£1,072	£7,183	£5,906	£768	£509	£6,580	£5,101	£916	£563
All Tourism – 2013	£13,472	£10,463	£1,814	£1,195	£7,008	£5,643	£873	£491	£6,464	£4,819	£941	£704
<b>ACTIVITIES UNDERTAKEN ON TRIP (CONT)</b>												
Visiting a beach	£2,707	£2,074	£246	£387	£652	£492	£55	£104	£2,055	£1,582	£191	£282
Centre based walking (i.e. around a city/town centre)	£2,071	£1,659	£216	£195	£945	£794	£80	£71	£1,126	£865	£136	£124
Visiting a castle/other historic site	£1,568	£986	£385	£197	£526	£357	£123	£47	£1,042	£629	£262	£150
Visiting a museum	£1,499	£1,156	£259	£84	£596	£489	£96	£11	£903	£667	£163	£73
Had a picnic or BBQ	£1,472	£1,143	£155	£174	£370	£313	£21	£37	£1,102	£830	£134	£137
Swimming (indoors or outdoors)	£1,440	£1,126	£147	£167	£477	£388	£44	£46	£963	£738	£103	£122
Visiting a historic house, stately home, palace	£1,394	£1,110	£206	£78	£427	£357	£58	£11	£967	£753	£148	£67
Visiting a cathedral, church, abbey or other religious building	£1,361	£1,042	£184	£135	£470	£380	£59	£31	£891	£661	£125	£104
Visiting a garden	£1,259	£1,020	£142	£97	£328	£269	£40	£19	£930	£751	£102	£77
Visiting a country park	£1,227	£905	£186	£136	£356	£274	£57	£26	£871	£631	£130	£111
Viewing architecture and buildings	£1,193	£907	£164	£123	£490	£395	£57	£38	£703	£511	£107	£85
Sunbathing	£1,159	£954	£69	£136	£197	£148	£19	£30	£962	£806	£50	£105
Other sightseeing (e.g. on a coach, boat trip)	£1,021	£744	£201	£76	£349	£277	£54	£18	£672	£467	£147	£58
Visiting a theme/amusement park	£958	£829	£15	£114	£332	£300	£5	£27	£626	£529	£10	£87
Special shopping for items you do not regularly buy	£817	£604	£143	£70	£373	£301	£61	£11	£443	£302	£81	£60
Going to the theatre	£785	£700	£61	£25	£441	£410	£27	£4	£345	£290	£34	£21
Visiting another type of attraction	£773	£649	£60	£63	£418	£367	£35	£15	£354	£282	£25	£48
Visiting an art gallery	£699	£467	£160	£72	£264	£187	£70	£7	£435	£280	£90	£65
Visiting a wildlife attraction/nature reserve	£647	£501	£67	£79	£182	£140	£21	£21	£465	£362	£46	£57
A live music concert	£633	£518	£65	£50	£341	£291	£40	£11	£292	£228	£25	£39

\*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 (VFR)

- Tables 2.3a – 2.3c 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 44 million VFR trips within Great Britain in 2013. 25.6 million of these trips were VFR-Holiday trips (58%) and the remaining 19 million were VFR-Other trips (42%). VFR-Holiday trips were slightly more likely to be taken during the summer month of August (13% for VFR-Holiday vs. 9% for VFR-Other). VFR-Other trips tended to be shorter (2.44 nights on average vs. 3.10 for VFR-Holiday) and spread more evenly across the year.
- As would be expected, the majority of VFR trips involve staying in own homes or homes of friends and relatives (81% of trips), however this is not always the case: a fifth (20%) use commercial accommodation.
- As with other types of tourism, the private car is the most widely used transport type for the journey to the destination (75% of trips).
- Large cities/large towns and small towns are the main types of destination for VFR trips (46% and 28% respectively), reflecting the population distribution.
- VFR trips are spread fairly evenly throughout the year, albeit with a peak in December (14%), 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				VFR-Other Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	44.20	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
ACCOMMODATION USED												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	8.65	7.17	0.89	0.75	4.57	3.73	0.52	0.45	4.08	3.44	0.37	0.30
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	7.28	6.06	0.74	0.60	3.72	3.04	0.42	0.35	3.55	3.01	0.32	0.24
<b>Hotel/ motel</b>	6.00	5.00	0.64	0.44	2.97	2.42	0.36	0.25	3.03	2.58	0.29	0.19
<b>Guest House/ Bed and Breakfast</b>	1.00	0.83	0.09	0.10	0.58	0.49	0.06	0.05	0.41	0.34	0.04	0.05
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	1.40	1.12	0.17	0.16	0.87	0.71	0.12	0.10	0.53	0.42	0.06	0.06
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	0.80	0.61	0.13	0.10	0.51	0.39	0.09	0.08	0.29	0.22	0.05	0.02



Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR-Holiday Trips				VFR-Other Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	44.2	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
<b>ACCOMMODATION USED (CONT)</b>												
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	0.75	0.60	0.08	0.09	0.46	0.37	0.06	0.05	0.29	0.22	0.03	0.04
Touring caravan	0.31	0.30	0.02	0.01	0.20	0.19	0.02	0.01	0.12	0.12	-	-
Static (not owned)	0.15	0.12	0.02	0.01	0.08	0.07	0.01	-	0.07	0.05	0.01	0.01
Static (owned)	0.15	0.08	0.04	0.03	0.10	0.06	0.03	0.02	0.05	0.03	0.02	0.01
Camping	0.13	0.10	-	0.03	0.08	0.07	-	0.01	0.05	0.03	-	0.02
Hostel	0.24	0.22	0.02	0.01	0.18	0.15	0.02	0.01	0.07	0.07	-	-
Own home/ friend's home / relative's home	35.63	31.19	2.62	1.99	21.16	18.33	1.83	1.13	14.47	12.85	0.79	0.86
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	10.21	8.79	0.99	0.46	6.09	5.17	0.69	0.25	4.12	3.62	0.30	0.21
Train	7.20	6.37	0.52	0.32	4.38	3.84	0.35	0.20	2.81	2.53	0.17	0.12
Regular bus/ coach	1.94	1.58	0.24	0.12	1.06	0.87	0.15	0.04	0.88	0.72	0.09	0.07
Sea/ air	0.86	0.63	0.23	0.01	0.53	0.35	0.18	0.01	0.33	0.28	0.04	-
Plane	0.81	0.59	0.21	0.01	0.50	0.33	0.17	0.01	0.31	0.27	0.04	-
Boat/ ship/ ferry	0.05	0.04	0.01	-	0.03	0.02	0.01	-	0.02	0.02	-	-
<b>Personal transport</b>	33.66	29.12	2.45	2.28	19.40	16.67	1.60	1.29	14.25	12.45	0.84	0.99
Car	32.96	28.47	2.43	2.25	19.12	16.40	1.60	1.28	13.84	12.07	0.83	0.97
Car - own/ friend's/ firm's	32.58	28.17	2.37	2.22	18.87	16.22	1.54	1.26	13.71	11.96	0.83	0.96
Car – hired	0.39	0.30	0.06	0.03	0.25	0.18	0.06	0.02	0.13	0.12	0.01	0.01
Organised coach tour	0.27	0.24	0.02	0.02	0.16	0.13	0.02	0.01	0.12	0.11	-	0.01
Other	0.56	0.50	0.04	0.03	0.24	0.20	0.03	0.01	0.32	0.29	0.01	0.02
<b>COUNTRY OF RESIDENCE</b>												
England	38.91	35.51	1.59	1.98	22.64	20.42	1.12	1.24	16.28	15.09	0.47	0.74
Scotland	3.12	1.26	1.85	0.05	1.97	0.78	1.19	0.04	1.15	0.48	0.67	0.01
Wales	2.17	1.42	0.03	0.73	1.04	0.74	0.02	0.29	1.13	0.69	0.01	0.44
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	15.13	12.93	1.33	1.04	8.78	7.46	0.85	0.60	6.35	5.47	0.48	0.44
High street or on-line travel agent	1.04	0.82	0.12	0.11	0.63	0.48	0.07	0.08	0.41	0.33	0.04	0.03
Directly with a tour operator	0.78	0.67	0.06	0.05	0.47	0.39	0.05	0.03	0.32	0.28	0.01	0.02
Directly with accommodation provider	7.35	6.33	0.62	0.52	3.82	3.29	0.33	0.29	3.53	3.04	0.29	0.24
Directly with a transport provider	4.77	4.06	0.48	0.26	3.06	2.58	0.37	0.13	1.71	1.49	0.11	0.13
Directly with a TIC	0.17	0.15	0.01	0.03	0.14	0.12	0.01	0.02	0.04	0.03	-	0.01



Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR-Holiday Trips				VFR-Other Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	44.2	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
HOW TRIP BOOKED (CONT)												
Booked online	10.92	9.30	1.03	0.71	6.44	5.43	0.68	0.42	4.48	3.87	0.34	0.29
Through some other source	1.24	1.07	0.10	0.09	0.75	0.64	0.06	0.08	0.49	0.44	0.04	0.02
Did not make firm bookings before trip	27.41	23.80	2.04	1.61	15.80	13.55	1.40	0.90	11.61	10.25	0.65	0.71
Don't Know	1.66	1.47	0.10	0.11	1.06	0.94	0.07	0.06	0.60	0.53	0.02	0.05
WHETHER BOOKED ONLINE												
Booked online	10.92	9.30	1.03	0.71	6.44	5.43	0.68	0.42	4.48	3.87	0.34	0.29
Not booked online	33.28	28.89	2.44	2.05	19.21	16.51	1.64	1.14	14.08	12.38	0.81	0.91
PACKAGE TRIP												
Package trip	0.70	0.62	0.06	0.03	0.36	0.30	0.05	0.02	0.34	0.33	0.01	0.01
Not a package trip	43.22	37.33	3.39	2.71	25.12	21.51	2.25	1.53	18.09	15.81	1.14	1.18
Don't Know	0.28	0.25	0.02	0.02	0.17	0.13	0.02	0.02	0.12	0.12	-	-
TYPE OF LOCATION STAYED AT												
Seaside	4.99	4.07	0.36	0.69	3.36	2.72	0.25	0.50	1.64	1.35	0.11	0.19
Large city / large town	20.18	18.15	1.61	0.58	11.51	10.21	1.11	0.30	8.67	7.94	0.50	0.27
Small town	12.47	10.61	0.98	0.96	7.09	6.09	0.57	0.47	5.38	4.52	0.41	0.49
Countryside / village	7.63	6.37	0.67	0.63	4.41	3.59	0.49	0.37	3.21	2.78	0.18	0.25
MONTH TRIP STARTED												
January 2013	2.28	1.98	0.16	0.14	1.07	0.95	0.08	0.04	1.22	1.03	0.09	0.10
February 2013	3.03	2.63	0.19	0.24	1.46	1.23	0.14	0.10	1.57	1.40	0.05	0.14
March 2013	3.18	2.74	0.37	0.10	1.98	1.63	0.30	0.07	1.21	1.11	0.07	0.03
April 2013	3.02	2.61	0.29	0.15	1.75	1.51	0.20	0.07	1.27	1.10	0.09	0.08
May 2013	3.67	3.08	0.35	0.26	2.14	1.76	0.24	0.15	1.54	1.32	0.12	0.12
June 2013	3.47	3.02	0.22	0.25	1.87	1.64	0.12	0.12	1.60	1.38	0.10	0.13
July 2013	3.81	3.13	0.43	0.30	2.11	1.68	0.30	0.17	1.70	1.45	0.13	0.13
August 2013	4.85	4.06	0.37	0.45	3.25	2.72	0.27	0.29	1.60	1.34	0.10	0.16
September 2013	3.33	2.94	0.23	0.17	1.54	1.34	0.12	0.10	1.79	1.61	0.11	0.08
October 2013	3.39	2.98	0.19	0.23	1.91	1.68	0.11	0.14	1.48	1.31	0.09	0.09
November 2013	3.84	3.37	0.28	0.19	2.14	1.88	0.16	0.10	1.70	1.49	0.12	0.09
December 2013	6.32	5.65	0.40	0.28	4.45	3.93	0.30	0.22	1.88	1.72	0.10	0.06
DURATION OF TRIP												
1 night	14.01	12.30	0.76	0.95	6.59	5.76	0.41	0.42	7.42	6.54	0.35	0.53
2 nights	14.54	12.66	1.06	0.86	8.53	7.40	0.67	0.49	6.01	5.26	0.39	0.37
3 nights	6.48	5.62	0.49	0.40	4.32	3.68	0.38	0.28	2.16	1.94	0.11	0.12
4 nights	3.12	2.55	0.44	0.15	2.10	1.70	0.33	0.10	1.01	0.85	0.11	0.05
5 nights	1.90	1.60	0.20	0.12	1.25	1.04	0.14	0.07	0.65	0.55	0.06	0.05

Table 2.3a – VFR Trips in GB

	All VFR Trips				VFR-Holiday Trips				VFR-Other Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	44.2	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
<b>DURATION OF TRIP (CONT)</b>												
6 nights	0.99	0.83	0.14	0.05	0.65	0.53	0.12	0.04	0.33	0.30	0.02	0.01
7 nights	1.30	1.09	0.15	0.08	0.93	0.79	0.11	0.05	0.37	0.30	0.05	0.03
1-3 nights	35.03	30.57	2.30	2.22	19.44	16.83	1.45	1.20	15.59	13.74	0.85	1.02
4-7 nights	7.30	6.07	0.93	0.40	4.93	4.06	0.69	0.26	2.37	2.01	0.24	0.14
8+ nights	1.87	1.55	0.24	0.14	1.28	1.04	0.17	0.10	0.59	0.51	0.06	0.03
Average duration of trip (nights)	2.82	2.77	3.38	2.58	3.10	3.03	3.68	2.80	2.44	2.42	2.79	2.28
<b>CHILDREN ON TRIP</b>												
Yes	11.80	10.08	1.11	0.71	7.38	6.28	0.75	0.44	4.42	3.81	0.36	0.28
No	32.40	28.11	2.36	2.04	18.26	15.67	1.57	1.13	14.14	12.45	0.79	0.92
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	16.68	14.58	1.27	0.93	9.97	8.65	0.80	0.60	6.71	5.93	0.47	0.33
C1 (Clerical and supervisory)	14.35	12.37	1.16	0.90	8.47	7.30	0.79	0.45	5.88	5.06	0.37	0.45
C2 (Skilled manual)	6.66	5.68	0.55	0.47	3.54	2.92	0.41	0.23	3.12	2.76	0.14	0.24
DE (Unskilled, state pensioners etc.)	6.51	5.58	0.50	0.45	3.67	3.08	0.32	0.28	2.84	2.50	0.17	0.17
<b>AGE OF RESPONDENT</b>												
16-24	7.47	6.71	0.35	0.42	3.98	3.54	0.28	0.16	3.49	3.16	0.07	0.26
25-34	8.32	7.18	0.62	0.58	4.86	4.13	0.44	0.33	3.46	3.05	0.18	0.25
35-44	8.00	6.86	0.74	0.43	4.93	4.19	0.49	0.29	3.07	2.67	0.25	0.15
45-54	6.58	5.60	0.60	0.44	3.99	3.39	0.40	0.24	2.59	2.21	0.19	0.19
55-64	6.42	5.51	0.54	0.41	3.58	3.10	0.32	0.19	2.84	2.41	0.22	0.22
65+	7.42	6.34	0.63	0.48	4.31	3.59	0.39	0.35	3.10	2.76	0.24	0.13
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	8.08	7.19	0.48	0.43	4.27	3.76	0.32	0.20	3.81	3.43	0.16	0.23
Age 16-34, married, no children	3.09	2.69	0.21	0.20	2.00	1.74	0.17	0.10	1.10	0.95	0.04	0.10
Age 16-34, with children	4.62	4.01	0.28	0.38	2.57	2.18	0.24	0.20	2.04	1.83	0.05	0.18
Age 35-54, no children	6.74	5.83	0.53	0.41	3.82	3.24	0.36	0.26	2.92	2.60	0.17	0.15
Age 35-54, with children	7.84	6.62	0.80	0.46	5.10	4.34	0.53	0.27	2.74	2.28	0.27	0.18
Age 55+	13.84	11.86	1.17	0.89	7.89	6.69	0.70	0.54	5.95	5.17	0.46	0.35
<b>ACTIVITIES UNDERTAKEN ON TRIP</b>												
Just relaxing	11.41	9.69	0.94	0.88	8.06	6.77	0.73	0.64	3.35	2.92	0.20	0.24
Short walk/stroll - up to 2 miles/ 1 hour	7.43	6.43	0.59	0.45	5.20	4.44	0.48	0.33	2.22	1.99	0.11	0.12
Sightseeing on foot	6.08	4.95	0.64	0.56	4.61	3.74	0.51	0.43	1.47	1.21	0.13	0.13

