

## Great Britain Tourism Survey (GBTS), January to December 2012

This update summarises overnight domestic tourism in Wales during the calendar year 2012. Numbers are rounded to 2 decimal places. Figures are provisional and may be subject to final revision.

**Table 1: GB overnight domestic tourism to Wales, January to December**

	<i>million</i>					
	Trips			Nights		
	2011	2012	% Change	2011	2012	% Change
Wales	9.70	9.60	-1.0	34.94	34.73	-0.6
England	104.28	104.46	+0.2	306.81	310.19	+1.1
GB	126.64	126.02	-0.5	387.33	388.24	+0.2

Source: GBTS 2011 and 2012

- Of the 126.64 million trips taken in GB during January-December 2012, 7.6 per cent of these were to Wales, almost identical to Wales' market share in 2011.
- In 2012 the total volume of trips to Wales has fallen very slightly (by 1.0 per cent) in comparison with 2011. Nights spent on trips these trips have fallen very slightly (by 0.6 per cent). However, to set the 2012 figures in context, the Wales results for 2011 were the best since GBTS was set up in its present form in 2006.
- In 2012, the average length of stay in Wales was 3.62 nights, similar to 2011.

**Table 2: GB overnight domestic tourism to Wales: Expenditure January to December**

	<i>million</i>		
	Spend (£)		
	2011	2012	% Change
Wales	1,734	1,588	-8.4
England	17,914	19,497	+8.8
GB	22,266	23,976	+5.8

Source: GBTS 2011 and 2012

- Expenditure on visits to Wales in 2012 has decreased by 8.4 per cent, while for Great Britain as a whole, expenditure was 5.8 per cent up.

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**Next Update:** July 2013 (provisional)

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**Table 3: GB overnight domestic tourism to Wales by Purpose of Trip, January-December**

	<i>million</i>					
	Trips			Nights		
	2011	2012	% Change	2011	2012	% Change
Total	9.70	9.60	-1.0	34.94	34.73	-0.6
of which						
Holidays	6.04	5.91	-2.0	25.03	24.39	-2.5
Visits to						
Friends/Relatives	2.44	2.37	-2.7	7.03	7.27	+3.4
Business	0.99	1.10	+10.8	2.25	2.23	-1.0

Source: GBTS 2011 and 2012

**Table 4: Spend on GB overnight domestic tourism to Wales by Purpose of Trip, January-December**

	<i>million</i>		
	Spend (£)		
	2011	2012	% Change
Total	1,734	1,588	-8.4
of which			
Holidays	1,229	1,072	-12.8
Visits to			
Friends/Relatives	251	279	+11.2
Business	223	199	-10.8

Source: GBTS 2011 and 2012

- Holiday/leisure trips made up 62 per cent of all trips to Wales during 2012, similar to 2011. The volume of holiday trips fell by 2.0 per cent, nights spent on these trips fell by 2.5 per cent, and expenditure on these holiday trips fell by 12.8 per cent compared with 2011. The small reduction in trips and nights is similar to the pattern in GB as a whole.
- In 2012, overnight Business trips showed an increase of 10.8 per cent in comparison with 2011, while Visits to Friends/Relatives showed increases in terms of nights stayed and expenditure.

**Key Quality Information**

This bulletin uses information from the Great Britain Tourism Survey (GBTS). With effect from January 2011, GBTS replaces the former United Kingdom Survey (which also included Northern Ireland) though the method of GBTS and UKTS is otherwise identical. The GBTS is a national consumer survey measuring the volume and value of tourism trips taken by residents of Great Britain. It is jointly sponsored by Visit Britain, Visit Scotland and Visit Wales.

The survey covers trips away from home lasting one night or more taken by GB residents for the purpose of holidays, visits to friends and relatives, business and conferences or any other purpose. Tourism is measured in terms of volume (trips taken, nights away) and value (expenditure on trips). Further information about the GBTS can be found at:

<http://new.wales.gov.uk/topics/tourism/research/tourisminwales/volumeandvalue/?lang=en>