Table 2.3a – VFR Trips in GB												
	All VFR Trips				VFR-Holiday Trips				VFR-Other Trips			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	44.2	38.19	3.47	2.75	25.65	21.94	2.32	1.56	18.55	16.25	1.15	1.19
ACTIVITIES UNDERTAKEN ON TRIP (CONT)												
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	4.83	4.05	0.46	0.34	1.84	1.53	0.22	0.09	3.00	2.52	0.24	0.26
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	3.66	3.07	0.35	0.27	2.63	2.15	0.29	0.22	1.02	0.92	0.06	0.05
Centre based walking (i.e. around a city/town centre)	3.53	2.94	0.30	0.30	2.59	2.13	0.24	0.22	0.94	0.81	0.06	0.08
Sightseeing by car	3.33	2.58	0.44	0.37	2.46	1.87	0.34	0.30	0.88	0.72	0.10	0.07
Visiting a beach	2.81	2.39	0.21	0.26	2.16	1.83	0.17	0.22	0.65	0.57	0.04	0.05
Visiting a country park	2.39	2.05	0.26	0.13	1.73	1.45	0.21	0.12	0.66	0.60	0.05	0.02
Visiting a museum	1.74	1.47	0.21	0.10	1.26	1.06	0.16	0.08	0.49	0.41	0.06	0.02
Special shopping for items you do not regularly buy	1.69	1.50	0.12	0.09	1.07	0.95	0.09	0.05	0.62	0.56	0.03	0.04
Had a picnic or BBQ	1.63	1.41	0.14	0.11	1.18	1.03	0.10	0.07	0.45	0.38	0.04	0.04
Visiting a cathedral, church, abbey or other religious building	1.43	1.29	0.10	0.05	1.04	0.95	0.07	0.03	0.39	0.34	0.03	0.03
Going to the cinema	1.36	1.19	0.13	0.07	0.97	0.86	0.10	0.04	0.39	0.33	0.03	0.03
Visiting a historic house, stately home, palace	1.30	1.21	0.07	0.03	0.97	0.90	0.05	0.03	0.34	0.31	0.03	-
Visiting a garden	1.29	1.06	0.17	0.09	0.96	0.78	0.14	0.07	0.33	0.29	0.03	0.02
Visiting another type of attraction	1.02	0.88	0.09	0.06	0.77	0.64	0.09	0.04	0.25	0.23	-	0.02
Swimming (indoors or outdoors)	1.02	0.77	0.16	0.10	0.80	0.61	0.14	0.06	0.22	0.16	0.02	0.04
Viewing architecture and buildings	0.96	0.83	0.09	0.07	0.66	0.55	0.08	0.07	0.30	0.28	0.02	0.01
Visiting an art gallery	0.95	0.82	0.10	0.06	0.70	0.62	0.06	0.04	0.25	0.20	0.04	0.01
Visiting a castle/other historic site	0.91	0.69	0.16	0.09	0.69	0.55	0.10	0.08	0.22	0.15	0.07	0.01
A live music concert	0.82	0.73	0.04	0.06	0.53	0.48	0.02	0.05	0.29	0.25	0.02	0.01
Attending a food/local produce event (e.g. food festival, farmers market)	0.79	0.72	0.03	0.05	0.60	0.55	0.03	0.04	0.19	0.17	0.01	0.01
Visiting a theme/amusement park	0.71	0.60	0.08	0.03	0.59	0.53	0.04	0.03	0.12	0.08	0.04	-
Going to the theatre	0.67	0.63	0.01	0.03	0.49	0.47	0.01	0.01	0.18	0.16	-	0.02

\*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 125 million such bednights recorded during 2013. 79.5 million of these (64%) were to visit friends and relatives whilst on holiday.
- Staying in own homes or homes of friends and relatives is slightly more important when expressed in bed nights (83%) than it is for when expressed in terms of trips (81%).
- The majority - 61% - of VFR bednights were made without a firm booking.
- Reflecting the popularity of visiting friends and relatives over the Christmas period, December accounted for an 18% share of all bednights, a higher share than for trips (14%).

Table 2.3b – VFR Nights in GB												
	All VFR Nights				VFR-Holiday Nights				VFR-Other Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	124.77	105.94	11.73	7.09	79.47	66.57	8.53	4.37	45.30	39.37	3.21	2.72
ACCOMMODATION USED												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	19.26	15.23	2.54	1.49	11.42	8.88	1.62	0.92	7.84	6.35	0.92	0.58
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	13.93	11.31	1.63	0.99	7.74	6.19	0.94	0.61	6.19	5.12	0.69	0.38
<b>Hotel/ motel</b>	10.86	8.84	1.31	0.72	5.82	4.68	0.72	0.42	5.04	4.16	0.58	0.29
<b>Guest House/ Bed and Breakfast</b>	2.33	1.92	0.26	0.15	1.45	1.21	0.16	0.08	0.88	0.71	0.10	0.07
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	5.27	3.86	0.92	0.49	3.65	2.67	0.68	0.30	1.61	1.19	0.23	0.19
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	3.15	2.26	0.56	0.34	2.07	1.45	0.36	0.26	1.08	0.81	0.20	0.07
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	2.62	1.91	0.46	0.25	1.94	1.45	0.37	0.12	0.67	0.46	0.08	0.13
Touring caravan	0.98	0.93	0.04	0.02	0.81	0.76	0.04	0.01	0.18	0.17	-	0.01
Static (not owned)	0.76	0.37	0.32	0.08	0.49	0.21	0.28	-	0.27	0.16	0.03	0.08
Static (owned)	0.50	0.31	0.10	0.10	0.36	0.23	0.05	0.08	0.15	0.08	0.05	0.02
Camping	0.37	0.31	-	0.06	0.28	0.26	-	0.03	0.08	0.05	-	0.03
<b>Hostel</b>	0.73	0.69	0.04	0.01	0.62	0.58	0.04	0.01	0.11	0.11	-	-
<b>Own home/ friend's home / relative's home</b>	103.25	88.97	8.89	5.40	66.72	56.69	6.68	3.35	36.54	32.28	2.20	2.06

Table 2.3b – VFR Nights in GB												
	All VFR Nights				VFR-Holiday Nights				VFR-Other Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	124.77	105.94	11.73	7.09	79.47	66.57	8.53	4.37	45.30	39.37	3.21	2.72
MAIN MODE OF TRANSPORT USED												
Public transport	33.29	28.06	3.80	1.43	22.39	18.61	2.96	0.82	10.90	9.45	0.84	0.60
Train	23.35	20.62	1.64	1.10	15.91	13.94	1.30	0.67	7.44	6.67	0.34	0.43
Regular bus/ coach	6.02	4.78	0.97	0.26	3.78	3.01	0.68	0.09	2.24	1.78	0.29	0.17
Sea/ air	3.26	2.19	1.06	0.01	2.23	1.37	0.85	0.01	1.02	0.82	0.21	-
Plane	3.14	2.11	1.02	0.01	2.16	1.34	0.81	0.01	0.98	0.77	0.21	-
Boat/ ship/ ferry	0.12	0.08	0.05	-	0.08	0.03	0.05	-	0.04	0.04	-	-
Personal transport	90.88	77.38	7.85	5.65	56.81	47.80	5.49	3.53	34.06	29.58	2.36	2.12
Car	89.43	76.04	7.80	5.59	56.13	47.15	5.48	3.50	33.30	28.89	2.32	2.09
Car - own/ friend's/ firm's	88.21	75.21	7.63	5.38	55.18	46.54	5.32	3.32	33.03	28.67	2.31	2.06
Car – hired	1.22	0.83	0.17	0.21	0.95	0.61	0.16	0.18	0.27	0.22	0.01	0.03
Organised coach tour	0.78	0.56	0.17	0.05	0.54	0.32	0.17	0.05	0.24	0.23	-	0.01
Other	1.05	0.92	0.09	0.03	0.44	0.39	0.05	0.01	0.61	0.54	0.05	0.02
COUNTRY OF RESIDENCE												
England	108.66	96.00	7.16	5.50	69.40	60.47	5.45	3.48	39.26	35.54	1.71	2.02
Scotland	10.05	5.41	4.46	0.19	6.74	3.58	3.00	0.16	3.31	1.83	1.46	0.03
Wales	6.05	4.53	0.12	1.41	3.33	2.53	0.07	0.73	2.72	2.00	0.04	0.68
HOW TRIP BOOKED												
Firm booking	43.51	36.59	4.51	2.41	28.73	24.02	3.25	1.47	14.78	12.57	1.27	0.94
High street or on-line travel agent	3.08	2.41	0.39	0.28	2.11	1.65	0.26	0.21	0.97	0.76	0.13	0.07
Directly with a tour operator	2.14	1.74	0.28	0.12	1.39	1.04	0.25	0.10	0.75	0.70	0.03	0.02
Directly with accommodation provider	17.16	14.67	1.57	0.92	10.13	8.73	0.85	0.55	7.03	5.94	0.72	0.37
Directly with a transport provider	17.41	14.49	2.16	0.76	12.45	10.28	1.80	0.37	4.96	4.20	0.36	0.39
Directly with a Tourist Board / TIC	0.57	0.44	0.01	0.12	0.50	0.39	0.01	0.10	0.07	0.05	-	0.02
Booked online	31.94	26.73	3.60	1.60	21.62	17.98	2.61	1.04	10.31	8.75	1.00	0.57
Through some other source	3.46	2.91	0.34	0.21	2.25	1.86	0.25	0.14	1.21	1.05	0.09	0.07
Did not make firm bookings before trip	76.64	65.45	6.78	4.41	47.59	39.89	4.95	2.75	29.06	25.56	1.84	1.66
Don't Know	4.62	3.91	0.44	0.27	3.16	2.67	0.34	0.15	1.46	1.24	0.10	0.12
WHETHER BOOKED ONLINE												
Booked online	31.94	26.73	3.60	1.60	21.62	17.98	2.61	1.04	10.31	8.75	1.00	0.57
Not booked online	92.83	79.21	8.13	5.49	57.85	48.59	5.92	3.33	34.99	30.62	2.21	2.15

Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR Holiday Nights				VFR-Other Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	124.77	105.94	11.73	7.09	79.47	66.57	8.53	4.37	45.30	39.37	3.21	2.72
<b>PACKAGE TRIP</b>												
Package trip	1.77	1.41	0.31	0.04	1.08	0.76	0.29	0.03	0.69	0.66	0.02	0.01
Not a package trip	122.33	103.93	11.39	7.02	78.02	65.51	8.20	4.30	44.32	38.41	3.19	2.71
Don't Know	0.67	0.60	0.04	0.03	0.37	0.31	0.04	0.03	0.30	0.30	-	-
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	15.37	12.63	1.02	1.71	11.04	9.02	0.77	1.26	4.32	3.61	0.26	0.46
Large city / large town	53.78	47.39	5.06	1.32	33.00	28.45	3.75	0.80	20.78	18.95	1.31	0.52
Small town	32.89	27.63	3.06	2.20	20.98	17.66	2.18	1.15	11.91	9.98	0.88	1.05
Countryside / village	22.56	18.19	2.50	1.86	14.32	11.38	1.77	1.17	8.24	6.81	0.73	0.70
<b>MONTH TRIP STARTED</b>												
January 2013	5.29	4.70	0.39	0.20	2.65	2.30	0.26	0.09	2.64	2.39	0.13	0.12
February 2013	8.18	6.81	0.66	0.71	4.21	3.42	0.57	0.22	3.97	3.39	0.09	0.49
March 2013	8.64	7.12	1.21	0.31	5.90	4.61	1.06	0.24	2.74	2.52	0.16	0.07
April 2013	7.56	6.36	0.91	0.29	4.85	4.09	0.57	0.19	2.71	2.27	0.33	0.10
May 2013	9.08	7.63	0.97	0.48	5.53	4.65	0.64	0.24	3.55	2.98	0.33	0.24
June 2013	9.68	8.37	0.83	0.49	6.22	5.42	0.56	0.25	3.45	2.95	0.27	0.23
July 2013	11.56	9.26	1.44	0.86	7.24	5.67	1.01	0.56	4.32	3.60	0.43	0.29
August 2013	15.61	13.14	1.15	1.32	11.18	9.49	0.74	0.95	4.43	3.65	0.41	0.37
September 2013	8.61	7.45	0.57	0.59	4.28	3.70	0.31	0.27	4.33	3.75	0.26	0.32
October 2013	8.85	7.68	0.68	0.49	5.62	4.79	0.51	0.31	3.24	2.89	0.16	0.18
November 2013	9.62	8.09	1.17	0.37	6.05	4.92	0.93	0.20	3.57	3.16	0.24	0.17
December 2013	22.10	19.34	1.78	0.99	15.74	13.52	1.37	0.85	6.37	5.82	0.41	0.13
<b>DURATION OF TRIP</b>												
1 night	14.0	12.3	0.8	1.0	6.6	5.8	0.4	0.4	7.4	6.5	0.4	0.5
2 nights	29.1	25.3	2.1	1.7	17.1	14.8	1.3	1.0	12.0	10.5	0.8	0.7
3 nights	19.4	16.8	1.4	1.2	13.0	11.0	1.1	0.8	6.5	5.8	0.3	0.4
4 nights	12.5	10.2	1.7	0.6	8.4	6.7	1.3	0.4	4.1	3.4	0.4	0.2
5 nights	9.5	8.0	1.0	0.6	6.3	5.2	0.7	0.3	3.2	2.7	0.3	0.2
6 nights	5.9	4.9	0.8	0.3	3.9	3.1	0.6	0.2	2.0	1.8	0.1	0.1
7 nights	9.1	7.5	1.1	0.5	6.5	5.5	0.7	0.3	2.6	2.1	0.3	0.2
1-3 nights	62.5	54.4	4.3	3.9	36.6	31.5	2.8	2.2	25.9	22.9	1.4	1.6
4-7 nights	37.0	30.6	4.5	1.9	25.1	20.5	3.3	1.2	11.9	10.0	1.2	0.7
8+ nights	25.3	21.0	2.9	1.3	17.8	14.5	2.3	0.9	7.5	6.5	0.6	0.4
Average duration (nights)	2.82	2.77	3.38	2.58	3.10	3.03	3.68	2.80	2.44	2.42	2.79	2.28
<b>CHILDREN ON TRIP</b>												
Yes	33.91	28.24	3.78	1.90	23.11	19.12	2.78	1.21	10.81	9.12	1.00	0.69
No	90.85	77.70	7.96	5.20	56.36	47.46	5.75	3.16	34.49	30.25	2.21	2.03



Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR-Holiday Nights				VFR-Other Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	124.77	105.94	11.73	7.09	79.47	66.57	8.53	4.37	45.30	39.37	3.21	2.72
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	43.56	37.24	3.97	2.36	27.75	23.31	2.73	1.72	15.81	13.93	1.24	0.64
C1 (Clerical and supervisory)	42.11	35.98	3.86	2.28	28.06	23.89	2.88	1.29	14.05	12.08	0.98	0.99
C2 (Skilled manual)	18.81	15.77	1.80	1.24	11.20	9.19	1.46	0.56	7.61	6.59	0.35	0.68
DE (Unskilled, state pensioners etc.)	20.28	16.96	2.11	1.22	12.46	10.19	1.47	0.81	7.82	6.77	0.64	0.41
<b>AGE OF RESPONDENT</b>												
16-24	21.11	19.36	0.99	0.77	13.36	12.33	0.68	0.35	7.75	7.03	0.31	0.42
25-34	20.87	17.44	2.12	1.32	13.62	11.14	1.61	0.87	7.25	6.29	0.51	0.45
35-44	22.05	18.47	2.64	0.94	14.44	11.87	1.93	0.64	7.61	6.60	0.71	0.30
45-54	16.17	13.37	1.78	1.01	10.40	8.60	1.29	0.51	5.77	4.77	0.49	0.50
55-64	18.63	15.79	1.61	1.23	10.74	9.22	1.03	0.49	7.90	6.57	0.58	0.75
65+	25.94	21.52	2.61	1.82	16.91	13.42	1.98	1.51	9.04	8.10	0.62	0.31
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	22.43	20.02	1.67	0.74	14.46	12.89	1.15	0.41	7.97	7.13	0.51	0.33
Age 16-34, married, no children	7.24	6.29	0.56	0.40	5.07	4.40	0.42	0.24	2.18	1.89	0.13	0.16
Age 16-34, with children	12.31	10.48	0.88	0.95	7.46	6.18	0.72	0.57	4.85	4.30	0.17	0.38
Age 35-54, no children	16.49	14.06	1.56	0.87	9.57	7.99	1.11	0.47	6.91	6.07	0.45	0.39
Age 35-54, with children	21.73	17.78	2.86	1.09	15.27	12.48	2.11	0.68	6.46	5.30	0.75	0.41
Age 55+	44.57	37.31	4.21	3.05	27.64	22.63	3.01	2.00	16.93	14.68	1.20	1.06
<b>ACTIVITIES UNDERTAKEN ON TRIP</b>												
Just relaxing	38.13	31.64	3.64	2.85	29.14	23.99	3.04	2.11	9.00	7.65	0.60	0.75
Short walk\ stroll - up to 2 miles\ 1 hour	27.18	23.27	2.55	1.36	20.26	17.24	2.00	1.03	6.92	6.03	0.55	0.33
Sightseeing on foot	21.94	18.19	2.30	1.46	17.59	14.75	1.71	1.13	4.35	3.43	0.59	0.33
Sightseeing by car	14.16	11.03	1.95	1.18	11.05	8.76	1.34	0.95	3.12	2.27	0.62	0.23
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	13.46	11.23	1.53	0.71	10.38	8.50	1.30	0.58	3.08	2.73	0.23	0.12
Centre based walking (i.e. around a city\town centre)	12.29	10.35	1.16	0.79	9.39	7.89	0.89	0.61	2.90	2.46	0.27	0.18
Visiting a beach	11.69	9.77	1.10	0.82	9.36	7.76	0.92	0.68	2.34	2.01	0.19	0.14
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	11.24	9.18	1.42	0.65	4.80	3.80	0.81	0.19	6.45	5.39	0.60	0.46
Visiting a country park	8.68	7.23	0.88	0.57	6.59	5.38	0.67	0.53	2.09	1.85	0.20	0.04
Visiting a museum	6.67	5.56	0.85	0.26	5.13	4.28	0.64	0.22	1.54	1.28	0.21	0.05
Had a picnic or BBQ	6.53	5.55	0.71	0.27	5.00	4.33	0.47	0.20	1.53	1.22	0.23	0.08



Table 2.3b – VFR Nights in GB

	All VFR Nights				VFR-Holiday Nights				VFR-Other Nights			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	Millions				Millions				Millions			
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
All Tourism – 2013	124.77	105.94	11.73	7.09	79.47	66.57	8.53	4.37	45.30	39.37	3.21	2.72
<b>ACTIVITIES UNDERTAKEN ON TRIP (CONT)</b>												
Visiting a cathedral, church, abbey or other religious building	6.26	5.63	0.48	0.14	5.08	4.61	0.41	0.06	1.17	1.02	0.07	0.08
Going to the cinema	6.08	5.27	0.65	0.16	4.85	4.24	0.54	0.08	1.23	1.03	0.12	0.08
Special shopping for items you do not regularly buy	5.95	5.28	0.44	0.22	4.10	3.62	0.34	0.15	1.84	1.67	0.10	0.07
Swimming (indoors or outdoors)	5.67	4.56	0.80	0.31	4.85	4.02	0.66	0.17	0.82	0.54	0.14	0.14
Visiting a historic house, stately home, palace	5.04	4.62	0.34	0.08	3.90	3.62	0.20	0.08	1.15	1.00	0.15	-
Visiting a garden	5.01	3.96	0.63	0.42	4.07	3.18	0.51	0.39	0.93	0.78	0.12	0.03
Visiting a castle/other historic site	4.47	3.39	0.78	0.30	3.61	2.95	0.39	0.27	0.86	0.44	0.39	0.03
Visiting another type of attraction	4.08	3.46	0.49	0.13	3.22	2.65	0.49	0.09	0.86	0.82	-	0.04
Visiting an art gallery	4.07	3.27	0.65	0.15	3.14	2.59	0.43	0.12	0.93	0.68	0.22	0.03
Visiting a theme/amusement park	3.75	3.18	0.50	0.08	3.36	2.97	0.31	0.08	0.40	0.21	0.19	-
Viewing architecture and buildings	3.54	2.88	0.45	0.21	2.64	2.04	0.41	0.20	0.89	0.85	0.04	0.01
Sunbathing	3.39	3.08	0.15	0.16	2.96	2.70	0.15	0.11	0.42	0.38	-	0.04
A live music concert	3.08	2.76	0.17	0.15	2.27	2.11	0.03	0.13	0.81	0.65	0.14	0.02
Attending a food/local produce event (e.g. food festival, farmers market)	2.68	2.40	0.12	0.16	2.21	1.96	0.11	0.14	0.47	0.43	0.01	0.02

\*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 36% share of spend) with friends and relatives homes the most popular type of accommodation (63% share of spend).
- Trips to large cities and towns and small towns accounted for a 48% 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 70% share of spend - this was particularly so for VFR-Other trips (76%). In contrast, VFR-Holidays accounted for a larger share of spend for trips that lasted between 4-7 nights (26% compared to 18% for VFR-Other trips).

Table 2.3c – VFR Spend in GB												
	All VFR Spend				VFR-Holiday Spend				VFR-Other Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
All Tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
ACCOMMODATION USED												
<b>Commercial accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	£1,742	£1,424	£186	£132	£984	£783	£124	£77	£758	£641	£62	£55
<b>Serviced rented accommodation</b> (Hotel/motel, GHBB, Holiday camp/village (serviced))	£1,456	£1,195	£151	£109	£802	£637	£103	£62	£654	£558	£49	£47
<b>Hotel/ motel</b>	£1,200	£989	£124	£88	£648	£516	£83	£49	£552	£473	£41	£39
<b>Guest House/ Bed and Breakfast</b>	£190	£155	£22	£13	£113	£91	£14	£8	£77	£64	£8	£5
<b>Total Self-catering rented accommodation and Caravan and Camping</b> (Flat/apartment/house/chale t/villa/bungalow/cottage), holiday camp/village, camping, touring caravan, static (not owned)	£278	£221	£35	£22	£180	£144	£21	£15	£98	£77	£13	£8
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	£205	£159	£29	£16	£131	£101	£18	£12	£74	£59	£11	£4
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	£83	£67	£9	£7	£55	£47	£5	£3	£28	£20	£4	£3
Touring caravan	£36	£34	£1	£1	£25	£23	£1	*	£11	£11	-	*
Static (not owned)	£26	£19	£5	£2	£15	£13	£2	-	£11	£6	£3	£2
Static (owned)	£9	£6	£2	£1	£6	£4	£1	£1	£3	£2	£1	*
Camping	£11	£8	-	£3	£9	£7	-	£2	£2	£1	-	£1
<b>Hostel</b>	£32	£27	£3	£1	£20	£16	£3	£1	£11	£11	-	-
<b>Own home/ friend's home / relative's home</b>	£3,032	£2,598	£295	£139	£1,947	£1,640	£221	£87	£1,085	£958	£74	£53

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR-Holiday Spend				VFR-Other Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
All Tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
MAIN MODE OF TRANSPORT USED												
Public transport	£1,268	£1,057	£162	£50	£797	£638	£127	£32	£472	£419	£35	£18
Train	£852	£736	£78	£39	£545	£462	£56	£26	£307	£273	£22	£12
Regular bus/ coach	£178	£150	£21	£7	£103	£83	£16	£4	£76	£67	£6	£3
Sea/ air	£171	£116	£54	£1	£109	£62	£46	£1	£62	£54	£8	-
Plane	£164	£109	£53	£1	£105	£59	£45	£1	£58	£51	£8	-
Boat/ ship/ ferry	£8	£7	£1	-	£4	£3	£1	-	£4	£4	-	-
Personal transport	£3,525	£2,986	£318	£221	£2,157	£1,813	£214	£130	£1,367	£1,173	£103	£90
Car	£3,481	£2,944	£318	£219	£2,137	£1,794	£214	£129	£1,343	£1,150	£103	£90
Car - own/ friend's/ firm's	£3,415	£2,894	£306	£215	£2,086	£1,756	£204	£126	£1,329	£1,139	£102	£89
Car – hired	£65	£50	£12	£4	£51	£38	£10	£3	£14	£11	£2	£1
Organised coach tour	£74	£62	£10	£3	£44	£33	£10	£1	£31	£28	-	£2
Other	£46	£31	£15	*	£26	£10	£15	*	£21	£21	*	-
COUNTRY OF RESIDENCE												
England	£4,084	£3,615	£281	£188	£2,549	£2,215	£214	£119	£1,535	£1,399	£67	£69
Scotland	£503	£288	£206	£9	£296	£151	£138	£7	£208	£137	£68	£2
Wales	£260	£175	£8	£76	£141	£96	£6	£39	£119	£79	£2	£37
HOW TRIP BOOKED												
Firm booking	£2,396	£1,982	£265	£150	£1,470	£1,192	£191	£86	£926	£789	£74	£63
High street or on-line travel agent	£196	£153	£20	£23	£134	£102	£13	£18	£62	£51	£7	£4
Directly with a tour operator	£169	£143	£20	£7	£96	£73	£19	£4	£73	£70	*	£2
Directly with accommodation provider	£1,270	£1,055	£130	£86	£723	£602	£80	£41	£547	£452	£50	£45
Directly with a transport provider	£616	£494	£93	£29	£421	£328	£76	£18	£195	£166	£18	£10
Directly with a Tourist Board / TIC	£28	£23	*	£5	£21	£16	*	£5	£8	£7	-	*
Booked online	£1,757	£1,445	£201	£111	£1,082	£875	£146	£61	£675	£570	£54	£50
Through some other source	£181	£151	£19	£11	£117	£93	£14	£9	£64	£58	£5	£2
Did not make firm bookings before trip	£2,243	£1,920	£214	£109	£1,390	£1,164	£156	£70	£853	£757	£57	£39
Don't Know	£208	£176	£17	£15	£125	£106	£10	£9	£83	£70	£7	£6
WHETHER BOOKED ONLINE												
Booked online	£1,757	£1,445	£201	£111	£1,082	£875	£146	£61	£675	£570	£54	£50
Not booked online	£3,090	£2,633	£295	£163	£1,903	£1,587	£211	£105	£1,187	£1,046	£84	£58

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR Holiday Spend				VFR-Other Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
All Tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
<b>PACKAGE TRIP</b>												
Package trip	£221	£195	£21	£5	£115	£94	£18	£3	£105	£101	£2	£2
Not a package trip	£4,593	£3,855	£473	£265	£2,852	£2,357	£337	£159	£1,740	£1,499	£136	£106
Don't Know	£34	£27	£2	£4	£17	£11	£2	£4	£16	£16	-	-
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	£618	£509	£48	£61	£446	£360	£38	£47	£172	£148	£10	£14
Large city / large town	£2,326	£1,999	£254	£73	£1,391	£1,161	£190	£41	£935	£838	£64	£33
Small town	£1,152	£965	£102	£85	£695	£583	£65	£47	£457	£382	£37	£38
Countryside / village	£745	£600	£91	£54	£449	£355	£63	£31	£295	£245	£27	£23
<b>MONTH TRIP STARTED</b>												
January 2013	£239	£199	£20	£21	£117	£98	£11	£7	£123	£101	£9	£13
February 2013	£329	£286	£22	£22	£164	£138	£18	£8	£165	£148	£4	£14
March 2013	£360	£305	£46	£9	£232	£188	£39	£5	£128	£117	£8	£3
April 2013	£355	£295	£47	£13	£235	£193	£35	£6	£120	£102	£11	£7
May 2013	£410	£352	£42	£15	£253	£214	£31	£8	£156	£138	£12	£7
June 2013	£385	£330	£34	£21	£218	£183	£26	£10	£167	£148	£8	£12
July 2013	£534	£417	£80	£37	£335	£250	£63	£22	£199	£168	£17	£15
August 2013	£526	£423	£53	£50	£363	£287	£41	£36	£162	£135	£12	£15
September 2013	£389	£333	£38	£18	£200	£174	£15	£11	£188	£159	£23	£7
October 2013	£335	£277	£27	£30	£211	£173	£19	£19	£124	£105	£9	£11
November 2013	£384	£334	£36	£14	£226	£194	£21	£11	£158	£139	£15	£3
December 2013	£601	£528	£49	£24	£431	£371	£39	£21	£170	£157	£11	£3
<b>DURATION OF TRIP</b>												
1 night	£1,000	£868	£63	£68	£503	£433	£37	£32	£497	£435	£26	£36
2 nights	£1,503	£1,270	£141	£92	£883	£728	£102	£53	£620	£542	£39	£38
3 nights	£860	£738	£66	£56	£557	£474	£48	£35	£304	£264	£18	£21
4 nights	£494	£398	£81	£15	£339	£267	£60	£12	£155	£131	£21	£3
5 nights	£262	£226	£26	£10	£193	£164	£21	£8	£69	£62	£5	£3
6 nights	£127	£105	£17	£5	£98	£78	£16	£5	£29	£28	£1	*
7 nights	£241	£197	£32	£12	£155	£124	£23	£9	£86	£73	£10	£3
1-3 nights	£3,363	£2,877	£271	£216	£1,943	£1,635	£187	£120	£1,420	£1,242	£84	£95
4-7 nights	£1,124	£927	£156	£41	£786	£634	£120	£32	£339	£293	£36	£9
8+ nights	£360	£275	£69	£16	£257	£193	£50	£13	£103	£81	£18	£4
Average duration of trip (nights)	2.82	2.77	3.38	2.58	3.10	3.03	3.68	2.80	2.44	2.42	2.79	2.28
<b>CHILDREN ON TRIP</b>												
Yes	£858	£706	£107	£45	£555	£441	£82	£32	£303	£264	£25	£13
No	£3,989	£3,372	£389	£229	£2,430	£2,021	£276	£134	£1,560	£1,352	£113	£95

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR-Holiday Spend				VFR-Other Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
All Tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	£1,982	£1,667	£207	£108	£1,230	£1,016	£141	£74	£751	£651	£66	£35
C1 (Clerical and supervisory)	£1,615	£1,378	£154	£83	£997	£840	£116	£41	£618	£538	£38	£42
C2 (Skilled manual)	£674	£553	£78	£43	£398	£316	£60	£22	£277	£237	£18	£21
DE (Unskilled, state pensioners etc.)	£576	£480	£57	£39	£360	£290	£41	£29	£216	£190	£16	£10
<b>AGE OF RESPONDENT</b>												
16-24	£699	£613	£53	£32	£440	£382	£45	£14	£258	£232	£8	£18
25-34	£784	£653	£81	£50	£519	£420	£63	£37	£265	£233	£18	£14
35-44	£777	£651	£91	£36	£472	£372	£72	£28	£306	£278	£19	£9
45-54	£823	£696	£77	£50	£493	£415	£50	£28	£330	£281	£27	£21
55-64	£896	£738	£103	£55	£530	£444	£64	£22	£366	£294	£39	£33
65+	£868	£727	£92	£49	£530	£429	£64	£37	£338	£298	£27	£13
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	£824	£703	£77	£44	£516	£433	£55	£28	£308	£270	£21	£17
Age 16-34, married, no children	£319	£274	£26	£20	£232	£198	£23	£11	£87	£76	£2	£9
Age 16-34, with children	£340	£289	£32	£19	£212	£170	£29	£13	£128	£119	£2	£6
Age 35-54, no children	£948	£818	£78	£52	£568	£478	£56	£34	£381	£340	£23	£18
Age 35-54, with children	£652	£529	£89	£34	£397	£310	£65	£22	£255	£219	£23	£12
Age 55+	£1,764	£1,465	£195	£105	£1,061	£874	£128	£59	£704	£592	£66	£46
<b>ACTIVITIES UNDERTAKEN ON TRIP</b>												
Just relaxing	£1,360	£1,134	£143	£82	£1,038	£851	£119	£68	£322	£283	£25	£15
Sightseeing on foot	£915	£749	£104	£62	£716	£592	£78	£47	£199	£157	£27	£15
Short walk\ stroll - up to 2 miles\ 1 hour	£907	£755	£110	£42	£669	£554	£84	£30	£238	£201	£25	£12
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	£711	£582	£84	£45	£288	£223	£55	£10	£423	£360	£29	£34
Centre based walking (i.e. around a city\town centre)	£603	£503	£59	£41	£431	£352	£49	£29	£172	£151	£10	£12
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	£536	£442	£63	£31	£400	£324	£52	£24	£136	£118	£11	£6
Sightseeing by car	£524	£402	£79	£44	£406	£309	£59	£38	£119	£92	£20	£6
Visiting a beach	£420	£344	£44	£32	£333	£267	£39	£27	£87	£78	£5	£5
Special shopping for items you do not regularly buy	£359	£300	£40	£19	£228	£192	£31	£4	£131	£107	£9	£15
Visiting a museum	£349	£298	£35	£16	£251	£214	£27	£9	£98	£83	£8	£7

Table 2.3c – VFR Spend in GB

	All VFR Spend				VFR-Holiday Spend				VFR-Other Spend			
	GB	England	Scotland	Wales	GB	England	Scotland	Wales	GB	England	Scotland	Wales
	£ Millions				£ Millions				£ Millions			
All Tourism – 2012	£5,083	£4,192	£613	£279	£3,001	£2,450	£379	£173	£2,082	£1,742	£234	£106
All Tourism – 2013	£4,847	£4,078	£496	£274	£2,985	£2,462	£357	£166	£1,862	£1,616	£138	£108
<b>ACTIVITIES UNDERTAKEN ON TRIP (CONT)</b>												
Visiting a country park	£323	£252	£45	£27	£240	£186	£38	£16	£83	£66	£7	£10
Visiting a cathedral, church, abbey or other religious building	£249	£222	£21	£6	£193	£173	£18	£2	£56	£49	£3	£3
Going to the cinema	£246	£212	£20	£13	£192	£172	£17	£3	£53	£41	£4	£9
Visiting a historic house, stately home, palace	£230	£208	£18	£4	£165	£151	£10	£4	£65	£58	£7	-
Had a picnic or BBQ	£228	£192	£24	£12	£172	£147	£17	£8	£56	£45	£6	£4
Viewing architecture and buildings	£223	£192	£17	£14	£164	£136	£15	£13	£59	£56	£3	£1
Visiting a garden	£205	£168	£29	£8	£151	£122	£22	£7	£54	£46	£7	£1
Visiting an art gallery	£186	£154	£22	£9	£141	£122	£15	£4	£45	£33	£8	£5
Visiting a castle/other historic site	£174	£136	£28	£10	£140	£116	£14	£9	£34	£19	£14	*
Swimming (indoors or outdoors)	£173	£130	£32	£12	£137	£101	£28	£8	£36	£29	£4	£4
A live music concert	£171	£156	£8	£7	£127	£120	£2	£5	£44	£36	£7	£1
Visiting another type of attraction	£151	£131	£17	£3	£114	£94	£17	£2	£38	£36	-	£1
Going to the theatre	£141	£127	£5	£9	£108	£102	£5	£1	£33	£25	-	£8
Other sightseeing (e.g. on a coach, boat trip)	£125	£99	£16	£10	£94	£77	£8	£8	£32	£22	£8	£2
Visiting a theme/amusement park	£120	£99	£18	£3	£102	£87	£12	£3	£18	£12	£6	-

\*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 18 million business and work trips within Great Britain in 2013. This represents 40 million bed nights and £4.4 billion expenditure.
- Commercial accommodation is used on six in every seven business trips (86%), - predominantly hotels and motels (75%). However it is worth noting that nearly one in ten of business and work trips involve staying in their own second homes or those of friends' and relatives (9%).
- The car is the main form of transport used for the journey to the destination (59% of trips). Public transport is used for a third of business and work trips (33%) – especially the train (22%).
- Business and work trips tend to be relatively short, with nearly half involving only one night away from home (47%).
- Almost half (49%) 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 - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
All Tourism - 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
PURPOSE OF TRIP												
Business (total)	18.29	15.59	1.97	0.88	41.5	33.5	6.0	2.0	£4,514	£3,770	£542	£203
Business travel	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3655	£531	£702
To attend a conference	1.34	1.18	0.10	0.06	2.8	2.4	0.3	0.1	£370	£316	£26	£28
To attend an exhibition/trade show	0.78	0.66	0.08	0.06	1.5	1.2	0.1	0.1	£205	£168	£12	£25
Travel/transport is my work	0.52	0.47	0.04	0.01	1.4	1.2	0.1	*	£127	£116	£11	£1
To do paid work/on business	15.66	13.29	1.75	0.76	35.9	28.6	5.5	1.8	£3,812	£3,171	£493	£149
ACCOMMODATION USED												
Commercial accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced), Self-catering, Hostel, Caravan & Camping (excluding static (owned)))	15.42	13.10	1.67	0.76	33.0	26.2	5.0	1.7	£4,082	£3,402	£491	£189
Serviced rented accommodation (Hotel/motel, GHBB, Holiday camp/village (serviced))	14.38	12.29	1.52	0.68	29.1	23.9	3.7	1.5	£3,890	£3,280	£435	£175
Hotel/ motel	13.29	11.38	1.39	0.62	26.4	21.9	3.3	1.2	£3,678	£3,103	£414	£161
Guest House/ Bed and Breakfast	0.86	0.75	0.08	0.04	2.0	1.5	0.3	0.1	£148	£129	£13	£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)	1.00	0.77	0.14	0.09	3.8	2.2	1.3	0.3	£182	£116	£53	£13



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 - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
All Tourism - 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
<b>ACCOMMODATION USED (CONT)</b>												
<b>Self-catering rented accommodation</b> (Flat/apartment/house/chale t/villa/bungalow/cottage & holiday camp/village)	0.42	0.31	0.07	0.03	2.2	1.0	1.1	0.1	£123	£73	£42	£7
<b>Caravan and Camping</b> (Touring caravan, static (not owned), static (owned), camping)	0.59	0.47	0.07	0.06	1.6	1.1	0.3	0.1	£60	£43	£11	£6
Touring caravan	0.17	0.13	0.03	0.01	0.6	0.4	0.2	0.0	£20	£13	£6	£1
Static (not owned)	0.04	0.02	0.01	0.01	0.2	0.1	-	-	£7	£4	£2	£1
Static (owned)	0.01	0.01	-	-	*	*	-	-	*	*	-	-
Camping	0.38	0.31	0.03	0.04	0.8	0.6	0.1	0.1	£32	£25	£3	£5
<b>Hostel</b>	0.19	0.17	0.01	*	0.6	0.6	*	*	£33	£31	£2	£1
<b>Own home/ friend's home / relative's home</b>	1.59	1.38	0.13	0.09	4.2	3.5	0.4	0.3	£185	£153	£22	£10
<b>MAIN MODE OF TRANSPORT USED</b>												
<b>Public transport</b>	5.79	4.93	0.74	0.14	12.0	9.8	2.0	0.2	£1,626	£1,343	£245	£39
Train	4.08	3.60	0.38	0.11	8.2	7.1	0.9	0.2	£1,076	£966	£88	£22
Regular bus/ coach	0.35	0.32	0.03	0.01	0.7	0.7	*	*	£51	£48	£2	£1
Sea/ air	1.32	0.95	0.36	0.02	3.5	1.9	1.5	*	£491	£314	£162	£15
Plane	1.24	0.90	0.34	0.02	2.9	1.8	1.0	*	£469	£300	£154	£15
Boat/ ship/ ferry	0.07	0.05	0.03	-	0.5	0.1	0.4	-	£22	£14	£8	-
<b>Personal transport</b>	11.66	9.93	1.13	0.72	26.6	21.8	3.1	1.8	£2,664	£2,228	£274	£162
Car	10.42	8.93	0.93	0.66	23.2	19.3	2.3	1.6	£2,370	£2,000	£221	£149
Car - own/ friend's/ firm's	9.85	8.43	0.88	0.61	21.9	18.3	2.2	1.5	£2,248	£1,897	£214	£137
Car - hired	0.57	0.49	0.05	0.06	1.3	1.1	0.1	0.1	£122	£103	£7	£12
Organised coach tour	0.12	0.11	-	0.01	0.2	0.2	-	*	£30	£29	-	£1
Other	1.35	1.09	0.23	0.06	4.0	2.7	1.1	0.2	£348	£278	£57	£13
<b>COUNTRY OF RESIDENCE</b>												
England	15.28	13.54	1.14	0.70	33.8	28.8	3.4	1.6	£3,734	£3,188	£376	£170
Scotland	1.59	0.90	0.71	0.02	4.2	2.2	2.0	0.0	£440	£319	£118	£3
Wales	0.91	0.68	0.07	0.15	2.1	1.2	0.5	0.4	£214	£148	£37	£29
<b>HOW TRIP BOOKED</b>												
<b>Firm booking</b>	11.52	9.99	1.11	0.51	23.8	19.9	2.8	1.0	£3,004	£2,528	£339	£137
High street or on-line travel agent	1.27	1.08	0.18	0.02	2.5	2.0	0.4	0.0	£361	£305	£49	£8
Directly with a tour operator	0.22	0.20	0.01	0.01	0.4	0.3	0.0	0.0	£43	£37	£5	£1
Directly with accommodation provider	6.79	5.93	0.54	0.38	14.0	11.6	1.6	0.8	£1,832	£1,547	£185	£100

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 - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
All Tourism - 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
<b>HOW TRIP BOOKED (CONT)</b>												
Directly with a transport provider	2.24	1.89	0.29	0.06	5.1	3.9	1.1	0.1	£611	£479	£111	£22
Directly with a Tourist Board / TIC	0.07	0.06	-	0.01	0.2	0.2	-	0.0	£10	£9	-	£1
Booked online	8.78	7.65	0.87	0.32	18.0	15.1	2.3	0.6	£2,331	£1,966	£280	£84
Through some other source	1.16	1.03	0.11	0.03	2.4	2.1	0.2	0.1	£256	£229	£21	£7
<b>Did not make firm bookings before trip</b>	<b>4.08</b>	<b>3.33</b>	<b>0.56</b>	<b>0.25</b>	<b>10.4</b>	<b>8.0</b>	<b>1.7</b>	<b>0.7</b>	<b>£810</b>	<b>£640</b>	<b>£127</b>	<b>£43</b>
Don't Know	2.17	1.80	0.26	0.12	5.9	4.3	1.3	0.3	£574	£487	£65	£22
<b>WHETHER BOOKED ONLINE</b>												
Booked online	8.78	7.65	0.87	0.32	18.0	15.1	2.3	0.6	£2,331	£1,966	£280	£84
Not booked online	9.00	7.48	1.06	0.55	22.1	17.1	3.6	1.4	£2,057	£1,689	£251	£118
<b>PACKAGE TRIP</b>												
Package trip	0.66	0.61	0.03	0.02	1.2	1.1	*	*	£202	£178	£6	£18
Not a package trip	17.02	14.43	1.88	0.85	38.5	30.8	5.8	2.0	£4,168	£3,465	£519	£184
Don't Know	0.10	0.08	0.03	-	0.4	0.4	*	-	£18	£12	£6	-
<b>TYPE OF LOCATION STAYED AT</b>												
Seaside	1.16	0.89	0.18	0.13	3.5	2.6	0.5	0.4	£293	£241	£23	£28
Large city / large town	11.58	10.04	1.21	0.45	23.6	20.1	2.8	0.7	£2,913	£2,478	£347	£88
Small town	3.93	3.35	0.46	0.21	9.7	7.4	1.9	0.5	£899	£750	£105	£44
Countryside / village	1.37	1.06	0.16	0.17	3.2	2.0	0.7	0.5	£274	£177	£55	£42
<b>MONTH TRIP STARTED</b>												
January 2013	1.32	1.13	0.17	0.05	2.8	2.3	0.4	0.1	£308	£262	£25	£22
February 2013	1.64	1.39	0.16	0.09	4.2	3.5	0.5	0.2	£519	£443	£62	£14
March 2013	1.23	1.09	0.08	0.07	2.9	2.3	0.3	0.2	£261	£222	£25	£14
April 2013	1.70	1.44	0.27	0.05	4.0	3.0	0.9	0.1	£442	£362	£75	£5
May 2013	1.35	1.17	0.10	0.08	2.8	2.3	0.4	0.2	£321	£268	£26	£27
June 2013	1.46	1.23	0.17	0.05	3.0	2.6	0.3	0.1	£346	£290	£40	£16
July 2013	1.65	1.40	0.17	0.09	4.0	3.3	0.5	0.2	£400	£327	£59	£14
August 2013	1.38	1.15	0.11	0.12	3.3	2.6	0.3	0.4	£339	£287	£22	£31
September 2013	1.76	1.42	0.24	0.12	4.5	3.3	0.8	0.4	£461	£390	£45	£26
October 2013	1.62	1.40	0.18	0.07	3.1	2.4	0.5	0.1	£348	£289	£49	£11
November 2013	1.58	1.40	0.15	0.03	3.2	2.8	0.3	0.1	£357	£306	£35	£16
December 2013	1.09	0.90	0.15	0.05	2.5	1.8	0.6	0.1	£286	£210	£69	£6

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 - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
All Tourism - 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
<b>DURATION OF TRIP</b>												
1 night	8.31	7.19	0.82	0.29	8.3	7.2	0.8	0.3	£1,472	£1,268	£156	£47
2 nights	4.55	3.91	0.41	0.26	9.1	7.8	0.8	0.5	£1,134	£961	£116	£57
3 nights	1.91	1.58	0.24	0.12	5.7	4.7	0.7	0.4	£585	£462	£74	£49
4 nights	1.82	1.54	0.21	0.11	7.3	6.1	0.8	0.4	£678	£599	£60	£18
5 nights	0.58	0.49	0.07	0.02	2.9	2.5	0.3	0.1	£270	£238	£24	£8
6 nights	0.15	0.11	0.03	0.03	0.9	0.6	0.1	0.2	£56	£38	£6	£12
7 nights	0.13	0.09	0.04	0.01	0.9	0.6	0.2	0.1	£38	£17	£14	£7
1-3 nights	14.76	12.68	1.48	0.68	23.1	19.7	2.3	1.2	£3,191	£2,691	£346	£154
4-7 nights	2.68	2.23	0.34	0.17	12.0	9.8	1.5	0.8	£1,041	£891	£104	£46
8+ nights	0.33	0.22	0.11	0.02	5.0	2.8	2.1	0.1	£155	£72	£80	£2
Average duration of trip (nights)	2.26	2.14	3.06	2.30	2.26	2.14	3.06	2.30	2.26	2.14	3.06	2.30
<b>CHILDREN ON TRIP</b>												
Yes	0.46	0.39	0.05	0.03	1.0	0.7	0.2	0.1	£56	£24	£14	£18
No	17.31	14.73	1.88	0.84	39.1	31.5	5.7	1.9	£4,331	£3,630	£517	£184
<b>SOCIO-ECONOMIC GROUP</b>												
AB (Professional and managerial)	8.74	7.69	0.80	0.31	17.1	14.4	2.0	0.7	£2,340	£2,000	£254	£86
C1 (Clerical and supervisory)	5.84	4.90	0.59	0.38	13.7	11.1	1.6	0.9	£1,314	£1,083	£154	£78
C2 (Skilled manual)	2.39	1.88	0.42	0.14	7.3	4.9	2.1	0.3	£568	£430	£107	£31
DE (Unskilled, state pensioners etc.)	0.81	0.65	0.12	0.05	2.1	1.8	0.2	0.1	£165	£142	£15	£8
<b>AGE OF RESPONDENT</b>												
16-24	1.33	1.14	0.12	0.06	3.8	3.2	0.5	0.2	£258	£222	£28	£9
25-34	3.44	2.81	0.45	0.20	8.4	6.8	1.1	0.5	£814	£661	£105	£49
35-44	4.79	4.06	0.54	0.22	9.7	7.7	1.5	0.5	£1,311	£1,119	£141	£51
45-54	5.19	4.48	0.54	0.26	11.5	8.8	2.1	0.6	£1,299	£1,071	£166	£62
55-64	2.38	2.05	0.25	0.11	5.0	4.2	0.6	0.2	£569	£457	£86	£26
65+	0.64	0.58	0.03	0.02	1.7	1.6	0.1	0.1	£137	£126	£6	£5
<b>LIFECYCLE OF RESPONDENTS</b>												
Age 16-34, unmarried, no children	2.03	1.73	0.19	0.12	5.8	4.7	0.8	0.4	£468	£403	£44	£20
Age 16-34, married, no children	1.56	1.23	0.25	0.08	3.4	2.7	0.5	0.2	£295	£216	£65	£14
Age 16-34, with children	1.18	0.99	0.13	0.07	3.1	2.6	0.3	0.1	£310	£264	£23	£23
Age 35-54, no children	5.61	4.67	0.72	0.28	12.4	9.1	2.7	0.7	£1,407	£1,151	£194	£62
Age 35-54, with children	4.37	3.87	0.36	0.19	8.8	7.4	1.0	0.4	£1,202	£1,039	£113	£51
Age 55+	3.02	2.63	0.28	0.13	6.7	5.8	0.6	0.3	£706	£582	£92	£32

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 - 2012	18.94	15.9	2.15	1.1	44.5	36.8	5.4	2.2	£4,486	£3,750	£537	£199
All Tourism - 2013	17.77	15.12	1.93	0.87	40.1	32.3	5.9	2.0	£4,388	£3,655	£531	£202
<b>ACTIVITIES UNDERTAKEN ON TRIP</b>												
Short walk\ stroll - up to 2 miles\ 1 hour	0.66	0.56	0.06	0.05	1.8	1.5	0.2	0.1	£165	£124	£11	£29
Sightseeing on foot	0.53	0.41	0.11	0.01	1.5	1.2	0.3	*	£164	£133	£27	£4
Centre based walking (i.e. around a city\town centre)	0.46	0.38	0.07	0.01	1.1	0.9	0.1	*	£164	£132	£29	£3
Just relaxing	0.42	0.37	0.02	0.02	1.4	1.0	0.4	0.1	£110	£82	£21	£7
An indoor exhibition such as Ideal Home, a motor show or holiday exhibition	0.30	0.27	0.02	0.01	0.5	0.5	*	*	£55	£48	£5	£2
A live music concert	0.25	0.19	0.03	0.03	0.6	0.5	0.1	*	£77	£56	£3	£18
Sightseeing by car	0.24	0.17	0.03	0.04	0.7	0.4	0.1	0.1	£80	£56	£5	£19
Long walk, hike or ramble (minimum of 2 miles\ 1 hour)	0.23	0.22	0.02	-	0.7	0.7	0.1	-	£77	£72	£5	-
Attending an outdoor fair\ exhibition\ show (e.g. gardening or agricultural show)	0.22	0.20	0.02	-	0.5	0.5	*	-	£54	£48	£6	-
Visiting a museum	0.19	0.17	0.03	-	0.6	0.5	0.1	-	£54	£43	£10	-
Attending a special event of a personal nature such as a wedding, graduation, christening, etc.	0.19	0.16	0.03	0.01	0.4	0.3	0.1	*	£30	£25	£4	£1
Running, jogging, orienteering	0.19	0.14	0.04	0.03	1.0	0.5	0.4	0.1	£68	£52	£12	£5
Taking part in indoor sports - 5-a-side football, gym, exercise, badminton, basketball, ice hockey, etc.	0.17	0.14	0.04	-	1.0	0.5	0.4	-	£66	£53	£13	-
Viewing architecture and buildings	0.16	0.13	0.03	-	0.6	0.6	0.1	-	£36	£31	£5	-
Swimming (indoors or outdoors)	0.15	0.14	-	0.01	0.5	0.4	-	*	£74	£72	-	£2
Visiting a beach	0.15	0.13	0.01	0.01	0.5	0.4	*	*	£60	£42	*	£18
Visiting a cathedral, church, abbey or other religious building	0.15	0.13	0.02	-	0.5	0.4	*	-	£51	£47	£4	-
Visiting an art gallery	0.14	0.10	0.03	0.01	0.6	0.3	0.2	*	£36	£27	£8	£1
Going to the cinema	0.12	0.11	-	0.02	0.4	0.4	-	*	£33	£31	-	£1
A music festival (e.g. Glastonbury)	0.12	0.10	0.01	0.01	0.3	0.3	*	*	£30	£26	£3	£1
Going to the theatre	0.12	0.10	0.02	-	0.4	0.3	0.1	-	£42	£37	£6	-
Visiting a historic house, stately home, palace	0.11	0.08	0.02	0.01	0.4	0.3	0.1	*	£30	£21	£8	£2
Special shopping for items you do not regularly buy	0.10	0.08	0.01	0.01	0.3	0.3	*	*	£66	£53	£1	£12
Another arts\cultural festival (e.g. a book festival)	0.10	0.06	0.02	0.02	0.4	0.3	0.1	0.1	£32	£9	£7	£17
Visiting a country park	0.10	0.09	0.01	-	0.3	0.2	0.1	-	£17	£15	£1	-

\*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 2013.

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			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2013	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2013	101.76	297.2	£18,710	44.93	149.7	£10,463	38.19	105.9	£4,078	15.12	32.3	£3,655
West Midlands	9.02	20.7	£1,318	3.15	7.3	£555	3.84	9.3	£347	1.72	3.3	£384
East of England	8.96	27.3	£1,415	3.63	13.9	£757	3.85	10.3	£361	1.22	2.5	£250
East Midlands	7.90	20.9	£1,103	3.55	10.8	£619	2.98	7.4	£241	0.97	1.9	£192
London	12.31	27.4	£2,793	3.80	8.2	£1,203	4.66	12.0	£603	3.34	6.3	£903
North West	13.98	35.8	£2,458	7.14	19.7	£1,471	4.49	10.7	£511	1.83	3.7	£429
North East	3.90	11.0	£749	1.74	5.5	£415	1.53	4.0	£195	0.51	1.2	£126
South East	17.93	49.8	£2,648	6.78	20.2	£1,273	7.94	22.3	£718	2.68	6.1	£596
South West	19.40	74.3	£4,291	10.86	48.3	£3,076	6.18	19.7	£698	1.88	4.6	£420
Yorkshire & the Humber	10.01	27.8	£1,792	4.91	14.8	£1,015	3.42	9.6	£382	1.29	2.6	£336
SCOTLAND												
ALL TOURISM – 2013	12.12	42.7	£2,889	6.48	24.4	£1,814	3.46	11.7	£496	1.91	5.9	£531
Scotland – North	3.57	15.4	£924	2.01	9.3	£586	0.79	2.6	£110	0.69	3.2	£208
Scotland – West	3.77	12.3	£775	1.83	6.4	£454	1.26	4.5	£169	0.59	1.1	£139
Scotland – East	3.96	11.5	£953	2.18	6.5	£606	1.16	3.7	£184	0.55	1.1	£153
Scotland – South	1.09	3.1	£195	0.64	1.9	£134	0.32	0.8	£33	0.11	0.3	£27
Edinburgh	2.15	5.4	£558	1.17	3.0	£351	0.61	1.8	£95	0.33	0.5	£105
Glasgow	1.36	3.7	£284	0.49	1.0	£128	0.45	1.8	£56	0.40	0.8	£95
WALES												
ALL TOURISM – 2013	9.93	33.7	£1,696	6.09	24.1	£1,195	2.75	7.1	£274	0.87	2.0	£202
North Wales	3.60	12.8	£626	2.64	10.3	£512	0.79	2.0	£81	0.16	0.5	£32
Mid Wales	1.82	7.0	£291	1.30	5.5	£242	0.40	1.2	£36	0.09	0.2	£11
South West Wales	2.09	7.8	£351	1.40	5.9	£271	0.50	1.4	£48	0.13	0.3	£26
South East Wales	2.28	5.1	£361	0.72	1.9	£144	1.03	2.3	£105	0.42	0.8	£96

# Table 2.6 – ALL TOURISM – NATIONAL PARKS

TABLE 2.6 – National Parks	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
January-December 2013	Millions			Millions			Millions			Millions		
ENGLAND												
ALL TOURISM – 2013	101.76	297.2	£18,710	44.93	149.7	£10,463	38.19	105.9	£4,078	15.12	32.3	£3,655
Dartmoor National Park	0.41	1.5	£58	0.18	0.8	£34	0.13	0.5	£15	0.03	*	£5
Exmoor National Park	0.68	2.5	£156	0.43	1.9	£119	0.20	0.5	£27	0.03	0.1	£8
Lake District National Park	2.22	7.5	£502	1.84	6.5	£463	0.18	0.4	£28	0.05	0.1	£8
North York Moors National Park	1.36	4.4	£288	0.99	3.2	£176	0.25	0.7	£28	0.10	0.4	£81
Northumberland National Park	0.23	0.7	£29	0.11	0.3	£18	0.07	0.2	£6	0.03	0.1	£4
Peak District National Park	0.82	2.3	£122	0.52	1.6	£90	0.26	0.7	£22	0.02	*	£8
The Broads National Park	0.56	2.5	£127	0.46	2.1	£117	0.09	0.3	£5	0.01	*	£4
Yorkshire Dales National Park	0.63	2.2	£129	0.51	1.8	£110	0.11	0.4	£16	0.01	*	£3
SCOTLAND												
ALL TOURISM – 2013	12.12	42.7	£2,889	6.48	24.4	£1,814	3.46	11.7	£496	1.91	5.9	£531
Cairngorms National Park	0.41	1.9	£112	0.32	1.7	£98	0.06	0.2	£9	0.01	*	£1
Loch Lomond and the Trossachs National Park	0.44	1.6	£104	0.29	1.0	£83	0.09	0.5	£9	0.03	*	£9
WALES												
ALL TOURISM - 2013	9.93	33.7	£1,696	6.09	24.1	£1,195	2.75	7.1	£274	0.87	2.0	£202
Brecon Beacons National Park	0.47	1.4	£78	0.24	0.8	£52	0.16	0.4	£18	0.05	0.1	£7
Pembrokeshire Coast National Park	1.12	5.3	£227	0.96	4.6	£208	0.12	0.6	£11	0.03	0.1	£8
Snowdonia National Park	1.07	4.0	£168	0.83	3.2	£138	0.19	0.7	£20	0.04	0.1	£8



# Table 2.7 – English Counties – by purpose of trip

TABLE 2.7 – County destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Bedfordshire	0.70	1.61	£94	0.15	0.37	£34	0.34	0.83	£26	0.19	0.37	£31
Berkshire	1.96	4.43	£306	0.67	1.45	£113	0.75	1.84	£82	0.46	1.03	£100
Bristol/Bath area	2.67	6.38	£464	0.96	2.36	£214	1.11	2.74	£116	0.54	1.10	£119
Buckinghamshire	1.12	2.69	£141	0.24	0.55	£29	0.58	1.61	£55	0.24	0.47	£53
Cambridgeshire	1.44	3.46	£184	0.37	0.93	£55	0.72	1.73	£59	0.30	0.66	£56
Cheshire	1.68	3.70	£252	0.65	1.42	£125	0.72	1.72	£72	0.25	0.48	£47
Cornwall and Isles of Scilly	4.07	20.30	£1,159	3.02	16.91	£1,002	0.80	2.90	£115	0.20	0.39	£36
Cumbria	3.51	12.03	£751	2.66	9.52	£633	0.56	1.65	£68	0.20	0.48	£36
Derbyshire	1.88	4.68	£268	0.83	2.26	£150	0.69	1.63	£63	0.26	0.51	£47
Devon	4.96	20.08	£1,042	2.96	13.36	£750	1.48	5.06	£185	0.35	0.92	£80
Dorset	3.15	11.33	£605	1.92	7.55	£449	0.90	2.76	£93	0.27	0.73	£50
Durham	0.85	2.28	£120	0.37	1.05	£68	0.39	1.04	£36	0.08	0.17	£14
East Sussex	2.22	6.26	£372	1.04	3.25	£227	0.94	2.50	£99	0.18	0.41	£37
Essex	1.90	5.35	£232	0.60	1.69	£76	0.97	2.96	£85	0.29	0.60	£65
Gloucestershire	1.64	4.34	£251	0.71	2.29	£137	0.69	1.51	£69	0.19	0.44	£39
Greater Manchester	3.74	7.44	£656	1.15	2.12	£237	1.61	3.55	£164	0.85	1.54	£229
Hampshire	3.48	9.89	£514	1.28	3.71	£232	1.47	4.04	£141	0.53	1.66	£122
Herefordshire	0.54	1.77	£83	0.27	1.04	£54	0.20	0.55	£19	0.05	0.11	£9
Hertfordshire	1.24	2.77	£156	0.26	0.58	£40	0.72	1.66	£57	0.25	0.43	£58
Isle of Wight	1.00	4.34	£235	0.69	3.23	£190	0.26	0.89	£30	0.04	0.16	£13
Kent	3.20	8.29	£428	1.17	3.06	£202	1.60	4.10	£124	0.36	0.96	£91
Lancashire	3.01	8.37	£517	1.77	5.08	£365	0.91	2.53	£98	0.25	0.55	£43
Leicestershire	1.24	3.02	£165	0.32	0.71	£43	0.60	1.38	£54	0.26	0.51	£52
Lincolnshire	2.41	8.34	£374	1.54	6.16	£275	0.59	1.51	£56	0.20	0.51	£34
London	11.03	25.61	£2,459	3.49	7.43	£1,015	4.19	11.26	£504	2.96	5.94	£875
Merseyside	2.09	4.67	£335	0.89	1.88	£163	0.84	2.07	£99	0.29	0.51	£67
Norfolk	2.85	11.00	£569	1.85	8.33	£443	0.73	2.04	£79	0.21	0.44	£39
North Lincolnshire/Humberside	1.56	4.55	£201	0.73	2.47	£102	0.58	1.61	£55	0.19	0.37	£38
North Yorkshire	4.90	14.68	£952	3.25	10.28	£712	1.19	3.06	£133	0.33	0.81	£88
Northamptonshire	1.01	2.27	£136	0.32	0.73	£47	0.39	0.96	£29	0.25	0.47	£54
Northumberland	1.23	4.45	£243	0.90	3.53	£199	0.25	0.70	£31	0.06	0.13	£9



Nottinghamshire	1.88	4.46	£288	0.70	1.90	£157	0.80	1.89	£67	0.28	0.53	£52
Oxfordshire	1.59	3.62	£244	0.52	1.25	£113	0.68	1.51	£72	0.32	0.70	£52
Rutland	0.11	0.30	£14	0.04	0.13	£6	0.05	0.10	£4	0.03	0.07	£3
Shropshire	1.00	2.63	£140	0.45	1.26	£78	0.41	1.03	£41	0.10	0.17	£16
Somerset	1.83	6.47	£304	0.99	4.09	£210	0.67	1.88	£65	0.15	0.43	£25
South Gloucestershire	0.17	0.45	£18	0.02	0.08	£6	0.11	0.25	£7	0.04	0.12	£6
South Yorkshire	1.77	4.08	£194	0.36	0.74	£57	1.01	2.59	£72	0.28	0.54	£51
Staffordshire	1.32	2.92	£162	0.53	1.18	£85	0.59	1.21	£44	0.16	0.45	£28
Suffolk	1.49	4.92	£244	0.71	2.82	£157	0.57	1.66	£50	0.18	0.38	£35
Surrey	1.49	3.84	£188	0.24	0.61	£40	0.89	2.41	£81	0.28	0.57	£58
Tees Valley	0.48	1.23	£74	0.11	0.32	£22	0.25	0.63	£27	0.11	0.26	£25
Tyne and Wear	1.60	3.72	£300	0.49	1.11	£112	0.73	1.91	£100	0.33	0.59	£79
Warwickshire	1.20	2.73	£179	0.50	1.15	£90	0.46	1.01	£36	0.24	0.54	£53
West Midlands	3.56	7.75	£541	0.85	1.54	£155	1.53	3.94	£147	1.05	2.00	£220
West Sussex	1.61	4.98	£262	0.77	2.50	£154	0.58	1.72	£56	0.20	0.46	£43
West Yorkshire	2.82	6.28	£415	0.78	1.66	£140	1.34	3.37	£140	0.58	1.02	£123
Wiltshire	1.39	3.90	£252	0.53	1.56	£157	0.64	1.73	£48	0.21	0.56	£45
Worcestershire	0.97	2.38	£114	0.34	0.88	£51	0.45	1.13	£33	0.13	0.24	£25

# Table 2.8 – English Local Authorities – by purpose of trip

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Adur	0.03	0.14	£4	*	0.01	*	0.03	0.13	£4	-	-	-
Allerdale	0.79	2.84	£150	0.59	2.15	£127	0.12	0.42	£19	0.02	0.02	£2
Amber Valley	0.13	0.33	£14	0.03	0.09	£3	0.08	0.18	£6	0.02	0.05	£5
Arun	0.38	1.36	£66	0.26	1.03	£54	0.10	0.29	£10	0.02	0.04	£2
Ashfield	0.04	0.14	£5	0.02	0.07	£3	0.01	0.04	£1	0.02	0.03	£2
Ashford	0.20	0.42	£31	0.09	0.22	£22	0.09	0.19	£7	0.01	0.01	£1
Aylesbury Vale	0.23	0.56	£21	0.08	0.17	£7	0.12	0.29	£9	0.02	0.07	£3
Babergh	0.15	0.34	£23	0.06	0.16	£13	0.06	0.14	£4	0.03	0.03	£5
Barking and Dagenham	0.12	0.36	£20	0.04	0.15	£4	0.06	0.14	£10	0.03	0.07	£6
Barnet	0.22	0.78	£28	0.05	0.18	£8	0.12	0.52	£12	0.03	0.04	£7
Barnsley	0.16	0.34	£14	0.04	0.08	£5	0.11	0.23	£7	0.01	0.02	£2
Barrow-in-Furness	0.08	0.30	£13	0.03	0.08	£4	0.03	0.10	£2	0.02	0.13	£6
Basildon	0.14	0.31	£13	0.02	0.05	£2	0.08	0.21	£5	0.03	0.05	£5
Basingstoke and Deane	0.17	0.39	£18	0.02	0.04	£3	0.11	0.24	£7	0.03	0.07	£6
Bassetlaw	0.22	0.47	£21	0.07	0.17	£9	0.12	0.24	£8	0.02	0.04	£2
Bath and North East Somerset	0.74	1.73	£148	0.38	0.91	£105	0.27	0.62	£29	0.07	0.17	£11
Bedford	0.23	0.55	£29	0.04	0.10	£6	0.12	0.30	£11	0.07	0.15	£12
Bexley	0.18	0.45	£21	0.02	0.05	£4	0.13	0.31	£10	0.03	0.09	£5
Birmingham	2.35	4.84	£381	0.60	1.01	£116	0.93	2.25	£90	0.74	1.42	£162
Blaby	0.05	0.10	£7	0.01	0.02	£1	0.02	0.03	£1	0.01	0.03	£1
Blackburn with Darwen	0.08	0.20	£8	0.01	0.01	£2	0.05	0.16	£4	0.01	0.02	£2
Blackpool	1.37	4.02	£278	1.14	3.16	£239	0.16	0.61	£25	0.07	0.24	£13
Bolsover	0.06	0.19	£8	0.01	0.04	£2	0.04	0.13	£4	0.01	0.02	£2
Bolton	0.17	0.40	£20	0.02	0.07	£4	0.13	0.26	£12	0.02	0.07	£4
Boston	0.09	0.23	£10	0.02	0.03	£2	0.04	0.12	£4	0.02	0.07	£3
Bournemouth	0.95	2.80	£180	0.59	1.78	£129	0.26	0.77	£30	0.09	0.21	£18
Bracknell Forest	0.13	0.34	£23	0.02	0.06	£4	0.06	0.19	£6	0.04	0.09	£12
Bradford	0.49	1.11	£65	0.12	0.27	£17	0.27	0.68	£30	0.10	0.15	£18
Braintree	0.14	0.44	£13	0.02	0.04	£2	0.09	0.36	£8	0.01	0.02	£2
Breckland	0.23	0.71	£35	0.14	0.45	£26	0.06	0.19	£6	0.02	0.06	£3

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Brent	0.23	0.48	£38	0.06	0.09	£14	0.10	0.24	£9	0.06	0.14	£15
Brentwood	0.07	0.21	£9	0.02	0.05	£3	0.04	0.16	£4	0.01	0.01	£2
Brighton and Hove	1.06	2.56	£186	0.43	1.07	£101	0.48	1.19	£56	0.11	0.22	£22
Bristol	1.51	3.27	£252	0.36	0.64	£70	0.68	1.65	£70	0.43	0.85	£100
Broadland	0.14	0.51	£43	0.13	0.48	£42	0.02	0.03	£1	*	*	*
Bromley	0.32	0.82	£27	0.03	0.08	£3	0.23	0.60	£20	0.05	0.10	£3
Bromsgrove	0.11	0.20	£9	0.04	0.06	£2	0.06	0.12	£5	0.01	0.02	£2
Broxbourne	0.04	0.10	£4	0.01	0.02	£1	0.02	0.07	£2	0.01	0.02	£1
Broxtowe	0.13	0.25	£17	0.02	0.05	£6	0.08	0.15	£5	0.03	0.04	£5
Burnley	0.06	0.15	£9	0.01	0.02	£2	0.03	0.10	£3	0.01	0.03	£4
Bury	0.11	0.24	£13	0.03	0.08	£6	0.07	0.15	£5	0.01	0.01	£2
Calderdale	0.19	0.51	£20	0.06	0.17	£8	0.09	0.28	£8	0.02	0.02	£3
Cambridge	0.58	1.37	£88	0.16	0.34	£27	0.27	0.64	£25	0.13	0.31	£26
Camden	0.57	1.24	£133	0.21	0.42	£60	0.14	0.31	£16	0.19	0.46	£52
Cannock Chase	0.09	0.26	£10	0.03	0.09	£4	0.04	0.08	£3	0.02	0.09	£3
Canterbury	0.40	1.08	£65	0.20	0.61	£45	0.16	0.35	£13	0.03	0.07	£5
Carlisle	0.28	0.66	£48	0.15	0.43	£30	0.08	0.17	£9	0.04	0.04	£6
Castle Point	0.02	0.06	£3	-	-	-	0.02	0.04	£1	0.01	0.02	£1
Central Bedfordshire	0.22	0.51	£32	0.05	0.15	£19	0.11	0.25	£7	0.05	0.11	£6
Charnwood	0.21	0.53	£24	0.04	0.08	£4	0.12	0.24	£9	0.04	0.11	£9
Chelmsford	0.19	0.47	£27	0.05	0.12	£6	0.09	0.25	£8	0.05	0.10	£13
Cheltenham	0.46	1.12	£74	0.19	0.54	£35	0.22	0.47	£24	0.04	0.09	£13
Cherwell	0.28	0.70	£38	0.07	0.17	£14	0.13	0.31	£10	0.06	0.20	£13
Cheshire East	0.47	1.11	£67	0.17	0.39	£30	0.22	0.58	£24	0.06	0.12	£11
Cheshire West and Chester	0.87	1.95	£141	0.41	0.91	£84	0.33	0.78	£35	0.11	0.21	£19
Chesterfield	0.18	0.41	£24	0.03	0.06	£4	0.10	0.22	£9	0.04	0.11	£11
Chichester	0.41	1.44	£82	0.26	0.97	£59	0.10	0.28	£10	0.04	0.10	£10
Chiltern	0.07	0.17	£6	0.01	0.03	£1	0.06	0.13	£6	*	0.01	*
Chorley	0.12	0.24	£37	0.04	0.07	£27	0.07	0.16	£9	0.01	0.01	£1
Christchurch	0.11	0.33	£18	0.06	0.22	£13	0.04	0.10	£4	*	0.01	£1

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
City of London	3.37	7.08	£990	1.40	2.83	£447	0.64	1.68	£100	1.23	2.27	£422
Colchester	0.27	0.78	£37	0.08	0.24	£7	0.14	0.41	£15	0.04	0.12	£13
Copeland	0.20	0.62	£33	0.14	0.47	£27	0.04	0.10	£3	0.02	0.05	£4
Corby	0.08	0.19	£11	0.03	0.06	£3	0.03	0.06	£2	0.03	0.07	£7
Cornwall	4.00	19.79	£1,124	2.97	16.47	£971	0.79	2.84	£114	0.19	0.37	£34
Cotswold	0.34	1.06	£64	0.21	0.73	£49	0.10	0.21	£10	0.03	0.13	£6
County Durham	0.68	1.82	£98	0.31	0.92	£60	0.29	0.75	£26	0.07	0.14	£10
Coventry	0.59	1.28	£84	0.16	0.31	£25	0.24	0.59	£25	0.17	0.30	£30
Craven	0.35	1.12	£62	0.26	0.86	£51	0.08	0.21	£7	0.01	0.02	£2
Crawley	0.33	0.61	£53	0.16	0.22	£27	0.08	0.22	£8	0.07	0.15	£15
Croydon	0.30	0.78	£34	0.05	0.16	£9	0.19	0.49	£15	0.06	0.13	£10
Dacorum	0.21	0.50	£28	0.04	0.08	£5	0.12	0.32	£8	0.04	0.09	£15
Darlington	0.18	0.46	£22	0.05	0.14	£8	0.10	0.29	£9	0.02	0.02	£4
Dartford	0.21	0.40	£32	0.02	0.03	£3	0.15	0.27	£6	0.04	0.09	£23
Daventry	0.13	0.28	£16	0.06	0.13	£7	0.03	0.11	£4	0.03	0.03	£4
Derby	0.39	0.81	£55	0.11	0.27	£20	0.16	0.34	£15	0.10	0.18	£18
Derbyshire Dales	0.54	1.55	£89	0.36	1.04	£72	0.12	0.27	£11	0.01	0.02	£2
Doncaster	0.37	0.85	£33	0.08	0.18	£9	0.22	0.52	£14	0.04	0.10	£8
Dover	0.29	0.76	£40	0.16	0.32	£22	0.08	0.30	£11	0.04	0.12	£6
Dudley	0.12	0.34	£15	0.02	0.04	£2	0.08	0.24	£8	0.02	0.06	£5
Ealing	0.25	0.57	£41	0.04	0.12	£10	0.15	0.37	£18	0.05	0.07	£12
East Cambridgeshire	0.10	0.24	£12	0.04	0.10	£6	0.04	0.12	£3	0.01	0.01	£2
East Devon	0.54	2.35	£131	0.36	1.84	£105	0.13	0.36	£15	0.03	0.11	£9
East Dorset	0.10	0.23	£10	0.03	0.09	£5	0.06	0.14	£5	-	-	-
East Hampshire	0.19	0.40	£23	0.03	0.05	£6	0.11	0.27	£12	0.02	0.04	£5
East Hertfordshire	0.14	0.27	£14	0.04	0.08	£3	0.09	0.15	£8	0.02	0.02	£2
East Lindsey	1.50	6.00	£249	1.24	5.34	£224	0.19	0.51	£15	0.05	0.12	£8
East Northamptonshire	0.07	0.17	£5	0.01	0.03	£1	0.05	0.12	£3	*	*	£1
East Riding of Yorkshire	0.79	2.50	£100	0.52	1.88	£74	0.21	0.53	£18	0.02	0.04	£5
East Staffordshire	0.14	0.29	£18	0.05	0.13	£9	0.07	0.13	£6	0.02	0.02	£3

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Eastbourne	0.37	1.19	£69	0.23	0.81	£50	0.11	0.29	£10	0.04	0.08	£9
Eastleigh	0.05	0.10	£5	0.01	0.02	£1	0.03	0.05	£1	0.01	0.01	£2
Eden	0.59	2.12	£132	0.47	1.79	£117	0.08	0.19	£8	0.03	0.06	£7
Elmbridge	0.22	0.48	£25	0.02	0.02	£4	0.16	0.38	£11	0.04	0.07	£10
Enfield	0.17	0.52	£27	0.02	0.08	£5	0.13	0.36	£15	0.02	0.06	£5
Epping Forest	0.10	0.27	£10	0.02	0.04	£5	0.06	0.19	£4	0.01	0.04	£1
Epsom and Ewell	0.06	0.15	£8	0.01	0.01	*	0.04	0.11	£5	0.01	0.02	£2
Erewash	0.05	0.11	£5	0.01	0.01	£1	0.03	0.09	£4	-	-	-
Exeter	0.52	1.58	£82	0.19	0.57	£33	0.20	0.72	£25	0.10	0.23	£22
Fareham	0.09	0.17	£14	0.02	0.04	£3	0.05	0.08	£2	0.03	0.05	£8
Fenland	0.08	0.21	£6	0.03	0.07	£1	0.05	0.13	£4	0.01	0.02	*
Forest Heath	0.13	0.37	£30	0.09	0.30	£27	0.04	0.06	£2	0.01	0.01	£1
Forest of Dean	0.18	0.56	£32	0.12	0.41	£26	0.06	0.12	£4	0.01	0.01	£1
Fylde	0.13	0.37	£24	0.08	0.25	£18	0.05	0.12	£5	*	*	*
Gateshead	0.06	0.16	£10	0.02	0.07	£4	0.03	0.07	£3	0.01	0.02	£3
Gedling	0.06	0.13	£6	0.01	0.01	*	0.04	0.10	£5	0.01	0.02	£1
Gloucester	0.28	0.63	£33	0.07	0.18	£10	0.14	0.31	£12	0.06	0.13	£11
Gosport	0.07	0.19	£13	0.01	0.03	£1	0.04	0.12	£10	0.01	0.05	£2
Gravesham	0.19	0.34	£10	0.02	0.06	£2	0.16	0.26	£7	0.01	0.01	£1
Great Yarmouth	0.63	3.00	£130	0.53	2.64	£119	0.08	0.30	£7	0.01	0.01	£1
Greenwich	0.26	0.57	£60	0.09	0.15	£26	0.13	0.35	£20	0.02	0.04	£12
Guildford	0.27	0.72	£35	0.04	0.08	£7	0.16	0.45	£16	0.05	0.14	£10
Hackney	0.18	0.44	£26	0.04	0.07	£7	0.09	0.24	£9	0.04	0.12	£8
Halton	0.10	0.23	£12	0.01	0.02	£1	0.05	0.14	£3	0.03	0.06	£8
Hambleton	0.21	0.65	£31	0.09	0.33	£17	0.11	0.29	£12	0.02	0.03	£2
Hammersmith and Fulham	0.19	0.38	£36	0.04	0.08	£12	0.09	0.18	£13	0.04	0.08	£9
Harborough	0.12	0.27	£16	0.04	0.10	£5	0.08	0.15	£10	0.01	0.01	£1
Haringey	0.12	0.49	£26	0.04	0.09	£8	0.07	0.31	£9	0.02	0.09	£9
Harlow	0.05	0.12	£5	0.01	0.02	£2	0.03	0.07	£3	*	*	*
Harrogate	0.65	1.62	£119	0.34	0.91	£76	0.21	0.51	£24	0.07	0.15	£16

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Harrow	0.12	0.29	£16	0.01	0.02	£1	0.07	0.20	£7	0.03	0.06	£7
Hart	0.09	0.14	£9	0.01	0.03	£3	0.07	0.10	£5	0.01	0.01	£1
Hartlepool	0.10	0.30	£22	0.01	0.01	£2	0.04	0.11	£3	0.05	0.18	£17
Hastings	0.24	0.81	£39	0.11	0.44	£23	0.12	0.36	£14	0.01	0.01	£2
Havant	0.14	0.52	£21	0.07	0.24	£13	0.06	0.25	£5	0.01	0.02	£2
Havering	0.10	0.31	£9	0.01	0.03	£1	0.07	0.24	£4	0.03	0.05	£3
Hertsmere	0.08	0.18	£15	0.04	0.08	£7	0.04	0.09	£3	0.01	0.02	£4
High Peak	0.37	0.96	£59	0.22	0.64	£41	0.08	0.20	£11	0.06	0.10	£7
Hillingdon	0.34	0.70	£61	0.10	0.23	£20	0.15	0.33	£21	0.06	0.09	£16
Hinckley and Bosworth	0.10	0.22	£10	0.04	0.09	£5	0.05	0.11	£3	0.01	0.01	£2
Horsham	0.18	0.68	£24	0.04	0.15	£4	0.10	0.42	£9	0.03	0.10	£10
Hounslow	0.29	0.54	£51	0.08	0.15	£11	0.05	0.16	£7	0.14	0.22	£31
Huntingdonshire	0.19	0.54	£22	0.04	0.19	£4	0.11	0.23	£9	0.03	0.11	£9
Hyndburn	0.01	0.03	£2	*	*	*	0.01	0.02	£1	*	*	*
Ipswich	0.26	0.75	£34	0.05	0.18	£8	0.14	0.46	£14	0.06	0.10	£11
Isles of Scilly	0.09	0.51	£35	0.07	0.44	£31	0.01	0.06	£1	0.01	0.02	£2
Islington	0.18	0.39	£38	0.06	0.14	£15	0.07	0.14	£9	0.06	0.11	£13
Kensington and Chelsea	0.54	1.18	£176	0.25	0.49	£96	0.13	0.33	£29	0.15	0.34	£49
Kettering	0.15	0.33	£21	0.04	0.10	£5	0.07	0.16	£7	0.04	0.07	£9
Kings Lynn and West Norfolk	-	-	-	-	-	-	-	-	-	-	-	-
Kingston upon Hull	0.35	0.85	£45	0.06	0.12	£8	0.20	0.54	£19	0.08	0.16	£17
Kingston upon Thames	0.14	0.38	£20	0.04	0.07	£7	0.08	0.25	£8	0.02	0.05	£4
Kirklees	0.35	0.87	£38	0.10	0.24	£15	0.21	0.58	£16	0.02	0.03	£5
Knowsley	0.02	0.03	£2	*	0.01	£1	0.01	0.02	£1	0.01	0.01	£1
Lambeth	0.31	0.77	£48	0.08	0.19	£18	0.16	0.48	£19	0.06	0.10	£11
Lancaster	0.49	1.47	£73	0.26	0.95	£44	0.15	0.36	£14	0.05	0.10	£11
Leeds	1.56	3.32	£263	0.47	0.90	£90	0.65	1.57	£75	0.39	0.71	£88
Leicester	0.47	1.20	£64	0.09	0.18	£12	0.23	0.56	£25	0.12	0.21	£20
Lewes	0.12	0.28	£13	0.03	0.08	£7	0.07	0.18	£4	0.01	0.02	£1
Lewisham	0.16	0.43	£14	0.01	0.01	£1	0.14	0.34	£10	0.01	0.07	£3

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,707	45.69	154.64	£10,500	38.83	106.37	£4,058	15.51	34.27	£3,648
Lichfield	0.11	0.26	£11	0.03	0.08	£5	0.07	0.15	£4	0.01	0.02	£2
Lincoln	0.35	0.78	£46	0.11	0.28	£18	0.16	0.34	£16	0.05	0.11	£10
Liverpool	1.46	3.08	£256	0.62	1.16	£122	0.54	1.36	£70	0.24	0.41	£57
Luton	0.25	0.55	£32	0.06	0.13	£9	0.11	0.29	£9	0.08	0.11	£13
Maidstone	0.36	0.87	£43	0.11	0.24	£14	0.18	0.46	£11	0.07	0.16	£16
Maldon	0.06	0.20	£5	0.03	0.10	£3	0.03	0.09	£2	*	*	*
Malvern Hills	0.19	0.55	£26	0.08	0.24	£16	0.06	0.19	£7	0.02	0.04	£2
Manchester	2.71	5.05	£532	0.96	1.69	£199	0.94	1.95	£114	0.69	1.21	£194
Mansfield	0.11	0.20	£9	0.02	0.07	£3	0.07	0.12	£5	0.01	0.01	£1
Medway	0.28	0.81	£33	0.06	0.15	£9	0.18	0.56	£14	0.04	0.10	£10
Melton	0.15	0.45	£25	0.05	0.15	£11	0.07	0.21	£4	0.03	0.09	£10
Mendip	0.32	1.08	£47	0.14	0.55	£29	0.13	0.36	£10	0.04	0.14	£6
Merton	0.17	0.55	£22	0.04	0.09	£6	0.11	0.36	£11	0.03	0.10	£5
Mid Devon	0.13	0.53	£24	0.06	0.29	£13	0.06	0.23	£10	*	*	*
Mid Suffolk	0.10	0.39	£11	0.03	0.13	£6	0.05	0.22	£5	*	*	*
Mid Sussex	0.18	0.50	£19	0.05	0.10	£7	0.09	0.22	£8	0.02	0.04	£2
Middlesbrough	0.15	0.33	£26	0.03	0.08	£10	0.08	0.19	£11	0.04	0.06	£5
Milton Keynes	0.47	1.03	£67	0.09	0.22	£13	0.22	0.55	£21	0.15	0.26	£33
Mole Valley	0.12	0.31	£15	0.03	0.06	£3	0.05	0.19	£5	0.03	0.05	£7
New Forest	0.61	2.16	£83	0.41	1.66	£67	0.15	0.43	£14	0.01	0.01	£1
Newark and Sherwood	0.26	0.73	£39	0.14	0.43	£26	0.09	0.24	£8	0.02	0.05	£4
Newcastle upon Tyne	1.16	2.58	£239	0.37	0.80	£91	0.48	1.21	£70	0.27	0.51	£71
Newcastle-under-Lyme	0.12	0.25	£15	0.03	0.07	£7	0.08	0.15	£6	*	*	*
Newham	0.15	0.32	£17	0.03	0.09	£4	0.08	0.15	£5	0.04	0.08	£8
North Devon	0.86	3.80	£196	0.69	3.24	£169	0.14	0.45	£20	0.02	0.04	£4
North Dorset	0.20	0.66	£29	0.08	0.33	£17	0.08	0.21	£6	0.03	0.06	£5
North East Derbyshire	0.10	0.21	£7	0.03	0.05	£4	0.06	0.14	£2	0.02	0.02	£2
North East Lincolnshire	0.26	0.77	£35	0.12	0.39	£17	0.10	0.31	£13	0.03	0.05	£4
North Hertfordshire	0.13	0.30	£18	0.04	0.14	£7	0.06	0.13	£6	0.02	0.03	£4
North Kesteven	0.08	0.21	£9	0.04	0.07	£4	0.03	0.12	£5	0.01	0.02	£1



TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,710	154.64	45.69	£10,463	38.83	106.37	£4,078	15.51	34.27	£3,655
North Lincolnshire	0.16	0.43	£20	0.03	0.07	£3	0.07	0.23	£5	0.05	0.12	£12
North Norfolk	0.71	3.06	£155	0.54	2.53	£141	0.15	0.44	£10	0.02	0.07	£3
North Somerset	0.43	1.38	£64	0.23	0.81	£39	0.16	0.48	£16	0.04	0.09	£7
North Tyneside	0.14	0.35	£18	0.05	0.14	£10	0.08	0.19	£6	0.01	0.02	£2
North Warwickshire	0.06	0.15	£8	0.03	0.07	£2	0.02	0.06	£2	0.01	0.03	£3
North West Leicestershire	0.14	0.24	£18	0.05	0.10	£5	0.04	0.06	£2	0.04	0.06	£8
Northampton	0.35	0.76	£45	0.08	0.19	£11	0.13	0.32	£9	0.11	0.19	£22
Norwich	0.64	1.76	£101	0.20	0.70	£35	0.29	0.77	£38	0.13	0.22	£26
Nottingham	0.97	2.25	£184	0.42	1.07	£109	0.32	0.74	£29	0.17	0.35	£38
Nuneaton and Bedworth	0.05	0.11	£4	0.01	0.02	£1	0.03	0.05	£2	0.01	0.03	£1
Oadby and Wigston	0.01	0.01	*	*	0.01	*	*	0.01	*	-	-	-
Oldham	0.06	0.21	£14	0.01	0.06	£4	0.03	0.08	£2	0.02	0.06	£7
Oxford	0.63	1.31	£116	0.25	0.56	£60	0.23	0.44	£29	0.12	0.24	£24
Pendle	0.04	0.10	£6	0.01	0.02	£1	0.03	0.08	£5	-	-	-
Peterborough	0.36	0.76	£40	0.08	0.18	£11	0.16	0.37	£11	0.11	0.19	£17
Plymouth	0.61	1.69	£85	0.17	0.44	£26	0.32	0.90	£32	0.10	0.31	£23
Poole	0.37	1.24	£61	0.21	0.83	£38	0.08	0.23	£7	0.08	0.16	£13
Portsmouth	0.73	2.14	£113	0.25	0.66	£54	0.30	0.77	£31	0.13	0.62	£24
Preston	0.33	0.79	£40	0.07	0.14	£12	0.19	0.52	£17	0.06	0.09	£8
Purbeck	0.29	1.22	£54	0.22	0.90	£46	0.04	0.16	£4	0.02	0.13	£2
Reading	0.58	1.43	£88	0.12	0.29	£21	0.27	0.68	£31	0.17	0.42	£31
Redbridge	0.10	0.29	£9	0.01	0.03	£2	0.06	0.19	£4	0.02	0.03	£2
Redcar and Cleveland	0.11	0.33	£14	0.04	0.14	£5	0.06	0.18	£7	0.01	0.02	£2
Redditch	0.12	0.23	£14	0.01	0.01	£1	0.07	0.17	£4	0.04	0.05	£10
Reigate and Banstead	0.14	0.32	£18	0.02	0.04	£3	0.09	0.22	£8	0.03	0.05	£6
Ribble Valley	0.12	0.29	£15	0.06	0.15	£9	0.05	0.12	£5	0.01	0.02	£1
Richmond upon Thames	0.28	0.66	£40	0.08	0.18	£18	0.14	0.37	£12	0.05	0.10	£10
Richmondshire	0.39	1.29	£63	0.23	0.80	£47	0.12	0.29	£13	0.03	0.15	£3
Rochdale	0.09	0.20	£6	0.01	0.03	£3	0.08	0.17	£3	-	-	-
Rochford	0.02	0.11	£2	*	0.07	*	0.02	0.05	£1	*	*	£1

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,710	154.64	45.69	£10,463	38.83	106.37	£4,078	15.51	34.27	£3,655
Rossendale	0.02	0.06	£2	0.01	0.01	*	0.01	0.04	£1	*	0.02	£1
Rother	0.29	0.84	£43	0.19	0.62	£34	0.08	0.18	£7	0.01	0.03	£1
Rotherham	0.11	0.25	£14	0.02	0.07	£6	0.08	0.17	£6	0.01	0.01	£2
Rugby	0.22	0.53	£19	0.03	0.07	£3	0.12	0.26	£5	0.06	0.18	£11
Runnymede	0.12	0.46	£18	0.03	0.09	£4	0.06	0.16	£5	0.03	0.09	£8
Rushcliffe	0.10	0.30	£6	0.02	0.04	£1	0.08	0.26	£5	*	*	*
Rushmoor	0.11	0.44	£13	0.01	0.02	£2	0.06	0.24	£4	0.03	0.10	£6
Ryedale	0.34	1.14	£61	0.27	0.92	£52	0.05	0.13	£6	0.02	0.07	£4
Salford	0.11	0.20	£19	0.02	0.03	£6	0.04	0.11	£3	0.04	0.05	£10
Sandwell	0.03	0.05	£2	0.01	0.01	*	0.01	0.04	£1	*	*	*
Scarborough	1.69	5.63	£334	1.37	4.76	£268	0.21	0.59	£23	0.05	0.14	£38
Sedgemoor	0.45	1.97	£74	0.33	1.53	£59	0.11	0.41	£13	0.01	0.03	£1
Sefton	0.36	0.97	£54	0.21	0.56	£31	0.12	0.31	£17	0.03	0.07	£6
Selby	0.08	0.17	£11	0.03	0.07	£7	0.04	0.09	£2	0.01	0.01	£2
Sevenoaks	0.21	0.38	£21	0.04	0.07	£6	0.13	0.25	£8	0.03	0.06	£7
Sheffield	1.13	2.65	£133	0.21	0.41	£36	0.61	1.67	£45	0.21	0.41	£39
Shepway	0.35	1.18	£54	0.22	0.68	£34	0.10	0.30	£13	0.02	0.13	£5
Shropshire	0.72	2.04	£99	0.34	1.02	£62	0.31	0.79	£27	0.04	0.08	£6
Slough	0.21	0.46	£38	0.02	0.08	£5	0.07	0.14	£8	0.11	0.25	£25
Solihull	0.17	0.49	£23	0.02	0.04	£3	0.11	0.39	£12	0.04	0.06	£9
Somerset	1.83	6.47	£304	0.99	4.09	£210	0.67	1.88	£65	0.15	0.43	£25
South Bucks	0.10	0.24	£19	0.01	0.06	£3	0.05	0.09	£5	0.04	0.08	£10
South Cambridgeshire	0.14	0.34	£16	0.04	0.06	£5	0.09	0.24	£7	0.02	0.02	£2
South Derbyshire	0.06	0.13	£6	0.02	0.06	£3	0.03	0.06	£2	0.01	0.01	£1
South Hams	0.61	2.74	£155	0.39	1.84	£121	0.16	0.59	£22	0.01	0.03	£2
South Holland	0.09	0.28	£12	0.03	0.10	£4	0.03	0.10	£3	0.02	0.07	£3
South Kesteven	0.23	0.67	£39	0.08	0.27	£19	0.10	0.27	£10	0.04	0.11	£9
South Lakeland	1.65	5.50	£375	1.32	4.62	£328	0.23	0.67	£28	0.08	0.17	£12
South Norfolk	0.09	0.31	£18	0.04	0.17	£12	0.04	0.08	£3	0.02	0.05	£3
South Northamptonshire	0.17	0.39	£27	0.08	0.19	£19	0.06	0.14	£3	0.03	0.04	£4

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,710	154.64	45.69	£10,463	38.83	106.37	£4,078	15.51	34.27	£3,655
South Oxfordshire	0.29	0.62	£38	0.07	0.18	£13	0.13	0.31	£16	0.07	0.10	£7
South Ribble	0.03	0.06	£4	*	*	*	0.02	0.05	£2	0.01	0.01	£1
South Somerset	0.36	0.90	£55	0.13	0.39	£35	0.19	0.45	£15	0.03	0.04	£4
South Staffordshire	0.07	0.13	£3	0.03	0.04	£2	0.04	0.09	£1	-	-	-
South Tyneside	0.05	0.21	£6	0.02	0.04	£1	0.04	0.17	£5	-	-	-
Southampton	0.76	2.09	£136	0.27	0.57	£51	0.30	0.95	£34	0.15	0.48	£42
Southend-on-Sea	0.27	0.67	£39	0.08	0.19	£11	0.13	0.33	£14	0.06	0.13	£15
Southwark	0.16	0.31	£27	0.04	0.05	£10	0.10	0.23	£9	0.02	0.02	£7
Spelthorne	0.10	0.20	£11	0.02	0.03	£3	0.06	0.14	£6	0.01	0.02	£3
St Albans	0.25	0.54	£25	0.02	0.02	£1	0.19	0.43	£13	0.04	0.09	£11
St Edmundsbury	0.20	0.55	£29	0.06	0.18	£16	0.09	0.23	£7	0.05	0.14	£6
St Helens	-	-	-	-	-	-	-	-	-	-	-	-
Stafford	0.23	0.55	£27	0.08	0.17	£10	0.11	0.27	£9	0.04	0.12	£7
Staffordshire Moorlands	0.25	0.53	£40	0.17	0.37	£33	0.07	0.14	£6	0.01	0.02	£1
Stevenage	0.08	0.16	£9	0.02	0.05	£3	0.04	0.08	£2	0.02	0.03	£5
Stockport	0.22	0.61	£20	0.02	0.04	£1	0.17	0.52	£13	0.03	0.04	£5
Stockton-on-Tees	0.12	0.27	£12	0.03	0.09	£4	0.08	0.15	£6	0.01	0.01	£1
Stoke-on-Trent	0.21	0.41	£25	0.07	0.14	£10	0.08	0.15	£6	0.04	0.07	£6
Stratford-on-Avon	0.52	1.26	£96	0.29	0.70	£64	0.16	0.39	£14	0.07	0.17	£18
Stroud	0.22	0.51	£25	0.04	0.16	£6	0.13	0.26	£12	0.03	0.06	£5
Suffolk Coastal	0.29	1.14	£52	0.17	0.87	£39	0.10	0.21	£8	0.02	0.06	£6
Sunderland	0.19	0.43	£27	0.04	0.06	£6	0.11	0.29	£16	0.03	0.03	£4
Surrey Heath	0.15	0.39	£16	0.03	0.11	£8	0.09	0.26	£5	0.02	0.03	£3
Sutton	0.09	0.21	£6	0.01	0.01	*	0.08	0.19	£5	*	0.01	£1
Swale	0.17	0.48	£21	0.05	0.15	£6	0.09	0.24	£7	0.03	0.09	£8
Swindon	0.29	0.84	£39	0.06	0.15	£11	0.15	0.49	£12	0.07	0.19	£15
Tameside	0.04	0.08	£3	0.01	0.02	£1	0.03	0.05	£2	*	0.01	*
Tamworth	0.11	0.25	£13	0.05	0.10	£6	0.03	0.04	£2	0.03	0.11	£5
Tandridge	0.08	0.17	£10	0.02	0.06	£2	0.03	0.06	£3	0.02	0.03	£3
Taunton Deane	0.29	0.84	£37	0.07	0.23	£11	0.17	0.43	£17	0.05	0.16	£8

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,710	154.64	45.69	£10,463	38.83	106.37	£4,078	15.51	34.27	£3,655
Teignbridge	0.36	1.59	£59	0.20	1.06	£42	0.11	0.41	£12	0.02	0.03	£3
Telford and Wrekin	0.28	0.59	£41	0.11	0.24	£16	0.11	0.24	£14	0.06	0.09	£10
Tendring	0.33	1.18	£41	0.20	0.69	£27	0.11	0.45	£9	0.02	0.04	£4
Test Valley	0.17	0.49	£22	0.06	0.18	£12	0.09	0.24	£7	0.02	0.04	£3
Tewkesbury	0.17	0.45	£23	0.09	0.29	£13	0.05	0.14	£7	0.02	0.03	£4
Thanet	0.27	0.84	£45	0.11	0.28	£22	0.15	0.50	£16	0.01	0.04	£4
Three Rivers	0.04	0.08	£5	*	0.01	*	0.03	0.05	£2	0.01	0.01	£3
Thurrock	0.08	0.17	£9	*	0.01	£2	0.06	0.14	£5	0.02	0.03	£2
Tonbridge and Malling	0.14	0.35	£17	0.04	0.11	£8	0.07	0.19	£6	0.03	0.04	£3
Torbay	0.93	3.91	£213	0.68	2.94	£171	0.18	0.75	£26	0.06	0.15	£13
Torridge	0.25	1.08	£61	0.13	0.66	£45	0.10	0.40	£15	*	0.01	£1
Tower Hamlets	0.11	0.29	£26	0.04	0.14	£15	0.04	0.09	£5	0.03	0.05	£5
Trafford	0.11	0.22	£16	0.05	0.07	£10	0.06	0.13	£4	0.01	0.02	£2
Tunbridge Wells	0.16	0.40	£15	0.07	0.13	£8	0.07	0.24	£5	0.01	0.03	£2
Uttlesford	0.16	0.34	£18	0.06	0.09	£5	0.07	0.20	£7	0.02	0.04	£5
Vale of White Horse	0.16	0.33	£15	0.03	0.07	£5	0.09	0.19	£6	0.03	0.07	£3
Wakefield	0.24	0.47	£29	0.05	0.09	£9	0.13	0.27	£10	0.06	0.10	£9
Walsall	0.12	0.23	£11	0.02	0.04	£1	0.07	0.14	£5	0.03	0.04	£4
Waltham Forest	0.13	0.27	£10	0.03	0.05	£3	0.09	0.20	£6	0.01	0.01	£1
Wandsworth	0.36	1.01	£72	0.08	0.23	£19	0.20	0.60	£28	0.05	0.12	£23
Warrington	0.24	0.42	£31	0.06	0.11	£10	0.13	0.22	£10	0.04	0.09	£9
Warwick	0.35	0.69	£52	0.14	0.29	£19	0.13	0.25	£13	0.08	0.14	£20
Watford	0.16	0.35	£24	0.04	0.07	£11	0.07	0.22	£5	0.04	0.06	£8
Waveney	0.37	1.37	£65	0.26	1.00	£49	0.10	0.33	£11	0.01	0.03	£5
Waverley	0.16	0.42	£19	0.03	0.08	£5	0.10	0.30	£11	0.02	0.03	£3
Wealden	0.15	0.59	£22	0.06	0.23	£12	0.09	0.31	£8	0.01	0.04	£2
Wellingborough	0.07	0.16	£11	0.02	0.04	£1	0.03	0.06	£2	0.02	0.06	£8
Welwyn Hatfield	0.11	0.30	£15	0.02	0.04	£4	0.06	0.13	£6	0.03	0.06	£6
West Berkshire	0.20	0.47	£37	0.05	0.16	£19	0.10	0.21	£7	0.04	0.09	£10
West Devon	0.24	0.82	£36	0.13	0.48	£25	0.08	0.25	£8	0.01	0.02	£2

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
ENGLAND – Total												
ALL TOURISM – 2013	103.50	304.91	£18,710	154.64	45.69	£10,463	38.83	106.37	£4,078	15.51	34.27	£3,655
West Dorset	0.64	2.56	£144	0.38	1.75	£112	0.23	0.76	£26	0.02	0.05	£6
West Lancashire	0.08	0.21	£6	0.03	0.06	£3	0.04	0.12	£3	0.01	0.01	*
West Lindsey	0.07	0.17	£8	0.03	0.08	£5	0.03	0.05	£2	0.01	0.02	£1
West Oxfordshire	0.25	0.66	£37	0.10	0.28	£22	0.11	0.26	£11	0.04	0.10	£4
West Somerset	0.42	1.69	£92	0.32	1.40	£75	0.08	0.22	£10	0.03	0.06	£6
Westminster	0.88	1.75	£291	0.40	0.70	£152	0.14	0.32	£29	0.32	0.57	£102
Weymouth and Portland	0.51	2.30	£109	0.36	1.66	£89	0.11	0.38	£10	0.03	0.12	£5
Wigan	0.13	0.24	£13	0.02	0.03	£3	0.07	0.13	£4	0.03	0.07	£5
Wiltshire	1.11	3.06	£214	0.47	1.41	£145	0.49	1.24	£36	0.14	0.37	£30
Winchester	0.32	0.66	£43	0.10	0.18	£14	0.13	0.30	£9	0.08	0.16	£18
Windsor and Maidenhead	0.76	1.52	£111	0.44	0.83	£63	0.18	0.45	£23	0.11	0.18	£20
Wirral	0.16	0.35	£12	0.03	0.08	£3	0.13	0.26	£9	*	0.01	£1
Woking	0.10	0.23	£11	0.01	0.02	£1	0.06	0.15	£5	0.02	0.05	£4
Wokingham	0.10	0.21	£9	0.02	0.04	£2	0.07	0.16	£6	0.01	0.01	£1
Wolverhampton	0.19	0.52	£25	0.04	0.10	£7	0.10	0.30	£6	0.05	0.11	£10
Worcester	0.20	0.50	£28	0.07	0.12	£13	0.09	0.31	£8	0.04	0.07	£6
Worthing	0.11	0.25	£14	0.01	0.03	£2	0.08	0.17	£7	0.01	0.03	£3
Wychavon	0.18	0.39	£20	0.06	0.16	£10	0.09	0.17	£5	0.02	0.05	£5
Wycombe	0.25	0.69	£27	0.05	0.07	£5	0.14	0.55	£14	0.03	0.05	£6
Wyre	0.13	0.39	£13	0.07	0.23	£8	0.05	0.09	£3	0.01	0.01	£1
Wyre Forest	0.18	0.50	£17	0.09	0.30	£10	0.08	0.18	£5	*	*	*
York	1.24	3.07	£272	0.70	1.64	£194	0.39	0.94	£47	0.13	0.24	£22

\* Less than 0.01m visits/nights or less than £1m

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
SCOTLAND												
ALL TOURISM – 2013	12.12	42.7	£2,889	6.41	24.12	£1,746	3.87	13.18	£560	2.09	5.68	£569
Aberdeen City	0.78	1.98	£162	0.18	0.37	£35	0.28	0.75	£39	0.31	0.83	£85
Aberdeenshire	0.39	1.49	£61	0.16	0.81	£35	0.18	0.53	£15	0.04	0.15	£9
Angus	0.19	0.62	£27	0.09	0.31	£14	0.06	0.25	£8	0.03	0.04	£3
Argyll and Bute	0.80	3.46	£178	0.58	2.60	£142	0.15	0.66	£23	0.05	0.16	£10
Clackmannanshire	0.04	0.08	£5	0.01	0.03	£1	0.01	0.02	£2	0.02	0.03	£3
Dumfries and Galloway	0.73	2.44	£137	0.44	1.69	£87	0.21	0.55	£31	0.06	0.17	£16
Dundee City	0.31	0.78	£46	0.11	0.26	£17	0.13	0.36	£20	0.06	0.15	£9
East Ayrshire	0.07	0.16	£9	0.01	0.03	£2	0.04	0.10	£4	0.01	0.01	£1
East Dunbartonshire	0.02	0.05	£2	0.01	0.02	£1	0.01	0.02	£1	*	*	*
East Lothian	0.22	0.89	£33	0.15	0.71	£25	0.06	0.16	£7	0.01	0.01	£1
East Renfrewshire	*	0.01	£1	-	-	-	*	0.01	£1	-	-	-
Edinburgh, City of	2.32	5.80	£608	1.18	2.92	£347	0.66	1.76	£116	0.39	0.93	£132
Eilean Siar	0.10	0.60	£36	0.07	0.43	£25	0.02	0.15	£9	0.01	0.02	£3
Falkirk	0.13	0.32	£18	0.03	0.07	£5	0.08	0.22	£10	0.01	0.04	£3
Fife	0.45	1.44	£88	0.18	0.52	£41	0.19	0.67	£31	0.05	0.18	£14
Glasgow City	1.59	3.85	£324	0.54	1.16	£129	0.52	1.67	£63	0.48	0.91	£124
Highland	1.74	6.78	£420	1.22	5.23	£351	0.29	0.97	£34	0.19	0.50	£30
Inverclyde	0.09	0.29	£13	0.03	0.11	£6	0.04	0.17	£5	0.01	0.02	£2
Midlothian	0.06	0.38	£10	*	0.01	£1	0.03	0.31	£2	0.03	0.06	£6
Moray	0.26	1.10	£46	0.13	0.47	£24	0.08	0.33	£9	0.04	0.24	£10
North Ayrshire	0.27	1.07	£60	0.16	0.60	£37	0.10	0.39	£14	0.02	0.08	£9
North Lanarkshire	0.19	0.52	£32	0.05	0.11	£9	0.09	0.30	£10	0.04	0.10	£12
Orkney Islands	0.07	0.46	£24	0.04	0.30	£18	0.02	0.12	£3	0.01	0.04	£3
Perth and Kinross	0.77	2.52	£171	0.53	1.79	£137	0.15	0.51	£18	0.07	0.18	£14
Renfrewshire	0.11	0.23	£18	0.02	0.05	£8	0.07	0.17	£9	0.01	0.01	£1
Scottish Borders	0.39	1.33	£74	0.21	0.65	£52	0.13	0.57	£15	0.04	0.11	£7
Shetland Islands	0.06	0.52	£31	6.41	0.15	£9	3.87	0.03	£1	2.09	0.35	£21
South Ayrshire	0.32	1.22	£72	0.02	0.79	£50	*	0.36	£13	0.04	0.07	£10
South Lanarkshire	0.18	0.43	£25	0.20	0.13	£8	0.09	0.23	£10	0.04	0.06	£6
Stirling	0.40	1.27	£81	0.07	0.80	£58	0.08	0.36	£14	0.02	0.07	£6
West Dunbartonshire	0.08	0.26	£15	0.25	0.12	£6	0.11	0.12	£7	0.03	0.02	£2
West Lothian	0.10	0.23	£13	0.03	0.01	£1	0.03	0.14	£6	0.01	0.08	£6

TABLE 2.8 – Local authority destination & purpose  AVERAGE OF THREE YEARS: 2011, 2012, 2013	ALL TOURISM			HOLIDAYS			VFR			BUSINESS		
	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)	Trips	Nights	Spending (£)
2011/2012/2013 Average	Millions			Millions			Millions			Millions		
WALES												
ALL TOURISM – 2013	9.74	34.45	£1,673	6.01	24.51	£1,166	2.52	7.13	£268	0.99	2.17	£208
Anglesey	0.53	1.94	£85	0.40	1.59	£69	0.09	0.25	£10	0.03	0.09	£6
Blaenau Gwent	0.03	0.08	£3	0.01	0.03	£1	0.01	0.03	£2	0.01	0.02	£1
Bridgend	0.21	0.74	£38	0.11	0.44	£23	0.09	0.28	£11	0.01	0.03	£4
Caerphilly	0.07	0.17	£9	0.02	0.05	£1	0.05	0.10	£7	0.01	0.01	*
Cardiff	1.14	2.45	£233	0.43	0.85	£199	0.37	0.96	£22	0.28	0.52	£9
Carmarthenshire	0.40	1.38	£66	0.22	0.89	£38	0.13	0.34	£12	0.05	0.13	£15
Ceredigion	0.57	2.42	£90	0.37	1.79	£67	0.12	0.38	£12	0.06	0.12	£7
Conwy	0.89	3.27	£171	0.66	2.61	£143	0.17	0.51	£15	0.05	0.15	£11
Denbighshire	0.68	2.31	£102	0.52	1.89	£80	0.11	0.31	£11	0.04	0.10	£11
Flintshire	0.20	0.59	£28	0.11	0.38	£15	0.07	0.19	£11	0.01	0.02	£2
Gwynedd	1.48	6.54	£253	1.23	5.80	£222	0.18	0.56	£18	0.05	0.11	£10
Merthyr Tydfil	0.02	0.03	£1	-	-	-	0.01	0.02	*	0.01	0.01	£1
Monmouthshire	0.36	0.85	£49	0.13	0.38	£26	0.14	0.31	£11	0.08	0.14	£11
Neath Port Talbot	0.09	0.21	£10	0.03	0.07	£4	0.05	0.11	£4	0.01	0.02	£2
Newport	0.19	0.37	£27	0.04	0.11	£6	0.07	0.13	£5	0.07	0.12	£14
Pembrokeshire	1.14	5.03	£215	0.89	4.16	£96	0.19	0.72	£47	0.04	0.08	£62
Powys	0.58	1.99	£91	0.37	1.36	£71	0.16	0.48	£14	0.05	0.14	£6
Rhondda Cynon Taf	0.13	0.35	£11	0.02	0.07	£4	0.10	0.27	£6	0.01	0.01	£1
Swansea	0.55	1.64	£89	0.27	0.89	£46	0.18	0.49	£24	0.08	0.19	£14
Torfaen	0.07	0.20	£9	0.01	0.02	£4	0.05	0.16	£3	*	*	£1
Vale of Glamorgan	0.10	0.26	£11	0.02	0.08	£2	0.07	0.16	£7	0.00	0.01	£1
Wrexham	0.15	0.39	£17	0.04	0.12	£7	0.08	0.21	£7	0.04	0.06	£3



## Appendix

### 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.

#### Holiday

'Holiday' 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).

#### Total Holiday (including VFR Holiday)

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

## **VFR**

'Visiting friends and relatives' or 'VFR' is the term used for trips where the main reason for taking the trip is described as "visiting friends and relatives". It can be split further, into two sub-categories. VFR-Holiday, is where the main reason for taking the trip is initially described as "visiting friends and relatives", but which on subsequent probing is also described as a holiday. VFR-Other, is where the main reason for taking the trip is described as "visiting friends and relatives" mainly for some reason other 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 or 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

	<b>Trips %</b>	<b>Nights %</b>	<b>Spend %</b>
GB	2.5%	3.0%	3.6%
England	2.8%	3.2%	4.0%
Scotland	6.3%	8.1%	8.3%
Wales	5.3%	8.0%	9.1%

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 2013 will lie in the range of plus or minus 2.5% 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

<b>TOTAL ADULT POPULATION</b>		49108	<b>TOTAL ADULT POPULATION</b>		49108
<b>Age by Sex</b>			<b>Government Office Regions</b>		
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		<b>Presence of Children</b>		
Female 55-64	3528		Yes	13930	
Female 65-74	2881		No	35178	
Female 75-84	1937				
Female 85+	928		<b>Social Grade</b>		
<b>Car Ownership</b>			AB	11341	
1	20736		C1	14030	
2+	18203		C2	10315	
0	10169		D	7583	
			E	5839	

The values above were derived from:

- Census 2001
- 2006 based Population Projections for 2011
- 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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